



News Briefs

January 2010

Growing Generations of Family Business Success

Streu's Pharmacy/Bay Natural — new member

Streu's Pharmacy/Bay Natural has a 55 year history in Green Bay with a commitment to excellence in progressive pharmacy practice. Streu's Pharmacy began in 1954 when Richard Streu purchased the Hannon Drug Store on Main Street. Lee Kirchner was hired as his first employee and later became a pharmacist and partner in the business.

In 1991, Lee and his son, Jeff, a registered pharmacist, became partners in the business. At that time, a new unit of use packaging system was purchased for use in long term care facilities and this area of the business began to expand. Lee's daughter, Jane, was hired shortly thereafter as a consultant and began educational programs for the facilities.

In 2000, Nicole Schreiner, a registered pharmacist, became a partner with Jeff Kirchner. In 2005, they purchased Bay Natural, a natural product store. Jane has recently become a new owner of the organization and her two children have been employed by the organization. Her son is currently enrolled in the pharmacy program at UW Madison. Jeff's son is currently employed as a pharmacy technician. In 1992, the business employed 12 employees and today has grown to over 80 employees.



Growing the Family Business

January 26, 2010, 1:00—5:00 pm
Reeve Union Ballroom, UW Oshkosh
Thom Cody, Pathmakers
Streu's Pharmacy/Bay Natural
Tom's Quality Millwork & Harwood, Inc.

Most of us like to have the opportunity to sit down informally with a business owner to pick their brains about how they do things; to probe and follow a train of thought in order to learn relevant information; to gain insights otherwise undiscovered through other means.

This is our opportunity to take a look inside a few businesses that have experienced growth and discover what



went on behind the scenes as they and their families decided upon their growth strategy and put it into action.

Thom Cody, as talk show host, will provide an opening monologue on the topic of family business growth, interview owners to get the inside stories, and include audience participation in the discovery process. And, there may be other "talk show" surprises.

Whether an owner, a next generation person, or a non-family manager/executive, this program will provide opportunities to consider your growth strategy in light of some very successful stories.

The format will be fun, playful, and interactive, but the messages will be applicable to your own growth plans and hurdles. Don't miss this opportunity to laugh and learn with friends in the Forum.

What better time than the present to intentionally consider business growth?

Fostering Healthy Communication

March 24, 2010, 8:00 am—noon
Butte des Morts Country Club, Appleton
Dean Fowler, Dean Fowler Associates, Inc.

Family communication can become strained during transition periods in a family business. When managed effectively, family talk can bring about positive growth, new opportunities, and enhance family relations. Individuals and families that can develop functional flexibility have the greatest chance for relational and business survival during difficult periods.

This workshop will focus on characteristics and implantation of individual and systemic functional flexibility. Participants will learn tools that help to constructively manage change and the conflict that change produces in the family and business system.

Dean Fowler is recognized as one of the world's leading experts specializing in the emotional dynamics that impact family members, managers, and shareholders in family enterprises. During the past twenty-five years, he has served over 250 family enterprise clients in both the United States and Europe. Those Forum members who



have participated in our previous Dean Fowler workshops will recall that Dean provides relevant information, concrete examples, and useful tools.

Family Business Expo & Holiday Reception —

We had an overwhelmingly positive response to the Forum's first family business expo which was held on December 1 at Butte des Morts Country Club.

One hundred and fourteen people attended the event, representing thirty-six businesses. Twenty-seven businesses set up displays with a majority of them awarding prizes. Thank you to all who participated and made this an excellent event.

Members of the Recruitment & Retention Committee's Retention Subcommittee created and managed a get-acquainted, Bingo-like game that helped facilitate networking. Gift cards provided by the subcommittee businesses — Fox Cities Records Services, Pathmakers, Inc., Wipfli LLP, and WFBF were awarded to four randomly drawn Bingo winners.

The holiday reception buffet reception provided by the Forum's sponsors was excellent. As always, we say a huge "Thank you" to our sponsors who are so supportive.

