



# News Briefs

## January 2009

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

### The Peril's of Pauline's Family Business

January 28, 2009, 6:00—9:00 pm  
5:00 pm registration and appetizers  
Fox Cities Performing Arts Center  
Kimberly Clark Theater, Appleton

The Peril's of Pauline's Family Business is an Interactive Family Business Dramatization that will be performed by The Eclectic Arts Ensemble, a division of the Oshkosh Community Players.

Family business members in businesses at all phases of growth will benefit from this unique dramatization which takes you through forty years of a growing, developing and ever-changing business. The primary focus of this portrayal is how the changes which take place in a family business impact upon various members of the family. While Pauline's family is in the praline business, the changing circumstances which her business faces throughout the generations create issues common to most family owned business.

Pauline's family business is afflicted with all the textbook dilemmas: her business, Pauline's Pralines, has outgrown her management style; some adult children are more equal than others; a son-in-law wants to enter; she'd like to retire, but what would she do?; and so on.

See her family at three Thanksgiving dinners over a forty-year period trying to hash it out. Be a fly on the wall, but then again, you are there! Now you are part of her advising team, helping her family business with their planning and communication issues and asking family members what is really on their minds. This program is not for those weak of heart or lacking imagination. It will be an interactive, creative session that will build your problem solving skills and enable you to diagnose your own situations as a result.

This play was written collaboratively by Ira Bryck, Director (UMass Family Business Center), Tim Van Ness (Van Ness and Company), Erik Muten (DramaWorks), Toni Bergins (JourneyDance), Kacie LaChapelle (Ph.D. Family Business Dynamics), and Michael Camerota (I.C.E. Business Brokerage). We are pleased that the writers have given us permission to produce it here.

### Transitioning Ownership within the Family

March 26, 2009, 8:00—noon  
Preceded at 7:30 am by registration and breakfast  
Ballroom, Reeve Union, UW Oshkosh

This program has been created by the Program Committee, members and sponsors with the goal of providing valuable information on the transition of ownership to other members of the family. There are three main objectives. We want to provide

1. actual examples of family business ownership transitioning as told by family owners. The objective is to demonstrate the variety of approaches with some pros and cons.
2. an overview of the family dynamics involved and how vision and mission can help bridge the gap between buyers and sellers. Provided by Pathmakers, the objective is to provide guidelines to make the process work well for buyers and sellers.
3. a focus on specific issues and techniques related to the transition from the perspective of the seller and the buyer. This will be handled with two tracks—a buyer's and a seller's track with the help of the following sponsors: Davis & Kuelthau s.c., First National Bank, Godfrey & Kahn s.c., Schenck Business Solutions, The Business Bank, and Wipfli LLP.

Families are encouraged to have multiple generations in attendance to take advantage of the wealth of information from the seller's and buyer's perspectives. Non-family executives will also benefit by hearing the issues related to the process and the tools and techniques available.

The program will conclude with a question/answer session to tie up any loose ends.

### Program Request of Members

As the March program presenters are preparing this program, they would like you to let them know what *transitioning ownership within the family* issues/items you would like included in the program. Send your items to Donna at [nelsond@uwosh.edu](mailto:nelsond@uwosh.edu)

## It's a Wonderful Life—Family in Business Together

Using the familiar movie, *It's a Wonderful Life*, as the central theme of the December 4<sup>th</sup> program, Thom Cody of Pathmakers, helped us realize how we all make a difference in the world.

With the hustle and bustle of the holiday season, Thom helped us take a much needed look at who we are and what is really important in each of our lives. He began by leading us to consider the value of our dreams and how we have incorporated them in our lives. Following the theme of the movie, we next considered our choices—those we have made out of a sense of obligation and those that we made out of a desire to do them. Finally, much like George in the movie, we were led to consider the difference we make every day.

According to the participant evaluations, this program exceeded everyone's expectations and sent participants away feeling refreshed and with a renewed sense of purpose.

## Best Practice

### New President/New Congress: Dramatic Changes For Employees

January 15, 2009, 11 am—1 pm  
Butte des Morts Country Club  
Tony Renning & Ed Williams, attorneys  
Davis & Kuelthau, s.c.

Unions at the door? What does the Employee Free Choice Act mean to employers? What other legislative changes are coming? What must employers do to prepare for a new brave rule?

As a result of the election, the United States House and Senate now appear to have enough votes to pass legislation that would fundamentally alter the workplace. Since President Elect Obama supports all of the proposed legislations, employers can expect to see this legislation fast tracked in early 2009. Employers must be proactive.

The time to prepare for these changes is now. This Best Practice will update employers on the proposed legislative changes and what employers must do to get ready. We will cover the following:

1. Employee Free Choice Act
2. Respect Act
3. Ledbetter Fair Pay Act

Lunch will be provided. Register on the Forum's website <http://wfbf.uwosh.edu> under the Programs/Registrations link.



## Affinity/Peer Groups

The Forum's peer groups meet for the express purpose of developing long-term trusting relationships, problem solving, and developing personally and professionally.

To build relationships and continuity of learning and problem solving, some of our groups have a review and acceptance process for adding group members during the year. If you have interest in learning more about participating in any of these groups, please contact Sue.

### Peer/Affinity Group Calendar

Jan 13	Non-Family Executives	<i><b>The Economic Impact</b></i>
Jan 13	TBD	<i><b>Leadership Development</b> Tom Wiltzius, Right Management Consultants</i>
Jan 15	IT Group	<i><b>Does ROI in technology matter, and why is it important?</b> Luke Russell, Resolv, Inc.</i>
Jan 16	Green Bay Chapter	<i><b>Getting the Most Out of People</b> Spencer Bonnie, Pathmakers, Inc.</i>
Jan 20	POPs	
Jan 21	Generation NOW	<i><b>Using Technology to Enhance Personal Effectiveness</b> Brigid Riordan &amp; associate, Nsight Telservices</i>
Feb ??	Senior Executives	
Feb 10	TBD	
Feb 17	POPs	
Feb 18	Non-Family Executives	
Feb 18	Generation Now	

## Forum Membership Invitation

Family businesses that seek to continually learn about ways to improve their family business and that value networking among peers are encouraged to consider becoming a part of the Wisconsin Family Business Forum.



