



# News Briefs

July 2004

## Welcome— Accurate Alignment and Frame Service, Inc.



On April 27, we welcomed Accurate Alignment and Frame Service, Inc., a full-service auto and truck service center, as the newest member of the Wisconsin Family Business Forum.

Founded in 1954 by Cliff Broehm, the business was purchased in 1997 by his son, Mark. Mark, president, and his brother, Dennis, vice-president of marketing, are the second generation of leadership. With customer satisfaction as a primary goal, Accurate has grown from a two-man shop to a workforce of over 40 technicians, salesmen and support staff for their multi-faceted business. In the summer of 2004, Accurate Alignment and Frame Service will celebrate 50 years of service to the Appleton community.

At our May 3rd annual dinner, Mark and Dennis were given their membership plaque by the Forum's chairperson, Jim Neumann.



Mark & Dennis Broehm with Jim Neumann

Kobussen Buses Ltd. (Joe and Dan Kobussen) has agreed to be the member buddy for Accurate Alignment. Thanks to Joe and Dan for referring Mark Broehm to the Forum and for agreeing to be Accurate's buddy.

## Bonus Program — Facilitation Training

August 26, 2004  
8:00 am—noon  
UW Oshkosh

With the addition of Right Management Consultants, The Business News, and Schenck Business Solutions as sponsors and the addition of Accurate Alignment, Kolosso Toyota, Rollmeister,

and Techni-Flex since the last facilitation training, it is time to offer it again.

Dale Feinauer, College of Business professor and experienced facilitator, will again provide this training for the Forum. Dale incorporates the do's and don'ts of facilitation with some key understandings that are helpful when facilitating the Forum discussion groups.

Dale is a much sought after facilitator who has facilitated meetings for Forum members as well as regional and national organizations. Due to his vast experience, Dale always has excellent examples and techniques to share with us.

This session is worthwhile for both the uninitiated and the experienced facilitator who wants to brush up a bit.

Since the Forum uses those it trains to be facilitators of Forum activities, there is no additional charge for member and sponsor participation in this session. When facilitators are needed for a program, the Forum contacts those we have trained regarding their availability to help.

Nevertheless, registrations are required. In July, Ann will contact everyone with more details about the session and a registration form. Please watch for the information.

## Seven Habits of Highly Successful Successors

September 16, 2004  
7:00 am to noon  
Tornado's, Appleton

We are pleased that Dean Fowler of Dean Fowler Associates, has accepted our invitation to present this topic to the Forum. In January 2004, Dean made this *Seven Habits* presentation to the UW-Madison Family Business Center and was given rave reviews. Many of you may remember Dean from his presentation to us in September of 1997 on the topic of family business assessment.

A commonly quoted statistic is that **70%** of fam-

ily businesses fail to make the ownership transition from one generation to the next. In the past twenty years, Dean's *Forums for Family Business* members have had over a **90% success rate** in the transition of their family-owned companies.

Why the high success rate? Dean attributes much of what these members have accomplished to what he has identified as the seven habits of highly successful successors. These seven habits are the ingredients for successful families in business: independence, communication, competency, strategy, boundaries, liquidity strategies and the willingness to take financial risks.

In this presentation, Dean illustrates the seven habits common to these successful transitions. Traditionally, succession planning in family-owned companies is driven by the senior generation. But the underlying message is that successful transitions are driven by the proactive involvement of the successor generation. The successors, not the senior generation, must create and implement the vision for their future success. The seven habits will be illustrated through the discussion of case examples.

## Sponsor Reception—July 21

**B**en Ganther will host this new sponsor reception at his home. This reception provides an opportunity for our new sponsors to get better acquainted with the Forum.

Forum sponsors and its Board and committee members are invited to attend to help our new sponsors become full participants in the Forum.

We are grateful to Ben for opening his beautiful home to us and for preparing the repast for the reception.

## 8th Annual Dinner —A Family's Heritage and Legacy

**C**raig Culver spoke to the Forum membership during our May 3rd annual dinner. He talked candidly about his college and early business experiences which he translated into his very successful Culver Franchising System, Inc. Speaking from this experience, he shared some recommendations and lessons he has learned.

Craig explained how along with his wife, Lea, and his parents, George and Ruth Culver, he took a vision and created a niche-market restaurant which features burgers and frozen custard. His parents' root beer stand in Sauk City provided his first foray into the restaurant business. After graduating from UW Oshkosh in 1973 with a science degree, he returned to the restaurant business, working and learning in McDonald's restaurants before opening the family's first Culver's in Sauk City in 1984.

He attributed his experiences as a McDonald's employee to the incorporation of effective policies and procedures into his business.

Throughout the evening, Craig talked about the importance of his owner/operators and of their employees. He sees himself as a coach, cheerleader, and mentor to all franchisees and their teams. He likes to visit locations to show his appreciation for the team's hard work and dedication to Culver's. As he spoke very directly with us, his gift for making people comfortable and for engaging them in conversation exemplified his strong hospitality industry experience and success.

