




News Briefs

March 2007

Combining the *Importance* of business with the *Complexity* of family

Welcome

The Forum is pleased to introduce three new family business members.

All About Packaging, Inc.  of Appleton is an award-winning, first generation family business owned and operated by Tom and April Schein. Their ten-year old business designs, engineers, manufactures, assembles, and ships customized packaging throughout the United States and internationally. Tom is a packaging engineer and his wife, April, is a human resources professional. With their knowledge and experience, they started the business in their basement in 1997. All About Packaging, Inc. joined the Forum as a resource for learning more about family business.

Truss Manufacturing, Inc. of Appleton, dba **TRUSSCO**, designs and manufactures custom trusses for residential, commercial and agricultural applications throughout Northeastern Wisconsin. John and Gail Ann Winkler purchased TRUSSCO in 1998. Their two children are still in school and it's unclear whether either child will want to continue in the business. They joined the Forum to help develop their business. They stated, "We want our kids to view TRUSSCO as a resource, so



they can freely choose their own career rather than an obligation to keep Ma and Pa out of the poor house... Even though we are the first generation of Winklers to be involved at TRUSSCO we have other stakeholders, both customers and employees who are the second generation of their family to be part of TRUSSCO. We know this is not an uncommon situation among established family businesses. We hope that the Forum helps us be mindful of these longstanding relationships so we can maintain a proper regard for these families as well."

Radtke Contractors, Inc. was founded in 1965 by Robert and Muriel Radtke and is now in the third generation. Tom Radtke and his children, Emily and Mike work in the business. Radtke Contractors, Inc. has four main divisions - excavation, bridge, marine, and shop - and does business state-



wide and occasionally out of state. They also manufacture seasonal docks and boat lifts as well as rebuilding and maintenance of equipment. Radtke Contractors, Inc. joined the Forum to grow their business, network with other family businesses, and continue their education of family business.

Harnessing the Power of an Independent Board

March 14, 2007, 8am-noon

Norb Schwarz



The Family Business Consulting Group, Inc.

Family business governance through the use of boards is the focus of this workshop. John Ward has suggested that "... the function of governance systems—and especially the board—is more about creating value than being a costly set of checks and balances." So why do only a minority of family businesses have active, contributing boards for their businesses?

Our presenter, Norb Schwarz, was raised in a family business started by his father and has been working with family businesses for over thirty years. He was President and a director of First Wisconsin Bank of Green Bay and also Chairman of First Wisconsin Bank of West Green Bay. He has held positions of chairman, chief executive officer, and chief financial officer in a variety of industries including manufacturing, food processing, transportation, agriculture, commercial banking and insurance.

During this workshop, Norb will provide sound insights into boards and...

- How to determine whether a board is right for you
- The board's role in the family business governance process
- What the board needs to know in order to add value
- Who should be on the board
- How to successfully recruit qualified board members
- How to effectively manage the board process
- How to compensate the board
- How to evaluate board effectiveness

For the convenience of family businesses from through-

out northeast Wisconsin, this workshop can be attended in Green Bay or Fond du Lac. Norb will be live in Green Bay. His presentation will be web cast live to Fond du Lac. Both sites will see and hear the entire presentation and participate in the small group discussions. The Fond du Lac site discussions will be facilitated by Dale Feinauer, and questions and comments will be directed to Norb for his response. On-line registration will require designation of the site you will attend.

We encourage you to attend with those members of your business, family, and boards that will most benefit from this excellent presentation.

11th Annual Dinner

Nina Cheney & Jacob Mills, Cheney & Mills
April 30, 2007, 5:30 pm
Bridgewood Resort, Neenah

Family business celebration has always been the focus of our annual dinners. This year will be no exception.

In addition to enjoying the company of Forum friends and recognizing members and sponsors who have significantly contributed to the Forum, we will experience the *Wonderfully Wacky Comedy & Juggling* of Nina Cheney and Jacob Mills.



Cheney & Mills is a husband and wife team that have made a business of working together as a comedy team. For over twenty years, they have performed together, throwing things at

one another. Having experienced Cheney & Mills, I can vouch for the entertainment value for family business.

Members and sponsors are encouraged to reserve the evening of April 30 and to invite their family members and business associates to do the same.

Gender Issues: Bringing Out the Best in Sons and Daughters

January 25, 2007
presented by Tom Jadin

Typical of Tom Jadin's presentation style, insightful content plus elaborate body language plus creative sound effects plus participant laughter equaled a thought-provoking, enjoyable workshop that stimulated everyone's thinking about the gender "cultures" and how to be most effective when living and working together.

Through the use of self-tests and group discussions, participants were able to test some of Tom's concepts and share their experiences.

The audio CD of the presentation is available to members and sponsors at no charge.



Peer Groups

If you aren't already participating in a Forum peer group, please consider doing so. We currently have five active groups. These small groups are composed of about a dozen individuals with similar needs and interests. Each group has its own defined goals and schedule. The groups provide a safe, confidential venue for voicing questions and concerns, for problem solving, and for personal and professional development.

Generation Now group

Members of the Generation Now group are focusing on development of key leadership knowledge and skills. Many are in leadership roles in their family businesses. To help hold themselves accountable, the members have retained Dale Feinauer to facilitate their meetings.

During the upcoming months, the group will focus on: contract negotiation, career development, and "when to sell a business unit because the price is high, and when to get the family out of the business."

