

HARD-EARNED LESSONS FROM A *legendary Texas family businessman*

DOUGLAS D BOX

Ford. Mellon. Rockefeller. Vanderbilt. Although the Box family has received less fanfare than these other legendary American empires, their story is arguably more compelling than any of them. In truth, there are many more applicable lessons to be learned from the Box family business's meteoric rise and heart-breaking fall than from those more heralded dynasties.

As the youngest son of WWII veteran, NFL star, and relentless businessman Cloyce K. Box, Douglas D. Box experienced firsthand both the incredible heights of family business success and the painful depths of struggle and failure.

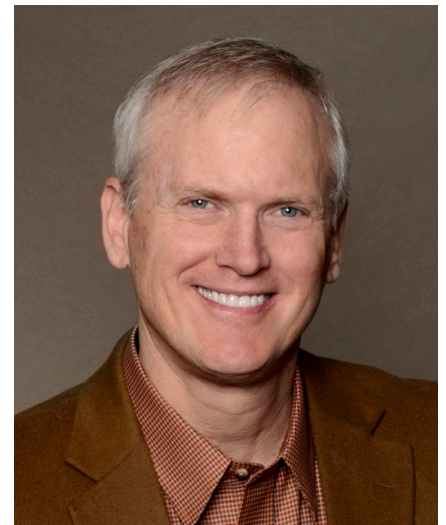
The Box family was once a formidable player in the Texas business world, controlling a number of public and private companies with interests in oil and gas, cement manufacturing, and real estate. Unfortunately, that success was not destined to last. Following his father's sudden death and a litigious four-year family ordeal, Doug led the sale of the family's oil and gas business.

Today, Doug is a certified family business advisor, author, and public speaker based in Dallas. He helps clients with succession planning, corporate governance, dispute resolution, and family meetings while espousing a unique philosophy: Family businesses must prioritize relationships over money to truly thrive through the generations.

Doug attended college at the University of Texas at Austin. He holds an MBA with honors from Baylor University, a master's in dispute resolution from SMU, and a certificate in family business advising from the Family Firm Institute. Doug has penned two books based on his personal experiences: *Cutter Frisco: Growing Up on the Original Southfork Ranch* and *Texas Patriarch: A Legacy Lost*.

SPEAKING TOPICS

- » **Texas Patriarch—The Rise and Fall of a Family Business:** There is no family business story that doesn't involve some degree of conflict. Excessive family conflict is one of the reasons many family-owned businesses don't make it into the next generation. Doug's keynote speech provides a real-life example of the staggering impact that conflict can have on a family and relationships and focuses on helping attendees avoid the mistakes his family made.
- » **The Constructive Use of Conflict:** Family conflict is a fact of life. Families in business together often provide the ultimate testing ground for managing conflict. Constructive conflict behavior can be learned, but most people have never seen such an approach modeled at home. Leveraging his master's degree in dispute resolution, as well as his years of experience as a family business advisor, Doug shows audiences how relationships can actually grow—rather than diminish—through the constructive use of conflict.
- » **Family Business Governance:** Although many business owners might dismiss it at first, the secret to generational continuity is the establishment of a family governance system. Doug shows audiences how to create a system of governance to promote leadership development, improve decision-making, establish accountability, and build a shared vision within a family business.
- » **Cutter Frisco—Growing Up on the Original Southfork Ranch:** This is the tale of what it was really like to grow up as a member of Texas royalty. Doug's father was the storied patriarch and entrepreneur Cloyce K. Box, thought by many to be the inspiration for *Dallas*'s J. R. Ewing. In anecdotes both sweet and bitter, this entertaining and enlightening presentation brings to life the glamour and magnificence of those early years—albeit a magnificence not destined to last.



“In my twelve year tenure, I can truly say that, of all our programs, Doug’s presentation and discussion was one of the best. Our members were impressed by his candor, education, and experience.”

—CHARLES J. GALLAGHER, PHD.,
Director of Virginia Family &
Private Business Forum at VCU

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IDEAL FOR AUDIENCES LOOKING TO

- » Ensure a lasting legacy for a successful family business.
- » Learn how they can take steps now to promote family business success across generations.
- » Avoid repeating the mistakes of other families in business.
- » Effectively manage inevitable conflict in the process of transition planning.
- » Get an insider's view of a unique and bygone time in Texas culture and history.

