



News Briefs

July 2010

Growing Generations of Family Business Success



Photo: front row, from left, Dale Feinauer, Cathy Regnier, Ann Lahde, Heather Gonyo, Ben Mullins and Donna Nelson; and back, from left, Phil Janes, Ruth Van Zeeland, Sue Schierstedt, Randy Mahoney, Jon Faulks, Scott Kobussen, Beth Wenzel and Mark Tushar.

Eck Industries, Inc.

Founded in 1948 by William Eck, Eck Industries, Inc. is a proud 4th generation business.



Eck Industries is a manufacturer of aluminum castings with over 62 years of experience in the aluminum foundry business. Based in Manitowoc, Wisconsin, Eck employs over 200 full-time employees in their 200,000 square foot facility.

In the 1990s, Philip Eck became the President/CEO as the company's ownership moved into the third generation.

In January 2003, Eck became ISO 9001:2000 certified by SGS, Systems & Services Certification, Inc. From prototypes through long production runs, Eck Industries met tough aluminum casting requirements. From simple to complex designs, in sizes ranging from a 1/2 pound to 2000 pounds, Eck has the right combinations of processes and skills to deliver the results their customers demand.

Two 4th generation family members, Kiley Eck Hayon and Tyler Eck are actively involved in the operation of the business. Now, with members of the Eck family's fourth generation active in the management team, Eck's commitment to quality is stronger than ever.

Forum Graduates First Cohort

The first cohort recently graduated from the Wisconsin Family Business Forum's **Family Business Education Certificate Program (FBE)**.

The Forum's innovative approach to family business support led it to launch the FBE, the first of its kind in the state and possibly the country. FBE is designed to provide the basics of family business ownership, leadership and family dynamics primarily to next generation family members. In the span of seven full-day sessions delivered over eight months, the FBE program introduced a cohort of participants to the essentials of family business while building a strong network of peers among the classmates.

The knowledge and understanding gained through participation in FBE is designed to prepare individuals for leadership and ownership roles in their businesses and for strengthened planning and communication in their families and their businesses.

On May 12, 2010, the Forum graduated the first class representing family businesses from throughout the New North, Illinois, and Kansas as well as family business professionals who sought to better understand the dynamics of family business. Although the majority of participants were next-generation family members, the class was enhanced by the

enrollment of senior leaders and family business professionals.

The class included:

Deanne Bremer, Badger Mining Corporation, Berlin
Jason Wuest, Badger Mining Corporation, Fairwater
Heather Gonyo, Badger Mining Corporation, Taylor
Matt Beno, Beno Plumbing, Green Bay
Jon Faulks, Faulks Bros. Construction, Waupaca
Rebecca Brown, Fox Cities Records Services, Appleton
Phil Janes & Mark Tushar, Derby Molded Products, Neenah
Scott Kobussen, Kobussen Buses Ltd., Oshkosh
Benjamin Mullins, Mullins Cheese, Mosinee
Joan Schaupp & Mary Schaupp, P&S Investment Company, Green Bay
Ann Lahde, Schenck S.C., Appleton
Ruth Van Zeeland, Van Zeeland Manufacturing, Little Chute
Donna Nelson, Wisconsin Family Business Forum, Oshkosh
Randy Mahoney, Wipfli LLP, Appleton
Beth Wenzel, Zander Press Inc., Brillion
Cathy Regnier, Johnson County Management, Kansas City

Focused and highly relevant content was delivered by experienced educators, family business professionals/advisers and business owners. Topics included business management; family governance; evolving leadership; managing culture, change and conflict; evolving ownership and strategic planning in a family business.

The Forum is grateful to the following course leaders and presenters for their contributions to the success of the program:

Lori Phillippi, 1st National Bank, Berlin
Bradley Berndt, Auto Haus on Velp, Green Bay
Tom Stark, Badger Mining Corporation, Berlin
Kim Bassett-Heitzmann, Bassett Mechanical, Kaukauna
C. Burk Tower, Gary Adams, Ashay Desai, Dale Feinauer, & E. Alan Hartman, College of Business, UW Oshkosh
Mike Schmidt & Wenda Roycraft, First National Bank-Fox Valley, Oshkosh
David Gneiser, Fond du Lac Bumper Exchange, Fond du Lac
Tim Feldhausen, Godfrey & Kahn S.C., Green Bay
Pat Cheever, J. Stadler Machine, Oshkosh
Jane Sweasy, Jag Outdoor Advertising, Algoma
Phil & Jim Janes, Derby Molded Products, Neenah
Curt Ignacio, Marion Body Works, Marion
Anne des Marais Vought, Menasha Corporation, Neenah
Mike Rekitzke, N.E.W. Plastics, Luxemburg
Spencer Bonnie & Thom Cody, Pathmakers Inc., Oneida
Ron Altenburg, Schenck S.C., Appleton
Phil Florek, Small Business Development Center, Oshkosh
Sandy Friess & Julia Johnson, Wipfli LLP, Appleton

