



FOR IMMEDIATE RELEASE  
March 10, 2014

Contact: Deana Gordon  
(614) 253-4820  
[gordon@familybusinesscenter.com](mailto:gordon@familybusinesscenter.com)  
[www.familybusinesscenter.com](http://www.familybusinesscenter.com)

## **Maximizing the Value of Your Family Business**

*Columbus, Ohio* – In the rush of day-to-day work and decisions, family business owners sometimes forget that their business is an investment -- something they need to nurture and grow to ensure their future and the longevity of the business. Typically, 60-80 percent of a business owner's wealth is tied up in the value of the business, making it their most important asset.

Unfortunately, owners often guess at the value of their business and have no concrete plan to increase it, according to Dick Emens, executive director, [Conway Center for Family Business](http://www.familybusinesscenter.com).

Now, there is a simple path to change. The Conway Center educational program, "Maximizing the Value of Your Family Business" will be held from **7:30-9:00 a.m.** on **March 20, 2014 at Ohio Dominican University's Alumni Hall, 1216 Sunbury Rd., Columbus, OH 43219.**

Tim McDaniel, CPA, principal at Rea & Associates, and author of *Know and Grow the Value of Your Business: An Owner's Guide to Retiring Rich* will discuss the importance knowing the value of your business, share key steps in the valuation process, and explain how others outside the business view its value.

McDaniel will be joined by family business leaders Matina Zenios, of Artina Promotional Products, and Jim Amstutz, of Ohio Power Tool. Together they will help attendees learn how to develop an "investment mindset," take steps to increase the value of their business, and consider their options for exiting the business -- either through a sale to outside parties or by passing it on to family members.

To RSVP, please contact Heather Howell at [admin@familybusinesscenter.com](mailto:admin@familybusinesscenter.com) or 614-253-4820. The program is free for members and \$35 for non-members.

###

### **ABOUT THE CONWAY CENTER**

The [Conway Center for Family Business](http://www.familybusinesscenter.com) is Central Ohio's resource for educational programs, resources and networking opportunities to support the growth and success of family-owned businesses. The Center celebrates the successes of family-owned businesses at its annual awards program and offers peer group opportunities for next-generation leaders, family business leaders, and women family business owners. The organization includes more than 150 family-owned businesses from Central Ohio that collectively employ more than 10,000 individuals.