



# News Briefs

January 2008

Combining the *Importance* of business with the *Complexity* of family

## New Member

**Printco, Inc.** of Omro is a printing manufacturer of laser and continuous medical forms, envelopes, security paper, and full color printing. They also offer mailing and fulfillment services. Founded in 1958 by Fred Sperling, the business is now operated by his son, **Ken Sperling**, and his grandson, **Phil Sperling**. Printco does business nationally through its distributors and has 33 employees in Omro. We were pleased to welcome Phil and Ken at the December program.



## New Sponsor

**The Business Bank** has added its expertise and resources to the Forum's sponsorship. Started in March of 1999 in Appleton, The Business Bank provides a full array of banking services to small and medium size businesses. The company, which is a community business bank, has grown to approximately \$300 million in assets. The Business Bank operates in the Fox Valley and Green Bay areas. CEO **Jim Wilson**, Appleton president **Tim McKeag**, vice president **Mike Waters**, and vice president **Scott Yukel** were welcomed at the December program.



## Mentoring & Coaching the Successor

January 22, 2008, 2—5 pm  
Butte des Morts Country Club, Appleton  
**Kim Bassett-Heitzmann**, Bassett Mechanical  
**Vince Gallucci**, Executive Resource Strategies, LLC

To quote Ivan Lansberg, "Succession should never be an event. It should be a process. If it becomes an event, you have a problem." Effectively preparing the successor is a critical step in the process. It is critical to ensuring that succession doesn't become an event.

Kim Bassett-Heitzmann and her father, Bill, have

worked diligently to prepare Kim for leadership of Bassett Mechanical. In addition to Bill's mentoring, Kim has had three mentors and coaches along the way.

During this workshop, we will meet one of Kim's coaches, Vince Gallucci. Together, Kim and Vince will discuss how they developed their coaching relationship, steps and exercises they included, and stories to spark your thinking. Along the way they will provide examples from their experience and challenge participants to explore the possibilities for their businesses.

Current family business leaders and next generation family members will find this workshop very beneficial.

## The Next Generation: Its 8 Biggest Challenges

March 5, 2008, 8:00 am—noon  
Breakfast, networking, & registration at 7:30 am

*New location*

➔ **Bridgewood Resort Hotel**, Neenah  
**Greg McCann**, McCann & Associates

**Greg McCann**, founder of McCann & Associates, works with family businesses in the areas of succession, communication, conflict resolution, gender issues and development of the next generation.

As the former director of Stetson's Family Business Center, a full professor, a previous owner and leader of family businesses, and a family business consultant, Greg intertwines a wide range of practical family business experience into this workshop.

Greg will help us focus on the challenges facing the next generation of family business leaders, define and discuss the value of a life plan, and talk about the important relationship between values and success.

Throughout this workshop, Greg will speak directly to the current generation of leadership as well as the next generation when he identifies the challenges and provides guidelines and practical tools. We encourage multiple generations to attend this workshop together, if at all possible.

## Selling the Family Business

For what price would you sell your business? Is price the only factor? Well, according to our December 4<sup>th</sup> program panel, there are a variety of reasons that a family might decide to sell their business.



This presentation focused on the experience of a great panel composed of former family business owners—Jim Hayes and Jeff Hermsen, and family business advisors—Bob DeBruin and Steve Predayna.

Burk Tower, panel moderator for the program, began by asking Jim Hayes and Jeff Hermsen to tell their “selling” stories of Hayes Manufacturing Group on September 11, 2001, and of Van Zeeland Nursery, respectively.

After explaining the consideration and decision for their sales, the panel focused on the process of preparing for a sale. Here Bob DeBruin and Steve Predayna talked about the considerations and steps to ensure the process is handled well and that due diligence is done.

To conclude the presentation, Jim and Jeff talked about the changes that affected their lives following the sales of their businesses.

In the program evaluations, participants stated that

- ✓ The business sellers’ perspectives were great. Very forthright.
- ✓ Effective presentation with lots of information.
- ✓ Appreciation for the honesty and sharing of tried and true processes.
- ✓ Made us aware of the need to get professional help in the planning and evaluating.
- ✓ The importance of making your company look saleable.
- ✓ Longer process than “just a few months.” Always be prepared.

