



# News Briefs

November 2007

Combining the *Importance* of business with the *Complexity* of family

## New Member

Founded by **John O. Shaline**, president, **Total Service**



**Development LLC (TSD)/Image Hospitality** of Green Bay joined the Forum in September. John's wife **Phyl** works with him in the business.

Total Service Development builds quality housing and commercial structures throughout northeastern Wisconsin. They have property management, land development, and real estate divisions. Their Trasino Park property on Casaloma Drive in Appleton includes a hotel, office center, restaurant and village. Image Hospitality, a division of TSD, manages hotel, restaurant, and retail properties including the Four Seasons Resort on Miscauno Island, Settle Inn & Suites and Johnathan's Cupboard in Appleton, and Johnathan's Italian Bistro in Appleton, Fond du Lac, and Pembine.

## Selling the Family Business

December 4, 2007, 1—4 pm

Holiday Reception begins at 4 pm

Butte des Morts Country Club, Appleton

**Jim Hayes, Jeff Hermsen, Bob DeBruin, Steve Predayna, Burk Tower.**

Several Forum members have sold their businesses over the course of the last decade. We know that selling the family business generally isn't an easy process. But, as **Bonnie Brown Hartley** admonished in September, it is something every family business should consider on an annual basis.

The workshop will begin by exploring the decision to sell—what's involved. Then the process for selling once the decision is made will be covered. Finally, the "afterlife/aftermath" of the sale from the perspective of the family will be addressed.

We are pleased to have an excellent group of presenters for this workshop. **Jim Hayes**, former owner of Hayes Manufacturing Group, and **Jeff Hermsen**, former owner of Van Zeeland Nursery, will share their personal experi-

ences with the process. **Bob DeBruin** and **Steve Predayna** will share the perspective of the family business professional. **Burk Tower** will be the moderator. Following the workshop, the sponsors will host a holiday reception during which we will encourage you to enjoy the food and camaraderie.

Be sure to invite your family members and non-family executives to this workshop and reserve the date and time on your calendars!

## Plan Now to Avoid Crisis Clean-Up Later

**Bonnie Brown Hartley's** use of fire drills to help us anticipate unexpected situations and plan appropriately were very well received at our September 11 workshop at Butte des Morts Country Club.

Bonnie provided a model for contingency planning and then led the group through three fire drills: sudden death, catastrophic illness, and selling the family business. Following small group discussions on each of these issues, Bonnie provided valuable feedback to participant responses.

While summarizing the "selling the business" fire drill, Bonnie pointed out that annual attention to the question of whether or not to sell provides some strategic advantages to the family.

Another issue that was of considerable interest to the participants was the topic of educating the family. Bonnie provided considerable detail on the value and process of educating family members about the issues of financial capital, social capital, and human capital.

Member and sponsors who missed this workshop, and those who attended but would like to review parts, may access the audio of the workshop in the "members only" section of our web site. For those who want to review, the file has chapter markings to help you find just the part you want to hear. For further information on how to access these files, contact Sue or Donna in the Forum office.

In response to member requests, Bonnie has given the Forum's resource center complimentary copies of four of her books, each on a specific fire drill. The books include

some of her checklists which were requested during the workshop. We now have the following titles: *Sudden Death*; *The Dynamics of Aging Families, a handbook for aging adults & adult children*; *Health Care Issues of Aging Families, a handbook for aging adults & adult children*; and *Unexpected Wealth*. Contact the Forum office if you wish to borrow any of these books.



## 12th Annual Dinner—A Family's Heritage

Sunday, May 4, 2008

5:00—8:30 pm

**Herbert Kohler**, Chairman/CEO/President  
The American Club, Kohler

## Surviving the Family Business Whitewater

**Don Jonovic** brought his years of experience working with family businesses to as he explained the six key survival strategies:

- Understand who we are
- Decide why we're here
- Combat anarchy
- Crack the hermetic seal (secrecy)
- Prevent procrastination
- Avoid the semi-retirement scam

Don then proceeded to explain the actions needed for survival and growth of the family business. He focused on the value of a governance structures, financial analysis to enable growth, and ownership strategies.

Participants were able to discuss relevant issues and consider questions posed by Don during two small group discussion times.

## Green Bay Chapter

November 16, 2007

7:30—10 am

Regency Center, Green Bay

The concept of a Forum Chapter is new this fall. During a focus group meeting with Green Bay area family business owners last spring, we learned that the Green Bay owners valued learning and networking with all members and sponsors during our main programs, but that they would also like to get together to learn and network in the Green Bay area to reduce drive-times. Out of that discussion, the Green Bay Chapter concept was born.

In July, 41 people participated in the Green Bay Chapter launch at Nsight Telservices. It was an excellent meeting according to those in attendance.

The next meeting of the Chapter, November 16, will begin with breakfast and focused table discussions. Following a general session on the table topics, the focus will change to planning for the February Chapter meeting.

Green Bay family business owners who would like to learn more about participating in the Forum may attend one Forum event as our guests. For more information about attending as a guest, contact Donna at [nelsond@uwosh.edu](mailto:nelsond@uwosh.edu), or call her at 920.424.1541.

