



# News Briefs

November 2010

*Building Generations of Family Business Success*

## New Members:

### Crafts, Inc.

Crafts, Inc. of Manitowoc was founded by Leonard Kraft in 1946. Now in its third generation of leadership, Steve Weinert, Leonard's grandson, has returned to Manitowoc and serves as president of the business. Steve's father, Robert Weinert, is vice-president and chairman of the business. Steve's sister Sarah Stewart has been hired as contractor to assist on special projects.



Crafts does industrial and commercial roofing and architectural sheet metal work.

Steve is already very involved in the Forum as a member of the Family Business Education (FBE) Certificate Program, Green Bay Chapter member, and program participant.

Paul DeLeers of DeLeers Construction is serving as a member buddy to Steve and his business.

### Morton Pharmacy

We are happy to welcome back Morton Pharmacy of Neenah. Morton was a Forum member from 2000 — 2007 at a time when the third generation was transitioning into leadership and ownership.



Founded in 1932 by Charles Morton, his son Peter led the business into the 21st century. Today, third generation leaders include Steve Morton, president; brother, Dave Morton, vice president of operations; and sister, Kathryn Blank, front end manager. Steve's daughter, Kate Morton Springborn, represents the fourth generation of Morton's in the business and serves as the human resources manager. There are also other family members involved in various capacities.

Morton Pharmacy has grown considerably since they originally joined in 2000. They currently have retail, long-term care, and pharmacy operations at more than a dozen locations throughout the Fox Cities area. They also have a division, Morton Safety, that handles safety and first-aid supplies.

## 2<sup>nd</sup> Family Business Expo

December 2, 2010

3:00—6:00 pm

LaSure's Hall, Oshkosh, WI

Perhaps you are wondering why we are hosting a family business expo. The economy is slow for most. Noses are being kept close to the grindstone. Increasing business is critical.

The Forum's mission statement points to the rationale: *the Forum fosters family businesses by learning, sharing and creating effective solutions regarding critical issues and problems confronting family businesses.* It seems only right that we provide an opportunity for family businesses to "strut their stuff", "show off" their businesses and their people, develop and nurture a professional network with other family businesses, provide insight about products and services from trusted businesses, and have some fun.

Members and sponsors are asked to reserve a space for their business displays. Reservations can be made on our website.

During the expo, we will announce your prize drawings, have a door prize, and host a 50/50 raffle to benefit our Scholarship Fund.

We have asked LaSure's to provide a wonderful variety of food throughout the event. We want to feed your mind and body.

We are opening this event for all family businesses to attend. We want to get acquainted with those who are not part of the Forum. And, we want them to share our pride at the value and strength of family businesses. This is a great opportunity to expose more family businesses to what our members and sponsors do.

We will advertise the Expo and invite family businesses to join us.

Please tell family businesses you know to attend the Forum and learn more about the strength and value of family businesses for the economy of northeast Wisconsin.

Donna will be sending more details in the next week.

## Family Business Education (FBE) Certificate Program

The new class is underway with ten family members representing six member businesses. In September, they explored the definition and dynamics of family business with Dale Feinauer and Sue Schierstedt. In October, the various types of effective family business governance were discussed with Curt Ignacio of Marion Body Works and Dale Feinauer.

November's session will explore the value and effective models of strategic planning under the leadership of Al Hartman and Ashay Desai of the College of Business.

Although enrollment in this year's class is closed, we have begun a list for next year's program. FBE is open to members and non-members and to family business professionals.

For further details, visit <http://wfbf.uwosh.edu> or contact the program coordinator, Dale Feinauer at 920-424-4152 or [Feinauer@uwosh.edu](mailto:Feinauer@uwosh.edu).

## Building a Management Team

Patty Van Ryzin, VP of Human Resources for Bassett Mechanical, is to be congratulated for designing an outstanding program which focused on how four family businesses with the aid of other professionals have build their management teams.

