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## UNH Family Business Center Workshop Dec. 4 Will Help Business Leaders Manage Change

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November 14

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DURHAM, N.H. -- Family business owners face a different set of challenges than organizational leaders because of their personal relationship to the business, according to experts. "Strategically Speaking, Is It Time to Change Plans?" is the topic of an interactive workshop to be offered on this topic by the University of New Hampshire's Center for Family Business Wednesday, Dec. 4, at the New England Center on campus.

Registration and a continental breakfast will begin at 8 a.m., followed by the program from 8:30 to 11:30 a.m. A discussion will follow lunch. Human resource consultant Bruce Mast of Bruce Mast & Associates Inc., will talk about how closely a family business leader's identity may be tied to the firm, whether the business is managing one's life, and how to adjust or change life goals to align with business goals.

The UNH Center for Family Business is sponsored by MassMutual Insurance; Cleveland, Waters and Bass of Concord; and Genus Resources of Needham, Mass. For more information or to register, contact CFB director Barbara Draper at 603- 862-1107, or by e-mail at [barbara.draper@unh.edu](mailto:barbara.draper@unh.edu).

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