



# News Briefs

May 2010

## *Growing Generations of Family Business Success*

### Sponsors—our trusted advisors

Sponsors enhance the value of the Forum for our family business members. They are the trusted advisors in areas important to family owned businesses. They are available at programs as small group facilitators and as consultants and guides to members with specific issues. Alongside members, sponsors sit on our Board and standing committees offering guidance, time and effort to help ensure that the Forum's focus remains on fostering healthy family businesses.

**R**etained Earnings Company's, **Craig Smith**, is one of the Forum's co-founders. During 1994/95, he worked with the College and area businesses to develop the concept into a viable organization and has been sponsoring the Forum ever since. It is with some regret and significant gratitude that we thank Craig for his sponsorship and bid Retained Earnings adieu. Craig has served on the Forum's Board and its Recruitment & Retention (R&R) Committee, presented programs, facilitated group discussions, led Best Practice sessions, and worked directly with many members. Deb Hackel-Gostas and Tim Cornell of Retained Earnings have also been valuable participants through the years. Craig and Tim were part of our March 2000 International Workshop to Italy. Although Retained Earnings will no longer be providing financial planning sponsorship as of June 30, 2010, as a Forum Fellow, Craig is encouraged to attend the Forum as his schedule allows. Please help us thank Retained Earnings, and especially Craig for his vision and support of the Forum.



**A**fter eleven years of sponsoring the Forum, **First National Bank — Fox Valley (FNB)** will terminate its sponsorship at the end of this year, June 30. Over the years, FNB has had many associates working with the Forum. They have served on the Board, the Program Committee, the R&R Committee, and several ad hoc committees. Most recently, Wenda Roycraft, Tim Vogelsang and Mike Schmidt have been active participants in the Forum. Please help us thank First National Bank — Fox Valley for its years of sponsorship.



As we bid farewell to these two sponsors, we welcome two new sponsors to the Forum.

**S**tifel, Nicolaus & Company, Inc., a wholly owned subsidiary of Stifel Financial Corp. is a new sponsor in the area of financial management. Stifel provides securities brokerage, investment banking, trading, investment advisory, and related financial services to individual investors, professional money managers, businesses, and municipalities.



Stifel Nicolaus Financial of Appleton and Kimberly works with family businesses in the areas of cash flow, retirement planning, retirement funds, insurance, succession funding, tax efficient planning, and personal investment management. They believe that participating in the Forum is "an opportunity to learn more about the goals, needs, and struggles of small family businesses" while providing their expertise.

Financial advisors Todd Arnoldussen, Tom Berkedal, Bill Boehme, and Ed Klug plan to participate in the Forum.

**A**ssociated Bank NA is our newest sponsor. Associated Bank delivers commercial banking with a level of personal service and responsiveness that is associated with a small bank. Services include: Asset-Based Lending, Business Credit Card, Certificates of Deposit, Checking, Commercial Real Estate Services, Correspondent Solutions, Equipment Lease Financing, Gift Cards - Bulk Orders, Insurance Services, International Banking Services, Lending Services, Merchant Services, Money Markets, Online Banking, Quarterly Magazine, Treasury Management, Trust & Investment Services.



Joan Woldt and associates will be participating in the Forum.

Thanks to **Joe Kobussen of Kobussen Buses** and **Sandy Friess of Wipfli LLP** for their assistance in recruiting these new sponsors. Both Joe and Sandy serve on the Forum's Board. Joe also serves on the R&R Committee.

## Best Wishes, Burk!

**Burk Tower** — a co-founder of the Forum, a Forum Fellow, and former faculty liaison, is retiring. Burk deserves credit for many of the exceptional things related to the Forum in the past 14+ years. He worked alongside Craig Smith to design and implement the Forum. During the test market period in 1994/95 and throughout the 14+ years that the Forum has operated, Burk has been a champion for the Forum, helping to ensure its success. He has served on the Board, the Program Committee and the R&R Committee; presented programs, facilitated discussions, and pitched in wherever help was needed.



For those of you who know Burk, you won't be surprised to learn that he has taken his own advice. He won't be sitting around watching television in retirement. He is just moving on to new challenges, roles, and responsibilities.