Held on September 22nd, over 80 members, sponsors, and guests heard from Badger Mining Corporation, Bassett Mechanical, Fond du Lac Bumper Exchange, and N.E.W. Plastics. Participant evaluation comments include:

- "Opened my eyes to other firms who share similar challenges and concerns"
- "I can see the need for more clear definition of key roles for the management team"
- "A great eye-opener for a non-family member"
- "Gave many ideas for how we care affects our culture"

Over and over comments indicated appreciation for the real life examples and stories from people who are living the process. Overall, the message came through that it is critically important to invest in leadership development and to work with experts who can help with the process.

## Managing the Culture of the Family Business

According to Barbara Gannon, Vice President of Sargento Foods Inc., a corporate culture defines who the business is and why it exists. It is a step beyond vision (the what) and mission (the where). Barbara told the story of how the second generation family business leader, Lou Gentine, implemented a process to capture and perpetuate the culture created by his father, Leonard Gentine. She explained the various steps they took to identify the elements that created the Sargento culture. The defining phrase for their culture is "People, Pride, Progress."

The program concluded with attendees identifying the core elements of their personal values and principles and those of their businesses as a way to identify their corporate culture and any gaps that might need to be resolved.

Participants commented that the program helped them recognize the importance of family values to the corporate culture. They also recognized the importance of maintaining culture and ways to promote it in their organizations. One observation was that "culture is as important as the products."

## WFBF TalkRadio Show

Audio files for the shows are on our website. Thanks to Carmen Fosick of Elmstar Electric, Vicky Wuest of Badger Mining Corporation, Mike Kuechler of Schenck SC, Jane Sweasy and Pat Heil of Jag Outdoor Advertising for great shows.

Listen on November 15th at 8:20 am when Jeff Kirchner of Streu's Pharmacy/Bay Natural and Thom Cody of Pathmakers, Inc. are the show's guests. You can listen via radio if you are in the listening area—WOSH 1490 AM. Or, you can *Listen Live* via the Internet at <http://www.1490wosh.com>.

Plans are underway for the January show. However, I do have a spot available for the December show. All shows are pre-recorded at your business and at your convenience. If you would like to be part of the December show to talk about your business and to share what you have learned and/or implemented as part of the Forum, please contact Sue Schierstedt.



## Member Recruitment Incentive Program

Recruit a family business for Forum membership, enlarge our community of knowledge and experience, and earn credit toward your next year's fee. Credit can be earned for up to three new members a year.

All you have to do is

- Tell a non-member family business about the value you get from the Forum,
- Invite them to attend a program as your guest, and/or
- Be listed by them as the referral when they apply for membership.

If you would like recruitment materials to share with a prospective member, request the materials from Donna.

You can also refer a prospective member to our website for information about programs, peer groups and other resources — <http://wfbf.uwosh.edu>.

For more information about this incentive program and for Forum brochures, contact Donna or Sue.

## Peer/Affinity Groups

Being part of a peer group can be an important part of learning, development, problem solving and networking. The groups are kept to about a dozen members. By building bonds of trust, the groups enable learning beyond that possible in the large group programs.

In addition to the Forum's on-going peer groups, a new peer group was recently formed with eight members. To be most effective, they would like to add a few more people to their group.

As the group is still forming, new individuals will have a role in defining the group's expectations, format and rules of conduct.

If you are interested in knowing more, contact the group's facilitator Donna Nelson. Donna can also put you in contact with members of the group.

Peer group membership is now listed in the "members only" section of the Forum's website.



## Creation of the Forum — A 15th Anniversary Item

The Forum's first "official" program was held in September of 1996. Carl and Leona Stapel and their son Jim of Kitz & Pfeil Hardware, spoke to the membership about *Passing the Baton*. Hearing this family talk about their succession planning was a great kick-off.

In October 1996, the Forum welcomed Oscar Boldt of Boldt Construction to its first evening program which was held at the EAA Museum. This was the predecessor to our spring annual dinners.

Oscar Boldt was a good speaker and story-teller, who willingly shared the ups and downs of building his business. Perhaps his story about calling his banker to his kitchen table in the wee-hours of the morning to help resolve a problem was most memorable for me. As I recall, his point was that family businesses need good, trusted advisors to be successful.

During the evening, members and sponsors created timelines of their businesses which they later shared with one another. Throughout the evening, we networked, learned from one another, and enjoyed wonderful hors d'oeuvres served by LaSure's.

