



News Briefs

November 2008

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

Three New Members

MENASHA CORPORATION

In September, **Menasha Corporation** joined the Forum. Menasha Corporation's roots were in the Pail Factory which operated in Menasha in the 1840s. In 1852, Elisha Smith purchased the Pail Factory for \$1,200. Elisha was an outstanding business man and philanthropist who contributed greatly to the region. Visit their Corporate web site for the interesting history of the family business: www.menasha.com.

Today, Menasha Corporation is a niche-based packaging, logistics, and marketing services company that helps companies create a competitive advantage. By using innovation and technology, combined with broad industry expertise, the company enhances its customers' supply chains and contributes to building brand awareness and prominence in the marketplace.

Anne des Marais Vought, a 5th generation member of the Smith family and president of the Smith Family Council, is eager to learn alongside other family business owners. She, Ralph Evans, Vice President of Human Resources, and Donald Jansen, Director of Employee Relations are planning to participate in programs and peer groups.

Badger Mining Corporation has agreed to be Menasha Corporation's member buddy.



Organization Management Services (OMS) of Appleton was introduced to the Forum by Bill and Kim of Bassett Mechanical and, after attending the September program as Kim's guest, applied for membership.

OMS, founded in 1987 by David Seitz, provides coordination and administration of services for unionized mechanical construction contractor members, including management of apprenticeship programs and labor negotiations. David, president, and his step-son, Jeff Gaecke, who serves as vice president and director of operations, will be participating in the Forum.

Bassett Mechanical has agreed to be OMS's member buddy.

FLASH



FLASH, Inc. joined the Forum following Mandi McConnell's and Patti Beuthin's participation as guests at the September program. Mandi and Patti are daughters of founders Pat and Lynn McConnell.

Founded in 1984, FLASH (Freight Lime & Sand Hauling) is headquartered in Green Lake with 135 employees. FLASH is an interstate transportation company with 48-state and Canadian authority. The company specializes in the transportation of dry bulk commodities.

In 2007, FLASH expanded its service to the foundry industry and began hauling pig iron and foundry coke in dump trailers. This has given FLASH additional capabilities to serve its customer.

Fond du Lac Bumper Exchange has agreed to be FLASH, Inc.'s member buddy.

It's a Wonderful Life—Family in Business Together

Thursday, December 4, 2008

8 am—noon

preceded by 7:30 am registration & breakfast

Bridgewood Resort Hotel, Neenah

Thom Cody, Pathmakers, Inc.

As the holidays approach, life in general gets more and more hectic. At times, this is exacerbated when family and business come together. Join the Pathmakers team in exploring ways to enhance this holiday season and those that follow.

You will be introduced to helpful tools and taught to pursue ways to lead your business from a place of freedom. This will allow you to improve the family relationship and make the holidays and other family events something to look forward to with pleasure.

We encourage you to bring multiple family members and associates to this workshop. Register on the Forum's website under the Programs/Registrations link.



Those Troublesome Compulsive Behaviors: What's so Bad about Feeling Good?

On October 21, Tom Jadin led this insightful workshop and worked his magic by making the discussion of a difficult topic not only palatable but easy to explore and understand.

Tom helped us understand the impact of addictive/compulsive behaviors on ourselves and those around us, and how our behaviors can hinder, not help, us and others from living a healthy life. Providing warning signs, do's and don'ts, and guidelines, everyone went home with tools and new understanding.

As always, Tom made us laugh and urged us to keep things in proper perspective.

Tom's workshop will be posted on our website in the "Members Only" section by mid-November.

The Importance of Vision & Mission in Family Business Success

On September 16, Howdy Holmes, president of Chelsea Milling Company, spoke to 89 people about family business culture, leadership, and decision making as they relate to vision and mission.

Howdy made a strong case for viewing leadership as serving, engaging, and supporting employees. He said that if a leader makes that his/her first priority, the business will be successful.

