



News Briefs

March 2009

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

Transitioning Ownership within the Family

March 26, 2009, 8:00—noon
 Preceded at 7:30 am by registration and breakfast
 Ballroom, Reeve Union, UW Oshkosh

This program has been created to provide relevant information on the transition of ownership within the family. In addition to real-life ownership transition cases provided by owners, the workshop will explore the personal impact issues and, in separate workshops, what the buyers and the sellers need to know.

Ownership Transition Cases	
Owner cases to focus on * Profile of ownership transition by each panelist * Q&A * Identification of themes Owner Panelists: Jim Simpson, Marion Body Works Jerry DeLeers, DeLeers Construction Vicky Wuest, Badger Mining Corporation Mark Lasky, Sadoff & Rudoy Industries David Plank, J.J. Plank Corporation	
Overview of a transition – personal impact	
Identifying vision and goals across generations – bridging the gap Presented by Pathmakers, Inc.	
What You Need to Know Workshops	
Buyers Track	Sellers Track
<i>What you need to know</i> presented by: Tim Vogelsang, First National Bank Tim McCoy, Godfrey & Kahn Pam Schneider, WIPFLI	<i>What you need to know</i> presented by: Scott Yukel, The Business Bank Adrian Ulatowski, Davis & Kuelthau Chris Platten, Schenck Business Solutions Craig Smith, Retained Earnings Company
Question & Answer/ Wrap Up	

Families will benefit from having multiple generations in attendance to take advantage of the wealth of information from the seller's and buyer's perspectives. However, that should not discourage individual family members from attending in the event others aren't available.

Non-family executives will also benefit by hearing the issues related to the process, and the tools and techniques available. These executives will be encouraged to attend whichever workshop track best fits their roles/interests in the process.

Registrations should be made on our web site, <http://wfbf.uwosh.edu>, no later than **March 19, 2009**.

Membership Recruitment Incentive Program



Earn credit toward your next year's fee while adding family business members to the Forum.

What's the Reward?

For every member that joins the Forum because of your recruitment efforts, your business will receive a credit toward your next year's fee equivalent to 1/3 of the new member's fee.

This offer applies to up to a maximum of three new members per year. So, with three new, paid members to your credit, your fee for the next year could be entirely covered. As membership fees vary by size of business, the amount credited will vary by new member size. Your credit will be limited to no more than your total annual fee.

Who is eligible:

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

How to earn the reward:

Invite a prospective family business member to be your guest at a Forum program and encourage them to become a member. (A prospective business is limited to attending one program as a guest.) Tell them why you benefit from Forum participation and how it will help their family and business. If they credit you with their recruitment, you will be rewarded.

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

The Peril's of Pauline's Family Business

Watching the Whitacre family struggle with family business issues over the course of many decades was entertaining, educational, and familiar for members and sponsors who attended the performance at the Fox Cities Performing Arts Center on January 28.

The Whitacre's issues mirrored many that are common to other business families going through succession. They experienced gender and birth order issues, personal goals and expectations vs. business goals and expectations, sibling rivalries and generational differences.

As the audience participated as consultants to the family, they became increasingly aware of the importance of intentional, open communication with all members of the family. Based upon the audience's consulting advice, the issues were discussed and a process for a successful transition was identified and recommended to the Whitacres.

As the narrator's final lines said, "...given some time, energy and a whole lot of commitment, this family will survive the succession process." That's the Forum's goal for its members, too.

13th Annual Dinner

Mark Skogen, president/CEO, Festival Foods
Bridgewood Resort Hotel, Neenah
May 11, 2009, 5:30—9:00 pm

Mark Skogen, president/CEO of Festival Foods, will be our speaker at the 13th annual dinner, May 11, 2009, at Bridgewood Resort Hotel. In an early planning meeting with Mark, we were excited to hear him outline for his presentation some of the issues they are working on related to succession planning. We are sure you will find his presentation interesting and relevant.

More details about the evening will be sent in early April. In the meantime, please reserve the date and invite your family and associates to attend with you.

2nd Annual Silent Auction

May 11, 2009
Bridgewood Resort Hotel, Neenah
5:30—8:30 pm

The Silent Auction will again benefit the Forum's scholarship fund. The Forum is proud to award one \$1,000 or two \$500 scholarships each year to UW Oshkosh juniors and seniors.