By the end of the first year, the Forum had 14 members and 5 sponsors, including the College of Business; a working Board of 8 people; and an active Program Committee. Four of the 14 charter members are still members of the Forum: **Badger Mining Corp., Carew Concrete & Supply Co., Inc., Faulks Brothers Construction, Inc., and Oshkosh Marine Supply Co.**

## Scholarship Fund

The Forum's Scholarship Fund is a wonderful, multifaceted way for members and sponsors to support students as they earn their college educations.

Created in 2005, the Forum's Scholarship Fund has provided much needed scholarships to seven students since the first one was awarded in 2006. Each award has been for a \$500 or \$1,000 scholarship.

The Fund also provides a learning experience for students who are part of the Student Managed Endowment Fund (SMEF) course in the College of Business. SMEF is responsible for managing the investment of the Forum's Scholarship Funds.

The Fund grows through wise investing and a good market and through your donations which can be made in multiple ways throughout the year. All donations are payable to the UW Oshkosh Foundation and should be sent to the Forum office for proper accounting

- Enclose a donation with your annual fee
- Participate in the 50/50 raffle at the Family Business Expo on December 2, 2010
- Contribute items to the Silent Auction which will be held on May 2nd during the 15th Annual Dinner
- Bid on items at the Silent Auction on May 2nd during the 15th Annual Dinner
- Contribute directly to the Scholarship Fund using the donation form in the 15th Annual Dinner booklet
- Make a donation anytime throughout the year when it works into your philanthropic calendar

The Forum's Scholarship Committee chaired by Dean Bill Tallon with members Jason Lasky of S&R Industries and Tim Wuest of Badger Mining Corporation will be providing scholarship criteria and application forms to members and sponsors and throughout the UW Oshkosh campus in late December and early January. In February, they will review all the applications and determine the award(s) which will be presented at the Forum's 15th Annual Dinner.

In addition to your contributions to the Fund, we would like you to share this information and encourage eligible UW Oshkosh students to apply for the scholarship(s). Detailed information will be available shortly on our website and from the Forum office.

## Director's Column:

In keeping with our annual dinner theme, *Celebrating Family Business Heritage*, please share pictures of your family and/or your family business for display at the annual dinner. We are interested in pictures, whether from the founding years or current. We would be pleased to receive digital images, but will also display photographs. You may take them with you when you leave the annual dinner.

If you have other memorabilia of the Forum that you would like to share in celebration of our 15th anniversary, please contact me.

Thanks to everyone for your roles in the Forum's suc-



## Program Calendar

### Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
Dec 2 3:00—6:00 pm	<i>2nd Annual Family Business Expo</i>	Program Committee & R&R Committee
Jan 26, 2011 8:00—noon Registration, networking & breakfast at 7:30 am	<i>Selecting, Utilizing and Coordinating Your Advisors</i>	Greg McCann McCann & Associates
March 22, 2011 8:00—noon Registration, networking & breakfast at 7:30 am	<i>Compensation in Family Business</i>	Dale Feinauer & Al Hartman College of Business
May 2, 2011 5:30—9:00 pm	<i>15th Annual Dinner</i>	Jay Bush Bush Brothers & Co.

Register on-line at <http://wfbf.uwosh.edu> — [Programs/Registrations link](#)

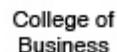
### Family Business Center at UW-Madison

Nov 4 3:30—5:45 pm	<i>Economic Outlook</i>	Dean Mike Knetter, UW-Madison Wm. C. Foote, USG Corporation/Federal Reserve Bank
Dec 14 8:30—11:30 am	<i>From Invention to Innovation – Creating and Invigorating the Emerging Future</i>	Joe Schmieder The Family Business Consulting Group
Jan 25, 2011 8:30am to 11:30am	<i>Rethinking the Family Business Model</i>	Greg McCann McCann & Associates

Register on-line at <http://wfbf.uwosh.edu> — [Alliance link](#)

As a benefit of membership, Forum members may attend UW-Madison's Family Business Center programs. 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. There is a minimal per person fee. For more information contact Donna or Sue.

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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