



# News Briefs

*An Outreach Center of the UW Oshkosh College of Business*

## Generation Dynamics & Family Business Life Cycle: Mentoring and Coaching the Next Generation

March 20, 2012, 8:00am—noon  
Bridgewood Resort Hotel, Neenah  
Sandra L. Shirk McNeely, Abbey Group, Ltd.

**T**ransitioning the family business to the next generation is an important process for both the family and business. Many issues may arise during this time that can cause the family structure to break down. This session will focus on providing techniques and tools to successfully transition your business to the next generation of management. During this program you should gain an understanding of the importance of aligning successor selection and training to long-term business goals and learn methods to support a successful transition to the next generation of leadership.

Register for this program on the Forum's website — <http://wfbf.uwosh.edu> under the Programs/Registration link



## 16th Annual Celebration

May 7, 2012, 5:30—9:00pm  
Fox Cities Performing Arts Center, Appleton  
Kimberly Clark Theatre



**R**esponding to member evaluations, the 16th Annual Dinner will be an exciting new format. The Forum presents *“Wait Till Your Father Gets Home—An Interactive*

*Family Business Dramatization.”* The Oshkosh Community Players will be performing this comedy production, featuring all the family business action and drama you know so well, but RELAX—it's happening to someone else! This interactive musical is chock full of all the stress, communication, death, love, wrath, and wisdom you've come to expect from life inside a family business. This is an evening you will not want to miss, and we encourage you to bring multiple family members.

This evening will also include special recognitions, scholarship awards, the silent auction, wonderful food, and camaraderie.

## BEST PRACTICE

### “Small Seeds Grow Big Trees” Demonstrating the power of networking and social media

April 18, 2012, 11:00am—1:00pm  
Schenk SC, Appleton  
Sarah, Schneider, Schenk SC

**T**his presentation covers the steps of planning (planting), starting (fertilizing), expanding (growing), and producing results (maturing) in and through your network. This presentation will benefit all personalities from introvert to social butterfly, because everyone can benefit through adopting their own style of networking. Social media enhances your networking efforts and helps you do more with less to deliver greater results.

Registration is open on the Forum's website—<http://wfbf.uwosh.edu> under the Programs/Registration link



## Silent Auction

This year marks the 5th annual Silent Auction Fundraiser that will be held at the Forum's 16th annual dinner on May 7, 2012 at the Fox Cities Performing Arts Center.

The WFBF maintains a scholarship fund to provide financial support to students of the University of Wisconsin Oshkosh who have an interest in or a connection to a family business. This fund has been created primarily through the donations of WFBF members and sponsors. Each year WFBF presents one (1) \$1,000 or two (2) \$500 scholarship(s). Over the past six years WFBF has given out nine scholarships. Our goal this year is to raise \$ 5,000.00 for student scholarships

The Silent Auction committee is seeking 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. Contact Donna Nelson regarding making a donation.

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

## Scholarships

The scholarship applications have been received and are now being reviewed by the Forum's Scholarship Committee, that consists of Tim Wuest, Bill Tallon, and Jason Lasky. Thanks to all of you who encouraged UW Oshkosh juniors and seniors to apply for the scholarship(s).

We received eight applications this year, where three of those applications came from referrals from you. Thank you for sending those students our way. We are pleased to be making scholarship awards available again this year.

Scholarship recipients and their families will be our guests on May 7, 2012 at our 16th Annual Dinner when the awards are made.

We continue to welcome donations for future scholarships. The **Funding Pledge Form** with remittance information is available in the Scholarship section of the Forum's website. Your contributions to the fund are tax deductible and appreciated.



## Member News

### The Brillion News earns elite newspaper award

Capping off the most successful 12 months in its 118-year history, The Brillion News was named the top weekly newspaper in its division by the Wisconsin Newspaper Association (WNA)

Brillion's longtime weekly newspaper, which also features highlights from other neighboring communities in its coverage, earned 15 different awards at the WNA meeting. The most prestigious of these honors by far was the "Best in Class" honor.

Only three weekly newspapers out of 190 in the state earned the distinction of "Best in Class," one each in three respective divisions.

The staff of The Brillion News was presented with a special trophy at Friday's banquet for the honor.

Winners of "Best in Class" were determined by the quantity and quality of awards won in the WNA's annual Better Newspaper Contest.

Seven of the 14 category awards that were won in the Better Newspaper Contest by The Brillion News were first-place honors. This accomplishment also put Brillion's paper in elite journalism standing around the state.



The 2011 Better Newspaper Contest included 2,869 total entries from 135 newspapers. Eligible entries were published between Sept. 1, 2010, and Aug. 31, 2011.

Congratulations to publisher, Zander Press, Inc. and their staff. To read the complete article, go to <http://thebrillionnews.com>.

