



Resilience And The Five Keys To Success For Family Businesses Is Focus Of UNH Event Nov. 4

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DURHAM, N.H. –To stay at the top of their game within a family-owned business, individuals must hone their interpersonal and leadership skills. The University of New Hampshire Center for Family Business will assist business leaders in this critical area with the program “Resilience and the Five Keys to Success for Family Businesses.”

The program, which takes place Wednesday, Nov. 4, 2009, will cover the essential skills that family members need to take responsibility for their own performance, create a healthy standard of behavior and culture, and develop positive expectations for how family members work and achieve together.

It will be held at The Derryfield, 625 Mammoth Road, Manchester, NH. The event begins at 8 a.m. with a continental breakfast, with the program following at 8:30 a.m. The program concludes at noon. Lunch will be served.

“The ‘Five Keys to Success’ come from many years of assessing and observing the key ingredients that individuals and family businesses have utilized/ mastered to become and stay successful. All five are common to those that have aspired to higher levels of performance. The Five Keys specifically address historic and generational dynamics, personal skill building (mental training techniques), core values and scientific performance metrics necessary for success,” said Barbara Draper, director of the UNH Center for Family Business.

The session will include personal assessments/self reflection, educational information and opportunities for group interaction and questions.

Cynthia Adams Harrison, who works with Tom Davidow Associates as a consultant specializing in enhancing performance in business and sport, will conduct the session. She works extensively with family members, key nonfamily executives, management teams and individuals to develop motivation, self-confidence, team building and mental training techniques necessary for success. She is a co-author with Tom Davidow of “Women in Family Business.” Adams Harrison is a popular national and international motivational speaker and workshop presenter.

Please register by Tuesday, Oct. 27, 2009. To register or become a member of the Center for Family Business, call Barbara Draper at 603-862-1107, or barbara.draper@unh.edu. The event is free for Center for Family Business members. The cost is \$99 per person and \$250 per family for nonmembers.

The Center for Family Business, under the UNH Whittemore School of Business and Economics and the UNH Graduate School, is sponsored by Mass Mutual Financial Group, Thomas Davidow

Associates, Baker Newman & Noyes, Pierce Atwood, MPI Management Planning, Inc., and Optima Bank and Trust. It is a membership program to provide owners and managers of entrepreneurial businesses with an opportunity to exchange ideas and information and to discuss business challenges, concerns, and solutions. For more information, visit <http://www.familybusiness.unh.edu/>.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling more than 12,200 undergraduate and 2,200 graduate students.