A Next Generation group [The "yet to be named" group]

The group's February 15 meeting focused on wills, trusts, powers of attorney, and estate planning issues of interest. Jason Lasky of Sadoff & Rudoy Industries coordinated the meeting with attorney, John Bermingham of Oshkosh at the Oshkosh Community Foundation office.

The March 15 meeting will be hosted by Phil Janes of Derby Molded Products and will focus on banking relationships.

Heather Holly-Pinnow of Pinnow Sheet Metal is the group's coordinator. Any next generation family member of the Forum who is interested in participating in this group, should contact heather@bigwhitebus.com.

Non-Family group

This group is composed of non-family presidents, human resource directors, general managers, controllers, chief financial officers, and operations officers.

The March meeting, focus is being planned as we go to press. Interested parties should call the office for more details.

IT Group

This group of information technology directors and managers meets quarterly focusing on current issues, tricks and techniques that might benefit all, and problem solving. Although family businesses aren't unique in their use of technology, their resource base often provides some unique challenges.

The January meeting discussed the impact of the change in daylight savings time, the impact of "home" computer setting on the work environment, technology synchronization, and user issues.

The next meeting will be April 15 at Bassett Mechanical, hosted by Jim Bassett and Jeremy Peake.

List Service—reminder

Over the past two months, the list of e-mail addresses on this service has grown to 132 people. A review of the issues sent in the past quarter include requests for:

- Assistance in hiring for management positions
- Discussion of succession planning issues—policy development, career path-ing, compensation, etc.
- Practices regarding non-working family member financial benefits from the business
- Examples of pre-nup agreements for owners

If you have a question, want to compare notes, or just share a learning experience, the familyforum list is the resource to use. If you aren't already registered to use the list, contact Sue.

Member News

Kim Bassett-Heitzmann was recently named Executive Vice President of **Bassett Mechanical**. In addition to responsibility for strategy, Kim is leading the “lean” implementation at Bassett.

In December, **Sadoff & Rudoy Industries, LLP** announced the sale of their Block Iron & Supply Company—Hardware division to a management group. Block Iron’s Scrap Metal Recycling division in Oshkosh will be renamed Sadoff Iron and Metal Company and remain under ownership of Sadoff & Rudoy Industries, LLP.

Director’s Column

Sue Schierstedt



At this time of year, the Forum’s Board and Committees are focusing on planning for the upcoming year and developing the appropriate budget.

As part of this process, the Board reviewed the membership fees for FY08, July 1, 2007—June 30, 2008, and approved a \$100 increase for each membership level. The increase will be effective July 1, 2007.

On February 21, the planning process also included a focus group session held at the new UW Oshkosh Education Center in Green Bay to explore the interest of Green Bay area family businesses in Forum participation. The results of that session are being incorporated into marketing, program planning, and budgeting for next year.

At the same time, members of the Recruitment & Retention Committee are meeting with members to identify things to include in the planning. The Committee is also working on the identification of a legal firm to be McCarty Law’s successor sponsor.

If you have ideas you would like to share with the Board, please provide them along with suggestions and recommendations for next year by no later than March 31.

sue

Program Registration

Program information and registration for Forum programs is available on our web site at <http://wfbf.uwosh.edu>. Family businesses interested in learning more about the Forum are welcome to attend one program as our guest, at no charge, to experience the Forum in action.

Members of the Forum are also eligible to attend programs offered by the Family Business Center at UW-Madison for a \$25 per person fee as part of our reciprocity agreement with that site. Registration for Madison programs can be made on their web site: <http://exed.wisc.edu/fbc>.

Wisconsin Family Business Forum Program Calendar

2007

Date	Event	Presenter(s)
Mar 14 8—noon; 7:15 am breakfast	<i>Harnessing the Power of an Independent Board</i>	Norb Schwarz Family Business Consulting Group 2 sites: UW Oshkosh Center Green Bay & Stayer Center Fond du Lac
Apr 24 11 am— 1 pm	<i>Terminating Employees Without Litigation Best Practices</i>	Rebecca Kent McCarty Law LLP UW Oshkosh Center
April 30 5:30— 8:30 pm	<i>11th Annual Family Business Dinner</i>	Cheney & Mills Bridgewood Resort Neenah
June 21	<i>Family Picnic</i>	Program Committee Plamann Park Appleton
Sep 11 8—noon; 7:15 am breakfast	<i>Plan Now to Avoid Crisis Clean-Up Later</i>	Bonnie Brown Hartley

UW-Madison Family Business Center

Mar 20 8— 11:30 am	<i>Creating Harmony in the Family Business</i>	Peter & Susan Glaser Glaser & Associates, Inc.
May 22 8— 11:30 am	<i>The Importance of Being Lazy</i>	Al Gini Loyola University

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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 Law 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.



Pathmakers, Inc. has been serving family businesses since 1995. This partnership of four focuses on the incorporation of people, process, and plan into family businesses of all sizes. Their mission is to help leaders fully understand their personal impact on those around them in order to have the courage and faith to challenge their people and their organization for enduring success.

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Company



Retained Earnings Company 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.



Schenk 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, Schenk Business Solutions provides a full range of services including tax, business consulting, information technology, retirement planning, and human resource solutions for today's business, government and personal challenges.



University of Wisconsin Oshkosh College of Business 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.

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