In defining family business leadership, he defined the president as the person who work in the business on tactical and strategic issues, people development, and cultural enhancement. He defined the CEO as working on the business designing vision, mission and direction, encouraging volunteerism, and developing strategy. The Chairman of the Board, he defined, as working with the business on succession, governance, vision, strategy and public relations.

When talking about the importance of vision and mission, Howdy asserted that it's more important for leaders to be faithful in what they believe than in being successful. He asked people to consider that "Reaching potential is more important than reaching goals."

Best Practice—November 12

On November 12, *Untapping Hidden Organizational Horsepower* will be the topic of discussion from 11 am to 1 pm. As companies struggle to remain competitive in the current business environment, this session provides opportunity to consider the dimensions associated with engaged work forces and the building blocks for a continuous improvement culture.

Wipfli is presenting and hosting this Best Practice session for all interested members and sponsors at their Appleton office. Lunch will be provided. Register on the Forum's website <http://wfbf.uwosh.edu> under the Programs/Registrations link.

Affinity/Peer Groups

The Forum's affinity/peer groups continue to grow and evolve. The following groups are currently active:

Senior Executives	Generation Now
TBD	POPs
Non-Family Executives	Green Bay Chapter
Information Technology	

Each group meets for the express purpose of developing long-term trusting relationships for problem solving, and personal and professional growth.

To build relationships and continuity of learning and problem solving, some of our groups have a review and acceptance process for adding group members during the year. If you have interest in learning more about participating in any of these groups, please contact Sue.

Peer/Affinity Group Calendar

Tuesday, November 4	Non-Family Executives	Improve Communication <i>Spencer Bonnie, Pathmakers, Inc.</i>
Tuesday, November 11	TBD	Succession Planning—a blueprint <i>Patty Van Ryzin, Bassett Mechanical</i>
Tuesday, November 18	POPs	Boards: Picking One, Stepping into One, Running One... <i>Tim McCoy, Godfrey & Kahn s.c.</i>
Wednesday, November 19	Generation NOW	How to Fire People
Thursday, December 11	Senior Executives	Family Governance <i>Tim Wuest, Badger Mining Corporation & Tom Schmidt, U.S. Oil Company, Inc.</i>
Wednesday, December 17	Generation Now	Holiday Social <i>Invited POPs and TBD to attend</i>

Member/Sponsor News

Sadoff & Rudoy Industries of Fond du Lac was recognized as one of the region's "Best Places to Work" in the October 2008 issue of New North B2B. Sadoff & Rudoy was recognized for its leading wellness and safety activities and programs, its support for employee activities away from work as well as their favorite charities, and its tight-knit family environment among employees.

In August, **Van Zeeland Manufacturing, Inc.** was awarded a \$1.2 million industrial bond for expansion. The project constructed and equipped a 25,500 square foot facility that will expand its production capacity by 20 percent. The project is also expected to create new jobs. In October, Robin Van Zeeland, president, announced the opening of the new facility.

In May, **Schenck Business Solutions** was named the recipient of the *American Institute of Certified Public Accountants'* 2007 Firm Public Service National Award for its commitment to communities it serves for its public service, volunteer work, and corporate citizenship. We apologize for the delay in recognizing this award in the *News Briefs*.

Director's Column

Susan Schierstedt



Each year it is my responsibility to write the Forum's *Annual Report*. For those of you involved in a similar project, I know you appreciate the significance of the task.

What makes the project most significant for me is going back over the year and realizing all the families we have worked with and for, and all the accomplishments of the year. I am extremely grateful to all of you for allowing me into your families and your businesses, and for allowing Donna, Burk and me to serve you.

I invite you to take a few minutes to go to our website and access the 2008 Annual Report. Whether you are a member, a sponsor, or an interested reader, I think you will find the accomplishments of the year of interest.

As Forum members and sponsors, I know that you are not immune to the economic downturn. If there is any way, the Forum can be of assistance, we want to remind you of our willingness to do whatever we can to help.

We were overjoyed with the number of family business guests at the September program. Let me say "thanks" to those of you who invited guests. I want to encourage you to invite family businesses that have not attended a program but who are in the midst of transitions and/or succession and could benefit from Forum membership to be your guest in December. What better time than the holiday season to be welcoming? We just ask that you register your guests so we can prepare well.

