



News Briefs

July 2005

Facilitation Training

August 4, 2005, 8:00 a.m.— noon
Reeve Memorial Union, UW Oshkosh

The Forum is pleased to announce that our highly-rated facilitation training session is being offered this summer. On August 4th, Dale Feinauer, Professor, College of Business, UW Oshkosh, will again lead this half-day workshop focusing on the art of facilitation. This session is open to all members and sponsors.

As we all know from experience, meetings are more effective when they are properly facilitated. A good facilitator can ensure any or all of the following depending on the situation:

- a well-considered decision
- creative idea generation
- group effectiveness
- concept ownership and commitment to action
- conflict resolution.

Through this interactive workshop, members and sponsors will learn to differentiate between facilitation and leadership, will acquire tools and techniques for varied situations, and will develop skills for effective facilitation.

Registration for this workshop can be made on-line in the Programs section of our web site. Reservations are due no later than August 1st.

The Keys to Understanding Succession Planning



September 15, 2005, 2 p.m.— 5p.m.
Bridgewood Resort Hotel, Neenah

"Succession should never be an event. It should be a process. If it becomes an event, you have a problem." Ivan Lansberg

The process of succession takes, on average, 10-15 years of careful planning, training, coaching, mentoring, experience, and sometimes blood, sweat and tears.

It isn't the simple turning of a key; it is multiple keys used appropriately to ensure the long-term success of the business and the family.

Four of the Forum's sponsors have developed a workshop that will help every family business, no matter the stage of its succession planning, to move more successfully through the process. Robyn King of Schenck Business Solutions, Mickey Noone of First National Bank—Fox Valley, John Russo of McCarty Curry Wydeven Peeters & Haak LLP, and Craig Smith of Retained Earnings Company will provide the keys in this practical workshop.

"Succession should never be an event. It should be a process. If it becomes an event, you have a problem."

Ivan Lansberg

Using a family business case study as the focus, this workshop will begin with an overview of the succession planning process. Following the overview, breakout sessions will focus on the essential components of the process through the eyes of the accountants, bankers, lawyers and financial planners. A checklist for each discipline will be presented as a component of each breakout session.

Whether you are just beginning this lengthy and costly process or are somewhere in the midst of it, or perceive that it is still in the future, this workshop will provide essential information that is relevant to your family business.

Summer Event— Family Picnic



Forum families enjoyed a pot luck picnic on June 29th at the Pavilion, Plamann Park, Appleton. What a beautiful place to relax with friends and family.

Dan Meyer, Bob Derks, and Burk Tower, barbeque chefs, cooked brats, hot dogs and burgers to go with the wide assortment of salads and desserts that completed the picnic dinner.

The children's farm was a major attraction for the youngest family members. Bigger "kids" had the options of volleyball, horseshoes, and disc golf.

Thanks to Program Committee members for rolling up their sleeves and making this a fun time!

Celebrating A Family's Heritage



The Forum's 9th Annual Dinner was attended by 190 members, sponsors, their families, and associates on May 2nd.

This year's story of a family's heritage was presented by Art Schmidt of U. S. Oil Co., Inc., Combined Locks. Art along with his wife Gladys, brothers Ray and Bill, and father Albert, built the business, Schmidt Bros. Oil, from a \$3,000 investment in the early 1950s to the business it is today.

Although U. S. Oil has become quite large, Art explained that the family still prides itself on caring for its employees with respect and honesty and on its commitment to the community.

In addition to celebrating the Schmidt family's heritage, the Forum recognized C. Burk Tower as the Forum Fellow of the year. Forum Fellows are individuals who have made a significant contribution to the growth and development of the Forum. Burk is a founder and continues to be a key leader of the Forum. He helped develop a series of focus groups to determine the interest in forming this partnership with family businesses. By conceptualizing the fundamental model for the Forum, Burk helped flesh out the organization as it is today – a group of family businesses and sponsors where sharing of issues and problems is done freely. With the Forum's formation, Burk took the role of faculty liaison, part of the Forum's staff. Burk joins Fellow Craig Smith in this prestigious society.

During the business meeting, Chairperson Bob Engels introduced Darcy Zander-Feinauer of Zander Press, Brillion, as the incoming Chairperson. New Board members Jack Carstens, Midwest Merchandising, Oshkosh, and Rick Schneider, Techni-Flex, Appleton were introduced. Outgoing Board member and Past Chairperson, Jim Neumann, RB Royal Industries, Fond du Lac, and outgoing Board member, David Plank, J. J. Plank, Neenah, were recognized for their service to the Forum.

Affinity/Peer Group Meetings

Successors/Next Generation Group:

On April 26th, Jim Simpson and Curt Ignacio hosted the Successors at Marion Body Works in Marion, Wisconsin. Jim explained in detail how his family managed the details of the buyout and transitioning of responsibilities with the retirement of his father, Bud Simpson. Preparing the presentation from his perspective, that of the next generation successor, Jim had anticipated the

questions and concerns of the group and was prepared with excellent information. The attendees took away many helpful ideas from this session.

On May 24th, Marne Keller-Krikava hosted the Successors at J.J. Keller & Associates. This last meeting of the year focused on the last of Dean Fowler's *Habits for Highly Successful Successors*. Marne invited Laurene Brooks of Legacy Private Trust Company and Dan Thome of Edgemoor Partners, LLC to lead this discussion on *coordinating liquidity strategies and financial risk*. They emphasized that these strategies are often more psychological than financial. They discussed the impact transitions have on family control, tips for balancing the equilibrium between capital and liquidity needs, and the family effect on cost of capital.

