



News Briefs

May 2007

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

Welcome to 4 New Members

Fox Cities Records Services of Appleton stores and manages business documents and data. Founded by President Joe Reis in 1998, he operates the business with the help of his three children. Jacob (Jake) Reis handles sales; Adam (Al) Reis, manages the warehouse and maintenance; and Rebecca manages the office and customer service. They joined the Forum to learn how to get plans, policies, and procedures in place as the business continues to grow. www.fcrs.net/.



New Tech Metals of New Franken has built its reputation as a Custom Job Shop known for fabrication and manufacturing capabilities, which include laser cutting, CNC punching, forming, welding, and assembly. The business was purchased in 2003 by the three Blackman brothers—Dave, Jeff and Keith. Lori Blackman (in-law) and Charles (Pete) Blackman, dad, also work in the business. www.ntmetals.com.

Whitefield Auto, Inc. of Green Bay was begun in 1976 by Robert (Bob) Whitefield Sr. as an auto collision repair business. In 1998, they added industrial painting to their services. With the addition of military work in 2001, the business experienced significant growth. This year, they are adding a new 120,000 square foot facility in Oshkosh to handle some of their contract work. Today the business is owned by daughter Carol Burch who works alongside Bob Sr. and her brother, Bob Jr. www.whitefieldindustries.com/.



N.E.W. Plastics Corporation of Luxemburg has made a name for itself as a custom blow molder of High Density Polyethylene (HDPE) and Polypropylene (PP) plastic resins. They service the Nutraceutical, Food, Chemical, and Personal Hygiene Industries. Founded in 1968 by Irvin and Nancy Vincent, the business is currently owned by Nancy and her sons, Vern and Lynie, who are both in sales. Steve Krueger is the non-family president of the business. <http://newplastics.com/>

Family Picnic

June 21, 2007, 5:30—7:30 pm

Hosted by the Program Committee
The Pavilion, Plamann Park, Appleton

For those of you who have been able to attend Forum picnics in the past, I don't have to tell you how much fun it is to get out in the beauty of Plamann Park with family and friends. But for those who may not have joined us in the past, let me tell you that it's a great place to enjoy the outdoors, a good barbeque, relaxation, and fun.

Our veteran cooks, Dan Meyer and Burk Tower will be serving up a good selection of hot stuff. The Program Committee will provide the essentials—meat, buns, tableware, napkins, condiments, soda, juice, and water.



Each family is asked to bring a dish to pass.

We will have horseshoes, volleyball and basketball equipment. The Pavilion is adjacent to a great playground that is always a hit with the children.

Please let us know you are coming by registering on our web site by June 18.

11th Annual Dinner -

On April 30th, the Forum family gathered at Bridgewood Resort Hotel in Neenah to celebrate the year, recognize members and sponsors, and enjoy each others company.

During dessert, we inducted two new Forum Fellows, recognized members and sponsors for their successful recruitment efforts, awarded the second annual Forum scholarship, introduced next year's Board, and thanked outgoing Board members and officers.

Following dessert, we were entertained by Cheney and Mills, an original, high-energy, and humorous variety act. Nina Cheney and Jacob Mills a husband and wife team from Mt. Horeb, have worked together since 1982. Their performance made a great, relaxing end to the evening. Special thanks to the member and sponsor "volunteers".

Forum Fellows

begun in 2004, the Forum Fellows are individuals who have made a significant contribution to the growth and development of the Forum. The Forum's Executive Committee identifies and recognizes Fellows and encourages their continued contributions to the Forum's success and growth.

This year, the Forum inducted two exceptional individuals as Fellows. **E. Alan (Al) Hartman**, dean of the College of Business, and **John Peeters** (1948-2006), former partner with McCarty Law LLP.

Al's passion and commitment to the Forum provided significant financial support through the College until the Forum got on its feet. To this day, because of Al's belief in the value of the Forum, the College's support continues to be extremely strong. Over the 11+ years of the Forum's existence, Al has served on the Board and as past-chairperson of the Executive Committee. **Darcy Zander-Feinauer**, past-chairperson of the Board, presented Al with a peak achievement trophy and our sincere thanks.