For an audio copy of this presentation contact Donna Nelson.

## Green Bay Chapter

February 15, 2008  
7:30—10 am

Schenck Business Solutions, Green Bay

Can you believe it? The November 16<sup>th</sup> meeting of the Green Bay Chapter was cancelled due to deer hunting! Hopefully everyone who went hunting got their deer.



The next meeting of the Chapter, February 15, will begin with breakfast and targeted table discussions. Following a general session on the table topics, the focus will change to planning for the Chapter.

Green Bay family business owners who would like to learn more about participating in the Forum may attend one Forum event, including a Chapter meeting, as our guests. For more information about attending as a guest, contact Donna at nelsond@uwosh.edu, or call her at 920.424.1541.

## 12th Annual Dinner—A Family’s Heritage

Sunday, May 4, 2008, 5:00—8:30 pm  
Herbert Kohler, Chairman/CEO/President  
The American Club, Kohler

Herbert V. Kohler has accepted our invitation to talk about the challenges and successes his family has faced while building and operating their family business, the Kohler Company.



In addition to a good dinner and our dinner speaker, we will recognize members and sponsors for exemplary contributions to the Forum and participate in a Silent Auction to benefit the Forum’s scholarship endowment fund.

Special room rates and activities are scheduled for those who wish to stay in Kohler on Saturday and/or Sunday evening. See the Programs/Registrations area of our web site to make dinner reservations and for details of the optional events. As the Forum is holding a block of rooms at special lodging prices for a short time, we encourage you to make your plans and reservations soon.



## Peer Groups

### Generation Now

The next meeting is scheduled for January 16 at Meyer Services. The focus of their meeting will be *How Badger Mining Corporation Became the Best Small Company to Work For in America*, presented by Vicky Wuest.

### POPs

The topic of the December 18 meeting was leadership assessment and different leadership styles. The next meeting will be January 15 at Sadoff & Rudoy Industries, Fond du Lac.

On December 18, POPs and the Generation Now group met for a joint holiday dinner and social at Fratello’s in Appleton.

### Non-Family Executive

The next meeting will be January 25 at Reeve Union, UW Oshkosh.

### Couples

The next meeting will be January 31 at Jo Jo’s in Fond du Lac.

### Senior Leaders

Initial planning is taking place for a senior leaders group. If you might have some interest in participating in this group, please contact Sue. All interested parties will be notified of an initial group meeting.



**Bill Bassett** of Bassett Mechanical and **Lyle Reigel** of U.S. Paper Converters have agreed to facilitate the group as it forms and gets established.

Members who are interested in knowing more about the peer groups, or who would like to participate in a peer group are asked to contact Sue.

## Member News

**Badger Mining Corporation** won another award! Congratulations! In addition to being “*The Best Small Company to Work For in America*” two years in a row, they were recently named one of the 2007 winners of *The Principal 10 Best Companies for Employee Financial Security*. A summary of Best Practices gleaned from Badger Mining Corporation will be available in February 2008. See [theprincipal10best@principal.com](mailto:theprincipal10best@principal.com) for details.

**J.J. Keller & Associates** was named among the top North American printers in this year’s *Graphic Arts Monthly* magazine and *Graphic Arts BlueBook*.

If you would like your company information to appear in this section, be sure to send information to Sue. Space available determines what will be published.

## Forum Scholarship

Be a part of a student’s educational experience by recommending he and/or she apply for the Forum’s 2008 scholarship(s).

For the third year, the Forum is offering a \$1,000 or two \$500 scholarships to a UW Oshkosh junior or senior who has an interest in, or a connection to, a family business.

The scholarship application and information is located on the Forum’s web site, <http://wbf.uwosh.edu> at the *Scholarship* menu item.

Applications are due by **February 22, 2008**.



## Familyforum List

Over the years that the Forum has operated the [familyforum@lists.uwosh.edu](mailto:familyforum@lists.uwosh.edu) mail list service, Forum members have asked a wide variety of questions for which they sought practical information from other members and sponsors. The results have been valuable.

