



# News Briefs

## September 2003

### Welcome Winsert, Inc.



**W**insert, Inc. of Marinette, Wisconsin, is the newest member of the Forum. Trisha La Via, executive vice president and daughter of the founder, contacted us for information after being referred by Sandra Shirk, Director of the Center for Family Business at Marquette. Sandra suggested that Trisha might want to join the Forum because it would be a shorter trip.

Trisha is one of five family members employed in this 25 year old manufacturing company. Her dad, Paul Dickinson, with the help of 125 employees, has built Winsert into the world's leading manufacturer of cast valve seat inserts (VSIs). Their alloys are used in a variety of engine applications worldwide.

As at least six of our members are doing business internationally, Winsert is in good company. We are pleased to welcome Winsert to our learning community.

### Managing Health Care Costs

September 11, 2003  
Liberty Hall, Kimberly

**W**e are grateful to Craig Smith, Retained Earnings Company, for agreeing to introduce and moderate this timely program. We are privileged to have five speakers with expertise in key aspects of the health care arena. They have been asked to provide insights to help businesses understand the current and future health care environment, the cost drivers, plan designs, and best practices.

Richard Blomquist is founder and president of Blomquist Benefits, LLC, which helps firms focus on benefit plan designs as a way to control benefit plan costs. He advocates changing the way plans are designed to provide employees with greater incentives to be wise consumers without putting their families

at greater financial risk.

Terry Maves, pharmacy director of Touchpoint Health Plan, has been a community and pharmacy leader in the Fox River Valley for over 20 years. He will focus on the cost drivers that impact health care costs.

Gregg Underheim, chairperson of the Wisconsin State Committee on Health, will talk about legislative issues that relate to health care costs.

During part of the program, participants from companies with 50 or less employees will have the opportunity to meet with Jolene Thorson and Robert Maasch of Midwest Insurance Brokerage, Ltd. Jolene and Rob work exclusively with Wisconsin businesses of this size. They will focus on the factors that apply specifically to these businesses, answer specific questions, and talk about best practices.

At the same time, participants from companies with more than 50 employees will meet with Richard Blomquist to get their questions answered, look at best practices, and share their experiences.

The program will conclude with an opportunity to have any unanswered questions addressed.

Enrollments are already arriving for this program as it is a topic on everyone's radar these days. We encourage you to attend, to bring relevant associates with you, and to register with Ann by September 4.

### Transition of the Family Owned Business

October 22, 2003  
Butte des Morts Country Club, Appleton

**T**he preliminary title of this program, *If and/or When Has the Business Outgrown the Family?*, has been changed, but the presentation will be exactly what the Program Committee and, hopefully, you, our members, were expecting.

Mike Altschaeffl and Mark Johannsen of Grant Thornton will facilitate the discussion. Mike has worked with numerous family owned businesses.

His primary focus is assisting clients in merger and acquisition activities, and in succession and business transition issues. Mark's expertise includes corporate structuring and stock redemptions, succession and estate planning, valuations of closely held companies, and financial planning and compensation planning for executives.

The objective of this workshop is to broaden the knowledge base of the participants in the options and the process of transitioning a family owned business. It will focus on three primary options:

- Transition to non-family management
- Recapitalization of the company
- Sale of the company

The session will address why this should be a process and not an event. It will cover the pros and cons of each option. It will provide information related to the steps necessary to complete each of the options.

As it is important to effectively involve family members in the process, Mike and Mark will also focus on the communication process.

And, as you would expect, the session will also explore the income and estate tax implications of the various options.

## Member News

The Simpson family of **Marion Body Works, Inc.**, surprised Bud on August 8th with a 75th birthday and retirement party at Lion's Point Park in Marion, Wisconsin. Over 200 people, members of former management teams, friends, employees, and family members helped Bud celebrate.

True to form, after the initial surprise, Bud joined in the festivities, playing his trombone and reminiscing and visiting with friends

We understand that Bud and Betty have a lot of traveling on their calendars. *Congratulations* to Bud on his retirement and *Best Wishes* on this new chapter in Betty's and Bud's lives.

**Meyers Services Inc.** celebrated its 40th anniversary on Saturday, August 23, in typical Meyer fashion. The Meyer family and employees were attired in Meyer fashions. They had many of their specialty machines on display with demonstrations of the directional boring machine drawing enormous interest.

Dan set up one of his famous challenges, picking up soccer balls with a JCB Excavator and placing them in a container. With the help of his daughters, the children were given rides to great heights in a Telsta Bucket Truck. The girls were extremely conscientious about ensuring that each child was in the safety harness and properly secured to the equipment. Yet another example of family business training of potential successors.

Congratulations to John, Joyce, Dan, Amy, Paul, Sandy and all the Meyer family and employees!!

Darcy Lemmers of **Zander Press Inc.** and Dale Feinauer of the **College of Business** were married on Saturday, August 23. Darcy Zander-Feinauer and Dale had a private wedding ceremony (family only) at their home in Oshkosh.

As many of you know, Darcy and Dale met in 2001 when Dale led facilitation training for the Forum. This is the first time the Forum has experienced the combination of a member and sponsor. Does this call for a new category and a change in our fee structure? Just kidding.

