



# News Briefs

March 2011

## *Building Generations of Family Business Success*

### New Member

We are pleased to welcome  MCL Industries, Inc. of Pulaski. MCL is the chosen manufacturer of electrical control systems and mechanical assemblies by world class heavy duty vehicle manufacturers.

MCL has two generations of family and kith actively involved in ownership and in ensuring that MCL is a world class organization. Brothers Larry and Carl Treankler, CEO Gary Lofquist, and President Terry Hanstedt represent the second generation and Ashten Treankler and Josh Hanstedt represent the third generation in the business.

MCL has two subsidiary businesses: Logistic Assembly Solutions of which Terry Hanstedt is the General Manager, and Ingenuity Industries.

In May, MCL Industries was one of only thirteen small businesses hailed by the U.S. Small Business Administration for their outstanding support of entrepreneurs. In 2010, MCL won the 2010 Jeffrey Butland Family Owned Small Business Award for their hard work, innovative ideas, and dedication to the community, as well as for their role in driving the nation's economic growth.

Please help us welcome MCL Industries, a returning member of the Forum.

### Compensation in Family Business

March 22, 2011, 8:00am – noon.  
Reeve Union Ballroom, UW Oshkosh.  
E. Alan Hartman & Dale Feinauer,  
College of Business, UW Oshkosh

Professors Hartman and Feinauer have worked in, with and for family businesses for over 15 years and have made the study and development of family business compensation packages a part of their professional work.

This frequently requested workshop provides family businesses with an understanding of the components of good compensation packages and the considerations that are uniquely a part of a family business compensation package.



Al Hartman

To provide a view of some of the compensation packages and components being used currently in Wisconsin, Hartman and Feinauer asked the Forum to send a compensation survey to family businesses throughout Wisconsin. The data, collected anonymously, will be compiled and provided as part of this workshop. If your business has not yet responded to the survey, it is still available for you to complete. But, we ask that we receive only one response from a business. To complete the survey, request the link from Sue at [schierss@uwosh.edu](mailto:schierss@uwosh.edu). Again, all data is entered and reported anonymously.

This workshop is intended for family members, non-family executives and their human resource leaders. Registration is required and available on the website.



Feinauer

### 15th Annual Dinner

May 2, 2011, 5:30—9:00 pm  
Bridgewood Resort Hotel, Neenah

This year's 15th Annual Dinner will feature Jay Bush. Jay does all the PR for Bush Brothers and Company which is headquartered in Knoxville, Tennessee. Jay Bush has been working for the family business since he was "knee high to a pinto bean." We have asked Jay to talk about the family successes and challenges.

As the son of Condon Bush, great-grandson of founder A.J. Bush, Jay was ready to be a part of the company from the very beginning. His father started the Augusta, Wisconsin, bean plant. In 1996, Jay started running the sauerkraut plant in Shiocton.

Today, Jay has a family of his own in Appleton, Wisconsin. In addition to his regular job, Jay (along with his dog Duke) has been busy for several years now spreading the word about Bush's Baked Beans as the commercial spokesperson.

This evening will also include special recognitions, scholarship awards, and a reflection on the first 15 years. Be sure to invite your family and associates to join us for this annual dinner.



## Silent Auction

Another feature of our 15th Annual Dinner will be a silent auction for the benefit of the Forum's Scholarship Fund.

Sometime soon members of the Silent Auction committee will contact you seeking your donations to the auction. If you don't have a product or service to offer as a donation, please consider providing an overnight stay, theater or sports event tickets, or other attractive items.

All proceeds go to the Scholarship Fund for the benefit of UW Oshkosh students from any college. Eligible students must be at least junior status.



## Selecting, Utilizing, and Coordinating Your Advisors

On January 26th, Greg McCann of McCann & Associates led this workshop which talked about the differences between business advisors and process consultants. After identifying the roles each can play in assisting a family business, Greg talked about how to define the task to be accomplished and how to identify and utilize specific individuals.

If you missed the workshop or want to share it with others in your business, you can download a copy of the workshop from the Forum's Members Only site.

## Succession Planning—The Next Generation

On February 24th, in response to invitations to bring the Forum to the Sheboygan area, the Forum, in partnership with Lakeshore Technical College, presented this program, Succession Planning—The Next Generation, to over forty interested family business owners and advisors from the Sheboygan area.

Members **Carmen Fosick** of Elmstar Electric, **Joe Kobussen** of Kobussen Buses Ltd., and **Steve Weinert** of Crafts Inc. began the program with a panel discussion of their experiences, insights and admonitions regarding the succession process in their family businesses. Each did a fabulous job of explaining how the Forum has assisted them.

Following lunch, we heard Louie Gentine, president of Sargento Foods Inc., explain components of their succession process.

To conclude the day, participants discussed four succession questions in small groups, reporting out to the entire group to draw everything together.

Feedback was overwhelmingly positive. We have invited the participants to be our guests for the March 22nd program in Oshkosh.

We are grateful to our sponsors and members for their

help in designing, advertising, delivering, and facilitating a great program. Thanks also goes to several Sheboygan area advisors who invited us to do the program and helped make it a success.

## WFBF Talk Radio Show

When this series of radio shows began in August of 2010, our objective was to highlight the value of family business in this region, to spotlight some of our members and sponsors, and to bring visibility to the Forum as a unique and excellent family business resource.



What a pleasure to accomplish all these objectives and more. Listening to each of these shows, provided insight into the heart and soul of what makes family businesses so critical to a healthy community and economy.