The Successors calendar for next year is in development and will be available in late summer.

Best Practices:

On May 25th, Schenck Business Solutions hosted *Common Sense Strategies for Reducing Your Exposure to Fraud within Your Organization* at the Butte des Morts Country Club. Steve Predayna, John Wisniewski, and Mandy Soland began the presentation by stating that the two most common forms of fraud and abuse are skimming and fraudulent disbursements.

By providing example cases, they explained each type of fraud and how it was discovered. Each case was accompanied by common sense strategies, warning signs, and practical aids.

As part of the case studies, Forum member, Rodger Whipple, shared his business' recent experience with fraud and its impact on his business, both financially and culturally.

The Forum is very appreciative to Schenck for hosting this lunch session and providing valuable strategies on hiring, record keeping, and auditing procedures to eliminate any tempting loopholes. We also thank Rodger Whipple for sharing his experience.

The next Best Practices session will focus on *managing health care costs*. Are health care costs making you sick? Do you, as a business owner, have concerns about costs, benefits, and options? In response to requests by several of our members, Sponsor Craig Smith of Retained Earnings Company will offer some practical solutions about how to manage these costs.

This session will be held at Club West, 720 E. Shady Lane, Neenah, on July 13th, from 11 am—1 pm. Retained Earnings will host lunch as part of this session.

We hope you will join this session to learn more about health care cost solutions and to share what you have found effective for your business.

Registrations are needed by no later than **July 7th**. However, we would appreciate early registrations, if possible. Please register on-line or by contacting Mary Weddig.

Each One Bring One— Membership Challenge

Each member and sponsor is challenged to introduce a new family business to the Forum and bring them to a Forum program.



Welcome Mary Weddig

Mary has joined the Forum staff as administrative assistant, providing marketing, financial, and operational support. She brings expertise in the area of planning, management, communications, budgeting, and information technology. Please introduce yourself to Mary and help welcome her to the Forum. You may contact Mary Weddig by phone at (920) 424-1541 or e-mail at weddig@uwosh.edu.

Member News

Badger Mining Corporation's Fairwater Plant was recently recognized by the Mine Safety and Health Administration and the Industrial Minerals Association of North America for achieving greater than 200,000 employee hours worked without a reportable injury, no fatalities, and no contractor lost time.

Bassett Mechanical recently celebrated over two million hours without a lost-time injury.

J. J. Keller's interactive safety management tool, *KellerOnline*, was recognized as the 2005 Best Vertical Market Business Content Solution at the 20th Annual CODiE Awards held recently in Los Angeles. *KellerOnline* integrates the latest news, safety information, and government regulations with valuable tools and training materials.

If you have news about your business that you would like published in the *News Briefs* send it to Sue Schierstedt.

Sponsor News

McCarty Curry Wydeven Peeters & Haak LLP recently announced that **Kurt Wanless** has become a partner. Kurt specializes in business law, labor and employment law, and intellectual property.

Continuing Professional Credits

The Forum has been providing continuing credit certifications for those in the legal and financial professional organizations. The Forum's ability to offer these certificates depends upon each professional organization's guidelines and their approval.

We would be happy to expand this to other professionals. If you would like us to investigate this opportunity with

your professional organization, please contact Mary or Sue, providing the name of your professional organization and contact information.

Change in Non-Member/Guest Policy

Effective July 1, 2005, the Forum will welcome prospective family business members as guests to its core programs at *no charge* with the understanding that a prospective member business may attend only once as a guest and may bring no more than two individuals.

Guest registration forms will be available on the Forum web site for qualifying programs.

Program Registration

You can register for Forum programs from our web site at the Programs menu option by completing and submitting the appropriate form. If you need to add more people later, you can complete additional forms. Since we need to confirm attendance numbers with the program site in advance of programs, we appreciate your adherence to registration deadline dates.

Forum members can also register for programs at the UW-Madison Family Business Center for a minimal fee as part of our reciprocity agreement.

Wisconsin Family Business Forum Program Calendar 2005

Date	Event	Presenter(s)
Aug 4	<i>Facilitation Training</i>	Dale Feinauer
Sep 15	<i>The Keys to Understanding Succession Planning</i>	Robyn King, Mickey Noone, John Russo, Craig Smith
Oct 25	<i>Hiring and Managing Non-Family Managers & Directors</i>	M. Elinor Smith
Dec 14	<i>Helping Kids Make Sense of Growing Up in a Family Business</i>	Dr. Cindy Iannarelli

UW-Madison Family Business Center Programs 2005

Sep 20	<i>How Boards and Owners of a Family Business Can Work Together Effectively and Productively</i>	Larry Hause & Cary Tutelman
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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. Thanks to a dedicated staff, FNB has completed its 117th year of providing financial services to the people and businesses of the Fox Valley with locations in Appleton, Menasha, Neenah, and Oshkosh.



McCarty Curry Wydeven Peeters & Haak, LLP has been serving the legal needs of large and small family businesses in northeast Wisconsin since 1949. The firm's services include all aspects of business and corporate law, real estate, complex estate planning, commercial and personal litigation, as well as general practice.

Retained Earnings
Company/
MassMutual Finan-
cial Group



Retained Earnings Company/MassMutual Financial Group 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, investment, insurance, and human resource solutions for today's business, government and personal challenges.



University of Wisconsin Oshkosh, College of Business Administration 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.

Associate Sponsors:



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The Business News is a local business newspaper serving a 10-county area of northeast Wisconsin.



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