As a Forum Fellow, we encourage Burk to participate in Forum programs as his schedule allows.

Best wishes, Burk, on the next stage in your journey! Thank you, Burk!

## 14<sup>th</sup> Annual Dinner—Celebrating a Family's Heritage

Monday, May 10, 2010  
5:30—9:00 pm  
Bridgewood Resort Hotel, Neenah

The Annual Dinner is fast approaching. With dinner registrations coming in steadily, excitement is building and final details are being put in place.

The dinner marks the culmination of another year of learning and networking focused on family business success. During the dinner, we will recognize members and sponsors, enjoy the company of family and friends, and celebrate the heritage of a Wisconsin family business.

This year, we are pleased that Dan Ariens, President/CEO of the Ariens Company of Brillion, has agreed to tell his family's story. Dan is prepared to share the history of his family's business and some of the challenges and successes they have had.

As a result of the contributions of members and sponsors to the Forum's scholarship fund, the evening will also include the awarding of two scholarships to qualified UW Oshkosh students.



## Scholarship Fund

The Board has moved management of the Forum's Scholarship Fund to the Student Managed Endowment Fund (SMEF) of the College of Business. The rationale for the change in management is that it makes

sense to have the student's manage the fund as well as benefit from it. The Scholarship Fund has two components — an endowed portion and a current portion. Contributions, which are tax deductible, can be made to either or both portions of the fund.

## 3<sup>rd</sup> Annual Silent Auction to Benefit the Scholarship Fund

The funds generated through the Silent Auction on May 10<sup>th</sup> at the Annual Dinner will go into the Forum's Scholarship Fund..

Our goal this year was to increase the number of donated items for the auction so as to build the fund.

If you haven't provided Donna the information about your donation, please contact her or one of the co-chairs of this year's silent auction.

We thank, Elise Opicka of Pathmakers, Inc., Lori Blackman of New Tech Metals, and their committee for making the auction a wonderful event for the scholarship fund.

We encourage you to be generous with your bidding. If you cannot attend the auction, donations can be made directly to the fund. The students will be very grateful.



## Summer Family Picnic Fun

Wednesday, June 23, 2010  
5:00—8:00 pm

The Pavilion, Plamann Park, Appleton

Each summer the Forum plans an activity for the whole family — youth through adults. This year the Program Committee is sponsoring an old-fashioned family picnic at Plamann Park. With the Pavilion roof over our heads, we will enjoy fun, food, and pleasant conversation whether we have hot summer sun or a cool summer rain.

Adjacent to the Pavilion is a children's playground, a horseshoe area, volleyball court, and basketball court. There is also a Disc Golf course that runs past the Pavilion and throughout the park.



The Program Committee does the set up, provides meat, rolls, water, soda, and juice as well as paper products. Each family is asked to bring a favorite picnic dish to share.

The Forum's renowned chefs, Burk Tower and Dan Meyer, will be cooking excellent bratwurst, hot dogs, and burgers to satisfy everyone's appetite.

We know summer is a busy time for everyone with sports events, vacations, etc. But, we hope you will be able to reserve this time to join us. It's a great way to get better acquainted with other families in a casual, fun



environment.

Please register by June 10<sup>th</sup> so we can get our meat ordered, and prepare for you and your family.

## Member News

**Carmen Fosick of Elmstar Electric** has been selected to receive the Family Business Wiki's 2010 "10 under 40" Award. The award recognizes ten family business "rising stars" from around the world — all of whom are under 40 years old. Family Business Wiki's 10 Under 40 "Class of 2010" includes family business executives from Asia, Europe and the Americas. Honorees were selected based on a record of business leadership and success, contributions to industry/trade organizations, community involvement, and participation in family business activities and learning. Congratulations Carmen!

**Gina Angeli and Elise Opicka of Pathmakers, Inc.** were the featured authors in *Big Grower* magazine. Their succession planning article, "Planting Seeds for Future Success," appeared in the January issue. Congratulations!