Registration is now open for the next class which begins September 15, 2010. The class is open to both members and non-members. An Early Bird fee is available until August 1, 2010. For more information and registration, visit <http://wfbf.uwosh.edu>.

Facilitation Training

Wednesday, August 11, 2010

8:00—11:00 am

Reeve Memorial Union, UW Oshkosh

Facilitation, according to the dictionary, is “the art of making easy or easier” In the case of meeting and project facilitation, this means managing a process to more easily accomplish a given set of objectives.

Therefore, facilitation is a skill set that all owners, executives, and managers should develop for maximum effectiveness.

Led by Dale Feinauer—a professional facilitator, College of Business professor, and member of the Forum’s staff, this training program is open to all members and sponsors.



Dale Feinauer

As a result of this program, participants should -

- understand the role of a facilitator
- understand the difference between a facilitator and a leader or content expert
- demonstrate effective facilitation skills, including
 - planning and facilitating successful discussions
 - increasing participation and input from members
 - keeping the activity on track and productive
 - managing conflict
 - understanding the unique dynamics of Forum discussions and
 - practicing appropriate techniques

To register online at <http://wfbf.uwosh.edu/>, go to the Programs/Registrations link. We encourage registration of multiple people from each business. Registrations are due on or before **August 4**.

Building a Management Team

Wednesday, September 22, 2010

8:00—noon

Registration, breakfast & networking 7:30 am

Butte des Morts Country Club, Appleton

Leadership succession planning is a process that must be carefully planned. Consideration should be given to such issues as “Are Dad’s/Mom’s managers a good fit for the needs of the leader and the organization going forward?” Assessing the needs of the organization as it anticipates a change in leadership and/or a new phase in its life is essential.

Patty Van Ryzin, Vice President of Human Resources for Bassett Mechanical, has developed this program to provide insights into the process Bassett Mechanical used to develop a management team for Kim’s leadership and to provide insights into the processes of three other family businesses with different needs.

David Gneiser, Fond du Lac Bumper Exchange; Tim Wuest, Badger Mining Corporation; and Mike Rekitzke, N.E.W. Plastics will join Patty in explaining the processes they have used to develop, implement, and execute toward building a management team and/or for leadership development.

Program participants will be given the opportunity to

discuss their interests, needs, and issues related to the topic in small groups during the program.

This is an excellent program for owners, family members, HR managers, and others involved in the leadership development of your organization.

14th Annual Dinner—Celebrating a Family’s Heritage

On May 10, 2010, 150 members and sponsors gathered at Bridgewood Resort Hotel in Neenah, for the Forum’s 14th Annual Dinner. The event provided an opportunity to recognize and thank all the many members and sponsors who participate on the Board and committees, and in programs and peer groups for their contributions of knowledge, experience and time to enhance and ensure the effectiveness of the Forum. On the occasion of Burk Tower’s upcoming retirement, Al Hartman led the group in recognition of and thanks for Burk’s many contributions to the Forum since 1994.

Jim and Cindy Janes of Janesco, last year’s Fellow initiates, recognized Kim Bassett-Heitzmann and Bill Bassett of Bassett Mechanical for their distinguished roles in the Forum over the past 15 years and introduced them as the newest inductees to the Forum Fellows.

Jason Lasky of Sadoff & Rudoy Industries and a member of the Forum’s Scholarship Committee awarded scholarships to two UW Oshkosh students: Shaina Blackman, College of Nursing and daughter of members Lori and Dave Blackman of New Tech Metals, and Julia Mader, College of Business and Forum student assistant. Although both are related to the Forum, they were chosen based upon their own merits. This is the fifth year that the Forum has awarded scholarships.



