



# News Briefs

May 2011

## *Building Generations of Family Business Success*

### New Member

**S**CP, Inc. of Hortonville was founded by Robert (Bob) Luedtke in 1994. Bob and his wife, Pat, work with their three children — Joe, Charlie and Christine.

Specializing in the manufacture of skids, crates and pallets, they pride themselves in being able to meet all wood packaging needs, including new and recycled pallets and export pallets.

The philosophy that SCP, Inc. has always had is to provide customers with exactly what they want, when they want it, in the quantity they need, and all at a fair price. And that philosophy is what took the business from one customer to a multimillion dollar company.

Between their three locations, — Hortonville and Plymouth, Wisconsin, and DeGraff, Ohio — SCP, Inc. employs about 65 people. They are actively involved in many aspects of each of the communities in which they operate. Ranging from scholarships and donations to local organizations, to various Scouting projects, SCP, Inc. gives back to the community.

We are pleased to welcome SCP, Inc. to the Forum.



### 15th Annual Dinner

May 2, 2011, 5:30—9:00 pm  
Bridgewood Resort Hotel, Neenah

**O**ur 15th Annual Dinner — **Celebrating Family Business** — will feature Jay Bush discussing challenges and successes faced by the Bush family of Bush Brothers & Company.

Founded in 1908 by A.J. (Andrew Jackson) Bush, Bush Brothers & Company has slowly expanded. In 1969, Condon Bush, (A.J.'s grandson & Jay's father) and a few fellow employees at the Augusta, Wisconsin, facility developed Bush's Baked Beans based on a "Secret Family Recipe."

In 1994, Bush Brothers having achieved nationwide distribution, Jay, great-grandson of founder A.J. Bush and resident of Appleton, starred in the company's first national TV ad. A year later, he was joined by Duke, his inimitable sidekick and talking golden retriever. The company's recognizable advertisements continue to feature company spokesman Jay Bush and Duke, who frequently offers to sell the secret family recipe.

In addition to the Bush family story, the evening will in-

clude special member and sponsor recognitions: scholarship recipients, 2011 Forum Fellows, members of the Family Business Education graduating class of 2011; and the first 15 years, a video reflection.

We hope you and your family and associates plan to join us for this annual dinner. We have also encouraged former members and sponsors of the Forum family to join us for this celebration.



### Annual Silent Auction

**T**he Forum's Silent Auction is an enjoyable way to network during the annual dinner and to provide proceeds for the benefit of the Forum's Scholarship Fund.

Members, sponsors, and others have donated interesting and desirable items to the auction. Donations include business-related products and services as well as overnight lodgings, theater or sports event tickets, and other creative items.

Proceeds from the auction will provide scholarships for 2012 and increase the endowed portion of the fund for future scholarships. Please be generous in your donations.

### Sheboygan Expansion Considered

May 4, 2011, 2:30 — 6:00 pm  
Sheboygan Town & Country Club

**I**n the Sheboygan area on February 24th, the Forum collaborated with Lakeshore Technical College to present a program on Succession Planning featuring Louie Gentine of Sargento Foods Inc. The feedback by attending family business owners was very positive. Subsequent meetings with some of the attendees indicate that consideration of a Sheboygan Chapter of the Forum is appropriate.

On May 4th, the Forum will host an organizational event focusing on ownership transition with Mark Skogen of Festival Foods, and consideration of interest in a Forum Chapter in the Sheboygan area. The event will conclude with a reception and networking.

All area family businesses are invited to participate in this event. Forum members and sponsors are also welcome to participate and to bring or



refer owners to the event. Registration is available on our website.

We are grateful to the following organizations for their sponsorship of this event:

Associated Bank NA  
Davis & Kuelthau s.c.  
Heartland Business Bank  
Rice & Bohrofen s.c.  
Schenck s.c.

## Compensation in Family Business

On March 22nd, Dale Feinauer and Al Hartman helped family businesses understand the framework for current compensation packages and the modifications that are typically made for family members and key non-family employees.

Participants shared insights learned from the program:

- Fairness is somewhat defined by family philosophy
- Employer perspectives differ considerably on compensation packages
- It's beneficial to hear what others are doing
- Employee compensation can include non-monetary items
- The importance of open communication with employees about compensation package; transparency
- It should be based on family culture

An added feature of this program was an awareness-building presentation by Dr. Susan McFadden on dementia. Consideration of how to handle dementia of an executive family member was encouraged.

## WFBF Talk Radio Show

Thank you to all those members and sponsors who participated in the Forum's Talk Radio Show series. What a wealth of information and experience was shared through those shows. The Forum is proud to have been able to offer this series to the public.

If you missed the shows, visit our website to learn more about how family businesses and family business professionals manage predictable family business issues.

## Member News

The National Ready Mixed Concrete Association has named **John Carew of Carew Concrete**, Appleton, as the recipient of the 2011 Joseph E. Carpenter Award. Carpenter award recipients are singled out for their outstanding lifetime contribution to the ready mixed concrete industry in the field of operations safety or environmental management. John was recognized for a multitude of contributions to his industry on both the national and state level. John is currently president-elect of the Boys and Girls Club of Fox Valley and serves on the board of Building for Kids and the U.S. Bank of Appleton. John is a charter member of the Forum and a former member of the Forum's Board.

Congratulations John for significant contributions to your industry.



## Family Business Education Certificate Program

What's the value of a certificate from the Forum's Family Business Education (FBE) Certificate program?



- A strong base of understanding about the key issues that make family businesses special
- One-on-one discussion of relevant issues with experts in the field
- Practical, tested information, practices and cases
- Time to reflect on one's own situation and make application
- A professional network upon which to build

Graduates of this year's program will be recognized during our 15th Annual Dinner on May 2nd.