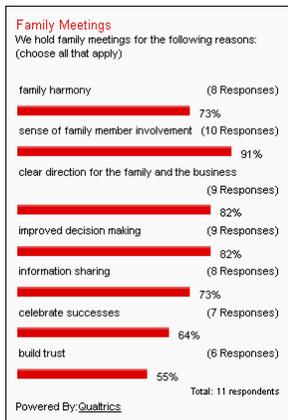
To have your news items included in the News Briefs, send them to the attention of Sue at [schierss@uwosh.edu](mailto:schierss@uwosh.edu).

## Family Business Poll

Are you curious about how other family businesses handle issues? The Family Business Poll on the Forum's home page is designed to provide you with a sense of what others find important and valuable.

The current poll focuses on leadership development and asks about your experience in developing family leaders/successors. Go to our web site, complete your response, and view the results — <http://wfbf.uwosh.edu>.

Although the number of respondents for the last poll was low, the results are a sample that you might find interesting. The item was "We hold family meetings for the following reasons: (choose all that apply)"



## Family Business Education (FBE) Certificate Program

In the last three class sessions, the FBE class has studied strategic planning, evolving leadership, and managing culture and conflict as they relate to family business. Each session has had a component of application and a homework challenge.

During each session, the class learns from trusted advisors who provide their expertise and family business experiences to make the content highly relevant and applicable.

Graduates of the "Class of 2010" will be recognized at the Annual Dinner.

We have begun to collect the names of those who wish to participate in next year's FBE program, which will begin on September 15, 2010. We encourage you to register for this program and become a part of the "Class of 2011." For further information and to register, go to our website: <http://wfbf.uwosh.edu>, or contact Donna Nelson at [nelsond@uwosh.edu](mailto:nelsond@uwosh.edu) or 920-424-1541.

## Summer Internships

Internships are valuable experiences for anyone who is exploring career options and/or seeking work experience. The Forum's Summer Internship process facilitates the connection between those seeking internships and those who are interested in identifying qualified interns for summer projects, vacation coverage, etc.

The Forum's *familyforum* list service is an efficient way to facilitate these connections. We encourage potential interns to contact Donna Nelson, [nelsond@uwosh.edu](mailto:nelsond@uwosh.edu), to post their cover letters and resumes. Employers may post their positions directly to the list marking the Subject line of the e-mail message "Seeking Intern."

If you need help using the list or have questions about the process, please contact either Sue or Donna.

## Each One Bring One

Be sure to tell family businesses about the value of the Forum for you and bring them as guests to programs. As an incentive, you will earn a credit toward your next year's fee if they become members. Limited to three new member credits per year.

## Peer Groups

Another peer group will be formed in the fall. If you are interested in participating in a peer group, this is a good time to let us know. Contact Sue or Donna.

## Director's Column:

July 1, 2010, will mark the beginning of the Forum's 15<sup>th</sup> year. Some of our original members are still with us, helping to enrich the programs, events, and peer groups with their experience and evolving issues.



Newer members and sponsors quickly added to the value.

Since 1996, the membership has grown to include first to sixth generation family businesses, 5 to about 3,200 employees, 2 to over 15 family members employed in the business, and sales from under a million to three-quarters of a billion. What wonderful growth!

But, what is wonderfully the same, is the caring and desire to grow that is shown by families and their associates as they meet to learn, share, and network. This is a proactive, learning organization of which we can all be very proud!

## Program Calendar—2010

### Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
May 10 5:30—9:00 pm	<i>14th Annual Dinner A Family Business Heritage</i>	Dan Ariens Ariens Company
June 23 5:00—8:00 pm	<i>Family Picnic at Plamann Park</i>	Program Committee
August 11 8:00—11:00 am	<i>Facilitation Training</i>	Dale Feinauer Faculty Liaison to Forum
Sep 22 8:00 am—noon	<i>Building a Management Team</i>	Patty Van Ryzin Bassett Mechanical

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

### Family Business Center at UW-Madison

May 18 8:30—11:30 am	<i>Communicating and Managing Conflict within the Family Business</i>	Deb Houden UW Madison Family Business Center
Sep 14 8:30—11:30 am	<i>Fire Drills: Leadership Development Using Strategic &amp; Contingency Planning Models</i>	Bonnie & Mike Hartley Cultivating Change LLC

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

As a benefit of membership, Forum members may attend UW-Madison's Family Business Center programs as part of our reciprocity agreement. 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. There is a minimal per person fee. 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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