



News Briefs

November 2002

The Business, the Family and Each One of Us: How Do I Balance All of This?

December 4, 2002, 3:00—6:00 p.m.
Liberty Hall, Kimberly

One of the recognized facts about the dynamics of family business is that the individual, the family system, and the ownership system often have conflicting objectives. Add to that the ownership vs. management vs. family roles, conflicting interests and priorities become even more inevitable.

Without a doubt, each of us wants to be *superperson*, handling a multitude of projects, issues, and challenges without dropping anything. However, no matter what we want, our mental, physical and emotional systems just aren't made that way! When we get out of balance, our systems weaken and illness, fatigue, poor decision-making, ugly moods, and, who-knows-what-else, may take over for us.

Our old friend, Tom Jadin, has agreed to help us with this dilemma by leading this workshop focused on balance. For thirty years, Tom was on the staff of Wisconsin's Winnebago Mental Health Institute, where he held a variety of clinical, supervisory, and administrative positions. He is an internationally recognized speaker, trainer, and consultant on topics including mental health, alcohol and drug abuse, team building, coping with change, and dealing with stress.

Tom has a wonderful way of conveying difficult concepts and techniques, laced with humor, making the information easier to understand and assimilate.

Tom will help us analyze why some of us seem better able than others to balance things and bounce from one crisis to another. He will also help us explore techniques and attitudes that promote "hardiness".



This is a program for everyone. Members and sponsors are encouraged to bring associates and family to reap the benefits of this program. First-time guests will also be welcome.

For more information about registering for this program, contact Ann Stein at (920) 424-1541 or steina@uwosh.edu.

Women in Family Business: Challenges and Opportunities

January 8, 2003, 3-6 p.m.
Butte des Morts Country Club, Appleton

Jeri Mesching, founder and president of East Shore Specialty Foods, and her daughter, Kristin Graves, vice president of marketing, have agreed to talk with us about the adventures of women in family business.

Since 1986, Jeri has learned how to turn her love for cooking into a lucrative, growing business. Along the way she has learned not only the rules of business but also the challenges of being a woman in a competitive market.

Kristin, in addition to being the vice president of marketing, has recently become the mother of twins, adding to the challenges of both the company and its marketing effort.

Every business owner has faced similar challenges to those Jeri has faced. But, most business owners don't realize the challenges faced by women entrepreneurs and business owners. Meeting Jeri and Kristin and putting their experiences in the context of your business and its future leaders will be a valuable experience for all of us.

The registration deadline for this program will be January 2; however, since this program is very early in the new year, we are encouraging our members to make reservations in mid-December before leaving for holiday trips. Members are also encouraged to



invite first-time guests to join us for this program.

To help Ann Stein with details for this program, please register with her by December 19, if at all possible. For more information, contact Ann at (920) 424-1541 or steina@uwosh.edu. Thank you.

Welcome our Newest Member!

Natural Stone Veneers International, Fond du Lac, is our newest and youngest member business. Dennis Buechel founded the business on August 9, 2002, for the production of natural, thin veneer stone. Dennis is joined in the business by his wife Renee and sons Joe, Jason, and Jesse.

Many of you had a chance to welcome Dennis, Renee and Joe at the October 22nd workshop when they were introduced.

Updated member directory information is enclosed with this newsletter mailing.

Thinking About Exit Strategies?

October 22, 2002, 7:00 a.m.—noon
Hilton Garden Inn, Oshkosh

This workshop “exceeded my expectations substantially. [It] was valuable to members who were not planning to sell!” Rich provided an “excellent overview — may have experience in excess of average business in audience.” “This exceeded my expectations. Rich covered areas I didn’t expect and was very thought provoking. Concept of transitioning to a new business, ‘entering’ rather than ‘exiting’.” “It made me realize the importance of planning.” Rich’s tips and his knowledge level were great. His group activities really made us think. These are just a few of the evaluation comments we received for Rich Morris and his workshop.

Rich told the story of the sale of his family’s business and challenged us to consider the questions, “What could cause your business to sell?” and “What is the enterprise value of your business: to you, to working stockholders, to non-family managers, and to other stakeholders?”

As part of the workshop, Rich asked each participant to complete a family business practices survey. As a follow up to the workshop, Rich has provided the results of that survey along with a comparison to other family businesses. The results are enclosed with this newsletter mailing.

Members and sponsors who were not able to attend the workshop are encouraged to borrow the workshop tape and explore the issues that are critical to the health and success of your businesses.



Affinity/Peer Group Meetings

Best Practices Group: On November 12 from 11 a.m.—1 p.m., Phil Florek of H.G. Weber & Company, Inc. will host the group meeting at Bassett Mechanical in Kaukauna.

Phil Florek has invited Trisha Huizenga of Facilitate, LLC to discuss the role mediation can play in a family business because families frequently lack the experience of effectively discussing difficult issues. Trish's discussion will cover the role of the mediator, all the things a mediator would do, the benefits of a mediator, and then conclude with Q&A. She will also introduce the opportunity to use a mediator in resolving normal business issues as well.

