



News Briefs

An Outreach Center of the UW Oshkosh College of Business

New Sponsor

P **Principal Financial Group®**, of Appleton. The Principal Group® has been helping individuals, families, and businesses with their financial goals since 1879. Deb Allison-Aasby is a Financial Services and Investment Advisor Representative with the Principal Financial Group®. The range of products and services Deb provides through Principal includes retirement solutions, insurance, wellness programs, and investment and banking products through its diverse family of financial services companies and national network of financial professionals.

Prior to Principal Financial, Deb has started three businesses, grown and sold two businesses in Wisconsin.

Deb currently serves on the Oshkosh City Council, Oshkosh Area Economic Development Board, Oshkosh Long Range Finance Committee, Parking and Utility Board, and Grand Opera House Advisory Board. In the past she has served on the Oshkosh Redevelopment Authority Board, Business improvement District Grant Committee, and the Oshkosh Christian School Board.

We are pleased to welcome Deb Allison-Aasby with Principal Financial Group® as a new sponsor to the Forum.



friends, connecting with old friends, and watching a play. The Fox Cities Performing Arts Center (PAC) did a wonderful job of setting the stage, making our 16th Annual Celebration feel and look warm and welcoming.

The play “Wait Till Your Father Gets Home” was written by Ira Bryck and Erik Muten and performed by the Oshkosh Community Players. A comedy, featuring a family business full of all the stress, communication, death, love, wrath, and wisdom you’ve come to expect from life inside a family business. Our members felt the play was interesting, entertaining, very informative, and gave practical and real-to-life situations.

Also entertaining the participants were members of West Chamber Players, a four piece chamber orchestra, that played soft background music prior to the awards and the play. West chamber Players was donated by Elmstar for the evening so participants could get a first-hand experience as they were also an auction item.

All-in-all, the evening was very well received by those who attended. The PAC did a wonderful job with food, decorations and other amenities. We will review new considerations for next year. Thank you to all of you who attended, helped out with the preparations, and participated in some capacity.



16th Annual Celebration:

The 16th Annual Celebration on May 7 at the Fox Cities Performing Arts Center in Appleton was a wonderfully successful evening of networking, silent auction, good food, meeting new

Silent Auction

This year we had 34 silent auction item donations that resulted in over \$3800 that will go towards the Forum’s Scholarship Fund. This scholarship fund will continue to benefit any UW Oshkosh student with a junior status.

Walking around the silent auction tables and bid-

ding on the different auction items provided a great opportunity for participants to network during the evening.

Thank you to all the members and sponsors who contributed to the silent auction. Your contributions were greatly appreciated.

Also, thank you to the silent auction committee as your efforts did not go unnoticed and were also greatly appreciated.

Scholarships

Tim Wuest, of the scholarship committee, presented our 2012 scholarship recipients, Shannon Henry and Rachel Springhetti, with their scholarships at the 16th Annual Celebration. Shannon Henry is a junior in Supply Chain and Operations Management with a 3.59 Cumulative GPA. She plans to work for, and eventually take over, her family's business, Vision Logistics, after graduation. Rachel Springhetti is a junior in Marketing and Finance with a 3.17 cumulative GPA. She plans to work for her family's business, Ogle Window Panels, after graduation.

I would like to thank the Scholarship Committee, Tim Wuest, Bill Tallon, and Jason Lasky, for taking the time to review the applications. Your help is very much appreciated. Thank you, also, to all of you who encouraged UW Oshkosh juniors and seniors to apply for the scholarship(s). We received eight applications this year so thank you again for sending those students our way.

Scholarship Fund

We continue to welcome donations for future scholarships. The WFBF maintains a scholarship fund to provide financial support to students of the University of Wisconsin Oshkosh who have an interest in or a connection to a family business. This fund has been created primarily through the donations of WFBF members and sponsors. Each year WFBF presents one (1) \$1,000 or two (2) \$500 scholarship(s). Over the past six years WFBF has given out eleven scholarships.

The **Funding Pledge Form** with remittance information is available in the Scholarship section of the Forum's website. Your contributions to the fund are tax deductible and appreciated.

Best Practice

Small Seeds Grow Big Trees

April 18, 2012

Schenck SC, Appleton

Sarah, Schneider, Schenck SC

This presentation covered the steps of planning, starting, expanding, and producing results in and through your network using different social media venues. According to Sarah, everyone can benefit through adopting their own style of networking. Social media enhances your networking efforts and helps you do more with less to deliver greater results.

Our participants thought Sarah gave clear direction of the benefits of social media marketing in the workplace as well as why this is an important marketing tool to use.

