



# News Briefs

## November 2011

### *Building Generations of Family Business Success*

## New Member

We are



pleased to welcome FEDCO ELECTRONICS, INC. as the newest member of the Forum.

Established in 1975 by Steve and Kay Victor, FEDCO has become one of the most respected names in the battery industry through their commitment to provide high quality products at competitive prices along with unsurpassed customer service. Major markets served include data collection, portable computer, process control, and the utility industry.

FEDCO now has its second generation of family members involved, brothers Peter and Andy Victor.

FEDCO ELECTRONICS, INC. is the nation's largest value added battery distributor serving the information technology industry with high quality batteries, battery packs, ac adapters and dc power adapters.

We are still in need of a buddy for FEDCO. If you are interested, please contact Donna Nelson as [nelsond@uwosh.edu](mailto:nelsond@uwosh.edu).

## 3rd Annual Family Business Expo

December 1, 2011  
2:00—5:00 pm  
LaSure's Hall, Oshkosh, WI

Back by popular demand! Once again, the Forum will be hosting its family business expo which features our very own members and sponsors. 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.

We encourage you to invite other family businesses you know to attend the expo and learn more about the strength and value of family businesses for the economy of northeast Wisconsin. Don't forget to have them register on our website under the programs/registrations link.



## Peer/Affinity Groups—

The Forum's small groups are kicking off for the new programming year. These groups provide excellent opportunities to do personal and professional development, problem solving, and networking with other members of business owning families, family business professionals, and family business advisors.

Groups include:

**Senior Executives** — facilitated by Tim Wuest (Badger Mining Corp.) and Bill Bassett (Bassett Mechanical); This group welcomes senior leaders who wish to explore topics relevant to their responsibilities and interests.

**Generation Now** — facilitated by Dale Feinauer (Forum); This group is composed of family members who are currently in a top leadership position in their family business.

**TBD** — facilitated by Dale Feinauer (Forum); This group is composed of family member owners and/or successors.

**ROOTS** — facilitated by Donna Nelson (Forum); This group welcomes next generation family members.

**Non-Family Executives** — facilitated by Sandy Friess (Wipfli LLP); This group welcomes non-family executives who seek to better understand and perform in the intricacies of family business.

**Green Bay Chapter** — facilitated by Al Hartman (College of Business); This group welcomes family business owners, executives and advisors.

**Sponsors** — facilitated by Diane Roundy (Schenck SC); This group welcomes sponsors interested in working more closely with fellow sponsors to continually improve the Forum experience for members.

**IT** — This group welcomes IT professionals who are family members and/or employees of family businesses. There is not a meeting set up for the fall.

All members and sponsors who are interested in learning more about peer/affinity group participation are encouraged to contact Donna Nelson for more information at [nelsond@uwosh.edu](mailto:nelsond@uwosh.edu) or 920-424-1541.

## Estate Planning Essentials for Family Business:

### *Highlighting Three Perspectives*

**F**orum sponsors, led by Robert Mathers of Davis & Kuelthau, s.c. presented on the topic of Estate Planning Essentials, complete with workshops and Q&A, at the Bridgewood Resort Hotel, on September 14. The learning objectives of this program were:

- The most common estate planning issues that family businesses face
- The estate planning documents and tools that should be a part of every plan
- Identifying and understanding other perspectives in the estate planning process
- Useful tools for the planning process including issue identification and conflict resolution tools
- Which advisors and professionals should be involved in estate planning and where to get help

The Forum sponsors addressed three sides of the planning such as: the givers, the receivers, and the non-family implementers. Workshops were created on each of those identifiers where a great deal of discussion ensued. Following workshop discussions, someone from each group highlighted their respective group discussion with a Q&A session that followed.

The participants felt the discussions were excellent and provided a great deal to think about. They also gained

valuable insight from the individual workshop discussions and stories.

## Best Practices Update: “Concealed Carry Law”

**B**ecause of a member suggestion and interest, a Best Practice session was held on October 10. The topic: Wisconsin’s New Concealed Carry Law, led by Tony Renning and Robert Mathers of Davis & Kuelthau, s.c.

Tony and Bob outlined what the law does and does not do as well as when this law goes into effect. They reviewed the definitions of a handgun, a firearm, a weapon, and a dangerous weapon. They discussed the three options, which were: 1. Allow Concealed Weapons, 2. Prohibit Concealed Weapons, and 3. Information/Cautionary Notices. The other areas covered are as follows:

- Liability Immunity - With Respect to Property as well as Employers
- Parking Area and Vehicle Exceptions
- Prohibited Locations – Exceptions
- Firearms Exclusions and Exceptions – Changes to Trespass Law
- Notice/Signage Considerations
- Employer/Employee Considerations
- Landlord/Tenant Issues – who makes the Decision to Post or Not to Post
- Schools – Restrictions and Exceptions

The presentation ended with a weapons policy checklist that included a discussion on cost/benefit as well as how employees are going to be trained.

The participants commented on how well the material was presented, it was concise and presented in a manner that was understandable to those who are not versed in legal terminology. There was audience interaction as well as actual case studies and practical and applicable examples presented that people thought were useful to their situation.

The presenters left the Forum with a few extra copies of the handout that will be available to anyone who is interested. Please email [wfbf@uwosh.edu](mailto:wfbf@uwosh.edu) to request a copy to be mailed to you.

