



# News Briefs

May 2004

## Welcome Techni-Flex Inc.



**T**echni-Flex Inc. is an innovative narrow web flexographic specialty printer of pressure sensitive labels, inserts, tags, and packaging materials. It specializes in short runs and high levels of service providing its customers with comprehensive services from initial design to printing and special packaging. Markets include gift packagers, catalog companies, food marketing and distribution companies and many more.

As owner Rick Schneider tells his business story, "Techni-Flex Inc. was never intended to be a family business and only very recently has acquired that distinction. It was founded in 1990 by Rick Schneider and Lloyd Hoeffner. Cindy (Kratz) Schneider has been with Techni-Flex Inc. since 1992 in various office and accounting capacities and is now the Chief Financial Officer. Cindy and Rick were married in October of 2003 and his son, David, joined Techni-Flex Inc. part-time in September of 2003 while looking for work after returning to the area. Techni-Flex soon found that David's computer skills were a perfect fit to help upgrade and automate the companies internal processes, order entry, web site, and to provide direct order entry capabilities for key customers. David has now joined the company full time."

Please take the opportunity to get acquainted with Rick, Cindy and David when you can. Thanks to Karen, Rick, Dave, and Mike Waller of Rollmeister who have agreed to be Techni-Flex's member buddy.

## Change Management

**B**ob Shaver received rave reviews for his leadership of the *Managing Change in the Family Business* workshop held on March 10 at Butte des

Morts Country Club. Beginning with managing change quotes about family businesses from Craig Aronoff, John Ward, William T. O'Hara, Ken Blanchard, Stephen R. Covey and William Bridges, Bob challenged the participants to consider their agreement or disagreement with the statements.

Using a systems approach to change management with consideration of all the stakeholders, the process itself, and the perspective of time that influences the process, the workshop explored all facets of the change management process. Our objective, to "develop a clearer understanding of the change process and constructive steps that you can take to reduce resistance, gain commitment and maintain a motivational environment during organizational changes," was definitely accomplished according to our participants.

Movie clips were used effectively from the Henry Ford movie and *Other People's Money* with Danny DeVito and Gregory Peck to help us focus on the dynamic of leadership in the change process.

When asked what they learned, participants made it clear that they had new knowledge, strategies, and tools to apply to their businesses. They also indicated that they had a new understanding of the role and the importance of leadership in the change process.

Participants also told us what they liked best about the workshop,

"Bob's enthusiasm, quickness, audience interaction."

"... a lot of information presented in a well organized and on-time presentation."

"Made me think in different ways to help our business."

"The interaction and variety of learning tools-video, speech."

"Style; best audience interaction I have ever seen (I have seen a lot); good handout."

Thanks to Bob and to all the workshop participants for a great learning experience.

## 8th Annual Dinner—A Family's Heritage and Legacy

Each year we culminate our activities with recognition of significant events and people, enjoyment of one another's company, cocktails, dinner, and a family business story.

This year we are honored to have Craig Culver, CEO, co-founder and co-worker of Culver Franchising System, Inc. as our speaker. Craig has agreed to talk about the family business—its challenges and successes.



Craig along with his wife, Lea, and his parents George and Ruth Culver took a vision and created a niche-market restaurant which features burgers and frozen custard. By wearing several hats, he has built his career through a commitment to doing what's right for his customers, employees, franchisees, and his family.

This year's dinner is scheduled for May 3 at Butte des Morts Country Club, Appleton.

## Timber Rattlers Game Night

June 10, 2004

5:30 pm

Wisconsin Timber Rattlers Stadium, Appleton

On June 10, *Family Night with Myron Noodleman*, member and sponsor families are invited to join their Forum friends for an evening of fun at the Timber Rattlers Game.

This year's outing will feature a family picnic in the Clubhouse, followed by the game. There is even the possibility that Fang will visit with the children. The game will feature the Timber Rattlers taking on the South Bend Silver Hawks.

The evening's special attraction will be a guest appearance from the world's largest nerd., Myron Noodleman. By far the craziest nerd you'll find, Myron will share his best 'nerd' antics with you between innings and throughout the game! In addition, kids run the bases after the game!

The picnic dinner and the game will be held at the Wisconsin Timber Rattlers Stadium on Thursday, June 10, 2004, with the picnic beginning at 5:30 pm, followed by the game at 7:00 pm. We hope you will be able to attend, and we encourage you to bring as many family members as possible.

Dinner and game reservations are due to Ann Stein by no later than Thursday, May 13. For more details, consult our web site or contact Ann at (920) 424-1541 or steina@uwosh.edu.



## Member News

**Mark Lasky**, president of Block Iron & Supply Co., a division of member Sadoff & Rudoy Industries, was recently recognized by the Oshkosh Northwestern newspaper as one of the "4 Under 40" class of 2004. The "4 Under 40" were picked from dozens of nominations and recognizes the community's bright and coming leaders. In addition to his Block Iron responsibilities, Mark is president of the Oshkosh Humane Society board of directors, serves on the Mercy Medical Center grants committee, and is a member of the Wisconsin Family Business Forum. Congratulations, Mark!

