New Member

Elmstar Electric Corporation of Kaukauna is the newest member of the Forum. Founded in 1979 by Gus Fosick, Elmstar offers electrical contracting, preventative maintenance, tele/data communications (including telephone and data cabling and equipment, phone systems, fire alarm systems and security systems), and underground for the Commercial, Industrial, Institutional, and Municipal Industries.

Gus is still involved in the business as a consultant, his daughter Carmen runs the business and his son Ron is responsible for the job site crews. Both Carmen and Ron are responsible for the business’ success on a daily basis.

With a transition approaching, Carmen is looking forward to learning with and from the Forum’s members and sponsors.

New Sponsor

First National Bank—Berlin, the newest Forum sponsor, has about 85 employees and 8 primarily rural locations. They provide a variety of loans including small business and personal loans to family owned organizations.

Four bank officers will be participating in the Forum.

Lori Phillipi is Organizational Development Executive Leader. When an associate at member, Badger Mining, Lori led a Forum program on teams, participated in our Italy workshop, and served on our Board.

Eric Cerbins, Business Banking Executive Leader, was formerly associated with one of the UW-Madison Family Business Center’s sponsors and is convinced of the value of a family business center.

Nicole Bahn, Credit Department Leader and Business Banker, is a UW Oshkosh College of Business finance alumna.

Michael Vaughan, Business Banker and UW Oshkosh College of Business finance alumnus, will get his first family business center exposure through the Forum.

Since the majority of their businesses are small, family-owned entities, they view the Forum as a perfect fit for providing information as well as referring potential members that can benefit from the program content.

Facilitation Training

Plan for participation in this session. It is valuable for you and any of your associates who are responsible for departments, teams, projects, and/or meetings.

Dale will clarify the differences between facilitation and other forms of group leadership, explain the do’s and don’ts, provide examples and exercises to draw relevance for each situation. You will learn how to shorten your meetings while getting more done.

Evaluations of this annual program consistently identify it as one of the most valuable programs of the year.

Succession Planning:
Who Decides What and How

September 17, 2009, 8:00 am—noon
7:30 am breakfast
Bridgewood Resort Hotel, Neenah

Stephanie Brun de Pontet, an associate of the Family Business Consulting Group, will lead this interactive workshop focusing on the complexities involved in the process and how to map out a strategy for working through the process.

Though Stephanie will not suggest that family business succession is easy—she will advance the premise that preparation can improve outcome on every level. She will raise the awareness that there are proactive steps a family business can take to significantly improve their odds at success with succession.

13th Annual Dinner

For many, the annual dinner is a highlight of the Forum’s program year. It is an opportunity to bring family members, spouses, and associates together for an evening of food, drink, recognitions, and a family’s story.

We were pleased to recognize the following members and sponsors for their years of continued commitment,
service, and participation: First National Bank—Fox Valley and Meyer Services, 10 years; Kolosso Toyota, Techni-Flex and The Business News for 5 years. These are examples of the excellent businesses that make the Forum a valuable family business resource and supportive community in the New North.

Craig Smith of Retained Earnings Company, a Fellow and founding sponsor, awarded Jim and Cindy Janes owners of Oshkosh Marine Supply and Derby Molded Products, the status of Forum Fellows for their early commitment to organizing and launching the Forum, their roles on the Board and committees, and their continued participation in programs and peer groups.

Tim Wuest, a member of the Scholarship Committee and of Badger Mining Corporation, awarded two scholarships. Anthony (Tony) Goebel, a College of Business student, and Amanda Froelich, a College of Nursing student, were each awarded a scholarship for 2009-2010.

Ken Krueger, Partner in Charge of Wipfli’s Green Bay office, introduced Mark Skogen, president /CEO of Festival Foods. Mark introduced members of his family and shared challenges and successes of his family and their business.

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.

If you are a member or sponsor of the Forum, you don’t have to wonder what you missed. Or, if you were there and wish other family members or non-family executives had been there with you, you don’t have to fret.

We have an answer for you.

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

Why not visit that site and check out what’s available for you and your business?

2nd Annual Silent Auction

The Silent Auction held in conjunction with the 13th Annual Dinner brought in $3,960 for the benefit the Forum’s scholarship fund.

A huge thanks to all who participated in the Silent Auction through winning bids and/or donations.

Events like this take considerable planning, preparation, implementation, and wrap-up. We are very grateful to the members of the Silent Auction Committee for this successful event—Diane Roundy, chairperson, Sandy Friess, Dan Kobussen, Ann Lahde, Elise Opicka, and Rebecca Reis, and to Donna Nelson, for managing the finances.

Recruitment Incentive Program—Going on Now!

What’s the Incentive?

For every new family business member that credits your organization with their recruitment, the recruiting business will receive a credit, equivalent to 1/3 of the new member’s fee, toward their next year’s fee. (This offer applies to a maximum of three new member credits per the recruiting member’s membership year.)

Who is eligible:

Every member and sponsor organization is eligible and encouraged to earn the rewards.

How to earn the reward:

A new member must identify the recruiting member to the Forum office.

Membership growth adds more experiences and networking opportunities for everyone’s benefit!

Forum Poll

The current poll on our home page is “Does your family business have a clearly defined next generation development plan?”

Please be sure to stop by the web site and respond to the current poll and check out the responses.

Member/Sponsor News

In mid-March, Jag Outdoor Advertising moved into its new site in Algoma’s west industrial park. After having outgrown their previous site along the Ahnapee River, the new facility beautifully houses the production and transportation departments, and the administrative offices.

On May 4, Bassett Mechanical was named the Wisconsin Family Business of the Year in the large company category. Bill Bassett, CEO, and his daughter Kim Bassett-Heitzmann, President/COO, in Madison to accept the award, recognized their Forum membership as a component in their family business planning and successful transition in leadership.

