



News Briefs

July 2011

Building Generations of Family Business Success

Facilitation Training

August 17, 2011, 8:00—11:00 am
Reeve Union, UW Oshkosh
Dale Feinauer, professional facilitator

Every business can benefit from executives, managers, and supervisors who improve the quality of their meetings and project teams. One of the keys to achieving this desired improvement is acquiring the knowledge and skills needed to do group facilitation.

Facilitation training has become a valued part of the Forum's program year and its kick-off program, largely due to the expertise of the presenter, Dale Feinauer.

Dale, a nationally recognized professional facilitator and Forum staff member, provides this practical, hands-on training based upon his years of experience with public and private, profit and not-for-profit organizations for whom he has done facilitation.

Members and sponsors are encouraged to register their employees whose leadership could benefit from acquiring and/or improving their facilitation skills.

Registration is required and can be made via the web at http://wfbf.uwosh.edu/Assets/programs_registration.php or by contacting Donna Nelson at 920-424-1541, nelsond@uwosh.edu.

Estate Planning Essentials highlighting Three Perspectives

September 14, 2011, 8:00 am—Noon
7:30 am — registration, breakfast & networking
Bridgewood Resort Hotel, Neenah

Estate planning is especially critical for business owners to help ensure against the business being lost to Uncle Sam, or maybe even worse, to family conflict or litigation. As anyone who has been doing their planning knows, the challenge of doing it well is created

by the complexity of the issues — desired outcome, family dynamics, and governmental decisions, to name but a few. And, as soon as you think you have it done, the variables change requiring you to focus on it again.



The Forum's sponsors have the knowledge and experience required to help you meet your objectives within the complexity of the variables. According to the recent poll completed by Forum members, Buy/Sell Agreements ranked the highest of what you want the sponsors to include in this workshop. They will provide the fundamentals of an estate plan and how Buy/Sell Agreements are integrated, and specifics of planning and the impact on the "givers" and the "receivers," i.e., two perspectives. There will also be a third perspective which will focus on the "non-family implementers," and the importance of communication and having those crucial conversations.

It's impossible for any one of us to know everything we need to know to develop an effective estate plan. But, with the guidance of these estate planning professionals, attendees will better understand the current environment and how to prepare for the foreseeable future.

This workshop will have a track for the "givers," one for the "receivers," and one for those who need to understand and help carry out the plan.

You will benefit most by bringing multiple family members and appropriate non-family executives to this workshop.

Registration is required and can be made on our site by choosing the Programs/Registrations menu option.

Family Business Education (FBE) Certificate Program

The Forum's innovative approach to family business support led it to launch the Family Business Education (FBE) Certificate Program, 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. However, satisfied participants have also included current generation leaders and family business professional advisors.

This year's FBE Certificate Program starts in October and will include:

October 12, 2011 - Defining the Family Business

How family systems dynamics impact governance, legal, accounting, wealth management and human resources management perspectives

November 9, 2011 - Family Business Governance

Options for management of family business – a variety of human resource and general management topics are covered

December 7, 2011 - Strategic Planning in a Family Business

How to engage in strategic planning for both the family and the business, and how to merge these often competing plans

January 18, 2012 - Business Management

Options for compensation, promotion and other human resource issues in a family business

February 8, 2012 - Evolving Ownership in the Family Business

How to manage succession planning and the evolution of ownership in a family business

March 14, 2012 – Evolving Leadership in the Family Business

How to maximize the benefits of, and overcome the limitations of, being “the next generation” of a family business; How to manage the often critical role of non-family member in the leadership of a family business

April 11, 2012 – Managing Culture, Change and Conflict

How to manage these critical dimensions in a family business

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 businesses.

If you are interested in learning more about this program, please contact Donna Nelson at nelsond@uwosh.edu, via phone (920) 424-1541 or for more information visit <http://wfbf.uwosh.edu/Assets/basics.php>.

The registration deadline for this year’s class is October 1, 2011. To take advantage of the early-bird discount, registration must be made no later than September 1, 2011.

Member News—

The Wellness Council of America presented **Sadoff & Rudoy Industries, LLP** of Fond du Lac, a Forum member since 2000, with its gold-level Well Workplace Award. Congratulations Mark, Jason and Bradford Lasky and all of your employees!

Anika Conger-Capelle and Gary Conger of **Conger ToyotaLift** recently accepted the Toyota President’s Award for the 4th consecutive year.



Peer/Affinity Groups—

One of the benefits of the Forum that members mention very often is the opportunity to talk with other family businesses about an issue and hear how others have handled it in the “real” world of family business. We have heard owners say, “We didn’t realize that others had faced this and that there are a number of ways to handle it. We don’t have to reinvent the wheel or to feel that we are alone with this issue.” Another benefit is to learn from a subject expert/advisor alongside those peers where there are opportunities to explore the topic in more depth.

During Forum programs, the Forum provides opportunities for owners, managers and advisors to meet in small groups to discuss the topic and practical approaches. During these groups, everyone has an opportunity to become better acquainted with a few other businesses. But, these groups are not composed of the same people from program to program. That’s why the peer groups add another dimension to the Forum’s repertoire of offerings.

The Forum’s peer groups provide a small group environment with consistent membership, trust and confidentiality. Groups like the Senior Executives and the Generation Now Leaders peer groups are composed of individual family members who hold similar roles in their businesses.

Those who participate in the Non-Family Executives’ peer group share similar roles and perspectives. They hear from advisors and discuss predictable issues facing families that own businesses and how they, as non-family executives, can play an effective role.

In addition to the peer groups, the Forum also hosts affinity groups such as the Green Bay Chapter. This is a cross-generational group composed of members, non-family executives, and advisors—all of whom are part of the Forum’s membership. The composition of this group frequently varies depending on the meeting topic. As with all the groups, topics are chosen by the group’s members.