Congratulations to Darcy and Dale!

**Kobussen Buses Ltd.** purchased three new motor coaches to commemorate its 65th anniversary. All three luxury coaches have all the extras to make riders comfortable.

Dan and Joe Kobussen have graciously provided the Successors with transportation to many of their meetings. Most recently, they transported the Successors to and from Algoma on July 18 for a great day of networking and meeting family business owners. (See Successors article.)

Congratulations to Dan, Joe, and the entire Kobussen family on 65 years of excellent service to schools, community groups, and businesses.

## Affinity/Peer Group Meetings

### Best Practices Group:

#### *The New Tax Bill—Real Jobs? Real Growth?*

On July 15, Keith Depies of Grant Thornton explained the new tax act and its impact on family businesses and their owners. He also explained what isn't in the act, which he stated. "... is also important to know." Keith's analysis, examples, and answers to member questions were very helpful. Thank you, Keith.

The Forum has some extra copies of the publication Keith provided the group. If you would like a copy, please contact Ann, steina@uwosh.edu.

#### **Contract Negotiations**

*McCarty Curry Wydeven Peeters & Haak LLP*

*September 17, 2003*

*11 am—1 pm*

At the request of one of our members who had recently gone through some challenging contract negotiations, Kurt Wanless and Scott Barr have agreed to present this workshop. They explain that "Contract

reviews and negotiations happen in your business every day, whether you think about it or not. We'll tell you what to look for, where to find it, and how to get the best results from your staff and your attorneys.”

### Successors Group:

On July 18, Jane Sweasy of **JAG Outdoor Advertising**, along with her father Jag Haegele and brother-in-law Pat Heil, hosted a group of 23 successors and their spouses for a wonderful day in Algoma, Wisconsin. Jane included family business visits to JAG, von Stiehl Winery, and Tina Marie's Boutique. She also introduced the Farm Market Kitchen, a concept she and her dad have developed on the shore of Lake Michigan.

To make the day complete, everyone was treated to lots of great food, including a fish boil, prepared by Pat and scrumptious homemade desserts, prepared by Tina Marie.

Two couples stayed overnight at the Algoma Beach

Motel, another Haegele family enterprise. At the early hour of 3:30 am, Kevin Eismann and Bruce Schierstedt joined Pat and Jag on Jag's fishing boat for a Lake Michigan salmon fishing experience.

Thanks to Jane, Jag, and Pat for a great family business gathering!

The next Successors meeting will be hosted by Kim Bassett-Heitzmann on September 30. Details will be e-mailed to Successors in advance of the meeting.

### Members Only Site

The *Wisconsin Family Business Forum Member and Sponsor Directory* is now on-line. This means that the most recent contact information, meeting dates, program calendar, resource listing, and By-laws is available anytime via the web. The user name and password were sent in mid-July. Contact Ann if you need this information resent.

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## Wisconsin Family Business Forum Program Calendar- 2003-2004

Date/Time	Topic/Event	Presenter(s)
Sep 11	Managing Health Care Costs	Richard Blomquist, <i>Blomquist Benefits, LLC</i> , Robert Maasch & Jolene Thorson, <i>Midwest Insurance Brokerage, Ltd.</i> , Terry Maves, <i>Touchpoint</i> , Craig Smith, <i>Retained Earnings Co.</i> ; Gregg Underheim, <i>Chair of the Assembly Committee on Health</i>
Oct 22	Transition of the Family Owned Business	Michael Altschaefl & Mark Johannsen, <i>Grant Thornton, LLP</i>
Dec 2	A Potpourri of Critical Legal Issues for the Family Business	Scott Barr, Kevin Eismann, John Esler, John Russo, Christine Wanless, Kurt Wanlwss <i>McCarty Curry Wydeven Peeters &amp; Haak, LLP</i>
Jan 20	Disaster Planning	Kerry Connor, <i>MassMutual Financial Group</i> & Pam Baumann & Lisa Powers, <i>PAMCO</i>
Mar 10	Managing Change in the Family Business	Bob Shaver, <i>Executive Education, UW-Madison</i>
May 3	8th Annual Dinner: A Family Business Heritage	Craig Culver, <i>Culver's Franchising Systems &amp; Culver's Frozen Custard</i>
June TBD	5th Annual Golf Outing	TBD

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**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



**Retained Earnings Company/MassMutual Financial Services** has recognized excellence in providing family owned businesses with the product tools that allow for the confident construction of estate and business succession plans. The firm brings experience, education, empathy and motivation to clients' quest for financial growth and security. Retained Earnings is acknowledged as the premier provider of pension and investment products, life and health insurances.



**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. The faculty and staff are professionals dedicated to being quality teachers, accessible to students; furthering knowledge through research; and serving as valuable resources to the University and community. A key strength of the College is providing professional expertise through personal contact among students, faculty, and members of the community.



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Wisconsin Family Business Forum  
College of Business Administration  
UW Oshkosh, 800 Algoma Blvd., Oshkosh, WI 54901  
Editor: Susan Schierstedt, director  
Phone: (920) 424-2257  
Fax: (920) 424-7413  
E-mail: [schierss@uwosh.edu](mailto:schierss@uwosh.edu)*