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**SERIES OF FAMILY STRENGTHENING PROGRAMS IS UNVEILED
THROUGHOUT SANTA CRUZ COUNTY**

**Non-profit, Family ROI Is Making Its Family Building Seminars Cost-Effective For
Families Who Want to Participate**

SCOTTS VALLEY, Calif., February 21, 2006 –Family ROI, a non-profit organization focused on helping families grow stronger, announced it will offer its workshops to families who would like to participate by only charging a small registration fee. All other workshop expenses are covered by donations from participants and sponsors.

Family ROI founder and Silicon Valley business woman, Barbara Fagan-Smith developed the initial concept for Family ROI several years ago when she was experiencing stress in her own family. Through careful research and program development, she has worked with a team of specialists to create Family ROI and the Family ROI program.

“Just as an organization measures success in terms of its Return on Investment (ROI), a family can measure success by the return its members receive from investing in each other and their shared future,” said Fagan-Smith. “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.”

First Half 2006 Workshop Schedule

The current schedule of Family ROI workshops are:

Family ROI Weekends

- March 10-12, 2006 – Chaminade
- June 23-25, 2006 - Costanoa Lodge

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Family ROI Saturday Sessions

- March 25, 2006 - Santa Cruz
- April 29, 2006 - Sunnyvale
- July 15, 2006 - Santa Cruz

“We are ready to open this experience to the public on a regular basis and through a variety of formats,” said Fagan-Smith. “We also plan to add more programs throughout the year and expand to other areas.”

The Family ROI weekends are conducted over a Friday evening, Saturday and Sunday morning and offer a range of sessions and hands-on planning time. The day-long sessions are a compressed version of the longer weekend retreat. The Family ROI program includes:

Compassionate Family Communications

Speaking with honesty and listening with empathy creates stronger relationships and families. Participants will implement techniques to effectively communicate with clarity, while paying respectful attention to others.

Mission: Where We're Going (Values, Purpose and Vision)

In this hands-on session a family will define its vision, core values and purpose in all aspects of life: work, school, family time, community, finances, physical, spiritual, and day-to-day living.

Culture: Who We Are (Agreements, Traditions and Identity)

Families will discuss their unique identity, including their traditions, communications, norms, values and behaviors. Each family will articulate its unique identity through a creative, structured process.

Practices: How We Live Day-to-Day (Communications, Operations, Contributions and Appreciation)

Participants will identify key areas in day-to-day family life that need improvement, and develop an action plan to implement at home. They will also learn best practices to help families run more smoothly: governance, planning, communications, budgeting and process improvements.

A dynamic team of instructors leads the Family ROI Experience from a variety of backgrounds, experiences and styles. Their expertise in communications, family relations, organizational development and facilitation has created a powerful course and experience for families. The Family ROI Program also encourages children to take part in the workshop with their families at specific times when activities are age-appropriate. When children are not participating in a given program, they may join their peers at a specially created Family ROI Kids' Camp, which reinforces the theme of family unity through fun, educational activities.

"Thank you for one of the best workshops I have ever attended and a HUGE tool for creating a happy and effective family," said Rocco Cappalla, father of four and Family ROI attendee.

Family ROI is a non-profit organization dedicated to helping healthy families grow stronger. The organization is not affiliated with any religious or political organizations or agendas.

Family ROI is a non-profit 501 [c] 3 organization, Federal Tax ID #32-0036279.

Contributions are tax-deductible. For more information on Family ROI and its seminar series, visit www.familyroi.com or call (831) 430-1950.

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