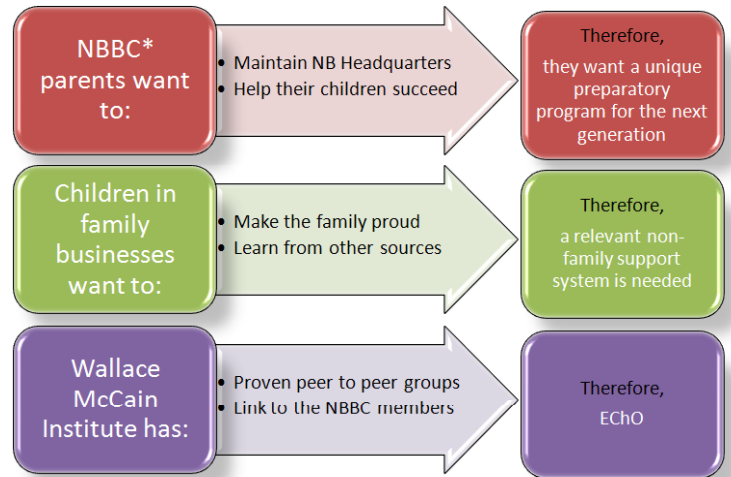


EChO)))

Family Business Peer to Peer Group

New Brunswick has the highest density of multi-generational family businesses in Canada. It is critical to assure that these businesses will continue to be headquartered in the province. The next generation faces unique challenges as they establish their own identity as part of, or external to, the family business(es).

As such, the Wallace McCain Institute at UNB is establishing EChO to provide a network of peer to peer support to the next generation of family business leaders in New Brunswick.

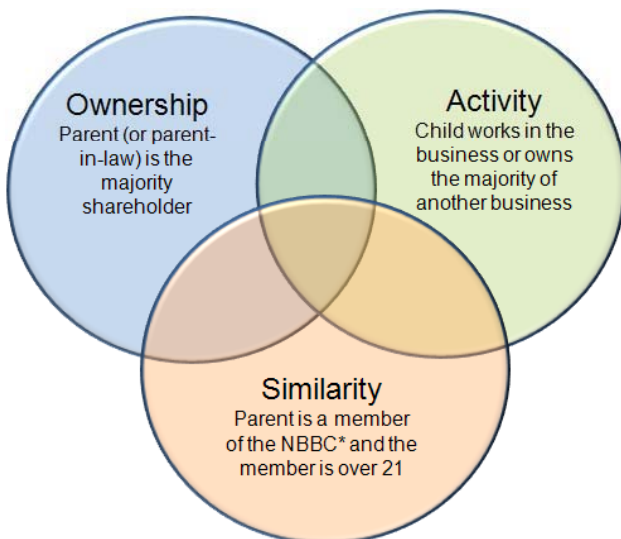


* New Brunswick Business Council

- "I don't want this to fail **on my watch.**"
- "I don't know if I am **"the one"** ... he hasn't clearly talked about it."
- "I'm too far into this to ask for **help.** I'm supposed to know."
- "There is a huge expectation that goes with this **last name** in NB."
- "The trouble is, Dad is both a **help and a hindrance.**"



- "I wish that it didn't have to be my father **teaching** me the business."
- "I doubt my abilities because there is always a **safety net** under me."
- "Some days I doubt he will ever **let go** and let me take the reins."
- "Am I **ready** to run this..and what do I do if I'm not?"
- "My spouse and I want to do things differently with **our kids.**"



The first EChO group, (EChO-1) is comprised of the children of the NB Business Council members who currently (or expect to) work within their family business.

Children that own their own business are also eligible, as are the sons and daughters in-law of Council members, as long as they are active in senior roles in the company. Group members must have completed at least their first stage of post secondary education.

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