Generation Dynamics & Family Business Life Cycle:

Mentoring & Coaching the Next Generation

Transitioning the family business to the next generation is an important process for both the family and business. On March 20, Sandra Shirk McNeely from the Abbey Group focused on providing techniques and tools to successfully transition your business to the next generation of management. Sandra talked about the importance of aligning successor selection and training to long-term business goals and what methods to use to support a successful transition to the next generation of leadership. The participants felt that the presentation helped them in advising other family businesses. There was also guidance on the process of succession and the small table discussions helped collaborate ideas. The presenter also provided the group with good worksheets to aid in the process and encouraged people to write down their thoughts. All in all, the presenter and the presentation was very well received by the audience.

Family Business Education

It is that time of year where we want to start taking a closer look at potential candidates for the Family Business Education (FBE) Certificate Program. The knowledge and understanding gained

through participation in FBE is designed to prepare individuals for leadership and ownership roles in their businesses and for strengthened planning and communication in their families and businesses.

The FBE program consists of seven day sessions and will be held the second Wednesday of each month beginning October 10, 2012 and ending April 10, 2013.

10/12/12 - Defining the Family Business

How family systems dynamics impact governance, legal, accounting, wealth management and human resources management perspectives

11/14/12 - Family Business Governance

Options for management of family business – a variety of human resource and general management topics are covered

12/12/12 - Strategic Planning

How to engage in strategic planning for both the family and the business, and how to merge these often competing plans

01/09/13 - Business Management

Options for compensation, promotion and other human resource issues in a family business

02/13/13 - Evolving Ownership in the Family Business

How to manage succession planning and the evolution of ownership in a family business

03/13/13 - Evolving Leadership in the Family Business

How to maximize the benefits of, and overcome the limitations of, being “the next generation” of a family business; How to manage the often critical role of non -family member in the leadership of a family business

04/10/13 - Managing Culture, Change & Conflict

How to manage these critical dimensions in a family business

The registration deadline for this year’s class is October 1, 2012.

Early Bird Discount if Registered by September 10, 2012

\$350 per person for WFBF members & sponsors
\$1275 per person for non-WFBF members & sponsors

Registration after September 10, 2012

\$500 per person for WFBF members & sponsors
\$1500 per person for non-WFBF members & sponsors

The program is taught primarily by sponsors

of the Forum allowing the sponsors and members to become more familiar with the details of each other’s businesses and areas of expertise. The class size will be limited to 15 to increase the ability of participants to network among themselves and to interact with the presenters.

If you are interested in learning more about this program, please contact Donna Nelson at nelsond@uwosh.edu, via phone (920) 424-1541 or for more information visit <http://wfbf.uwosh.edu/Assets/basics.php>.

Directors Column-Board of Directors Update

This seemed like a year of many transitions and our Board of Directors and Executive Committee was no exception. I would like to take this time to bid farewell to two Board members,. Jim Stahl of Schenck SC, (since 2004), Gina Angeli of Pathmakers, Inc. (since 2010.) Jim Simpson, Marion Body Works, Inc. will be stepping down from the Executive Committee, but will continue to be an active member of the Board. Thanks to all of you for your time and commitment. Your contribution was invaluable.

I would also like to welcome our new Board members; Jerry Ramus of Associated Bank NA, Ann Lahde of Schenck SC, Deb Allison-Aasby of Principal Financial Group, and Nicole Bahn of 1st National Bank. Currently, Jerry and Nicole have already filled open positions on our Board and our Executive Committee. Ann and Deb will fill vacant positions as of July 1, 2012. Deb will also serve on the Executive Committee. Welcome and thank you for your contribution. I look forward to a great year .

Last, but certainly not least, I want to thank Phil Janes of Janesco, Inc. for his service as our Chairperson of the Board for the past year. He provided great oversight and guidance and his contribution was valued and greatly appreciated. Thank you.

With Phil transitioning into the Past Chair position, I want to welcome Jerry Ramus as our upcoming Chairperson of the Board for FY13.



Cathy

Program Calendar

Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
August 22, 2012 8:00—11:00 a.m.	<i>Facilitation Training</i>	Dale Feinauer
September 18, 2012 8:00 a.m.—12:00 p.m. 7:30 a.m. breakfast	<i>Social Media & Issues in the Workplace</i>	Ragan Cheney, Associated Financial Group With Panel of Subject Matter Experts
October 24, 2012 8:00 a.m.—12:00 p.m.	<i>Going Behind the Curtain of Family Business Transition</i>	Kathy Wiseman Working Systems, Inc.

Register on-line at <http://wfbf.uwosh.edu> — **Programs/Registrations link**

Family Business Center at UW-Madison

September 12, 2012 8:30—11:30 a.m.	<i>Good Ideas Are a Dime a Dozen... But How Do We Get Them to Stick?</i>	Dr. David Lansky Family Business Consulting Group
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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.

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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