



family business roundtable

In Search of the Midas Touch - How to Create Value in Your Family Business

featuring **Robert T. Slee, CBA**
Author of the upcoming book "Midas Managers"

The Family Business Roundtable, in Partnership with The Family Business Center at Citizens, the Pittsburgh Chapter of the American Society of Appraisers, Smith Valuation Services, and The Massey Center for Business Innovation and Development at Robert Morris University, invites you to attend a special event, featuring Robert T. Slee, CBA, Author of the upcoming book "Midas Managers."

This Program is designed for all members of privately held and family businesses including Founders, Owners, and their Potential Successors, as well as CPA's, Business Appraisers and Family Business Advisors.

Questions for discussion will include:

- Have the rules of value creation changed recently?
- How do I compete and create value in the global economy?
- Are there strategies that enable my company to increase value without increasing risk?
- Do I need to change the way I manage to create wealth?

Robert T. Slee, CBA, is President of Robertson & Foley, www.robertsonfoley.com, a middle market investment banking firm. Prior to becoming an investment banker fifteen years ago, Rob worked as a financial and operating executive with two Fortune 500 companies.

Rob has published more than one hundred articles on private finance topics in a variety of legal and business journals. Rob's book, *Private Capital Markets*, was published in mid-2004 by John Wiley & Sons. Rob's forthcoming book, *Midas Managers*, should be available in early 2006.

Rob is a board member of numerous professional associations and private companies. He is a Phi Beta Kappa graduate of Miami University, and received a Master's degree from the University of Chicago and an MBA from Case Western Reserve University.

Rob is best known as the father of Jen and Jessie Slee, his identical 16 year old twins.

Event Details:

When: October 5th, 2005

Time: 8:00 am—11:30 am

Cost per Attendee:

\$35.00 in advance

\$45.00 at the door

One Free Admission per Family Business Roundtable Member

(and only \$20 per guest of an FBR member, maximum of 3 guests per member)

Location:

At the Rivers Club in the Ohio Room,
One Oxford Centre, 301 Grant Street,
Pittsburgh, PA 15219

Registration and Continental Breakfast from 8:00 - 8:30am

3 ASA and 3 CPE Continuing Education Credits Available for those appraisers and CPA's who attend!

Please RSVP by September 30th to Tina Sparano at 412-371-5105 ext. 310 or by email, tinas@mckinneyproperties.com.

Please make all checks payable to:

The Family Business Roundtable

Attn: Tina Sparano

1717 Penn Ave., Suite 902

Pittsburgh, PA 15221

If you are an FBR member bringing guests, please include the names of your guests with payment.

The Family Business Roundtable is a non-profit organization dedicated to providing support and education to Family Businesses and the advisors who serve them. Membership to the Family Business Roundtable is only \$125 per year and includes admission to many Family Business Roundtable programs.

For more information on the Family Business Roundtable, or to find out more on becoming a member, please visit us online at www.fbrpgh.org.

This event is sponsored by the Family Business Roundtable, in partnership with Smith Valuation Services, the Pittsburgh Chapter of the American Society of Appraisers, The Family Business Center at Citizens, and Robert Morris University.



Smith Valuation Services



Massey Center for Business
Innovation and Development