

## **Women in Family Business XV: Sustainability in the Family Business**

*We have sustained! Together. This is the 15<sup>th</sup> consecutive year in which the Women in Family Business program has been conducted by Leslie Dashew at Miraval Life in Balance Resort.*

One of the keys to our success has been our understanding of the challenges facing women who are connected to family enterprises and providing an intimate, supportive environment in which to explore the issues facing them now.

**Sustainability is key today.**

We hope that this year you will bring members of the **next generation** who may play a role as a family member, owner or employee of the family business. It is important that they begin to understand the “perils and pleasures” of family businesses as they chart their futures.

### **In this year's program we will:**

- Share the latest information on what helps families in businesses continue over multiple generations: what factors must be in place, what can interfere with sustainability;
- Explore the challenge of balancing our own well-being with that of other family members and the business;
- Share models from the environment as well as business for what fosters sustainability. For example in environmental terms sustainability can mean the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. Sound familiar??
- Consider the roles of family members, advisors, key executives and other partners in the sustainability of family businesses.
- Explore how you can influence the sustainability of your family business, no matter what role you play.

### **As always, the value in this program comes from:**

- The expertise of our program leader, Leslie Dashew who is receiving the highest honor given to a family business advisor at the International Conference of the Family Firm Institute in October, 2010;
- The open sharing and wisdom of the women participating in this program from many parts of the US and abroad. Women who participate include mothers who are not active in the business, sisters who became successors, daughters who are owners, but have “another life,” CEOs who brought the rest of their families into the business. In other words, the exchange among women who have a range of experiences with the family business creates a rich environment for learning from all points of view.
- The opportunity to take advantage of the resources of Miraval.
- Books and materials provided.

## **The Schedule**

### **Thursday, March 10, 2011**

- 4:00 p.m. Be Registered at Miraval
- 5:00 p.m. Opening of Program & Keynote Address
- 7:00 p.m. Opening Dinner: Getting to Know Each Other

### **Friday, March 11, 2011**

- 9-11:50 a.m. Assessing sustainability, part one: what do we have going for us?
- 12-3:00 p.m. Individual spa time and lunch
- 3:10-5:30 p.m. Assessing sustainability, part two: what are the risks we have to address?
- 6:00 p.m. Dinner

### **Saturday March 12, 2011**

- 9-11:50 a.m. Our choices: can we sustain our selves, the family and the business?
- 12-3:00 p.m. Individual spa time and lunch
- 3:10-5:30 p.m. What can we do; What will we do to help assure sustainability?
- 6:00 p.m. Dinner

### **Sunday, March 13, 2011**

- 9-11:30 a.m. Closing Session: What Story will you tell?
- Noon: Closing Lunch together

## **Registration and Fees**

The program will be limited to 30 participants .... so register soon!

The program registration fee for Women in Family Business Program is \$850 (\$775 if paid by January 1, 2011), for the entire long weekend. Send your registration for the program to Human Side of Enterprise, LLC (see below).

**Facility reservation:** Miraval is giving us a special rate of \$559/person/day (single) or \$499/person double occupancy/day (plus 12.0% tax and 18.5% service charge added each day). This price includes: Deluxe, casita-style accommodations; Three gourmet meals daily/all non-alcoholic beverages; Access to all scheduled programs and activities; Round-trip Tucson Airport transfers; One spa service up to \$130 per person per night. In other words, all-inclusive accommodations.

Contact Miraval directly for your room reservation and tell them you are with the Women in Family Business Program to receive your special rate. By contacting Miraval yourself, you can arrange your length of stay and airport transfers directly (1-800-825-4000). **Reservations must be made with the Resort by February 8, 2011 - BOOKING ID #454**

*For more information, please contact us at:*

*Human Side of Enterprise, LLC at (480) 419-4243  
[www.lesliedashew.com](http://www.lesliedashew.com) [azaphirio@aol.com](mailto:azaphirio@aol.com)*

**To register for the program:**

(1) Send form below and \$850 (or \$775 before January 1, 2011) program fee to:

Human Side of Enterprise, LLC  
21839 N. 98th Street, Scottsdale, Arizona 85255

Registration is on a first come, first served basis. We will honor cancellations if we can fill your spot; otherwise, there is a \$200 cancellation fee.

(2) Contact Miraval directly for your room reservation and tell them you are with the Women in Family Business Program to receive your special rate. By contacting Miraval yourself, you can arrange your length of stay and airport transfers directly. (1-800-825-4000) BOOKING ID #454

**WOMEN IN FAMILY BUSINESS XV  
March 10-13, 2011**

**REGISTRATION FORM**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Numbers (day/evening): \_\_\_\_\_

Fax and/or E-mail: \_\_\_\_\_