



News Briefs

November 2005

Welcome -

Van Dyn Hoven Automotive!

Founded in 1947, Van Dyn Hoven Automotive sells and services new and used automobiles with sites in Kaukauna and Appleton.

Jerry Van Dyn Hoven, president, is joined by two children, Eric and Nicole, in the operation of the business. Three non-family managers are also key to the business: Bernie Heitpas, general manager, Peggy Simpson, and George Hausauer.

Eric and Nicole have become members of the next generation group.

Family Business Essentials: Helping Kids Make Sense of Growing Up in a Family Business

December 14, 2005
8:00 am—noon

Butte des Morts Country Club, Appleton

This workshop, led by Dr. Cindy Iannarelli, focuses on the results of twenty years of research about how children develop business skills. Dr. Cindy is America's leading expert on business skill training for children. She credits her early experience in her family's business for her entrepreneurial spirit. She stepped in to run these enterprises at age twenty due to her father's untimely death.



Participants will learn the *five important skill groups and the five stages of development* at the ages of 3 to 9, 10 to 15, 16 to 23, 23 to 30, and plus 30. *The five steps* show what knowledge is important to transfer at each stage along with the exact method of how to successfully transfer "know-how". Participants will gain a complete understanding of how children as young as three years old learn business skills (both good and bad) by observing, listening, and watching their parents and grandparents in the family business.

The workshop takes participants back to their own early

childhood and gets them to reflect on what particular experiences influenced their management styles. We discuss the influences of toys, social norms, school, family, workplace and expectations that go along with each. By understanding this early socialization process, one can easily assess management styles in others and become more effective in their particular jobs.

The participants will work in groups based on the age of the children/grandchildren in their families: preschool, elementary, teen, college, young adult. This allows each participant to focus on the issues most current for them. Then at the summary, everyone gets an overview of the other issues for different ages as well.

These groups take the information, adapt it, and come up with a concrete plan they can take home and put into place. Humor makes this workshop equally fun for both men and women.

Hiring and Managing Non-Family Executives

On the afternoon of October 25th, over 75 people demonstrated their interest in this topic by participating in this program. **Phil Florek**, Executive in Residence for the College of Business, **Matt Hall**, CFO of Buechel Stone Corporation, **Tom Schmidt**, president of U.S. Oil Co., Inc., and **Tim Wuest**, president of Badger Mining Corporation, were the panel of non-family and family members, respectively, who shared their knowledge and experience.

Moderated by **Burk Tower**, professor in the College of Business, the program began with the panelists focusing on four key issues:

- why hire a non-family executive;
- effective ways to identify, recruit, and attract non-family executives;
- effective integration into the family and the organizational culture; and
- approaches to effectively retain these executives.

Next, in small group discussions, the participants identified *best practices* for recruiting, hiring, and integrating non-family executives into family businesses, and questions they wanted the panelists to tackle.

Following a report back by the groups, the panelists

responded to questions and summarized the topic.

Participants thanked the panelists for a very practical program and for sharing their examples and best practices.

New Program Feature

Members have indicated that they would like to do more business with Forum members and sponsors but—now that the Forum has grown, they don't know everyone and their businesses and expertise. Therefore, beginning with the September program, we began to have displays by our partners. These displays are designed to provide insight into the businesses and their products and expertise.

In September, four of our sponsors—First National Bank—Fox Valley, McCarty Curry Wydeven Peeters & Haak LLP, Schenck Business Solutions, and Retained Earnings Company—had displays showing their products, services, and expertise. Following the program, participants had opportunities to visit the displays and talk to the sponsors.

In October, four members—Marion Body Works, Midwest Merchandising, Techni-Flex, and Van Dyn Hoven Automotive—set up displays and visited with the program participants.

This new feature has been well received and will be continued throughout the year. Members and sponsors wishing to display at the December program should contact Sue to reserve a space.

The Keys to Understanding Succession Planning

Over 90 people attended this program on September 15 at Bridgewood Resort Hotel in Neenah. Using a family business case as the focus of the presentation, **Craig Smith**, CEO of Retained Earnings Co., **Mickey Noone**, Sr. Vice President of First National Bank—Fox Valley and **Robyn King**, Tax Manager for Schenck Business Solutions, and **John Russo**, Partner in McCarty Curry Wydeven Peeters & Haak, LLP, led the group through tax considerations, financing alternatives, buy-sell agreements, and other financial tools important to succession planning.

At the conclusion of the presentation, the sponsors hosted a reception during which they answered individual questions. This was a good opportunity to get better acquainted with the presenters and other Forum members.

Participants indicated their appreciation for the presentation which helped them learn more about each sponsor and their areas of expertise, and provided beneficial information and planning options. Having these experts participate in the Forum is recognized as a valuable resource for all the members.

Following the workshop, participants were sent a *Buy-Sell Agreement and Stock Cross Purchase & Redemption*



Agreement Worksheet. The worksheet is a tool for identifying the business and agreement types, existing transfer restrictions, relationship of shareholders, source of purchase funds, individual shareholders, triggering events, valuation form, and payment terms.

Strategic Planning Update

In 1996, the Wisconsin Family Business Forum was the first family business resource in the state. Now, in our ninth year of operation, we are reassessing the mission of the Forum, *fostering healthy family businesses* and the manner in which that is accomplished. Our desire is to continue to be responsive to the needs of family businesses and to provide educational programs, resources, and networking opportunities that are of value to our family business members and to our sponsors.

Dr. B.S. Sridhar, professor in the College of Business, was retained by the Board's strategic planning subcommittee to develop and facilitate a focus group process for the Forum. After analyzing the data, he developed a report for the Board that will be used to guide the Board's strategic planning in February.