Scott Barr, partner in McCarty Law, expressed our recognition and appreciation for John's contribution with the following comments. Through John's many years of advising family business, he quickly saw the value that the Forum would bring to the community. As the leader of McCarty's business law section, he encouraged the firm to become a founding sponsor and was instrumental in recruiting many of the Forum's early members. He saw its potential to provide a place and a process for clients and others like them to openly discuss important family business issues, and to provide the firm's people with an opportunity to understand those family business issues on a deeper level. John was proud of his participation in the Forum and would be proud to see where the Forum is today. The Firm was thrilled that the Forum has chosen to honor his exceptional contribution.

At the conclusion of Scott's remarks, Darcy asked **Kitty Peeters**, John's wife, to accept this recognition in memory of John. Kitty accepted the recognition award and introduced her family.

The Forum Fellows now includes five exceptional individuals who have contributed significantly to the Forum's growth and success: **Craig Smith, Burk Tower, Jim Neumann, Al Hartman, and John Peeters.**

Scholarship Awarded

The Forum scholarship was awarded to **Katelyn (Katie) Reitz** at the annual dinner. **Jason Lasky**, a member of the Forum's scholarship subcommittee, presented the award to Katie. He noted that Katie is a communications major and started the Colleges Against Cancer: Relay for Life on campus this year. According to Katie's proud father, with Katie's help, the Relay far exceeded its goal. Katie gratefully accepted the Forum's \$1,000 scholarship.

Harnessing the Power of an Independent Board

According to the workshop participants at both the Green Bay and the Fond du Lac sites, Norb Schwarz's presentation exceeded expectations. Not only did he deliver well-planned, organized content, but he effectively answered a myriad of questions.

"Nose In—Fingers Out" was a phrase that Norb used to help define the role of a Board in a family business. A Board shouldn't operate the business. The shareholders do that as they develop the vision and plan for their business.

To provide practical help, Norb explained what it takes to have an effective board, the process of deciding whether the board should be advisory or fiduciary, and the costs of having a Board. He made a strong argument for clearly defining and communicating shareholders' expectations and values during the process.

Norb provided examples of candidate qualifications, compensation models, and recruiting processes. He concluded with evaluating the Board's performance and the benefits derived through the Board.

Those members and sponsors who would like an audio CD of this excellent program may contact Donna to request a copy.

Terminating Employees without Litigation

On April 24 at the UW Oshkosh MBA classroom site in Green Bay, Rebecca (Becky) Kent of McCarty Law met with 34 Forum members and sponsors to discuss this topic in detail. Everyone had an opportunity to have their questions answered and to get a clearer understanding of the issues. Becky provided each participant a set of reference materials.

Rebecca's presentation is available to members and sponsors on audio CD from the Forum office. Contact Donna to request a copy.

Peer Groups

Generation Now group

On March 21st, the Generation Now group met at First National Bank—Fox Valley's Oshkosh branch. The group began by discussing their current issues. Then, **Joe Kobussen** talked with the group about contract negotiation, sharing points he has found valuable for the process.

On April 18th, **Amy Biersteker** and **Thom Cody** of Pathmakers discussed career development with the group. As a courtesy, Kobussen Buses transported members to Badger Mining Corporation's Berlin headquarters for the meeting. The ride provided time for updates and Q&A.

On May 16, **Scott Barr** of McCarty Law will lead a discussion at Sadoff & Rudoy in Fond du Lac. The topic will be "when to sell a business unit."

The next generation group

The March 15th meeting was hosted by **Phil Janes** and **Mark Tushar** at Oshkosh Marine Supply. **Kathy Blumreich** discussed developing banking relationships with the group.

Bob Kolosso, **Angie Terio** and **Rebecca Heegeman** hosted the April 19th at meeting at Kolosso Toyota in Appleton. **Dale Feinauer** met with the group to discuss family communications.

The group will meet again on May 17, 2007.

Heather Holly-Pinnow of Pinnow Sheet Metal is the group's coordinator. Any next generation family member of the Forum who is interested in participating in this group, should contact heather@bigwhitebus.com.