## Creating a Strategy to Achieve Success

**O**n October 20, Forum members and sponsors met David Yeghiaian for a presentation on Creating a Strategy to Achieve Success. David Yeghiaian is Executive Director of Big Brothers Big Sisters of Northeastern Wisconsin, owner of Unique Business Solutions, and author of the book *Pieces for Profit*.



David gave an overview presentation on strategic planning including group exercises and activities using key questions to create a conversation with members at each table, ultimately sharing the highlights of each conversation with the entire group. The goal of the speaker was to create a high level understanding of strategic planning and how it creates opportunities for future success. Participants should have gained insight into how their organization's main objective can serve as a guide to engage their employees and inspire them to be as engaged as they are. Unifying the leadership team and employees vs planning principles to align the organization was discussed along with determining the foundation for achievement, accomplishment, and accountability for your organization and employees.

Participant perspective was very positive. Most felt the information, the tactics, and concepts presented were creative with lots of ideas that can be used. Others commented that David offered a rather smart format that left them feeling more empowered to move into the process of strategic planning. Overall, the content and alternative view presented was well received.

David provided a copy of his book to those in attendance. There is also one book added to the library for you to check out as well as a few additional books, compliments of David, left with us for anyone who would like to receive a copy. Email [wfbf@uwosh.edu](mailto:wfbf@uwosh.edu) if you would like a copy sent to you.

## Directors Column

**G**reetings Everyone. I am thrilled to be serving as your director for the Wisconsin Family Business Forum. I look forward to meeting each of you and am even more excited about getting to know you.

When asked to write this letter, I was not sure what I could write about with only one week of experience under my belt, so to speak. What could I possibly tell you about the Forum that you don't already know? So Donna had suggested that I tell you a little about myself, using that same pitch that I prepared for my interview. Gladly, I responded. So in a nutshell, a little about who I am:

I am an energetic, confident person who gives 100% of my effort to whatever project or activity I undertake. I am a seasoned networker, communicator, and collaborator with extensive experience in building relationships.

In my past job, I was hired to build bridges between my organization and businesses in our region. Assigned to four counties, I set out to meet people through involvement in chambers, economic development organizations and serving on numerous commit-



tees. It was a grass roots effort since little connection had been made prior to my involvement. I have since played a major role serving on numerous committees, met with 100's of business owners, presidents, and CEO's. I have ongoing relationships with some employers while still trying to meet new people and meet the workforce needs of others. I am a dedicated and loyal person, a person of integrity who tries to keep a positive attitude and look on the bright side.

My professional background is quite diverse in regards to the different industries I have worked or been a part of, such as: the health and fitness industry, higher education, promotional products industry, the paper industry, and retail to name a few. With my independent, self-starter attitude, I even took a stab at starting my own business. With all that diversity, there was always one common denominator, I was always working with people, building client relationships and leading and motivating diverse teams. I was always promoting something and in most cases, it was a cause that I truly believed in. The Wisconsin Family Business Forum is no exception. I welcome the opportunity to promote the Forum to those in Northeast Wisconsin, to encourage new memberships and most importantly, encourage cheerful involvement in the many programs and group activities.

I have a passion for fitness, for education, and for coaching which is why I sought an undergraduate degree in Physical Education-Exercise Science and minor in Psychology. Although I am out of the health club business, I do not shy away from a good workout and encouraging or coaching others towards a healthy lifestyle – no pressure.

With my personal emphasis on education, I looked for a Master's program that would allow me an opportunity to coach, train, and develop people into better leaders, managers and customer service providers. The Training and Development program at UW Stout gave me that background. While working on my education, I discovered a new passion, learning about the workplace dynamics of the four generations working together in the workplace. I started reading, writing and speaking on the four generations in the workplace, however, for a thesis topic; I narrowed my focus to the youngest generation, Generation Y. My thesis topic is *The Recruitment and Retention of Generation Y*. This is an exciting generation that is shaking up the Baby Boomers workplace.

Enough about me. I would like to conclude by saying that I look forward to meeting you and learning about you and your business. Thank you .

*Cathy*

## Program Calendar

### Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
December 1, 2011 2:00 — 5:00 pm	<i>3rd Annual Family Business Expo</i>	LaSure's Hall Oshkosh
January 24, 2012 8:00 am—12:00 pm	<i>Why Can't They Be More Like Me? Dealing with Difficult Employees</i>	Thom Cody Pathmakers, Inc.
March 20, 2012 8:00 am—12:00 pm	<i>Generation Dynamics &amp; Family Business Life Cycle: Mentoring &amp; Coaching the Next Generation</i>	Sandra L. Shirk McNeely Abbey Group, Ltd.
Register on-line at <a href="http://wbf.uwosh.edu">http://wbf.uwosh.edu</a> — <a href="#">Programs/Registrations link</a>		
<b>Family Business Center at UW-Madison</b>		
December 6, 2011 8:30 am—11:30 am	<i>Fear Erodes Profits: How to Transform Your Workplace for Success</i>	Marcia Daszko Marcia Daszko Associates
January 25, 2012 8:30 am—11:30 am	<i>Building and Developing a Board for Maximum Impact</i>	Dr. Jennifer Pendergast Family Business Consulting Group
Register on-line at <a href="http://wbf.uwosh.edu">http://wbf.uwosh.edu</a> — <a href="#">Other Resources link</a>		

#### Double Your Educational Opportunities:

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

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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