With the effect of the economy reducing the earnings on scholarship endowments and the increased need of students for financial support, the Forum's continued commitment to this fund is very important.

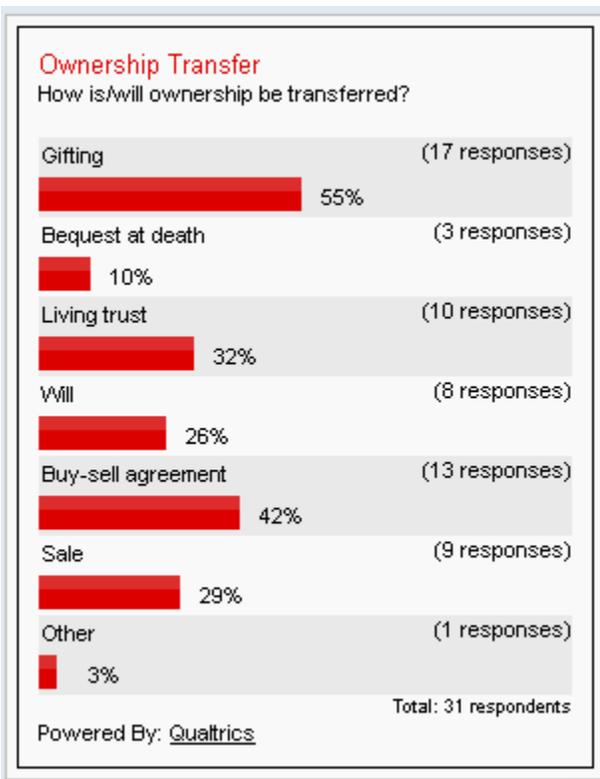
The Silent Auction Committee, headed by Diane Roundy of Schenck Business Solutions, will be contacting

each member and sponsor organization for auction donations in the near future. Please consider making a generous donation.

Of course, the other part of the Silent Auction is the fun of the auction on the evening of the Annual Dinner. We urge you to come prepared to make good competitive bids and to generate funds for the scholarship.

Forum Poll

Please be sure to visit our web site <http://wfbf.uwosh.edu> and take the latest poll. It takes less than a minute; is painless; and provides you insight into how others have answered the poll. The current question is "Does the owning family have a vision and mission that is clearly communicated to the business and to all constituents?" Here are the results of the last question.



Best Practice Sessions

On January 15, Tony Renning and Jim Kalny of Davis & Kuelthau led a Best Practice session, *New President/ New Congress: Dramatic Changes for Employees*. In talking about the pending legislation—*Employee Free Choice Act, Ledbetter Fair Pay Act, Respect Act, and Paycheck Fairness Act*—they focused on the need for employers to prepare by reviewing and, if necessary, revising their workplace practices and policies.

This session and lunch was hosted by Davis & Kuelthau at Butte des Morts Country Club in Neenah.

As a logical extension of the January Best Practice, Forum member Merry Whipple of XericWeb® Drying Systems, has begun organizing a Best Practice which will focus on a legislative update and how to influence the legislative process. When the planning is complete for this session, members and sponsors will receive a detailed announcement and registration information. Please watch for this.

Director's Column

Susan Schierstedt



The Forum has successfully accomplished some of its own succession planning!

As reported to you in the September issue of the Forum's *New Briefs*, Burk Tower, a co-founder of the Forum and faculty liaison to the Forum since its inception, is now the Dean for the College of Business. That left a vacancy in the faculty liaison role.

Although aware that Burk would be transitioning from his role in a year or so, this triggered the need for immediate action by the Board's Personnel Committee in concert with the College to identify Burk's successor and bring that person on board.

I am pleased to announce that Dale Feinauer— professor of human resource management, Forum peer group facilitator and trainer, and family business consultant—has been hired to fulfill the role of faculty liaison. In his new role, Dale has taken on facilitation of another peer group; responsibility for a Forum program, college and university relations, and recruitment; and full participation as a member with Donna and me on the Forum team. If you haven't had the opportunity to meet Dale, please look him up after the March program which he will be moderating.