On June 29, Badger Mining Corporation proudly announced that they received the “#1 Best Small Company to Work for in America” award for the 3rd time in 4 years...last year they placed 2nd. The announcement was made during a ceremony in New Orleans as part of the Society of Human Resource Management (SHRM) conference and Great Places to Work Institute.

Congratulations to Diane Roundy, Director of Business Development for Schenck Business Solutions. Diane was named Wisconsin Future Business Leaders of America 2008-2009 Businessperson of the Year.
Peer Groups

Analysis of the Year End Peer Group Evaluation—2009 is in process as this goes out. With over 34% of the 144 peer group participants responding, we are gaining a clear confirmation of the value the groups provide. The following are the top 5 values identified across the seven peer groups:

- Learning and sharing experiences with others who have a common understanding of issues
- Networking
- Gaining knowledge of specific business issues related to family business
- Using the group as a sounding board for ideas
- Gaining knowledge for personal growth

Members interested in joining a peer group when they reconvene in the fall should contact Sue Schierstedt.

The Forum’s sponsors kicked-off a new peer group in early June. This Sponsors Group is planning to meet 2-3 times a year to discuss how they can clarify and improve the sponsorship experience for the members and themselves. Their next meeting will be September 11 at Schenck’s Appleton office.

Membership Composition

Family business members include first to sixth generation businesses with annual sales ranging from less than $1 million to over $1 billion. The majority of members have multiple family members and generations involved in the business. Member businesses are representative of a wide range of business sectors.

Director’s Column

Susan Schierstedt

To ensure the continued growth and success of the Forum in meeting the needs of family businesses, the Board has approved the appointment of the following three ad hoc committees.

At the January Board meeting, the creation of an ad hoc marketing committee was approved for the purpose of developing a marketing strategy and implementation plan for the next 2-3 years. The Committee is composed of Michelle Friedman, director of marketing for Davis & Kuelthau s.c., Chris Linn, director of business development and marketing for Bassett Mechanical, Jane Sweasy, president of Jag Outdoor Advertising, Mike Schmidt, director of marketing for First National Bank—Fox Valley, Darcy Zander-Feinauer, co-owner/graphic artist of Zander Press Inc., and myself. I am excited about the work this committee has already accomplished in its first two meetings and am eager to see their work proceed. If you have marketing ideas for the Forum, please share them with any of the committee members.

During their April meeting, the Board approved the appointment of an ad hoc strategic visioning committee to review the vision and mission of the Forum and bring a recommendation about revisions or changes to the January Board meeting. This committee is being formed at this time.

After discussing the development of a core curriculum for the Forum at several Board meetings, an ad hoc core curriculum committee was appointed. The Committee will develop a recommendation regarding the delivery of basic family business content to family businesses, member and non-member, and to family business professionals. The objective is to make education on family business best practices available on a regular basis. The Committee was directed to report back to the Board in January. If you have any suggestions or recommendations for this committee, contact Dale Feinauer at Feinauer@uwosh.edu.

I attended the family business center directors’ Annual Alliance Conference at the University of Illinois Chicago June 11 and 12. More than 30 centers from across the United States were represented. After discussing all the facets of family business centers with the other directors, I want you to know that the Forum is exemplary in many ways. Because you as a member or sponsor have taken ownership and responsibility for the success of the Forum, it is my observation that we have programs, peer groups, resources, and events for family businesses that are outstanding. For that, we have each of you to thank. Thank you!

Sue

UW-Madison’s Family Business Center Programs

As a Forum member, you are eligible to attend the listed UW-Madison Family Business Center programs for a small per person fee. See next page for upcoming programs.

Your registration can be done directly on their website. Indicate you are a member and in the comments indicate your membership with the Forum.

Contact Sue or Donna for further information.
# Program Calendar—2009

## Wisconsin Family Business Forum

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>Aug 12</td>
<td>8:00—11:00 am Facilitation Training</td>
<td>Dale Feinauer</td>
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<tr>
<td>Sep 17</td>
<td>8:00 am—noon Succession Planning: Who Decides What and How</td>
<td>Stephanie Brun de Pontet Family Business Consulting Group</td>
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<tr>
<td>Oct 21</td>
<td>8:00 am—noon Governance and Continuity Check Up</td>
<td>Katherine Grady Lansberg, Gersick &amp; Associates LLC</td>
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<tr>
<td>Dec 1</td>
<td>2:00—5:00 pm WFBF Business Expo &amp; Holiday Reception</td>
<td>Program Committee &amp; R&amp;R Committee</td>
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Register on-line at http://wfbf.uwosh.edu—Programs/Registrations

## Family Business Center at UW-Madison

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<th>Date</th>
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<tbody>
<tr>
<td>Sep 29</td>
<td>8:30 am – 11:30 am OR 1:30 pm – 4:30 pm Managing Boundaries in the Family Business: Why, When and How Successful Companies Do It—and How Yours Can Too!</td>
<td>Jane Adams</td>
</tr>
<tr>
<td>Oct 20</td>
<td>8:30 am – 11:30 am OR 1:30 pm – 4:30 pm Developing Your Next Generation Leaders</td>
<td>Katherine Grady Lansberg, Gersick &amp; Associates LLC</td>
</tr>
<tr>
<td>Dec 8</td>
<td>8:30 am – 11:30 am OR 1:30 pm – 4:30 pm What Non-Family CEO’s of Family Businesses Must Know to be Successful with the Family and in the Business</td>
<td>JoAnne Norton Freedom Communications</td>
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Register on-line at http://wfbf.uwosh.edu—Alliances

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