

# Scotts Valley

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## Local woman establishes family nonprofit

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Scotts Valley businesswoman Barbara Fagan-Smith yesterday unveiled a new nonprofit designed to help families grow stronger. Her dream is to give struggling families the tools she once needed.

Fagan-Smith's firm, ROI Communications, has footed the bill for program development, materials and staff so far, seed money totaling about \$200,000. The firm works with Fortune 500 companies on communications issues and Fagan-Smith is proud to share her company's success with the community she calls home.

She developed the idea for Family ROI several years ago when she experienced stress in her own family. She has worked with a team of specialists to create the unveiled Family ROI program.

"Just as an organization measures success in terms of its 'Return on Investment,' or ROI, a family can measure success by the return its members receive from investing in each other and their

shared future," Fagan-Smith said. "At Family ROI, we want this program to be accessible to any family that wants to 'grow stronger, closer and achieve common goals. That's why we've decided to make sure financial considerations are not a barrier for any family to take part."

Family ROI workshops are held over weekends or during compressed, one-day sessions. Skills include "compassionate family communications" or how to speak with honesty and listen with empathy, skills that create stronger relationships and, thus, families. Families will also learn how to craft mission statements that define their values, purpose and vision. This will help families make decisions on a host of things from family time and finances to its physical and spiritual needs, the group says.

Issues of "family culture" also are explored. Attendees are asked questions like the following: What are the traditions, values and behaviors that make up your family as well as explore your daily practices? What aspects of day-to-day family

life need improving? Participants are also encouraged to develop an action plan.

Young children, when not engaged in the parts of the workshop designed for the entire family, attend a Family ROI Camp, where the theme of family unity is reinforced through play.

Rocco Cappalla, a participant, called it "one of the best workshops I have ever attended, and a huge tool for creating a happy and effective family."

A small registration fee is involved with all other workshop expenses covered by donations from sponsors and other participants who are able.

The slate of workshops includes weekend sessions at the Chaminade Resort (March 10 to 12) and the Costanoa Lodge (June 23 to 25) and one-day Saturday sessions in Santa Cruz (March 25 and July 15) and Sunnyvale (April 29). Additional programs still in development will be added to the schedule later.

For information: 831-430-1950 or [www.familyroi.com](http://www.familyroi.com).