

'All in the Family ... Business' author to sign books at campus bookstore

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George G. Raymond, Jr., whose autobiography, "All in the Family Business" offers both a personal memoir and an insider's view of the Raymond Corp., will sign copies of his book, from 2-4 p.m. Oct. 19 at the Alfred University bookstore in the Powell Campus Center. Raymond, who with his wife, Robin, founded the Raymond Family Business Institute at Alfred University, has written what one reviewer calls a "story of personal enterprise, struggle and achievement, as well as a story involving some un-reached goals, one bolt-from-the-blue tragedy, some personal regret and even failure." It was slated for Oct. 15 release by Posterity Press. "All in the Family Business" is "educational and fun to read," said Dr. Joseph Astrachan, professor of business at Kennesaw State. "It's just like having a deep heart-to-heart with George, and you get to laugh and cry with him as he recounts his life. The management lessons are valid and worth reading." Any young family business member thinking of taking over the family company should read this book as it deals very directly with contending with old-guard managers, parents, spouses and young children. It gives the real ins and outs of family business," Astrachan said. "George is to be commended for his role in starting the family business movement, for the openness and honesty he has given us all, and for his generosity in sharing his life's story with all of us," Astrachan added. Raymond was among the founders of the Family Firm Institute, and continues to be a strong advocate for family businesses. In addition to founding the Raymond Family Business Institute, George and Robin Raymond also endowed a professorship in family business and entrepreneurial leadership in Alfred University's College of Business. Raymond, a Life Trustee of Alfred University, served as chairman of the Board of Trustees from 1976 to 1982, and was awarded an honorary doctoral degree in 1983 for his service. Family business is a field he knows well. In the early 1920s, his father purchased a manufacturing firm in Greene, NY. Raymond worked in the business after school and summers - and actually started getting paid for his work when he was 14, he recalled. In 1942, he went to work full-time, but had to interrupt his career for service in the military during World War II. He returned to the family business after the war, eventually taking over from his father and building the Raymond Corporation into a nationally recognized manufacturer of advanced material-handling systems, including the electric-powered fork lift trucks built for narrow aisles that are ubiquitous in places like Home Depot. But building, running and then selling a family business is not a fairy tale. John L. Ward, principal for The Family Business Consulting Group International, noted that in his book, Raymond "shares a poignant account of the circumstances leading up to and following the sale of his family's business. The story evokes important reflection on the interdependence of personal needs, family feelings, and business governance. Mr. Raymond's moving story provides vivid proof of just how profoundly owning a family business affects the family dynamic." Raymond said "All in the Family Business" was written so that others trying to run a family business will understand the struggles that he and his family have been through. His hope, he said, is that others may learn from the challenges he faced, the success he achieved and the failures he met. "I didn't always succeed, but I never quit trying," said Raymond.