Those interested in being part of the next



Member of the Class of 2011

FBE class should contact Dale Feinauer, feinauer@uwosh.edu, or Donna Nelson, nelsond@uwosh.edu, for details and to ensure a seat. The seven session class will begin October 2011 and run through April 2012. The class size will be capped at 15 to ensure that content can be tailored to fit the needs of the class participants. The seats will be filled on a first-come, first serve basis.

## Forum Scholarships Announced

The Forum's Scholarship Committee recently announced the following UW Oshkosh award recipients — Kyle Ackeret, a senior in Human Resources Management, and Hilary Bauer, a junior in Marketing.

Kyle, Hilary, and their families have been invited to be our guests on May 2nd at our 15th Annual Dinner when the awards are made.

Students like Kyle and Hilary are very appreciative of scholarship support as tuition rates continue to increase. Please consider contributing to the Forum's Scholarship Fund either through donations and winning bids to the Silent Auction, or direct contributions. Direct contributions to the fund are tax deductible and greatly appreciated. Contact Donna for details.



## Program Reciprocity Agreement—Policy Change

Our program reciprocity agreement with the Family Business Center at UW-Madison has been modified to include a fee for handling cancellations made after the registration deadline and for "No Shows," those who register but do not attend.

Due to the cost of programming, a cancellation/"No Show" fee equivalent to 50% of the reciprocity program fee will be charged. Fees remain \$50.00 for a partial day program (up to 3 hours long) and \$75.00 for a program over 3 hours in length.

## Program Committee Publishes New Program Calendar

The program calendar has been finalized through March 2011 and is available on the Forum's website. Program topics include

- Estate planning
- Strategic planning
- Dealing with difficult employees
- Generational dynamics

The calendar also includes facilitation training, the 3rd Family Business Expo, and the 16th Annual Dinner.

Other time sensitive topics can be introduced by members and sponsors throughout the year by contacting Donna Nelson who will solicit member interest and, as appropriate, schedule a Best Practice session.

## Member/Sponsor Fee — Notice

The Board has decided that there will be no increase in fees for the coming year in recognition of the continuing challenges in the economy. With the continued support and contributions of time and talent of our members and sponsors, we do not anticipate any decrease in programs and services.

## Affinity Groups—End of a Year

Most of the groups are hosting their last meetings for the year:

- Sponsors group — April 25
- Non-Family Executives—April 27
- TBD—May 10
- Generation Now — May 12
- ROOTS — May 12
- Green Bay Chapter — May 13
- Senior Executives — May 17

For information about participating in any of these groups in the coming year, contact Donna or Dale.

## Egg Harbor — Family Business Event

The Forum is pleased to provide a panel of family business owners for a Succession Planning program in Egg Harbor on May 18th, hosted by the Door County Economic Development Corporation and the Door County Visitor Bureau. As many of the Door County businesses are family owned, providing a program to help them identify the succession process and available resources is important to the health of the region.

## Member Recruitment Incentive Program

Share the value of the Forum with other regional family businesses and benefit by receiving a credit against your next year's fee when they become members.

Contact Sue or Donna for details.

## A 15th Anniversary Reflection — International Workshop

One of the memorable *firsts* of the Forum was the Forum's international workshop, *Creating and Preserving a Family Tradition — The European Experience*. Twenty-nine (29) Forum members and sponsor representing 10 families traveled to Cervinia, Italy, March 10—18, 2000, as a new millennium event.

The workshop included renewal of family commitment to the creation of a family business mission and vision with a statement of impact on family/community, customers/employees. Study and work included meetings with Dr. Daniela Montemarolo of SDA Bocconi business college of Milan; Alberto Falck, chairman of the Italian Association of Family Businesses and owner/chairperson of his family business, Actelios SpA, an Italy-based energy production company; Cleto Benin, president of Euro-travel and Domenico Chatillard, president of Fontina Cheese Factory both in Aosta.

In addition to business, participants skied the Matterhorn and the Alps, experienced Grappa, and toured Milan.

Lifetime friendships and business relationships were created as part of the trip. Although other international trips were planned, none have been taken due, in part to changes in the political and economic climates, internationally.



Meeting at Grant Thornton,

## Director's Column

After 15 fabulous years as executive director of the Wisconsin Family Business Forum, I have decided to retire, effective June 30, 2011. The Board has been doing succession planning for the Forum for a number of years and has begun the process of hiring a replacement.

I hope to have the opportunity to greet all of you at the Annual Dinner. I have enjoyed working with 98 family business members, 23 sponsors, and hundreds of other business owning families since we began in 1996. Thank you for this journey.

I invite you to stay in touch. I will look forward to hearing from you about you and your businesses.



*Sue*

## Program Calendar

### Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
May 2, 2011 5:30—9:00 pm	<i>15th Annual Dinner</i>	Jay Bush Bush Brothers & Co.
August 17, 2011 8:00 am—noon	<i>Facilitation Training</i>	Dale Feinauer College of Business, UW Oshkosh
September 14, 2011 8:00—noon 7:30 am registration	<i>Estate Planning Tips From Two Perspectives</i>	Forum Sponsors

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

### Family Business Center at UW-Madison

May 3, 2011 8:30am to 11:30am	<i>Next Generation Leadership Development — Educating the Next Generation</i>	Stephanie Brun de Pontet The Family Business Consulting Group
September 13, 2011 8:30 am—noon	<i>Transitions of a Family Business: Parent to Sibling to Cousin</i>	Drew Mendoza Family Business Consulting Group

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

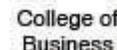
#### Double Your Educational Opportunities:

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 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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