Our annual dinner is always a wonderful culmination to the Forum's program year. It's an opportunity to enjoy a relaxing evening with other owners, their families and associates, to enjoy a good dinner, and to hear about another family's journey as business owners. We have asked **Herb Kohler** to talk about the challenges and successes his family has faced since the beginning of their family enterprise.

This year, in addition to the dinner at the American Club in Kohler, we are inviting you to bring your family and join other members and sponsors for excellent golf, a culinary event, a shopping spree, a Kohler plant tour, and/or any of the other area experiences.

The Forum always seeks to find ways to improve on what we are offering our members. This year we are adding another, quality Forum **first**. During the dinner, we will be holding a **Silent Auction** to benefit the Forum's scholarship endowment fund. **Diane Roundy** has agreed to chair the planning committee. Her committee members, all volunteers, are **Amy Biersteker**, **Dan & Lynn Kobussen**, and **Darcy Zander-Feinauer**. Watch for more information about how to make donations for the Silent Auction.



**Plan ahead and consider making this a special weekend!** The American Club is providing special lodging pricing for our group and is holding a block of rooms for the event. We have also received special golf prices for both the Irish Course at their Whistling Straits course and the Meadow Valley Course at Blackwolf Run.

To ensure that we get our guaranteed number of reservations for the dinner and lodging, and that you get the best possible lodging rates, we are asking you to **register now**.

Please discuss this event with your family and associates, and make your reservations as early as possible. Dinner reservations should be made through the Forum website. Lodging reservations should be made directly with The American Club by calling 800-344-2838 and telling them you are part of the Wisconsin Family Business Forum group.

We will continue to send more details as the evening gets closer.

## Program Reciprocity

Forum members may attend programs at UW-Madison's Family Business Center. Contact Joyce Fasanella at 608-441-7347 to register. There is a small per person charge.

## Peer Groups

### Generation Now

On October 24, the group met at Macinaws, Green Bay, focusing on updates of what is going on in each of the businesses. Joe Kobussen of Kobussen Buses provided the transportation.

The next meeting is scheduled for November 21.

### POPs

This group of young, next generation family members met on September 18 and October 16. They have named their group, *POPs (Product of Our Parents)*, and have identified their expectations and topics of interest. Their next meetings will be November 20 and December 18.

### Non-Family Executive

On September 15, the group focused on health care costs—self funding, HRAs, HSAs, etc. **Matt Wirth**, Director of Human Resources for Buechel Stone Corporation, led the discussion.

On November 27, **Phil Florek**, Executive in Residence for the College of Business, will lead the discussion on family and non-family boards.

### Information Technology

On October 23, the group was hosted by Jim Tarala at Schenck Business Solutions. The next meeting of the group is expected to be in January.

### Couples

On October 25, five couples met for dinner at Zuppa's in Neenah to share their experiences and needs as couples in business together. This relatively new group is composed of couples that work together in their business without the benefit of other family member involvement. Thanks to Merry Whipple and Gail Ann Winkler for coordinating this dinner meeting.

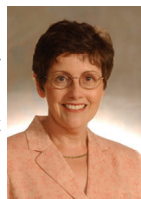
Members who are interested in knowing more about the peer groups, or who would like to participate in a peer group are asked to contact Sue.

## Director's Column

Susan Schierstedt

The Bylaws changes were approved by the membership. Revised copies of the Bylaws have been sent to each member and sponsor business, and are also posted in the "*members only*" section of our web site. One significant change is that the Forum no longer has exclusivity of sponsorships. The Board anticipates this will have a direct effect on member recruitment.

Together with the Board and the Recruitment & Retention Committee (R&R), we are working to implement



these changes. R&R has defined a sponsor profile to guide our recruitment efforts. The profile has the following criteria:

- Willing to be involved/engaged at meetings & with members
- Will bring collective knowledge & resources
- Willing to commit resources/people in the geographic area the Forum serves
- Will be an advocate for family businesses—serves that market currently
- Committed to bringing in other members and sponsors
- Willingness and ability to work with other sponsors

We encourage your support and suggestions as we recruit new sponsor organizations to add expertise to the Forum.

Wisconsin Family Business Forum Program Calendar		
<b>2007</b>		
Date	Event	Presenter(s)
Dec 4 1-4pm; 4pm— holiday reception	<i>Selling the Family Business: the decision, the process, the after life</i>	Former owners: Jim Hayes, Jeff Hermsen Advisors: Bob DeBruin, Steve Predayna Moderator: Burk Tower
<b>2008</b>		
Jan 22 1-4pm	<i>Mentoring and Coaching the Successor</i>	Vince Gallucci, Affinity Health Systems & Kim Bassett- Heitzmann Bassett Mechanical
Mar 5 8-noon; 7:30am breakfast	<i>The Next Generation—the 8 Biggest Challenges</i>	Greg McCann McCann & Associates
May 4 5:00- 8:30pm	<i>12th Annual Dinner</i>	Herbert Kohler Kohler Company
UW-Madison Family Business Center		
<b>2007</b>		
Oct 1 am or Oct 2 pm	<i>Excellence in Family Governance</i>	Amy Schuman Family Business Consulting Group
Nov 5 pm or Nov 6 am	<i>Next Generation Training: Why Your Family Business should Have a Plan</i>	Cindy Iannarelli Business Cents Resources

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