



# News Briefs

May 2005

## New Members

During February and March, we were fortunate to receive the membership applications of **Lang Oil, Inc.** of Oshkosh and **Trudell Trailers** of De Pere. With the approval of our members and Board, we are proud to introduce and welcome our newest members.

Founded in 1975 by Jim Lang, **Lang Oil, Inc.** owns and operates seven convenience stores within the city of Oshkosh and is a wholesale distributor of Citgo and Amoco fuels and lubricants.

Jim's sons Peter and Nicholas are employed in the business. For more information, visit their web site: <http://www.langoil.com/>.

Peter and Nicholas attended our November 3rd program, *A Tough Nut to Crack*, and actively participated in the discussion. Peter and Nicholas will be participants in the Successors group.

Pinnow Sheet Metal has agreed to be the member buddy for Lang Oil. Thanks to Heather, Tim, Mary Fay and Lee of Pinnow Sheet Metal.

Ken Trudell founded **Trudell Trailers**, De Pere, in 1971. The business has grown to 120 employees with three locations in Wisconsin, as well as sites in Minnesota and North Dakota. Trudell has new and used trailer sales, in-shop and on-the-road service and repairs, an ample supply of parts, and rental and leasing services. For more information about Trudell Trailers, visit their web site: <http://www.trudelltrailers.com/>.

Ken has the CEO responsibility, while David Turbiville, a professional manager, is the president, and Dennis Van Lannen, Ken's son-in-law, is the executive vice-president.

Dennis is attending the Successors group meetings.

Natural Ovens Bakery, Inc. has agreed to be the member buddy for Trudell Trailers. Thanks to Phil Florek, non-family president of Natural Ovens Bakery, Inc.

We are pleased to welcome Lang Oil, and Trudell Trailers and look forward to getting better acquainted and learning alongside you.



## 9th Annual Dinner: Celebrating A Family's Heritage

May 2, 2005  
5:30—9:00 pm  
Tornado's, Appleton

Each year the Forum members, sponsors, family members, and associates gather for an evening of socializing, dinner, awards, recognitions, and a family business story. This year we are anticipating 200+ to attend this special evening.

The story of the Schmidt family is the focus of our family business story for this evening. Many Forum members and sponsors know Tom Schmidt, president and the eldest of nine children of Art and Gladys Schmidt, as he has led and attended programs since U. S. Oil Co., Inc. of Combined Locks became one of the Forum's charter members in 1996.

The family's business was begun in the 1920's and is primarily a marketer of petroleum products and a wholesale distributor of automotive parts and tires, and HVAC equipment and supplies. Its roots are in terminal operations and the distribution of petroleum products such as gasoline and diesel fuel.

We have asked Art Schmidt, chairman emeritus of U.S. Oil Co., Inc., to share some of the family's story as U.S. Oil grew into a major business and developed a family governance system.



We are very pleased that Art has agreed to tell us a little of the family's amazing story and to answer questions about family and its business.

All members and sponsors were sent dinner invitations within the past few weeks. We encourage every member and sponsor to invite family members and associates to attend this special evening. Details of the dinner and reservation forms are available on our web site in the programs section. The direct link is [http://www.uwosh.edu/wfbf/Assets/program\\_n.php](http://www.uwosh.edu/wfbf/Assets/program_n.php). If you have not done so, please register immediately so all appropriate plans can be finalized in a timely manner.

## Summer Event—Family Picnic

June 29, 2005  
3:00—8:00 pm  
Plamann Park, Appleton

The Program Committee has planned a picnic cook-out/pot luck for this summer's activity. This is a family event. The picnic will be at the Pavilion in Plamann Park. This is an enclosed structure with restrooms, located close to the Children's Farm, volleyball courts, horseshoe pits and disc golf.

Members of the committee have volunteered to do the cooking! We will ask every family to bring a dish to share with the group.

Please announce this family activity to your family and associates. Encourage young, and not so young, to come out and enjoy a relaxing time with family and friends.

Watch for details in May and for the registration form on the web following the annual dinner.



## Affinity/Peer Group Meetings

### Successors/Next Generation Group:

On February 22nd, Jane Sweasy, JAG Outdoor Advertising, hosted the group at Mackinaw's in Green Bay. Dale Feinauer facilitated the study, focusing on *clarifying boundaries*. Following the meeting, discussion continued as some of the group remained for dinner. The Successors thank Kobussen Buses, Ltd. for arranging convenient pick-up site and transporting us to and from Green Bay in style.

On March 22nd, Kim Bassett-Heitzmann hosted the group at Bassett Mechanical. Sarah Schmidt, family president of U.S. Oil Co., Inc., led the discussion, *strategy and the family business*.

On **April 26**, the Successors are being hosted by Jim Simpson and Curt Ignacio at Marion Body Works in Marion. Jim will lead a discussion focusing on *the details of the buyout and transitioning of responsibilities with the retirement of his father*, Bud Simpson. Attendees will be encouraged to participate in this discussion sharing their experiences and questions.

The meeting will also include an open Q&A time for everyone to jump in with what's happening, planning for next year's group meetings, and a tour of Marion Body.

On May 24, the group will meet at J.J. Keller to focus on *coordinating liquidity strategies and financial risk*. Marne Keller-Krikava will host this meeting.

Successors/next generation members interested in attending the next meeting should register by contacting Sue Schierstedt.

## Best Practices:

On May 25th, Schenck Business Solutions will host a session entitled, *Common Sense Strategies for Reducing Your Exposure to Fraud within Your Organization*.

Although no two businesses have the same risks, some problems are common. For example, articles appear frequently about employees who diverted company funds for personal use. During this session, you will receive strategies on hiring, record keeping, and auditing procedures to eliminate any tempting loopholes.

