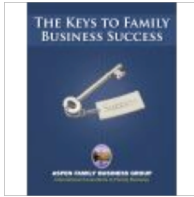


For Immediate Release

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Publication of *The Keys to Family Business Success* Puts Best Practices in the Hands of Business Owners, Family Members and Their Advisors

July 21, 2011 — [The Aspen Family Business Group](#) is delighted to announce publication of *The Keys to Family Business Success* by Leslie Dashew, Sam Lane, Joe Paul, Darrell Beck and William Roberts.

The book, available at [online retailers](#) (for \$29.00 plus shipping), brings together the collected wisdom, anecdotes and solutions of five top advisors in their respective disciplines, including psychology, finance, and management.

In just 216 pages, *The Keys to Family Business Success* provides a comprehensive guide to family business that owners can read through and then keep handy as a reference tool. The book lays out a series of problems unique to family businesses with examples of real situations, and explores practical solutions to ensure the family business can be successful generation after generation. The book also includes more than a dozen interactive exercises, checklists and self-surveys to help readers customize and apply what they learn.

“This book brings more than 150 years of collective expertise on family business and makes it accessible to anyone interested in families in business, whatever their learning style,” says co-author Dashew. “If you like to read stories, our story about the Symington family along with many anecdotes are there. If you like to read about problems, the solutions are there. And if you want to

Endorsements

In this book, [the authors] share their expertise and experience in a way every reader can use to benefit their own families and businesses. The Aspen Business Group is uniquely positioned to be your back up team through this book.—*Bruce E. Grossman, Vice Chairman, Grupo Continental, SAB, a fourth-generation Coca-Cola Bottler in Mexico.*

Keys to Family Business Success is a compilation of best practices applied to families and family businesses in transition. This publication serves as a unique resource to families and advisors seeking to find advice in dealing with the tremendous variety of challenges family businesses face today.—*Dirk Jungé, Chairman & CEO of Pitcairn and a fourth-generation family member and owner.*

“The reader will discover some gems that are worth highlighting for easy reference when times get rough. ... Those preparing to move from hope to planning should consider taking the time to do the exercises suggested in the Aspen group’s book.”—*Barbara Spector, Editor, Family Business magazine.*

“Both the very new and the seasoned family business will profit greatly by understanding this wise advice and taking action to avoid the many potentially painful pitfalls ahead.”—*Karen Calcagno, PCC, ORSCC*

see how your company stacks up against the most successful family enterprises, you can test yourself against best practices.”

About the Authors: **Leslie Dashew**, based in Scottsdale, Arizona, has 35 years experience combining her background in organizational development and family therapy to specialize in consultation to family businesses and families of wealth and was recently awarded the prestigious Beckhard award for her work advancing the profession of family business consulting. **Sam H. Lane**, Ph.D., who tragically passed away as this book went to press, practiced in Fort Worth, Texas for more than 28 years. **Darrell Beck**, Ph.D., CMC, has more than 29 years of business consulting experience spanning a diverse base of client organizations. **Joe Paul**, who is based in Portland, Oregon has worked exclusively with families in business, families of wealth and family foundations since 1978. **William E. Roberts**, CLU, ChFC, has served privately held business owners for more than 30 years from his base in Denver, Colorado.

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