If you need help using the system or have a new person in your business who should be added, be sure to contact Sue or Donna.

## Director’s Column

Susan Schierstedt

In preparation for the Forum’s strategic planning workshop on February 22, I emailed a SWOT (Strengths, Weaknesses, Opportunities, and Threats) survey to members and sponsors. The data we receive will be



compiled and used by the Board as it plans for the Forum’s next 3-5 years. If you have misplaced your survey, or if you didn’t receive a copy, please let me know. I will see that you get one. We would like to have all the responses by February 1, 2008.

The Forum would like to add additional sponsors, as appropriate. Our sponsors are very important to the Forum’s success. We rely on sponsors to provide professional information and guidance in response to member interests and needs. We also ask them to participate in programs, serve on committees, and run for a seat on the Forum’s Board.

Over the years, members have built strong relationships with Forum sponsors and have identified and acquired professional resources for their needs.

If you would like to recommend a firm to be considered for Forum sponsorship, please contact one of the Recruitment and Retention (R&R) committee co-chairs, Thom Cody of Pathmakers or John Prophet of Schenck Business Solutions, or call me. I will gladly pass the information along to the committee.

Wisconsin Family Business Forum Program Calendar		
2008		
Date	Event	Presenter(s)
Jan 22 2—5 pm	<i>Mentoring and Coaching the Successor</i>	Vince Gallucci, Executive Resource Strategies, LLC & Kim Bassett- Heitzmann Bassett Mechanical
Mar 5 8-noon; 7:30am breakfast	<i>The Next Generation— the 8 Biggest Challenges</i>	Greg McCann McCann & Associates
May 4 5:00- 8:30pm	<i>12th Annual Dinner &amp; Silent Auction</i>	Herbert Kohler Kohler Company
UW-Madison Family Business Center		
2008		
Jan 28 pm or Jan 29 am	<i>Hire the Best and Fire the Rest</i>	Hunter Lott Hire2Fire
Mar 3 pm or Mar 4 am	<i>Social Intelligence in the Family Business</i>	Greg McCann McCann & Associates

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**The Forum thanks the following sponsors for contributing significant value to keep the Forum at the forefront of family business programs, worldwide:**



**First National Bank — Fox Valley** has a competitive advantage of developing strong, close customer relationships, especially in the niche of family-owned businesses. Established in 1887, First National Bank—Fox Valley provides financial services to the people and businesses of the Fox Valley with locations in Appleton, Menasha, Neenah, and Oshkosh.



**Pathmakers, Inc.** has been serving family businesses since 1995. This partnership of four focuses on the incorporation of people, process, and plan into family businesses of all sizes. Their mission is to help leaders fully understand their personal impact on those around them in order to have the courage and faith to challenge their people and their organization for enduring success.

Retained Earnings  
Company



**Retained Earnings Company** has been providing business owners and their employees with solutions to their insurance and investment needs for over 25 years. The Retained Earnings team brings expertise in the areas of financial, estate and business succession planning, 401k's, employee benefits, investments, life, health, disability, and long-term care insurances.



**Schenck Business Solutions** is a full-service regional accounting and consulting firm with nearly 600 employees, serving businesses and individual clients through its 11 Wisconsin locations. As one of the largest Wisconsin-based CPA firms in the state, Schenck Business Solutions provides a full range of services including tax, business consulting, information technology, retirement planning, and human resource solutions for today's business, government and personal challenges.



**SPARK Advertising** provides a wide range of creative marketing services including highly effective creative design, multi-media Web, advertising, and public relations.



**The Business Bank** was formed in 1999 to provide banking services to locally owned and operated businesses. The focus on business banking provides the highest level of service in the market. The Business Bank's low client to employee ratio enables unmatched, personalized, responsive, and efficient service.

THE BUSINESS NEWS

**The Business News** is a local business newspaper serving a 10-county area of northeast Wisconsin. It focuses coverage on the Northeast Wisconsin area that matters most to you and your customers.



**University of Wisconsin Oshkosh College of Business** provides undergraduate and graduate education with a wide array of outreach services to benefit economic development in northeast Wisconsin. A key strength of the College is providing professional expertise through personal contact among students, faculty, and members of the community.



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