The session will be meet from 11 am—1 pm at Butte des Morts Country club, Ballroom II. It will include lunch provided by Schenck Business Solutions.

To register for this session, please respond to Ann ([steina@uwosh.edu](mailto:steina@uwosh.edu)) or me **by no later than noon on May 23<sup>rd</sup>**. Butte des Morts requires an attendance count in order to prepare lunch so please honor this date.

## Member News

Zander Press Inc. of Brillion is celebrating its 110th year of business. Founded in 1899 by Otto Zander, this fourth generation business is owned and operated by four siblings—Darcy, Beth, Mike and Kris. Congratulations and best wishes for another 110 years of business success!



Jim Neumann, president of RB Royal Industries, Inc. of Fond du Lac, has been elected to the National Fluid Power Association (NFPA) Board of Directors. As of June 30th, Jim is retiring from the Forum's Board where he has served as the first chairperson of the Board and the initiator of the Board's Executive Committee. Congratulations, Jim, on this new position and thanks for all you have done for the Forum. RB Royal Industries is a charter member of the Forum.

## Sponsor News

Beth Frickenstein of Schenck Business Solutions was elected president of the Wisconsin Chapter of the Association for Accounting Marketing (WI-AAM). Congratulations Beth!

## Element | Creative

Element | Creative of De Pere has been approved by the Forum's Board as an associate sponsor of the Forum. Lance Peroutka, owner of Element | Creative has agreed to provide brand architecture for the Forum by doing a SWOT analysis, researching our audience segment, and creating a positioning statement. They will also

provide a brand update including an updated logo with 10th anniversary tag and a template for updating materials so they work harder.

Element | Creative was introduced to the Forum by Jerry Mader, publisher of The Business News. Element | Creative has been doing the advertising layout and design for the Forum ads that appear in The Business News.

We are very pleased to welcome Element | Creative to the Forum community and look forward to getting acquainted.

## Forum Member Profile

The Forum is approximately 400% larger than it was in fall 1996 when 10 charter members participated in the first programs.

These days the Forum community represents a diverse cross section of the business community from northeast Wisconsin. This diversity contributes to the quality of discussions and learning that happens whenever members of the Forum meet.

The Forum's current member profile:

### Business generation:

- 42% - first generation
- 30% - second generation
- 18% - third generation
- 10% - fourth generation

**Annual sales range** from under \$1 million to over \$1 billion.

**Family members active** in the business:

- 67% - 1-5 family members
- 25% - 6-10 family members
- 8% - 11-15 family members

**Employees** range from 5 to over 800.

**Business sectors** represented:

- 35% - manufacturing
- 15% - construction
- 13% - service

Member businesses self-identify as family businesses.

Although we know that every family business experiences the same challenging issues from generation to generation, each family business determines the appropriateness of the Forum for their current interests and needs.

The Forum has been very fortunate to have members remain in the Forum for many years and share their knowledge and experiences with newer Forum members.

## On-line Program Registration

You can register for any of the Forum programs from our web site at <http://www.uwosh.edu/wfbf/>, choose the Programs menu option. Complete the appropriate information and submit the form. If you need to add more people later, you can complete additional forms.

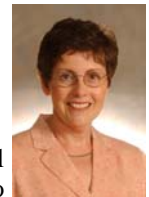
Since we need to confirm attendance numbers with the program site in advance of programs, we appreciate your adherence to registration dates.

### Wisconsin Family Business Forum Program Calendar – 2005

Date	Event/Site	Presenter(s)
May 2	<i>9th Annual Dinner</i>	Art Schmidt, chairman emeritus of U.S. Oil Co., Inc.
June 29	<i>Forum Family Picnic</i>	Program Committee

## Director's Column

By Sue Schierstedt



### A Fond Farewell

It is with heart-felt thanks and well wishes that we will say "good-bye" to Ann Stein as of May 31. We all know Ann as a key member of the Forum team. Ann has been responsible for ensuring that details are handled so that everything runs smoothly and effectively. From programs to marketing and finances, there isn't a part of the Forum that doesn't bear the imprint of Ann's careful and professional touch.

Ann joined the Forum as a limited term employee and became a permanent employee on August 13, 2001. She came to the Forum upon retiring from her own business as a mental health professional. From the very beginning, she became a valued and respected member of the Forum staff. Over the years, members and sponsors have commented upon the excellent customer service that Ann has provided to meet their needs.

Please join Burk and me in expressing our gratitude and best wishes to Ann as you have the opportunity to talk with her.

*Sue*

## Each One Bring One

### Membership Challenge

Each member and sponsor is challenged to introduce a new family business to the Forum and bring them to a Forum program.



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



**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 Curry Wydeven Peeters & Haak, 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.



**Retained Earnings Company/MassMutual Financial Services** has been providing business owners and their employees with solutions to their insurance and investment needs for over 25 years. The Retained Earnings/MassMutual 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, investment, insurance, and human resource solutions for today's business, government and personal challenges.



**University of Wisconsin Oshkosh, College of Business Administration** 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.



**Associate Sponsors:**

**Element | Creative** is a marketing agency in De Pere, Wisconsin.



**The Business News** is a local business newspaper serving a 10-county area of northeast Wisconsin.



Vol. 8, No. 6 News Briefs © 2005, 2004  
Wisconsin Family Business Forum  
College of Business Administration  
UW Oshkosh, 800 Algoma Blvd., Oshkosh, WI 54901  
Editor: Susan Schierstedt, director  
Phone: (920) 424-2257  
Fax: (920) 424-7413  
E-mail: [schierss@uwosh.edu](mailto:schierss@uwosh.edu)