



UNC ASHEVILLE  
FAMILY BUSINESS FORUM

*Keeping Families in Business*

The Family Business Forum is a member organization that want to effectively mange their business and their family.

**Why is family business education important?**



- 1. More owners are retiring without succession plans**
  - 40% of family business owners expect to retire by 2017
  - Less than half have selected a successor<sup>1</sup>
- 2. Only the smart survive**
  - 70% of family businesses fail before they reach the second generation
  - Only 10% make it to the third generation
  - Only 4% get past the fourth generation<sup>2</sup>
- 3. It's complicated**
  - Family owned enterprises exist in the intersection of personal and professional life

*Business families in the third, fourth or later generations have it figured out<sup>3</sup>, and the Family Business Forum can help your legacy thrive.*

**Why join the UNC Asheville Family Business Forum?**

- Connect with other family businesses facing similar challenges – you are not alone
- Access a network of professional resources
- Talk about combining family and business in a safe and confidential environment



**Experts from across the nation will teach you how to:**

- Manage family and business relationships
- Develop and support the next generation
- Unlock your family from old ways of thinking
- Face conflict confidently and communicate effectively



**Annual membership dues are based on the number of employees. Scholarships are available. For more information contact Cindy Clarke, Executive Director at 828-232-5091 or [cclarke@unca.edu](mailto:cclarke@unca.edu) or visit website [fbf.unca.edu](http://fbf.unca.edu).**

<sup>1</sup> Mass Mutual American Family Business Survey, 2007. Retrieved November 2012: <http://www.massmutual.com/mmfg/pdf/afbs.pdf>

<sup>2</sup> George Stalk and Henry Foley, "Avoid the Traps that Can Destroy Family Businesses," Harvard Business Review, Jan-Feb 2012

<sup>3</sup> Ibid.

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