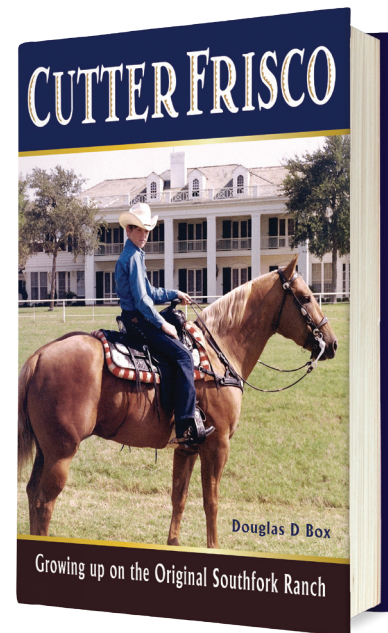
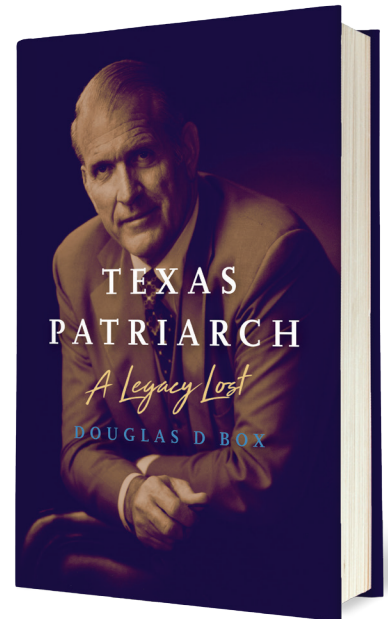
ABOUT THE BOOKS

TEXAS PATRIARCH: A LEGACY LOST

Legends abound in stories and songs, but rarely does fact ever measure up to fiction—except in the case of Cloyce K. Box. From poverty in rural, Depression-era Texas to a spot as star receiver for the Detroit Lions to the famed, original Southfork Ranch featured in the *Dallas* TV series, Cloyce Box was the real deal. And yet, he was more than a legend and more than an American gladiator on the gridiron and in the boardroom. Cloyce Box was a Texas patriarch. Douglas D. Box's book *Texas Patriarch* tells the story of a larger-than-life character who ultimately overreached his ambition, as seen through the eyes of his son. Doug's memoir reveals what it was like coming to terms with a father who was a true—if not deeply flawed—superman. It's a tale of triumph and tragedy, a saga of a family empire, extraordinary wealth, and a fall from grace that is bigger than the Texas sky.

CUTTER FRISCO: GROWING UP ON THE ORIGINAL SOUTHFORK RANCH

Doug's first book tells the incredible true story of life on the Box Ranch, in Frisco, Texas, and beautifully captures those early years of magnificence and magic—albeit a magnificence and magic not destined to last. Doug's father, Cloyce Box, was a storied patriarch and entrepreneur, thought by many to be the inspiration for legendary *Dallas* character J. R. Ewing. Doug's was a one-of-a-kind childhood, replete with professional athletes, television crews, celebrities, Miss America pageants, and all the glitz and glamour of Southern grandeur. But a downturn in the Texas economy would come back to haunt his family, leading to the eventual sale of Doug's beloved horse, Cutter Frisco, and, ultimately, of the ranch itself.



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ENDORSEMENTS

“Doug’s presentation is incredible—he tells an enchanting Texas tale that turns into a Shakespearean tragedy, ultimately culminating in a phoenix-like rising from the ashes as Doug seeks to redeem his sorrow by vaccinating others.”

—*William J. Worthington, PhD, Director of the Institute for Family Business at Baylor University*

“Doug’s experience contains a lesson for all; his presentation is both sobering and captivating! I’ve seen it twice, and I left with new insight and an enlightened perspective each time. You don’t have to have a family business to learn a valuable lesson from his dynamic presentation. His unfortunate story should be required listening for anyone with a family legacy to consider.”

—*Byron Thorsen, Managing Director of Wellspring Associates*

“Doug tells the story of the incredible success and failure of his own family business in a passionate and thoughtful way that teaches families so many lessons along the way.”

—*Peter Johnson, Director of the Family Business Center at the University of the Pacific*

“I have witnessed Doug riveting audiences on three separate occasions, and each time I learn something new. Doug weaves a unique story regarding the rise and fall of his family’s oil and gas empire. Audiences enjoy Doug’s authenticity and openness; anyone involved in a family business or wealth enterprise can learn something from this heartbreaking story.”

—*Lanie Jordan, Executive Director of the Family Business Alliance at Wilkes University*

“Doug’s story had a profound impact on our audience. Many attendees pointed out a personal connection to the Box family’s struggles and left the day feeling better prepared to tackle them.”

—*A. Steven Young, President of AICC, The Independent Packaging Association*