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Nov. 4, 2004

DURHAM, N.H. – The University of New Hampshire CEO Forum welcomes Jack Moore, a fourth-generation family member and corporate director of Benjamin Moore & Co., who will tell the story of how this old-line coatings manufacturer streamlined its operations and doubled its profits in the late 1990s, culminating in the company’s sale to Berkshire Hathaway in an all-cash transaction in November 2000.

“Benjamin Moore Paints: Renewal of a Centenarian” will be held Thursday, Nov. 18, 2004 at the New England Center. Coffee and networking begin at 8 a.m., and breakfast will be served at 8:30 a.m. The program begins at 9 a.m.

Also speaking will be Terry Phinney of Whitehall Consulting, who advised the company throughout the change process.

Benjamin Moore & Co. was founded in 1883 by brothers Benjamin and Robert, with an initial investment of \$2,000. Its sales grew to \$800 million with 17 plants in the United States and Canada. The company is the fourth-largest paint manufacturer in the United States and has dominated the high-end “do-it-yourself” market for several decades.

Moore now is a manager-director of his family investment company and advisor to the Family Business Initiative for the National Association of Corporate Directors. Phinney, based in Dedham, Mass., has advised Duke Energy, United Illuminating Company, Dupont, and Meadowcraft on major change initiatives.

Following the breakfast meeting, Moore and Phinney will facilitate a discussion with family business owners and executives on the challenges of making change in an organization.

To register or to become a member of the CEO Forum, call Barbara Draper at (603) 862-1107, or e-mail her at barbara.draper@unh.edu.

Initiated in 1997, the CEO Forum is an outreach program of the UNH Whittemore School of Business and Economics and the UNH Graduate School serving CEOs, presidents, and senior managers of companies in northern New England. The forum provides its members with opportunities to meet and exchange ideas with their peers in business and industry in an informal setting. The CEO Forum is sponsored by the law firm of Pierce Atwood.

For more information about the CEO Forum, visit www.unh-ceoforum.org.