Stetson University’s Family Business Center wins awards, publishes book

POSTED: 04-26-2000

Stetson University’s Family Business Center was recently awarded the Model Entrepreneurship Education Program Award for the Specialty Programs Category at the United States Association for Small Business and Entrepreneurship conference in San Antonio, Texas.

The award recognizes the Family Business Center’s "holistic model," which integrates the curriculum for students, a learning community for family businesses, and faculty scholarship. The center also won second place in the Irwin/McGraw Hill Innovation in Pedagogy Award competition.

Founded in 1998 and based in Stetson’s School of Business Administration, the Family Business Center has published a 100-page book, *The Holistic Model: Rethinking the Role of the University-Based Family Business Center*, an outgrowth of the center’s family business "Gathering" last fall. The 11 national players in the family-business field who participated in the Gathering each contributed a chapter to the book, which is being sent to every accredited university and family business center nationwide. The book and Gathering were funded in part by Stetson’s Renaissance Program through the William M. and Nina B. Hollis Foundation.

"It makes sense that family business centers should utilize a holistic approach to help family businesses," said Dr. Greg McCann, director of the Family Business Center. "That’s why Stetson’s Family Business Center is partnering with top scholars and consultants from across the nation to conduct meaningful research to help support family businesses."

McCann, who is an associate professor of decision and information sciences, noted that the Family Business Center also is creating retreats and continuing education programs from a holistic perspective to help serve affiliated families and their professional advisers.

Chapters cover such topics as ethics of family business centers, how university family business centers can reach out to family businesses, and the importance of research about family business issues.

Nationally recognized family-business experts who participated in the 1999 Family Business Gathering and contributed chapters to the book include Dr. Joe Astrachan, chair of Family Business at Kennesaw State University, Kennesaw, Ga., who is also editor of Family Business Review and principal and chief financial officer of The Family Business Consulting Group Inc.; Kristi McMillan, assistant director of Kennesaw State University’s Family Enterprise Center; Dr. Edwin Cox of Doud/Hausner & Associates, Glendale, Calif.; Dr. Ramona Heck, who leads the Family Business Research Institute at Cornell University, Ithaca, N.Y.; Dr. Steven Hobbs, who holds a faculty appointed position at the University of Alabama Law School, Tuscaloosa, as the Tom Bevill Chairholder of Law; Dr. Dennis Jaffe, professor at Saybrook Institute, where he has designed and coordinates the doctoral program for mid-career professionals on organizational inquiry. He is also a founding partner of Changeworks Solutions, San Francisco, where he consults with organizations and family businesses; Andrew Keyt, executive director of the Loyola University Family Business Center, Chicago; Dr. Sam Lane, LBF & Associates, Fort Worth; Richard Narva, co-founder and principal consultant of Genus Resources Inc., one of the nation’s preeminent consulting firms to family business; Greg Wilder, a partner in the Miami office of Arthur Andersen and a member of the firm’s national family business team; Dr. Nancy Upton, the Ben Williams Professor of Entrepreneurship at Baylor University, Waco, Texas, edited the book with McCann. Upton and McCann also contributed chapters.

A second Gathering is planned for fall 2000, focusing on the theme "Creating Meaning in Family Business: Values, Legacy and Philanthropy."

The center is in the process of establishing a six-course minor in family business, including an internship, that will enable students to understand the basic principles, patterns, issues, and opportunities that confront family businesses. Once the minor is fully launched, Stetson will be one of only two universities in the nation with a minor in family business.

More information about the Family Business Center is available at the center’s Web page at http://www.stetson.edu/departments/family.

Note to media: Copies of the book, *The Holistic Model: Rethinking the Role of the University-Based Family Business Center*, may be obtained by contacting Patti Lockenbach at (904) 822-8994.