Kim Bassett-Heitzmann & Bill Bassett

Following the recognitions and awards, Darcy Zander-Feinauer of Zander Press Inc, introduced Dan Ariens, President/CEO of Ariens Company, who spoke to the group about his family’s successes and challenges over the decades. His

presentation is available to members and sponsors on the Forum’s website.



Dan Ariens

Throughout the reception and through the dinner hour, the Third Annual Silent Auction for the benefit of the Forum’s Scholarship Fund took place. This year’s auction included 29 donated items and generated \$5,410.00 for the fund. Thanks to all who made contributions and bids.

Forum Tips

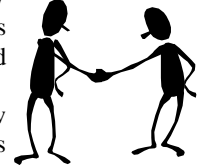
- ✓ Driving to a member or sponsor site? **Need directions?** Save yourself time by using the member or sponsor map on the *Members* or *Sponsors* page on our website. Choose the larger size view of the map, click on the name of the company to which you are driving, choose directions. To make this even faster, bookmark the Fo-

rum’s homepage — <http://wfbf.uwosh.edu>.

- ✓ Tired of getting multiple **e-mail reminders from Donna** about program registration? Easy fix. As soon as you answer Donna, with either a registration or a regret, she will stop sending you the reminders.

Each One Bring One

At the Annual Dinner, we were pleased to announce the first awards for the *Member Recruitment Incentive Program*. Awards went to Badger Mining Corporation, and Pathmakers, Inc.



Each award is a credit of 1/3 of the new member’s annual fee toward the member’s or sponsor’s next year’s fee.

Every member and sponsor can earn a similar award for their business by recruiting a new member business for the Forum. Identify a family business that could benefit from participating in the Forum. Invite them to be your guest at an upcoming program and tell them about the value of the Forum. And/or, refer them to Sue. Encourage them to become a member. When they join and give you credit for recruiting them, your business earns a credit. You can earn up to three credits a year by bringing in three new members.

For more information about this program and for Forum brochures, contact Donna or Sue.

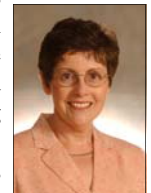
Peer Groups

Graduates of the Family Business Education (FBE) Certificate Program are planning to start a new peer group in September with Donna Nelson as the facilitator. The group is open to other members who are ready to join a peer group for development, problem solving, and networking.

Anyone interested in participating should contact Donna at 920-424-1541 or nelsond@uwosh.edu.

Director’s Column:

As of July 1, 2010, the Forum is fifteen years old. During this 15th anniversary year, we plan to increase the visibility of the Forum’s value throughout northeast Wisconsin. Members and sponsors are invited to participate by promoting the Forum through their websites, billboards, promotional materials, etc. Let the business community know that you are a *Proud Member/Sponsor of the Wisconsin Family Business Forum*.



We anticipate doing radio talk shows throughout the region. If you are asked to participate by telling about a facet of your family success story, please accept the invitation.

So many of our members have told me how much the Forum has done for their success. Let’s share those stories of your success and the Forum’s role with the thousands of other family businesses in northeast Wisconsin. Can I count on you?

Program Calendar—2010

Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
August 11 8:00—11:00 am	<i>Facilitation Training</i>	Dale Feinauer Faculty Liaison to Forum
Sep 22 8:00 am—noon	<i>Building a Management Team</i>	Patty Van Ryzin Bassett Mechanical
Oct 19 1:00—4:00 pm	<i>Managing the Culture of the Family Business</i>	Barbara Gannon Sargento Foods Inc.
Dec 2 3:00—6:00 pm	<i>2nd Annual Family Business Expo</i>	Program Committee & R&R Committee

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

Family Business Center at UW-Madison

Sep 14 8:30—11:30 am	<i>Fire Drills: Leadership Development Using Strategic & Contingency Planning Models</i>	Bonnie & Mike Hartley Cultivating Change LLC
Nov 4 3:30—5:45 pm	<i>Economic Outlook</i>	Dean Mike Knetter, UW-Madison Wm. C. Foote, USG Corporation/Federal Reserve Bank

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

As a benefit of membership, Forum members may attend UW-Madison's Family Business Center programs as part of our reciprocity agreement. Registration for Madison's programs as listed above can be made via their website. Register as a member, indicating Forum membership in the comment section. There is a minimal per person fee. For more information contact Donna or Sue.

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



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