All members and sponsors are encouraged to attend this group meeting. Reservations are required and are due no later than **November 7**.

Successors Group: Dave Morton of Morton Drug hosted the September 24 meeting at Morton Safety. The group discussion included outside board members, 125c plans, and other benefits.

Jim Simpson and Curt Ignacio will host the group at their business, Marion Body Works, Marion, on **November 6**. The focus of the discussion will be career development planning for the next generation. There will also be a tour of their fire truck production plant. Joe and Dan Kobussen of Kobussen Buses Ltd. will provide a coach for the group’s trip to and from Marion. Reservations are due no later than **November 4**.

Registration is required for each of the affinity / peer groups. Contact Sue Schierstedt at schierss@uwosh.edu or (920) 424-2257.

Professional Development Credits

Since Forum programs are full of exceptionally valuable, educational information, we have received requests from several members and sponsors to provide professional development credits.



In response to these requests, we have developed a certificate of participation for those who need evidence of participation in the programs. As we have participation information for all of our programs, we are willing and able to provide certificates to those for whom we can meet the professional organization’s requirements.

If you are interested in knowing more about this program, please contact either Sue Schierstedt or Ann Stein. Be prepared to provide the requirements of your certifying organization.

New Resources

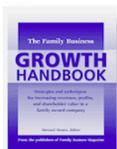
Family Business Sourcebook



Family Business Sourcebook (3rd Edition) Craig Aronoff, Joseph Astrachan, and John Ward (Editors). (2002) Family Enterprise Publishers. The *Family Business Sourcebook* provides articles representing the major interest areas in the broad family business domain.

The Family Business Growth Handbook

Another handbook from the publishers of *Family Business* magazine. This handbook focuses on strategies and techniques for increasing revenues, profits, and shareholder value in a family owned company.



In response to a member request, the resource listing is now available on our web site from the resources link. Give it a try and borrow what will be helpful..

Member News



Badger Mining Corporation recently received supplier of the year award for 2001 from Cifunsa. Badger Mining Corporation supplies silica sand to Cifunsa's Lines 3 and 4 which makes blocks and heads for diesel engines. This award was for 100% on time delivery and zero rejects for the year 2001.

At a meeting of the board of directors on April 19, 2002, **H.G. Weber & Co., Inc.** appointed John Koehn Chairman of the Board. In this role, he brings his experience to the sales, marketing, project development, and international areas of the company.

If you have news to share with the membership, please contact Sue Schierstedt at schierss@uwosh.edu or via fax at (920) 424-7413.

Reciprocity Programs

Forum partners may attend the programs at UW-Madison's Family Business Center and Marquette University's Center for Family Business. There is a minimal registration fee to cover materials, registration, and food.

This reciprocity agreement essentially offers partners of the three Wisconsin centers almost **triple** the educational programs for little more than the annual fee.

To learn more about these programs and the registration process, use the alliances link from the Forum web site or contact Ann Stein at steina@uwosh.edu, (920) 424-1541.

Program Calendar 2002-2003

Date/Time	Topic/Event	Presenter(s)
Dec 4 3 - 6 pm	The Business, the Family, and Each One of Us: How Do I Balance All of This?	Tom Jadin
Jan 8, 2003 3 - 6 pm	Women in Family Business: Challenges & Opportunities	Jeri Mesching, president & Kristin Graves, vice president East Shore Specialty Foods
Mar 19 7—noon	Creating Value: The Wealth of the Family Business	Craig Aronoff, The Family Business Consulting Group, Inc.
May 5 5—9 pm	7th Annual Dinner	Jake Leinenkugel, Jacob Leinenkugel Brewing Co.
TBD	4th Annual Golf Outing	TBD

Center for Family Business Marquette University

Date/Time	Topic/Event	Presenter(s)
Nov 6	From Vision to Action – managing change and the process	Lori Silverman, Partners for Progress

Family Business Center UW-Madison

Dec 10	Why Are Family Meetings Important? When Do You Need a Family Council?	Nancy Waichler, Family Business Consulting Group, Inc
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The Forum thanks the following sponsors for contributing significant value to keep the Forum at the forefront of family business forum programs, worldwide:



Affinity Health System is an integrated regional health network that offers a broad array of health care services to more than a dozen northeast Wisconsin communities. As a mission-driven organization, Affinity promotes the health and well-being of local communities through the sponsorship of a broad array of community-focused, charity-based programs and services.



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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 113th year of providing financial services to the people and businesses of the Fox Valley with locations in Menasha, Neenah and Oshkosh.



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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
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Retained Earnings Company/MassMutual Financial Services has recognized excellence in providing family owned businesses with the product tools that allow for the confident construction of estate and business succession plans. The firm brings experience, education, empathy and motivation to clients' quest for financial growth and security. Retained Earnings is acknowledged as the premier provider of pension and investment products, life and health insurances.



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. The faculty and staff are professionals dedicated to being quality teachers, accessible to students; furthering knowledge through research; and serving as valuable resources to the University and community. A key strength of the College is providing professional expertise through personal contact among students, faculty, and members of the community.
