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## Managing Planned And Unplanned Change Focus Of UNH Center For Family Business Event

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DURHAM, N.H. – Managing change is critical to the survival of family businesses, and the Center for Family Business at the University New Hampshire will help them do just that at its “Managing Planned and Unplanned Change in the Family Business” Wednesday, May 4, 2005.

The half-day event will be held at the Elliott Alumni Center at UNH. Registration and a continental breakfast begin at 8 a.m., with the program starting at 8:30 a.m. Those interested in attending the business program are asked to register by April 27.

Family business owners will learn how to identify when a company needs to introduce change and how to develop an effective strategy for managing the process; how to deal with unplanned changes (i.e. sudden market change, loss of a major customer, natural or manmade disaster, lawsuit, family crisis); how to evaluate reactions typically found in companies faced with a crisis and how an organization can manage its way through the necessary stages of change.

Stephen Fink, professor emeritus of Whittemore School of Business and Economics and an expert in organizational behavior, will facilitate this program. The session will feature family business owner Jamie Trowbridge, president and CEO of Yankee Publishing, publisher of *Yankee Magazine* and *The Old Farmer’s Almanac*, who will share his experiences dealing with change.

Nonmembers of the Center for Family Business can attend the program on a one-time trial basis for \$125 per person or \$250 per family. To register or for more information contact Barbara Draper at (603) 862-1107 or [Barbara.Draper@unh.edu](mailto:Barbara.Draper@unh.edu).