Non-Family group

On March 1st, the group discussion focused on incentive compensation and bonus plans. Other topics included, ownership value and sales training.

The April 5th meeting focused on the current issues of the group members. The meeting covered an amazing number of valuable topics, including building a Board—its role, composition and needs; building a climate for management empowerment; hiring and assimilating non-family executives and managers; and acquisition and assimilation of a new business.

The group will meet again on May 24 on campus.

IT group

The IT group met at Bassett Mechanical on April 25. Jim Bassett and Jeremy Peake were our hosts. The participants discussed current issues and practices of their departments.

Member News

Kobussen Buses Ltd. has joined its family tradition of service and business acumen with that of North America's premier network of independent motorcoach companies. Now in its third generation of family management, Kobussen's affiliation boosts Trailways Transportation System's membership to 80 companies, the largest number in the organization's history. President Joe Kobussen stated, "We are already getting a lot of positive feedback about our Trailways affiliation. We think we'll continue to enhance our nearly 70 years of service and business diversity by being in this nationwide network." Kobussen has been a member since December 28, 2000.

Miller Masonry & Concrete, Inc. of Little Chute announced they are celebrating their 50th year in business. Ron and Vernie Miller started the company out of their basement in their home in Kaukauna in 1957. It has grown from a one-man operation to over 45. Ron and Vernie are semi-retired now. Four of their children—Kim Derks, Randy Miller, Gary Miller and Sara Eslinger—are active in the business operations and three of the third generation family members are employed as well. Miller has been a Forum member since January 1, 1999.

U.S. Oil Company, Inc. has acquired the assets of PAM Oil, Inc. of Sioux Falls, South Dakota. PAM Oil was a family-owned business and one of the nation's leading distributors of quality OEM replacement parts, lubricants, specialty chemicals, and shop supplies to installers, care dealerships, jobbers, and fleet markets. U.S. Oil joined the Forum in April of 1996 and is one of the Forum's charter members

Zuern Building Products of Allenton recently opened another location in Cedarburg. Their other locations are Allenton and Watertown. The grand opening in Cedarburg is scheduled for July 23. Zuern has been a member since March 6, 2006.

Wisconsin Family Business Forum Program Calendar		
2007		
Date	Event	Presenter(s)
June 21 5:30- 7:30 pm	<i>Family Picnic</i>	Program Committee Plamann Park Appleton
Sept 11 8—noon; 7:15 am breakfast	<i>Plan Now to Avoid Crisis Clean-Up Later</i>	Bonnie Brown Hartley
Oct 18 8—noon; 7:15 am breakfast	<i>Surviving the Family Business Whitewater</i>	Don Jonovic Family Business Management Services
Dec 4 1-4 pm; 4 pm— holiday reception	<i>Selling the Family Busi- ness: the decision, the process, the after life</i>	Jim Hayes, et. al.
2008		
Jan 22 afternoon	<i>Mentoring and Coaching the Successor</i>	Vince Gallucci & Kim Bassett- Heitzmann
Mar 5 8—noon; 7:15 am breakfast	<i>The Next Generation— the 8 Biggest Challenges</i>	Greg McCann McCann & Associ- ates
May ? 5:30—9 pm	<i>12th Annual Dinner</i>	Herbert Kohler Kohler Company
UW-Madison Family Business Center		
2007		
May 22 8—11:30 am	<i>The Importance of Being Lazy</i>	Al Gini Loyola University

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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 Law 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.



Pathmakers, Inc. has been serving family businesses since 1995. This partnership of four focuses on the incorporation of people, process, and plan into family businesses of all sizes. Their mission is to help leaders fully understand their personal impact on those around them in order to have the courage and faith to challenge their people and their organization for enduring success.

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.



Schenk 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, Schenk 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.



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.

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Wisconsin Family Business Forum
College of Business Administration
UW Oshkosh, 800 Algoma Blvd., Oshkosh, WI 54901
Editor: Susan Schierstedt, Executive Director
Phone: (920) 424-2257 Fax: (920) 424-7413
E-mail: schierss@uwosh.edu
Website: wfbf.uwosh.edu