All the shows are available on our website. I encourage you to listen to them and refer others who could benefit from Forum participation to listen to the shows. There is a wealth of knowledge and experience available to anyone who takes the time to listen.

Our final radio shows will air March 21st and April 18th. Rob Riordan of Nsight and Bob Mathers of Davis & Kuelthau will be featured on them, respectively.

Thanks to all who participated in these shows. And a special thanks to Bob Burnell of Cumulus, the show's host.

## Family Business Education Certificate Program

What's the value of a certificate from the Forum's Family Business Education (FBE) Certificate program?



- A strong base of understanding about the key issues that make family businesses special
- One-on-one discussion of relevant issues with experts in the field
- Practical, tested information, practices and cases
- Time to reflect on one's own situation and make application
- A professional network upon which to build

Eleven people are engaged in FBE this year. In the next few months, they will be focusing on ownership and leadership transitions. The program will conclude in April with a focus on managing culture, change and conflict.

Graduates of this year's program will be recognized during our 15th Annual Dinner on May 2nd.

## Forum Scholarships

The Forum's Scholarship Committee members — Tim Wuest, Jason Lasky and Bill Tallon—are busy reviewing this year's applications. Thanks to all of you who encouraged UW Oshkosh juniors and seniors to apply for the scholarship(s). Students are in considerable need of financial support with the increases in costs.

Scholarship recipients and their families will be our

guests on May 2nd at our 15th Annual Dinner when the awards are made.

We welcome donations to the Fund at any time of year. The **Funding Pledge Form** with remittance information is available in the Scholarship section of the website. Your contributions to the fund are tax deductible and greatly appreciated.

## Candidates for Your Board

Some family business members are in the process of identifying outside directors for their boards. As a part of that process, the Forum asked members and sponsors who are interested in serving on a board to submit a brief bio along with areas of expertise they could provide as a board member.



The list of those who have expressed their willingness and interest to serve on a board has been posted on our website as a resource for those who are interested. From the website, select the Resources menu item. The resource is labeled “**Board Candidates** - a directory of members and sponsors who are willing to serve as outside directors on a family business Board.”

This list will be updated as more information is received. If you wish to be added to the directory, send your information to Sue at [schieress@uwosh.edu](mailto:schieress@uwosh.edu).

## Member/Sponsor News

While visiting member websites, we discovered **Sarah Doneff of Doneff Companies** doing a webout. Visit <http://www.doneff.com/> to hear and see Sarah talking about their business.

## R&R Committee Update

Members of the Recruitment & Retention (R&R) Committee are contacting Forum members to schedule annual meetings. The Committee is interested in knowing more about member businesses, their interests and needs, and how the Forum can help meet those needs. Supporting current members and recruiting new ones are key roles of this committee.

If you would like to be part of a team that visits members, let Sue know—[schieress@uwosh.edu](mailto:schieress@uwosh.edu). Committee members would like to include more people in these interesting and enjoyable meetings.

When you receive a call regarding scheduling a meeting with your business, please welcome the call and help to schedule the meeting. Thank you.

## Program Committee Update

This is a busy time of year for the Program Committee. Workshop proposals in response to

RFPs for workshops on next year’s topics are arriving on a daily basis. Committee members are reviewing the proposals and will be making final decisions in the next 3-4 weeks, if not sooner.

We are grateful to all the members and sponsors who serve on this Committee. They strive to provide the best possible programs on the topics chosen by the members at the September program. Thank you.

## Member Recruitment Incentive Program

Recruiting new members is an important part of everyone’s role. New members bring new ideas, experiences, questions, and needs — all which enrich the Forum community.

As an incentive for helping identify and recruit new family business members, the R&R Committee with the Board’s approval, is sponsoring this incentive program.

Members and sponsors who recruit new members will receive a credit for 1/3 of the new member’s fee against their next year’s fee, limited to three new member credits a year. To earn the incentive, the new member must indicate your business as the referral.

## Affinity Groups

There are a few openings in some of the Forum’s peer/affinity groups. If you are interested in learning more about the groups and how to join, visit the Groups section of the Forum’s website or contact the Forum office.

## A 15th Anniversary Reflection

In 2004, the Forum began the practice of recognizing an individual, or individuals, who had made significant contributions to the Forum. These individuals are recognized as Forum Fellows at our annual dinners.



The Forum Fellows get together for an annual lunch, identify the next person(s) to be awarded this honor, attend activities, and provide other support as needed. We are pleased to have these people as part of our Forum community.

### Forum Fellows

- 2004—Craig Smith
- 2005—C. Burk Tower
- 2006—Jim Neumann
- 2007—E. Alan Hartman
- 2007—John Peeters (1948-2006)
- 2008—Sue Schierstedt
- 2009—Jim & Cindy Janes
- 2010—Kim Bassett-Heitzmann & Bill Bassett

## Program Calendar

### Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
March 22, 2011 8:00—noon Registration, networking & breakfast at 7:30 am	<i>Compensation in Family Business</i>	Dale Feinauer & Al Hartman College of Business
May 2, 2011 5:30—9:00 pm	<i>15th Annual Dinner</i>	Jay Bush Bush Brothers & Co.

Register on-line at <http://wfbf.uwosh.edu> — **Programs/Registrations link**

### Family Business Center at UW-Madison

March 8, 2011 8:30am to 11:30am	<i>Mastering Family Business Polarities</i>	Amy Schuman The Family Business Consulting Group
May 3, 2011 8:30am to 11:30am	<i>Next Generation Leadership Development — Educating the Next Generation</i>	Stephanie Brun de Pontet The Family Business Consulting Group

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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