## Family Business Education FBE

Again next year the Forum will be offering the Family Business Education (FBE) certificate program. The program is designed to provide basic learning to the next generation of leaders regarding the dynamics of leading and maintaining a family business. However, we have had sponsors and members who were "well seasoned" take the certificate program and report that it was very helpful. The FBE program consists of seven day sessions and will be held the second Wednesday of each month beginning October 10, 2012 and ending April 10, 2013.

Topics in the program include: Defining the

Family Business; Family Business Governance; Strategic Planning a Family Business Project Mgmt Sustainability; Business Mgmt Legal Liability, Banking and HR; Evolving Ownership in the Family Business; Evolving Leadership in the Family Business; Managing Culture, Change, and Conflict.

The program is taught primarily by sponsors of the Forum allowing the sponsors and members to become more familiar with the details of each other's businesses and areas of expertise. The class size will be limited to 15 to increase the ability of participants to network among themselves and to interact with the presenters.

## Family Business Course

For the third semester in a row the College of Business at UW Oshkosh is offering a course focused on managing a family business. The course addresses both questions of how to engage in strategic planning in a family business as well as succession planning. The succession planning deals with both transitions in ownership and management. About a third of the students in the course are from a family business and another third are interested in starting a family business. Many of the students also recognize that many of their employment opportunities are with family businesses. Given the tight labor market they are working hard to do whatever they can to give themselves an edge in their job search.

This course is a prime example of the linkage of academia with the private sector. The course is taught by Dale Feinauer; who brings into the classroom many of the things he has learned from family forum members and sponsors. One of the students in the class is Joe Faulks of Faulks Brothers Construction; a family forum member. In addition, many of the members of Family Forum have been guest speakers in the class; including: Phil Janes, Vicki Wuest, Curt Ignacio, Kris Bastian and Mandi McConnell.

Having guest speakers helps the students relate and see operating a business as a viable option for them. Many of the students in the class are female and having strong successful female business role models can be important to these students' development.

Hopefully many of the students in the class will become successful family business operators and future members of the Family Forum.

## Why Can't They Be More Like Me?

Dealing with Difficult Employees was the focus of the January 24, 2012 program, led by Thom Cody of Pathmakers, Inc. held at Butte des Morts Country Club in Appleton.

Thom led us in a spirited and participative journey hoping to explore our shared responsibility in leading the most difficult of employees. Some of which could possibly be – family members. Thom challenged us to discover in our relationships a shared vision, role clarity, clear expectations, defined communication links, a plan to address gap areas and accountability. He inspired the courage to take action and provide a simple change model as a navigational tool.

After reviewing and identifying our leadership style, Thom got us up off our seats and instructed us to walk around the room heading towards the corner where we would stand next to those with the same style. It was a spirited activity that helped everyone recognize where they are in relation to others in the room, but more importantly, the exercise encouraged people to think about the people they work with, both family and non-family employees. We were encouraged to think about communication between the different leadership styles.

In addition, we were introduced to two channels of communication, one type was more verbal (issue/task/facts) the other type communicated more in a non-verbal manner (relational/emotional). From the responses, most people were challenged to reconsider how they communicated to others.

Overall the feedback was very positive. Thom did a great job presenting the information, adding the right amount of humor and examples.

## Directors Column

I have just enough room to wish you all a great Spring as we leave behind a very uncharacteristically mild winter.

*Cathy*



## Program Calendar

### Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
April 18, 2012 11:00 am—1:00 pm	<b><i>BEST PRACTICE</i></b> <i>“Small Seeds Grow Big Trees”</i>	Sarah, Schneider, Schenck SC
May 7, 2012 5:30—9:00 pm	<b><i>16th Annual Celebration</i></b> <i>A Play “Wait Till Your Father Gets Home”</i>	Oshkosh Community Players
August 22, 2012 8:00—11:00 am	<b><i>Facilitation Training</i></b>	Dale Feinauer

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

### Family Business Center at UW-Madison

March 7, 2012 8:30 am—11:30 am	<b><i>Succession on Your Mind: How to Use the Latest in “Brain Science” for Succession Planning</i></b>	Jane Hilburt-Davis Key Resources, LLC
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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.

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

 <b>1st National Bank</b> <i>Service, Strength &amp; Security</i>	 <b>Associated Bank</b>	 <b>DAVIS KUELTHAU</b> attorneys at law	 <b>GODFREY &amp; KAHN</b> S.C. ATTORNEYS AT LAW
 <b>Pathmakers</b> <i>Changing the world together</i>	 <b>Schenck</b> CPAs AND SO MUCH MORE.	<b>Sustainable Continuous Improvement LLC</b>	 <b>UNIVERSITY of WISCONSIN OSHKOSH</b> College of Business
 <b>THE BUSINESS NEWS</b>		 <b>WIPFLI</b> CPAs and Consultants	



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