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## STEP Newsletter, Vol 1, Issue 1

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## Global Staff:

### Chairman:

Tim Habbershon

### Co-Directors:

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### Coordinator:

Robert Nason  
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## Numbers:

**31:** # of STEP partner  
Institutions worldwide

**100+:** # of researchers  
involved in STEP worldwide

**2:** # of regional Summits to  
be hosted in 2007

**W**e are pleased to begin this newsletter for circulation within the global STEP Network. In an effort to keep everyone up to date and cross-pollinate the global regions, we will be producing this newsletter which we are calling STEPout. This means we are focusing on facilitating the following for and from the STEP Project.

**Opportunities:** We hope to encourage opportunities emerging both internally and externally from the STEP Project. This could include: journal special issues, conference tracks, book proposals or further research collaboration.

**Updates:** We want create a greater sense of awareness of the happenings with STEP throughout the world. We plan to share events, meetings and all news from each region of the world.

**Thoughts:** We wish to foster the sharing of thoughts and ideas throughout the STEP Project. This includes ideas for output, research reflections and best practices for STEP itself.

With the launch of this new STEP initiative, as always, we welcome your feedback, comments and constructive assistance. This newsletter should reflect what you find helpful and we welcome any thoughts or contributions.

## Asia Pacific Launch

June 27 – 28, Hong Kong. The STEP Project launched in Asia Pacific with commitments from 10 partner institutions. Hosted and driven by the Chinese University of Hong Kong, founding partners include were leading Universities from all over Asia and Australia.

CUHK coordinated a family business forum for June 29th, immediately following the STEP academic launch. There were over 100 participants at this event with about two thirds being family business executives and owners. The pool of research resources that STEP brought to Hong Kong with the launch provided natural synergy for CUHK's forum. This event was a great way to cultivate families that could potentially be used as research case studies. Several families approached us asking to learn more about the STEP Project. CUHK used the event find sponsors including: Wall Street Journal Asia (there was 2 page STEP spread in the paper on June 29), Ernst and Young, and Prudential.

We are thrilled with the energy coming out of the Asia Pacific region and can't wait to see what we will learn about family enterprising in the family context. The next meeting is planned for February 1-3, 2008 at ISB in Hyderabad, India. Each partner will try to deliver at least one case by this time.

## Latin America Summit

The 2007 Latin American Summit was hosted by INCAE in Costa Rica from November 1-5. Over 50 participants from leading family businesses and universities throughout Latin America gathered for 2 days of interaction and learning. This was the first ever STEP Summit in Latin America and it was certainly a success.

## European Summit

35 Family Members from 14 leading European family businesses participated in the second STEP Europe Summit from September 7-9 at ESADE in Barcelona, Spain. Highlights from the Summit include: the first STEP quantitative data collected on site and results presented, interactive multi-generational sessions and case presentations by the families themselves.

## Featured STEP Team: HEC Paris

Michel Santi: Professor of Strategy  
Frédéric Vallaud  
Alain Bloch  
Alexandra Joseph: PhD Candidate  
www.hec.fr/familybusiness



A critical founding STEP team, HEC has been one of the most consistent and influential members in terms of research contribution and thought leadership to STEP Europe. Michel Santi, the first European co-chair, was the gracious and charismatic host who helped make the 2006 Summit at HEC a success. The HEC strategy of assigning dedicated skilled doctoral student (Alexandra Joseph) to drive the STEP Project, has become the standard to ensure case quality and delivery. As Michel retires from academic life, Frédéric and Alain will carry on the STEP leadership foundation that Michel has laid.



## Opportunities

Below is some information regarding upcoming conferences, all of which are interesting outlets for STEP data publications:

EIASM Workshop on Family Firm Management, Naples, June 8-10th.

For more information:

[www.eiasm.org/frontoffice/event\\_announcement.asp?event\\_id=564](http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=564)

IFERA 2008, Nyenroode, July 3-5th.

For more information visit: [www.ifera.org](http://www.ifera.org).

FERC 2008, Milwaukee, WI, April 18-20th

For more information visit: [www.ifera.org](http://www.ifera.org)

Euram 2008, Ljubljana, Slovenia May 14-17th, There is a corporate governance track in this conference with a subtrack on "Family Business Governance". For more information visit:

[www.euram2008.org](http://www.euram2008.org)

BALAS 2008, April 23-25. Bogotá, Columbia.

For more information visit: [www.balas.org/annual.php](http://www.balas.org/annual.php)

AOM 2008, August 8-13, 2008. Anaheim, California.

For more information visit: [www.meeting.aomonline.org/2008/](http://www.meeting.aomonline.org/2008/)

## FFI / Joe Goodman Study:

The Global Babson STEP team has won the grant for the FFI / Joe Goodman Study on Longevity in US Family Firms. Thomas Zellweger, Mattias Nordqvist and Robert Nason submitted the proposal for STEP, will be responsible to carry out the research and were at FFI in Miami this past October to receive the award. At the conference, the team also began talks with North American schools in the first effort to plan a STEP NA launch in Spring of 2008. Below the team is pictured with donor Joe Goodman (far right) and Professor John Ward (2nd from left), whose research the team will be updating.



## Upcoming Events:

January 26-27, 2008: University of Edinburgh Edinburgh, Scotland  
STEP Europe Academic Meeting

January, 31, 2008: Indian School of Business Hyderabad, India  
STEP Asia Pacific Academic Meeting

\*Tied to ISB's Family Business Conference

April 22-23, 2008: Universidad de los Andes Bogota, Colombia  
STEP Latin America Research Meeting

\*Tied to BALAS conference

## STEP PDW at AOM

Mattias Nordqvist and Thomas Zellweger have organized a Professional Development Workshop (PDW) for the 2008 Academy of Management Conference in Anaheim, California from August 8-13. The PDW, Exploring the nexus of entrepreneurship and family business: a global perspective, will feature STEP scholars reporting on the status of family entrepreneurship research from every continent. Thus, the PDW will be an arena for scholars to exchange ideas around the content, opportunities and challenges in the entrepreneurship and family business nexus. We encourage all to attend this exciting event and great accomplishment for STEP.

## STEP LA Summit Testimony

Carmen Guerly Ureña de Espaillat, MBA

Shareholder MAU

Dominican Republic



Participating in the Latin-American Step Summit has been one of the most enriching experiences of my professional life as a company's executive. It was not a seminar in which highly qualified speakers held conferences about specific topics while the attendees just listen to their presentations but, as the distinguished professor Timothy Habbershon said, it's richness resides in its organization. This seminar gave me the unique opportunity to interact actively by exchanging knowledge and experiences with peers from Babson College, experts in family business, academics from different Latin-American's Universities and representatives of our region's family enterprises.

The intense strategies' exchange that took place during every session enabled me to relate principles and methodologies already known to its practical uses by analyzing the strategies we shared. I found out through our discussions, the tools or structures needed to implement in my business these new strategies as a way to overcome the challenges unique to this type of business. I also develop my skills to look for more assertive strategies in order to make my family enterprise more dynamic. I expect, by doing so, to develop our family business' full potential as we become ourselves, entrepreneurs and creators of richness so that our business will stand for the future generations.