

# Family Business Center Forum

Friday, September 16, 2011

Graylyn Conference Center  
1900 Reynolda Road, Winston-Salem, NC  
9:30 AM - 10:00 AM: Registration  
10:00 AM - 1:00 PM: Presentations and Lunch

Register by September 2, 2011 at [familybusiness.opcd.wfu.edu](http://familybusiness.opcd.wfu.edu), "FBC Events"  
For more information, contact Kathy Baker at [bakerka@wfu.edu](mailto:bakerka@wfu.edu)



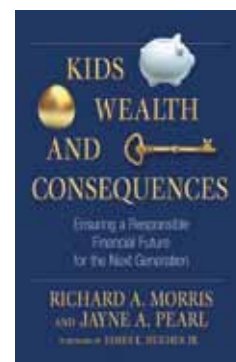
## Rich Morris

The WFU Family Business Center invites you to join us for a special forum customized for family business owners and their families. Wake Forest University is committed to preparing students for a successful college-to-career transition, and financial literacy is an important piece in that preparation. Rich Morris, co-author of *Kids, Wealth and Consequences*, will provide parents with the motivation to start communicating their financial values, and the tools to do so with confidence.

Topics will include:

1. Talking to Kids about Money: Who, when, what, how and why?
2. Defining the Family's Financial Values: How can parents instill financial values? To what extent do parents model them?
3. Successful Choices: How can one harmoniously integrate a family and business, and provide children successful and happy career choices?

Rich Morris is principal of ROI Consulting and co-author of *Kids, Wealth and Consequences*. Previously, he worked at his family's 80-year-old, privately held company, Fel-Pro, until its sale in 1998. Rich has spoken at family business centers across the country, and has been quoted in the Wall Street Journal, Crain's Chicago Business and Family Business magazine.



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