

Hello, this is Wayne Rivers at The Family Business Institute, and I've got a prop that I want to use for this particular video, and it's our new book, *Our Family Business Crisis and How It Made Us Stronger*. So, this book is available on Amazon now, and we hope that you guys will open up your hearts and your checkbooks, credit cards actually, and go to Amazon and buy our new book. This is my fourth book. First one's out of print. The other two are still in print, and this is our first fictional attempt.

Now why would we write about a fictional family business. Why not just write another how to book? Well, we thought it would be really instructive to show how a fictional, and I have a comment about that, a fictional family business dealt with some of the challenges, in fact, crises that hit their family and what they did about it and what techniques and tools they used to get over these crises and emerge in a stronger and more vibrant way.

We sat down with our consulting team, and we said, you know, these are the real-life experiences that our clients have had, and we ended up with about five or six of our family businesses that had really experienced some whipsaw kind of conditions in either their businesses or families or both, and we took all these five or six families, and we kind of put them together in a conglomerate, and we came up with the Dobach family. The Dobach family in Richmond, Virginia and Dobach Mechanical Contracting Company. So, it's about a \$70 million mechanical contracting company with about 250 employees, and generation one is still around. The founder has passed away, but the wife is still living in an assisted living facility. We've got three second generation siblings ranging from 62 to about 55 and then you've got nine next generation, G3 people, ranging in age from about 40 to about age 25.

Now, tell me that doesn't sound like your family business, and so we walk you, the reader, through the experiences this family business is having, and we also walk you through the tools and techniques that they and their advisors use to help them get through these crises and come out on the other side.

We touch on quite a few things here. There's a bit of a business crisis due to the lingering effect of the great recession. There's a banking crisis. There is the potential for embezzlement in the company. There is an attempted suicide. There's Grandma trying to give \$100,000 away to a television preacher, all real-life things that we've experienced with our business families here at The Family Business Institute.

So, it's January 11, 2017. Open your wallet and pull out your credit card, go to Amazon, look up either me or *Our Family Business Crisis*. You'll find it. Buy the book. We appreciate it, and we would love to hear your comments below. After you've gotten it, after you've read a few pages, let us know what you think about our first attempt at writing about a fictional family business.

This is Wayne Rivers, The Family Business Institute. Thank you.