We are grateful to everyone who participated in the personal phone interviews, focus groups, and/or survey as we collected data regarding key issues and direction for the Forum's second decade. Thank you!

Affinity/Peer Group Meetings

Next Generation Group (successors):

Challenges, change, excitement, and growth were the themes of the next generation group when they met on October 18 at Bassett Mechanical. Each group member updated the group on their experiences since they last met in the spring. Changes in ownership, organization structure, and leadership were described. Members agreed that the group discussions, suggestions, recommendations, and support have been very important to the success of these changes.

In discussing the content and structure of the group for this year, the group members agreed upon the following:

Meetings will:

- Have an executive-development focus;
- Challenge individuals on decision-making, forward thinking, visionary, strategic planning-type abilities (Leadership and CEO skills);
- Include problem presentations/challenges by one or more members
- Include suggestions and action items regarding handling the challenge(s)
- Set goals and report back progress at the next meeting with accountability to the group; and
- Include case studies.

To accomplish these objectives, it was determined that a group should be composed of 10 members. Ideally the group should have a balanced mix of individuals representing a variety of company sizes, positions, tenure with

the business, and tenure with the group. The group will develop a code of conduct to include a group member's commitment to attend each monthly group meeting .

The group also decided that they would like to have a facilitator who will set agendas, identify speakers/presenters (when needed), keep the group process on track, hold folks accountable, and challenge each individual.

Family members targeted for this group are those who work in the family business and are not the founding generation. Some may have recently assumed leadership of the business, may possibly assume leadership in the future, and/or have ownership interests.

Any next generation family member who would like to participate in this growth opportunity should contact Sue. As the next meeting of this group will be November 29, others interested in participating should contact Sue no later than November 9 for placement in a group. Two of the group members, Kim Bassett-Heitzmann and Vicky Wuest, have agreed to help organize the groups. If more than ten people indicate an interest in participation, an additional group will be formed.

Next generation family members who would still like to participate in a group but cannot commit to the meeting attendance criteria should watch for announcements of alternate group meetings.

Member News

In their fabrication shop, a group of **Bassett Mechanical** employees fabricated a stainless steel replica of the Twin Towers for a World Trade Center 9/11 memorial at Veteran's Parkway in Green Bay that serves as a tribute to victims of the September 11, 2001, terrorist attacks. Bill Bassett is quoted as saying he is "proud of the initiative our employees took in donating their time and expertise to a project that pays tribute to the ultimate heroes."

If you have news about your business that you would like published in the *News Briefs*, let us know.

Director's Column



At the September and October programs, the Recruitment and Retention Committee was pleased to recognize some of our members who responded to our *Each One Bring One* challenge by recruiting new members for the Forum .

Jason Lasky, Sadoff & Rudoy Industries, successfully recruited Lang Oil Company. Peter and Nick Lang have become members of the Next Generation Group. An honorable mention goes to Ben Ganther, Ganther Construction, for his role in telling Jim Lang about the value of the Forum.

Mark Lasky, Block Iron a division of Sadoff & Rudoy Industries, successfully recruited Pinnow Sheet Metal. Heather and Tim have been active in the Successors Group.

Rick and Cindy Schneider, Techni-Flex, successfully

recruited Vern's Cheese of Chilton.

Jane Sweasy, JAG Outdoor Advertising, successfully recruited Van Dyn Hoven Automotive.

Please continue to tell family businesses about the Forum, invite them to be your guest at a program, and encourage them to become part of the Forum family. A prospective member may be our guest for **one** program. I continue to encourage you to accept the *Each One Brings One* challenge.

Sue

Program Registration

You can register for Forum programs on our web site www.uwosh.edu/wfbf at the *Programs* menu option by completing and submitting the registration form.

Since we began taking on-line registrations, we have been pleased to see registrations arriving well before the deadline. We sincerely appreciate your early registrations and your adherence to registration deadline dates.

Forum members can also register for programs at the UW-Madison Family Business Center for a minimal fee as part of our reciprocity agreement.

Wisconsin Family Business Forum Program Calendar 2005		
Date	Event	Presenter(s)
Dec 14	<i>Helping Kids Make Sense of Growing Up in a Family Business</i>	Dr. Cindy Iannarelli Business Cents Resources
Jan 26, 2006	<i>Family Business Governance</i>	Sarah Schmidt U.S. Oil Co., Inc.
Mar 22	<i>Is Mr. or Mrs. Perfect Good Enough? Leadership and Career Development in Family Business</i>	Amy Schuman Family Business Consulting Group
May 24	<i>Annual Dinner: A Family's Heritage</i>	Lou Gentine Sargento, Inc.
UW-Madison Family Business Center Programs 2005		
Dec 13	<i>Helping Kids Make Sense of Growing Up in a Family Business</i>	Dr. Cindy Iannarelli Business Cents Resource
Jan 24	<i>How to Keep the Business in the Family and Protect the Senior Generation's Financial Security</i>	Mark Bradley Ruder, Ware & Michler John Zimdars Zimdars Co.

The Forum thanks the following sponsors for contributing significant value to keep the Forum at the forefront of family business programs, worldwide:



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 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 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.



Schenck 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, Schenck Business Solutions provides a full range of services including tax, business consulting, information technology, retirement planning, investment, insurance, and human resource solutions for today's business, government and personal challenges.



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. A key strength of the College is providing professional expertise through personal contact among students, faculty, and members of the community.



Associate Sponsors:

Element | Creative is an advertising agency specializing in branding, advertising campaigns, marketing, graphic design, publicity programs and web development. Human communication is an art and we leverage that understanding to develop creative elements in your marketing communications that spark desire in your prospects.



The Business News is a local business newspaper serving a 10-county area of northeast Wisconsin.



*Vol. 9, No. 3 News Briefs © 2005
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: www.uwosh.edu/wfbf/*