Forum members are encouraged to introduce family businesses to the Forum.

Family businesses interested in exploring membership in the Forum are invited to be our guest at one program. Attending a program with multiple family members and/or associates provides an opportunity to find out what our programs offer and whether learning alongside many of the most successful family businesses in the region would be valuable.

Confidentiality is a basic tenet of the Forum. Programs are venues to learn and grow together with a community of trust and respect.

If you would like to find out more about the Forum or be a guest at a program, please contact Sue Schierstedt at schierss@uwosh.edu or Donna Nelson at nelsond@uwosh.edu.

## Forum Poll

Please be sure to visit our web site <http://wbf.uwosh.edu> and take the poll. The current question is “How is/will ownership be transferred in your family business?”

It takes less than a minute; is painless; and provides you insight into how others have answered the poll.

Our last question was “Does your family business have a stock repurchase plan?” 62% of the respondents said, “Yes.”



## Director's Column

Susan Schierstedt

I want to take this opportunity to remind you that the Forum has a scholarship fund designed to help students at UW Oshkosh. In the last three years, since the inception of the fund, we have been able to award an annual \$1,000 scholarship due to the generosity of our members and sponsors.

Your contributions to this fund are extraordinarily important during this economy when all funds have declined. It is projected that fewer scholarships will be available to students at this time when they are needed even more than previously.

I encourage you to contribute generously to this fund. Your contribution should be payable to the *UW Oshkosh Foundation* and should be sent to

Donna Nelson  
Wisconsin Family Business Forum  
800 Algoma Blvd.  
Oshkosh, WI 54901-8678

With your generous support, we hope to be able to announce a scholarship application period in late January for a scholarship award for the fall semester 2009.

If you have questions about this fund, please contact Donna Nelson at 920.424.1541.

*Sue*

## Program Opportunities at UW-Madison Family Business Center

Do you enjoy getting *two for the price of one* deals? Well, the Forum's reciprocity agreement with UW-Madison's Family Business Center (FBC) is just about that great a deal!

For the price of the Forum's membership fee, you can attend all the Forum programs and events as well as the FBC's programs for an additional \$50 per person.

FBC programs are listed in our program calendar in each issue of the *News Briefs*. To view their program descriptions and register for their programs, follow the *Alliance* link on our web site to the FBC's site and programs. Register as a “member” and indicate that you are a Wisconsin Family Business Forum member.

Questions regarding these opportunities can be addressed to Sue or Donna.

Program Calendar		
Wisconsin Family Business Forum		
Date	Event	Presenter(s)
<b>2009</b>		
Jan 28	<i>The Perils of Pauline's Family Business</i>	Eclectic Arts Ensemble
Mar 26	<i>Transitioning Ownership within the Family</i>	Member Panel & Sponsor Workshops
May 11	<i>13th Annual Dinner</i>	Mark Skogen Festival Foods
UW-Madison Family Business Center		
<b>2009</b>		
Jan 27	<i>Non-Family Managers in the Family Business: How to Work with Them, Keep Them and Help Them Work with the Family</i>	Steve McClure The Family Business Consulting Group
Mar 3	<i>Managing Capital &amp; Liquidity in the Family Business</i>	Francois de Visscher de Visscher & Co., LLC
May 5	<i>Acting up in the Family Business for a Successful Succession</i>	UW-Madison Theater Class

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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:**



**Davis & Kuelthau, s.c.** is a full-service law firm with more than 75 attorneys practicing from offices across Wisconsin. The firm offers an array of legal services to Wisconsin-based corporate, public, private, and individual clients that range from small, mid-sized institutions to large municipalities.



**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.



**Godfrey & Kahn S.C.** serves clients by first seeking to understand their business, their goals and their specific needs, whether in Wisconsin, across the United States or abroad. Each day, more than 190 highly skilled Godfrey & Kahn attorneys use this knowledge to pursue their clients' best interests. The goal is to capture the client's vision for the future and make it a reality by providing sound legal counsel and innovative solutions. Here, the client always comes first. They measure their success by their client's success.



**Pathmakers, Inc.** has been serving family businesses since 1995. Our mission is helping leaders to develop and grow healthy family businesses. Our logo the Aspen tree inspires us in our work with family businesses. Individual aspen trees live only 100 years; however, an aspen tree reproduces by sprouting shoots from its roots allowing all aspens to grow in a cohesive grove. Like strong family businesses, the aspen tree trembles by does not bend in strong winds. Aspen tree symbolism includes determination and overcoming fears and doubts. Our passion is to help family businesses lead without fear, overcome challenges, and endure through the generations like the aspen tree.

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.



**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** 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.



**Wipfli LLP** is a full-service CPA and business consulting firm. Wipfli advises family businesses in all areas, from finance and operations to human resources, information technology, and customer relationships. Wipfli's 75-year legacy of helping its clients succeed is a point of pride for each of the firm's partners and associates.



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Wisconsin Family Business Forum  
College of Business  
UW Oshkosh, 800 Algoma Blvd., Oshkosh, WI  
54901

Editor: Susan Schierstedt, Executive Director  
Phone: (920) 424-2257 Fax: (920) 424-7413  
E-mail: [schierss@uwosh.edu](mailto:schierss@uwosh.edu)  
Website: <http://wfbf.uwosh.edu>