In addition to hearing Craig Culver, the evening included recognition of the many Forum members and sponsors who contributed their time and expertise to the success of the program over the past year.

As another Forum *first*, Jim Neumann, the Forum's Board chairperson, presented Craig Smith with the first Forum Fellows award in recognition of his significant vision, commitment, and service to the Forum. Craig Smith was the catalyst for the Forum's creation, has served on the Board, has shared his expertise, initiated our international workshops, and has been instrumental in recruiting both members and sponsors.



Jim Neumann (left) and Craig Smith, Forum Fellow—2004

At the conclusion of the recognitions, Jim Neumann introduced Bob Engels as the Board chairperson effective July 1 with the end of Jim's term. Jim will continue on the Executive Committee for one year as the past chairperson, with Darcy Zander-Feinauer the first vice-chairperson, and John Peeters the second vice-chairperson.

## Timber Rattlers Game Night

**O**n June 10, 60 members and sponsors gathered in the Leinie Lodge at the Timber Rattlers Stadium for a picnic supper and game against the South Bend Silver Hawks. But, as has been the situation since May 12, we experienced more rain. The game was cancelled, but the picnic went on in the lodge as planned.

However, it is hard to dampen the spirits of true Forum folks. Fang visited with us giving all the children high-fives, while rattling his tail. The food was hot and delicious, the conversation was good, and the lodge was warm and dry. And, we received a free disposable camera to record the event. Imagine our surprise when we saw that the gift cameras from the Timber Rattlers are provided by none other than our member, Phopar, Inc.

After enjoying the picnic and visiting with other



families, Burk Tower, the event's coordinator, held a drawing for door prizes. Burk had invited everyone to bring items which bore their business logo to be used for door prizes. What an array of items were on display at the door prizes table! There was everything from folding lawn chairs to articles of clothing to picnic plates to gift certificates and more. In addition, Burk gave each of the 15 children a soft Timber Rattlers baseball as a souvenir of the event.

Since the evening was chilly and damp, everyone seemed to appreciate that the game was cancelled as it provided each of us an automatic rain check for another game of our choosing with reserved seats. Now, that's a good deal.

## Member News

**Badger Mining Corporation** launched its newest entity, LogicHaul LLC on April 1, 2004. LogicHaul competitively offers logistical services in trucking, rail management, railcar subleasing, and transload operations.

**Kobussen Buses Ltd.** and **Bassett Mechanical** have leveraged their Forum relationship for a business purpose. Bassett is sharing a portion of its parking lot with Kobussen so that area drivers can conveniently park their busses when not in service.

The easiest way for you to share business news in this section is to add the Forum to your newsletter distribution list. We are also happy to receive your news via e-mail or phone. We include information on a space available basis.

## Affinity/Peer Group Meetings

### Successors Group:

The Successors Group has taken off for the summer. Meetings focused on leadership development are being planned for fall. To be added to the Successors distribution list, contact Sue or Ann.

### Best Practices:

On May 21, Lorrie and David Gneiser hosted Forum members and sponsors for a presentation, *Using Mission, Vision, and Core Values to Establish Your Own Unique Company Culture*.

Lorrie and David shared their vision and mission and explained how the clarification of their values has helped move their business culture in an exciting direction. To show us how they incorporate their values into their business, they shared their employee handbook and provided a specially prepared and served lunch.

Best Practices meetings will not be scheduled for summer. If you would like to suggest a topic for fall, contact Sue or Ann to share your idea.

## Correction

In the May issue of *News Briefs*, it was erroneously stated that Rollmeister is Techni-Flex's buddy member. It should have stated that Flex-Staff—Bill, Carol and Mike Hackbarth and Steve Kamrowski—is the buddy member for Techni-Flex.

Due to the number of quick comments we received on this, we are pleased to know that all of you are reading the *News Briefs*. That is gratifying.

## Wisconsin Family Business Forum Program Calendar – 2003-2004

Date/Time	Topic/Event	Presenter(s)
Aug 26	<i>Facilitation Training</i>	Dale Feinauer College of Business
Sep 16	<i>Seven Habits of Highly Successful Successors</i>	Dean Fowler Dean Fowler Associates
Nov 3	<i>A Tough Nut to Crack</i>	Producer: Ira Bryck Actors: Nicholas Simms & Timothy Van Ness
Dec 8	<i>Team Building</i>	Kurt Johnson & Tom Wiltzius Right Management Consultants
Jan 20	<i>Incentive Compensation</i>	Dale Feinauer & Al Hartman College of Business
Mar 8	<i>Developing Responsible Shareholders</i>	Drew Mendoza Family Business Consulting Group

## Reciprocity Program

The Wisconsin Family Business Forum, the Marquette Center for Family Business and the UW-Madison Family Business Center reciprocity program allows our members to attend programs all of the three sites for very little additional cost. See web site for details.

For a complete listing of programs, members, sponsors, alliances, etc., visit our website at [www.uwosh.edu/wfbf/](http://www.uwosh.edu/wfbf/).

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*Vol. 8, No. 1 News Briefs © 2004*  
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