As Expo evaluations come in, the majority of respondents have indicated that this is an event we should do on an annual basis. That recommendation will be considered by the Program Committee as they plan for next year.

According to the evaluations, this was a great networking event. Indications are that more members and sponsors will explore doing business with one another as a result of the event.

Family Business Education (FBE) Certificate Program

Two of the seven class sessions of the FBE have been held with nineteen class participants. The first two sessions, hosted by Wipfli LLP and FNB, explored some of the basics of family businesses, business management, and the role and expectations of non-family executives.

Dale Feinauer (WFBF), Sandy Friess, (Wipfli) and Phil Janes (Janesco) were responsible for coordinating the implementation of these first two sessions. They brought in a variety of member and sponsor expertise and a panel of non-family executives. Each session includes small group discussions and problem solving.

Anne des Marais Vought (Menasha Corp) and Dale will coordinate the January session focusing on family business governance. Class participants will be instructed to develop guidelines for the role of a board, a family council, and a family assembly.

Three management faculty — Ashay Desai, Al Hartman and Dale Feinauer will coordinate and lead the February

session focusing on strategic planning. Thom Cody (Pathmakers) and Dale will coordinate and lead the March session on evolving leadership.

Although enrollments are closed for this year's program, we are creating a waiting list for those who would like to be part of the cohort for next year's class. Please contact Donna Nelson if you wish to put yourself and/or others on the list. To ensure a good cohort of participants, enrollments are limited to 25 people, no more than three individuals from a single business.

Member News

J. J. Keller & Associates, Inc.® recently received the Silver "Well Workplace" Award from the Wellness Council of America (WELCOA) and its local affiliate, the Wellness Council of Wisconsin. The Award recognizes J.J. Keller's commitment to improving the health and well-being of its associates.

Kim Bassett-Heitzmann of Bassett Mechanical was named the 2009 Athena Award winner presented by the Fox Cities Chamber of Commerce & Industry. The Athena Award honors female business leaders for their exceptional contributions to their industry, their company and their community in addition to the chamber and to the advancement of women in business.

To have your news items included in the News Briefs, send them to the attention of Sue at schierss@uwosh.edu.

Legislative Trip

Jim Janes, a founding member of the Forum and a member of the Senior Executives Peer Group, has offered to coordinate a legislative trip to Washington D.C. in spring. The objective of the trip is to talk to legislators about the interests and needs of family businesses. If you are interested in going along and want to receive planning information, please contact Sue.

Summer Internships

Pinnow Sheet Metal participated in the Forum's internship initiative in the summer of 2009. Heather Holly-Pinnow, VP/COO, describes her experience with intern Christina Lahde, daughter of Ann Lahde, Schenck SC.

"I [Heather Holly-Pinnow] was thrilled to see the announcement about summer interns from WFBF.

"I immediately contacted Sue and said I was interested. Shortly after, I received an email from Christina and we talked about the position over the phone and both agreed it sounded like a great fit.

"I could not have asked for a better intern. Christina was a very quick learner and had the appropriate personal and computer skills to fit the position.

"As we transitioned to the 3rd generation this year,

Christina was such a help in some extra HR functions—helping to re-write/ update our employee handbook, she researched and wrote our new disaster plan, and her biggest task (which took all summer) was scanning our estimates into the computer. It has made my life easier even months after she left and went back to school.

“I would highly recommend using the Forum to find summer interns and, depending on how busy we are next summer, we may go that route again!”

Whether you are interested in identifying appropriate internships for your family members in other family or sponsor organizations, or would like to hire family members from other family/sponsor businesses to work for you, we have a process to facilitate your situation. Detailed instructions regarding communicating your interests and needs on the *familyforum* list will be sent via the list in the next few weeks.

Forum Growth

On December 1 at the Forum’s Family Business Expo, it was great fun to hear folks talking with passion about the Forum — its people and its programs. Please share this *Forum Fervor*, don’t keep it as a “best kept secret.” Get other family businesses involved.