The Forum Fellows is a society of highly-regarded Forum members, sponsors, and staff who have been recognized for their contribution to the Forum. The recognition of new members of this society is made during the annual dinner each year.

The Fellows, some of whom are no longer Forum participants due to changes in their lives and/or businesses, are encouraged to continue their contact with the Forum and are invited to participate in programs, attend events, and to share with us at the annual dinner.

Recently, the Forum Fellows took on the role of identifying new Fellows and making the recognition award. You are asked to be a part of this process by nominating individuals whom you think deserve this recognition. You may do this through the website at <http://wfbf.uwosh.edu/fellowaward/>. Nominations are due by no later than March 15.

Program Calendar		
Wisconsin Family Business Forum		
Date	Event	Presenter(s)
2009		
Mar 26	<i>Transitioning Ownership within the Family</i>	Member Panel & Sponsor Workshops
May 11	<i>13th Annual Dinner</i>	Mark Skogen Festival Foods
UW-Madison Family Business Center		
Mar 3	<i>Managing Capital & Liquidity in the Family Business</i>	Francois de Visscher de Visscher & Co., LLC
May 5	<i>Acting up in the Family Business for a Successful Succession</i>	UW-Madison Theater Class

Reminder: Forum members are encouraged to take advantage of our reciprocity agreement with the Family Business Center at UW-Madison by attending their programs for a minimal per person fee. This provides members the opportunity to participate in almost twice the programs for a fraction more than the Forum's membership fee. You really can't afford to pass up the opportunity. Register for through our website using the Alliances link to the Madison site.



Peer/Affinity Group Calendar	
March 10	TBD
March 13	Green Bay Chapter
March 17	POPs
March 19	Generation Now
March 19	Senior Executives
April 9	Non-Family Executives
April 14	TBD
April 15	Generation Now
April 21	POPs

For information about peer group participation, contact the Forum office.

Sue

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



Davis & Kuelthau, s.c. is a full-service law firm with more than 75 attorneys practicing from offices across Wisconsin. The firm offers an array of legal services to Wisconsin-based corporate, public, private, and individual clients that range from small, mid-sized institutions to large municipalities.



First National Bank — Fox Valley has a competitive advantage of developing strong, close customer relationships, especially in the niche of family-owned businesses. Established in 1887, First National Bank—Fox Valley provides financial services to the people and businesses of the Fox Valley with locations in Appleton, Menasha, Neenah, and Oshkosh.



Godfrey & Kahn S.C. serves clients by first seeking to understand their business, their goals and their specific needs, whether in Wisconsin, across the United States or abroad. Each day, more than 190 highly skilled Godfrey & Kahn attorneys use this knowledge to pursue their clients' best interests. The goal is to capture the client's vision for the future and make it a reality by providing sound legal counsel and innovative solutions. Here, the client always comes first. They measure their success by their client's success.



Pathmakers, Inc. has been serving family businesses since 1995. Our mission is helping leaders to develop and grow healthy family businesses. Our logo the Aspen tree inspires us in our work with family businesses. Individual aspen trees live only 100 years; however, an aspen tree reproduces by sprouting shoots from its roots allowing all aspens to grow in a cohesive grove. Like strong family businesses, the aspen tree trembles by does not bend in strong winds. Aspen tree symbolism includes determination and overcoming fears and doubts. Our passion is to help family businesses lead without fear, overcome challenges, and endure through the generations like the aspen tree.

Retained Earnings
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.



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, and human resource solutions for today's business, government and personal challenges.



The Business Bank was formed in 1999 to provide banking services to locally owned and operated businesses. The focus on business banking provides the highest level of service in the market. The Business Bank's low client to employee ratio enables unmatched, personalized, responsive, and efficient service.



The Business News is a local business newspaper serving a 10-county area of northeast Wisconsin. It focuses coverage on the Northeast Wisconsin area that matters most to you and your customers.



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.



Wipfli LLP is a full-service CPA and business consulting firm. Wipfli advises family businesses in all areas, from finance and operations to human resources, information technology, and customer relationships. Wipfli's 75-year legacy of helping its clients succeed is a point of pride for each of the firm's partners and associates.



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