Sue

Program Calendar		
Wisconsin Family Business Forum		
Date	Event	Presenter(s)
2008		
Dec 4	<i>It's a Wonderful Life: Family in Business Together</i>	Thom Cody Pathmakers, Inc.
2009		
Jan 28	<i>Perils of Pauline</i>	Eclectic Arts Ensemble
Mar 26	<i>Transitioning Ownership</i>	Member Panel & Sponsor Workshops
UW-Madison Family Business Center		
2008		
Nov 4	<i>Family Enterprise Continuity</i>	James Hughes
Dec 9	<i>Socratic Leadership for the Family Business</i>	Amy Hutchens AKI, Inc.
2009		
Jan 27	<i>Non-Family Managers in the Family Business: How to Work with Them, Keep Them and Help Them Work with the Family</i>	Steve McClure The Family Business Consulting Group
Mar 3	<i>Managing Capital & Liquidity in the Family Business</i>	Francois de Visscher de Visscher & Co., LLC

Program Opportunities

The Forum and the Family Business Center (FBC) at UW-Madison have a reciprocity agreement that allows Forum members to attend FBC programs for a minimal per person cost. FBC programs are listed in our program calendar in each issue of the *News Briefs*. To view their program descriptions and register for their programs, follow the *Alliance* link on our web site to the FBC's site and programs. Register as a "member" and indicate you are a Forum member. Questions regarding these opportunities can be addressed to Sue or Donna.

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



Davis & Kuelthau, s.c. is a full-service law firm with more than 75 attorneys practicing from offices across Wisconsin. The firm offers an array of legal services to Wisconsin-based corporate, public, private, and individual clients that range from small, mid-sized institutions to large municipalities.



First National Bank — Fox Valley has a competitive advantage of developing strong, close customer relationships, especially in the niche of family-owned businesses. Established in 1887, First National Bank—Fox Valley provides financial services to the people and businesses of the Fox Valley with locations in Appleton, Menasha, Neenah, and Oshkosh.



Godfrey & Kahn S.C. serves clients by first seeking to understand their business, their goals and their specific needs, whether in Wisconsin, across the United States or abroad. Each day, more than 190 highly skilled Godfrey & Kahn attorneys use this knowledge to pursue their clients' best interests. The goal is to capture the client's vision for the future and make it a reality by providing sound legal counsel and innovative solutions. Here, the client always comes first. They measure their success by their client's success.



Pathmakers, Inc. has been serving family businesses since 1995. Our mission is helping leaders to develop and grow healthy family businesses. Our logo the Aspen tree inspires us in our work with family businesses. Individual aspen trees live only 100 years; however, an aspen tree reproduces by sprouting shoots from its roots allowing all aspens to grow in a cohesive grove. Like strong family businesses, the aspen tree trembles by does not bend in strong winds. Aspen tree symbolism includes determination and overcoming fears and doubts. Our passion is to help family businesses lead without fear, overcome challenges, and endure through the generations like the aspen tree.

Retained Earnings
Company



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, and human resource solutions for today's business, government and personal challenges.



The Business Bank was formed in 1999 to provide banking services to locally owned and operated businesses. The focus on business banking provides the highest level of service in the market. The Business Bank's low client to employee ratio enables unmatched, personalized, responsive, and efficient service.



The Business News is a local business newspaper serving a 10-county area of northeast Wisconsin. It focuses coverage on the Northeast Wisconsin area that matters most to you and your customers.



University of Wisconsin Oshkosh College of Business 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.



Wipfli LLP is a full-service CPA and business consulting firm. Wipfli advises family businesses in all areas, from finance and operations to human resources, information technology, and customer relationships. Wipfli's 75-year legacy of helping its clients succeed is a point of pride for each of the firm's partners and associates.



Vol. 12, No. 3 News Briefs © 2008
Published six times a year
Wisconsin Family Business Forum
College of Business
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: <http://wfbf.uwosh.edu>