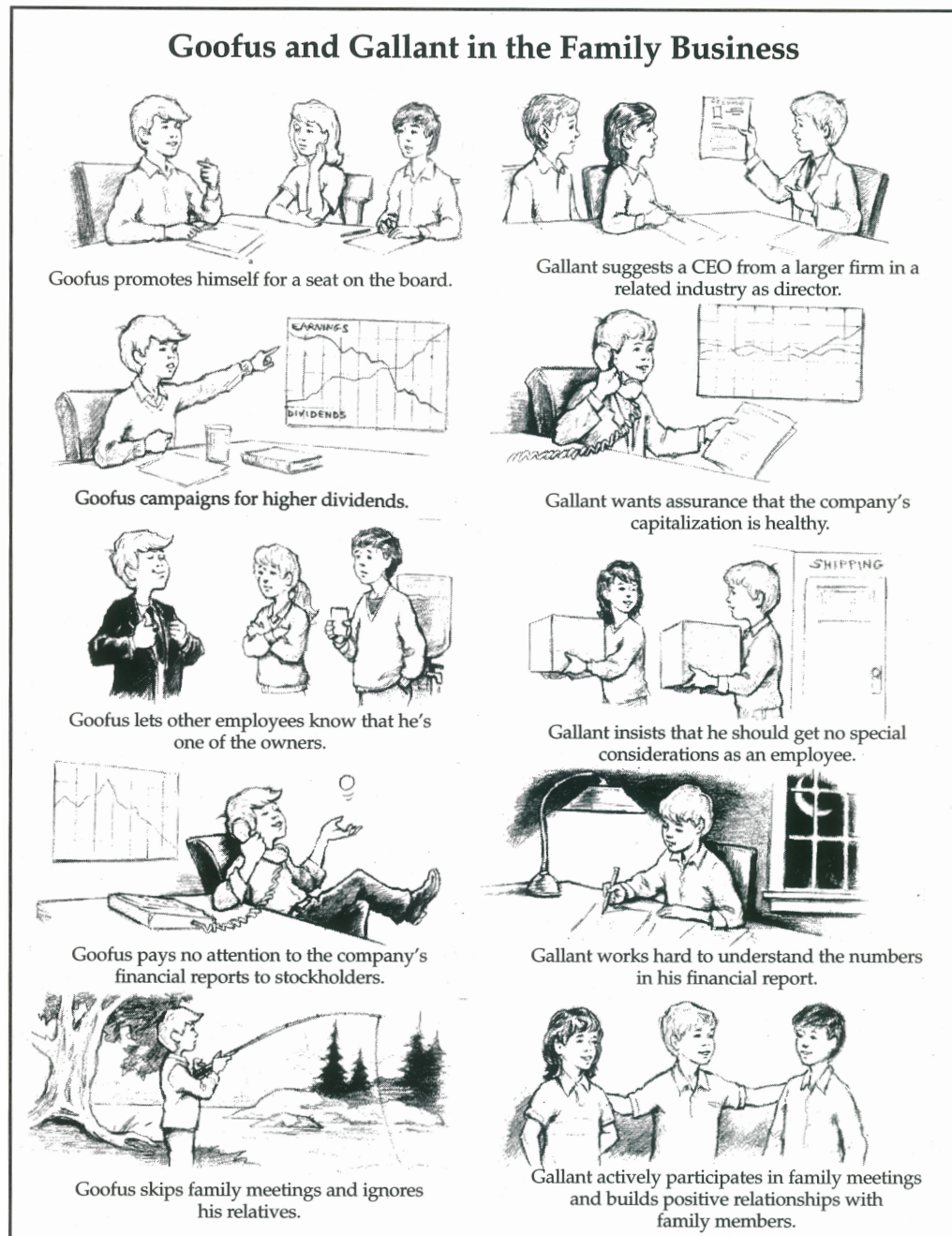


Goofus and Gallant in the Family Business

The cartoon below featuring characters from *Highlights for Children*, a magazine published by the third generation of the Myers family in Columbus, Ohio, quickly illustrates the difference between an effective owner and one who isn't.



Cartoon originally appeared in *Family Business Ownership: How to Be an Effective Shareholder* by Craig Aronoff and John Ward. New York: Palgrave Macmillan, 2002, 2011. Page 30.