



Importance Of Marketing A Family Businesses Is Focus Of UNH Event March 3

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DURHAM, N.H. –The University of New Hampshire Center for Family Business will offer the program “The Importance of Marketing Your Family Business” to business leaders Wednesday, March 3, 2010.

Presented by Dan Innis, dean of the UNH Whittemore School of Business and Economics, the program will delve into how customers form attitudes, how you can build and change attitudes, and why that matters. He will address the following issues and answer your questions about marketing your family business:

- What is a marketing plan? Do I need one?
- Building customer relationships that last.
- Exploring your family business advantage.
- Thinking strategically about marketing.
- Planning for the future and building market share over time.

The program will be held at New Hampshire Distributors, 65 Regional Drive, Concord. The event begins at 8 a.m. with a continental breakfast, with the program following at 8:30 a.m. Lunch will be served. The program ends at noon.

Innis joined the UNH Whittemore School as dean in July 2007. He earned his Ph.D. in marketing and logistics with a minor in consumer behavior from The Ohio State University in 1991 and has taught marketing classes. He grew up in a family business and is co-owner of the Ale House Inn in Portsmouth.

Please register by Thursday, Feb. 25, 2010. 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.

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