



# ASPEN FAMILY BUSINESS GROUP, LLC

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DEEP RELATIONSHIPS. ENDURING LEGACIES.

Families Respond to Gathering 2009

by Aspen Family Business Group, LLC

At the end of the event, we asked the participating families to comment on various aspects of the conference. This exercise helps the Aspen Group learn what the participants found most helpful and what the Group can do to improve the experience.

Sometimes it is difficult to explain to others all the benefits families derive from attending the Gathering, so we thought we would let the families do the talking.

**We asked families what they found “Most Useful.” The following is their responses:**

- Specifics on how to organize our family
- Learning to communicate
- Building our plan to move forward
- Great opportunity to unite and have time with the family
- AFBG saved us 2 years in our journey
- Discussing our plans as a family
- Bringing our family together on important topics, previously undiscussed or unknown
- Small group discussions were great
- Bonding with family
- Peer to peer discussions
- Networking
- Hearing the stories of others. We are not alone
- The safe environment
- Accessibility of speakers during off times

- Family Council concept and format
- A good job of balancing family communications and values with the business

**Responses to “What changes would you recommend?”**

- More workshops (see Gathering Recap article for a list of workshops)
- More hard tools
- More time

**Other Comments:**

- Very unique model. Perfect balance of resources, workshops, advice, and experience all working together helping families break down boundaries. It was awesome for our family to unite. Thank you.
- Well organized. We’re looking forward to coming back next year.
- The closing ceremony capped the entire Gathering. Meant everything to all of us.

The 2010 Gathering will be held August 4-7. Save the date on your calendar to attend. If you have any questions or would like more information about the Gathering, please call 817-400-6321 or email [info@aspenfamilybusiness.com](mailto:info@aspenfamilybusiness.com).