**David and Lorrie Gneiser**, owners of Fond du Lac Bumper Exchange were recently recognized for their support of the extensive interior renovation of the long-standing Lakeside Park bandstand in Fond du Lac. Lorrie contributed by doing much of the interior designing for the project. When asked about this contribution, David responded, "We've been blessed, and one of our core values is to share those blessings."

Their vision, mission, core values and how they have created the culture of Fond du Lac Bumper Exchange will be the topic of the May 21 Best Practices meeting. (More information available in the Best Practices section of this issue.)

A strategic alliance between members was recently brought to our attention. **Bassett Mechanical** is sharing resources with **Kobussen Buses Ltd.** Kobussen is using part of the Bassett parking lot for bus parking.

## Affinity/Peer Group Meetings

### Successors Group:

On March 23, the Successors met at Flex-Staff Inc., Appleton. The meeting, hosted by Mike Hackbarth and Steve Kamrowski, was packed with information.

Kurt Johnson and Tom Wiltzius of Right Management talked about the leadership development process and the core competencies that are essential to effective development. Following the presentation, the group members discussed how they could develop these competencies. Each successor is currently completing a self-evaluation to help determine the competencies to be included in next year's program for the Successors.

The Successors group is composed of individuals who view themselves as the "next generation" and who are striving to improve their knowledge and skills while networking with other Forum successors. Those members who would like to participate in next year's leadership development series are encouraged to contact Sue Schierstedt at schierss@uwosh.edu.

The meeting also included a detailed discussion of

how to manage Unemployment Compensation costs. Steve Kamrowski led the discussion, providing many examples and answering questions from the group.

Thanks to Steve and Mike of Flex-Staff Inc. for hosting this meeting.

### Best Practices:

Best Practices met on April 14 to learn about *How to avoid the 5 really stupid succession planning mistakes that could cost the family everything*. Twenty-four members met in the J.J. Plank Corporation training room to hear Craig Smith and Deb Gostas, both of our sponsor—Retained Earnings Company, relate the stories of family businesses that didn't avoid these mistakes and the consequences.

Five lessons were shared:

- **As much lying is done with silence as with words.** Be sure to include everyone with an economic interest in your communications and planning.
- **No need for a plan.** "Never risk a lot for a little!" (Oscar Boldt)
- **Whoever has himself as an attorney/agent/accountant has three fools for advisors.** "Surround yourself with diverse advisors." (Henry Ford)
- **Just handle it!** Choose a team that will complement one another and force consideration of diverse alternative solutions.
- **We have to be fair.** Life isn't fair. Help kids have a good life, but not to the detriment of anyone else.

This is just a sampling of the presentation and discussion that was a part of this session.

Thanks to Craig and Deb for the presentation and insights, to Cheryl Hubbard of MassMutual for providing the lunch, and to David Plank for providing the meeting room for the session.

**M**ark your calendars for the next Best Practices session on May 21. Lorrie and David Neiser will lead a discussion on *Using Mission, Vision, and Core Values to Establish Your Own Unique Company Culture*.

What's a culture? Do I already have one? And how do I use mission, vision, and core values to create or adapt a culture that encourages employee retention, satisfaction, and pride. This seminar will be a look at how Fond du Lac Bumper Exchange used the process of developing and implementing these leadership tools to create its own unique, Christian workplace culture.

You will find Lorrie and David's experience valuable as you consider your family business culture and all the components that reflect it effectively.

All member businesses are encouraged to participate in the Best Practices and/or the Successors groups as part of Forum membership. Registrations for specific meetings are required so that we have an appropriate

meeting space, necessary materials, and, in the case of Best Practices, the host business has a count for the working lunch.

Registrations for these meetings should be sent to Ann Stein at (920) 424-1541 or steina@uwosh.edu.

## 2004-2005 Program Calendar

**W**ith great pleasure, the Program Committee announces the program calendar for next year. See the insert in this issue or view it on-line at [www.uwosh.edu/wfbf/programs](http://www.uwosh.edu/wfbf/programs).

### New Books

**F**amily Business Values: *How to Assure a Legacy of Continuity and Success* is the newest addition to our library from the Family Business Leadership Series. The authors, Aronoff and Ward, indicate that "a family's values can be among the greatest competitive advantage that owners can bring to their business." We suggest you attend the May 21 Best Practices session and read this book for valuable family business insight.



**C**enturies of Success: *Lessons from the World's Most Enduring Family Businesses* by William T. O'Hara was donated to our resource center by Bob Shaver. Bob found this book about twenty family businesses a valuable resource for his workshop planning and wanted the Forum to have the book as part of its permanent collection. Thanks, Bob.

## Wisconsin Family Business Forum Program Calendar – 2003-2004

Date/Time	Topic/Event	Presenter(s)
May 3	8th Annual Dinner: A Family Business Heritage	Craig Culver <i>Culver's Franchising Systems</i> <i>Culver's Frozen Custard</i>
June 10	Timber Rattlers— A Family Outing	Burk Tower <i>College of Business</i> (event coordinator)

### Forum Website

**F**or a complete listing of Forum programs, members, sponsors, alliances, etc., visit our website at [www.uwosh.edu/wfbf/](http://www.uwosh.edu/wfbf/).

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