What characterizes a member? — a multi-generational family business with multiple family members working in the business, a passion for keeping the business in the family, and a proactive, learning culture. Is this the only member profile? No, but it is the most common.

Why add more members? Everyone’s experience is slightly different. It is when we learn and share together that the richness of the Forum community becomes even more valuable.

What’s the Incentive? The key is increasing the knowledge and experience base. The bonus is a reduction in next year’s fee for the recruiting member/ sponsor.

Resources? Contact Donna or Sue to request materials.

According to research, between 80% and 90% of all businesses in North America are family-owned. If that’s the case in northeast Wisconsin, the Forum could be benefiting many more businesses in the region.

Help us get out the word. Share your Forum experiences with prospective members, invite them to be your guests, and link to the Forum’s website from your website.

Unique Member Opportunity

Recently we sent information about a unique, cost-savings advertising campaign to all our members and sponsors.

Two Forum members, **JAG Outdoor Advertising and Kobussen Buses Ltd.**, developed a marketing package unlike any other. And, the way you take advantage of the savings is very customizable. One member has already begun to take advantage of this opportunity.

If you haven’t taken the time to review the information, we encourage you to do so. For further information, contact Jane Sweasy, jsweasy@jagoutdoor.com.

What did you miss?

If you missed any of the past programs, you missed a lot of excellent discussions and best practices from presenters and your peers.

Topics such as planning for the unexpected, using a board, mentoring and coaching, developing the next generation, selling the business, succession planning, and leadership are examples of those recordings waiting for you in the *Members Only* section of the Forum’s web site.

The *Members Only* password was recently changed. Call the office for the updated information.



Peer Groups

Date	Group	Speaker/Topic	Site
Jan 6	Non-Family Executives	Developing a strong relationship between non-family managers/executives and family	Reeve Union, UW Oshkosh
Jan 12	TBD	Phil Forek Non-Family Execs	FLASH, Inc.
Jan 13	Senior Leaders	Bud Simpson The transition from leadership	Marion Body Works, Inc.
Jan 13	Generation Now	Member Updates	Zander Press, Inc.

Director’s Column

Susan Schierstedt



The Board is preparing for its strategic planning workshop in February 2010. As part of the process, our ad hoc visioning committee recommended a vision to the mission statement. The revised statement as approved by the membership is:

To foster healthy families and their businesses through education, information, networking, research, and life experience.

As the Board develops a strategic plan for the Forum’s next five years, we are eager to receive input from all of our members and sponsors. I encourage you to send your ideas regarding *how we can effectively meet the needs and exceed the expectations of family businesses in our region.*

Sue

Program Calendar—2010

Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
Jan 26 1:00 — 5:00 pm	<i>Growing the Family Business: stories from the trenches</i>	Emcee: Thom Cody With Family Business Owners Streu's Pharmacy/Bay Natural Tom's Quality Millwork & Harwood, Inc.
Mar 24 1:00 — 5:00 pm	<i>Fostering Healthy Communications</i>	Dean R. Fowler Dean Fowler Associates
May 10 5:30—9:00 pm	<i>14th Annual Dinner A Family Business Heritage</i>	Dan Ariens Ariens Company

Register on-line at <http://wfbf.uwosh.edu> — [Programs/Registrations link](#)

Family Business Center at UW-Madison

Jan 28 3:30—6:00 pm	<i>Estate Taxes and the Family Business: How to Plan for Succession When the Rules Keep Changing</i>	Bud Smith DeWitt Ross & Steven
Mar 16 8:30—11:30 am	<i>Once Upon a Family Legacy — video stories that spark a path to the future</i>	Kathy Wiseman Working Systems
May 18 8:30—11:30 am	<i>Communicating and Managing Conflict within the Family Business</i>	Deb Houden UW Madison Family Business Center

Register on-line at <http://wfbf.uwosh.edu> — [Alliance link](#)

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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
Website: <http://wfbf.uwosh.edu>