All members and sponsors who are interested in learning more about peer/affinity group participation are encouraged to contact Donna Nelson, nelsond@uwosh.edu and 920-424-1541, for more information.

Forum Members Speak to Egg Harbor Business Owners

On May 18, 2011, the Door County Economic Development Corporation, the Door County Visitor Bureau, and the Forum collaborated in presenting a succession planning program to over 40 Door County business owners.

Anton Doneff, Sr., president of Doneff Companies, and **Lynie Vincent**, vice president of N.E.W. Plastics—both Forum members, were part of the owners’ panel that talked about the succession planning process and its challenges. Participants clearly related to the pan-



Anton



Lynie

elists' stories and were able to get answers to many of their questions.

The Forum is committed to assisting family business owners find the knowledge, resources, and advisors necessary to be successful. If you know a business or an organization that could benefit from the Forum, please contact Dale Feinauer. He will meet with the interested parties and identify ways to be of assistance.

Member Recruitment Incentive Program

Members and sponsors who successfully recruited new members last fiscal year, July 1, 2010 through June 30, 2011, were recognized during the 15th Annual Dinner at Bridgewood Resort Hotel on May 2nd.

- ✓ **Zander Press Inc.** for recruiting **Crafts, Inc.** of Manitowoc
- ✓ **Jagemann Stamping Company** for recruiting **Eck Industries, Inc.** of Manitowoc
- ✓ **Pathmakers, Inc.** for recruiting **Green Bay Insurance Center** and **MCL Industries, Inc.**

These businesses earned a credit against their next year's fees and a "thank you" gift of wine.

Family businesses learn about the value of the Forum primarily through personal invitations from our members and sponsors.

Family businesses interested in learning more about participation in the Forum are welcome to attend one program as our guest. What better way to see what the Forum has to offer than to actually participate in a program and talk with Forum members and sponsors.

Don't keep the Forum a secret. Tell family business owners about the value of the Forum and invite them to be your guests.

Family businesses that desire to attend a program as a guest may contact the Forum directly.

Executive Director Search

As you are all aware, we are in search mode for the next Executive Director for our Forum. We all recognize how truly blessed we have been to have Sue with us for as long as we have and with the commitment that she has given to us always. Needless to say, she will be missed. It is our hope that Sue knows that she will always have a home with us in our hearts and with us, literally, as we continue to grow and mature as an organization. Her contribution is immeasurable and she has touched the lives of all of us. Thank you Sue!

The search committee consists of Tony Renning, Phil Janes, Sandy Friess, Vicky Wuest and Gina Angeli. Input has been given by the entire Board, the College, and many members and sponsors. The search committee has taken the vision for the future identified by the Board and used it as the basis for evaluating the

role of the Executive Director. We have worked through a number of issues including how the position is "housed" within the University to maximize benefit to the Forum and the College. We believe we have found a solution with the Business Success Center that provides a creative option that ultimately will benefit all Forum members, sponsors and, ultimately, family business as a whole.

It is our desire to have the position filled in July and have been working with the University to reach that goal. The ideal situation provides the opportunity for the new Director to have some time with Sue prior to the beginning of our new program year which starts in September.

A huge Thank You to all who have contributed to the search effort! Your help has been and will continue to be greatly appreciated in this critical effort for the future of our Forum. — Gina Angeli, Committee Chair

Past Chairperson Comment

As with business, things change with the Wisconsin Family Business Forum as well. The Forum is undergoing a significant change as to leadership. First, the Forum will be welcoming a new Executive Director. The Forum owes a great deal of gratitude to Sue Schierstedt for her many years of devotion to the Forum as well as for the fact that the Forum is in as strong of a position as it is today. The Forum's Board of Directors has been working to hire a new Executive Director and hope to have a new Executive Director in place by the time the new academic year begins. Additionally, Phil Janes has assumed the Chairperson responsibilities. Phil has been an active member of the Forum's Board of Directors and will now have the opportunity to continue to grow the Forum.

To this end, the Forum's Board of Directors last year adopted a Strategic Plan aimed at not only maintaining the Forum but growing the Forum. Among the primary objectives the Board of Directors adopted were to increase participation as well as recruitment and retention of members/sponsors. The Board has been actively working on incentives to foster member/sponsor participation in the high quality programs offered by the Forum. The Board has also been actively working on recruitment and retention. Specifically, the Board has outlined a strategy for recruiting members/sponsors within the region while looking to expand where it is advantageous to the Forum to do so. In an effort to enhance these efforts the Board is excited to announce that it is in the process of establishing an affiliation between the Forum and the Business Success Center.

In closing, it was a pleasure to serve as the Chairperson. I look forward to remaining an active participant in the Forum.

— Tony Renning, Past-Chairman of the Board

Program Calendar

Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
August 17, 2011 8:00 am—11:00 am	<i>Facilitation Training</i>	Dale Feinauer College of Business, UW Oshkosh
September 14, 2011 8:00—noon 7:30 am registration	<i>Estate Planning Tips From Three Perspectives</i>	Forum Sponsors
October 20, 2011 1:00—5:00 pm	<i>Creating a Strategy to Achieve Success</i>	David Yeghiaian Unique Business Solutions

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

Family Business Center at UW-Madison

September 13, 2011 8:30 am—noon	<i>Transitions of a Family Business: Parent to Sibling to Cousin</i>	Drew Mendoza Family Business Consulting Group
November 3, 2011 3:00—6:00 pm	<i>Financial Parenting for the Business Family</i>	Jayne Pearl, author of “Kids Wealth and Consequences”

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

Double Your Educational Opportunities:

As a benefit of membership, Forum members may attend UW-Madison’s Family Business Center programs for a minimal per person fee. 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. 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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