



News Briefs

September 2004

Seven Habits of Highly Successful Successors



September 16, 2004
7:15 am—noon
Tornado's, Appleton

This half-day workshop by **Dean Fowler**, of Dean Fowler Associates of Brookfield, will focus on the succession process and what makes it successful.

Dean will describe the seven habits common to successful family business transitions. Based on his work with family businesses and successors, he believes that although succession planning in family owned companies usually is driven by the senior generation, successful transitions involve the successor generation.

Family business owners, successors, and non-family executives who want to learn more about developing a successful transition to the next generation are encouraged to attend. Participants will have opportunities to analyze and discuss the seven habits with each other and to dialogue with Dean.

Following the workshop, Dean will make available and autograph his recent book—*Love, Power & Money: Family Business Between Generations*—for which he has won worldwide acclaim as one of the best books on integrated family business planning and development.

On-line registration is available for members and first-time guests at: http://www.uwosh.edu/wfbf/Assets/program_n.php

A Tough Nut to Crack

November 3, 2004
Fox Cities Performing Arts Center, Appleton

We are proud to present — as 'edu-tainment' — this family business one-act play, *A*

Tough Nut to Crack. The play portrays a father and son and the company they keep.

Written by Ira Bryck, director of the UMass Family Business Center, and based upon his 17 years experience in his family's 90 year old, 4th generation children's-wear retail business on Long Island, NY, Ira helps his audiences light-heartedly explore the relationships and leadership styles of family members who work together.

Critical reviews by family business owners who have seen this play say that this "is a poignant, funny, insightful, relevant, thought-provoking play that sparks discussion and laughter... [addresses] issues such as communication, motivation, values, traditions, management styles, flexibility and respect." University of Toledo Center for Family Business

The play will benefit you by:

- giving you a "fly on the wall" view of a business family facing many classic issues.
- helping you examine your thoughts and feelings about your family's reactions to this real life drama.
- helping to break the ice on important discussions you may have about your own situation.

Facilitation Training

On August 26, 2004, over 30 members and sponsors participated in this session which provided the important knowledge and skills necessary to improve meeting effectiveness in partner businesses and Forum small group discussion sessions.

Dale Feinauer again led the participants in this powerful session on the purpose and techniques of effective facilitation for the Forum and for their businesses.

Participants were given several opportunities to practice their new knowledge and skills and to talk with Dale about the complexity of doing the task well. Participants indicated that the high quality and value of this workshop provided an excellent



return on their investment of time by effectively meeting their needs. Forum members can look forward to working with these new, and our continuing, facilitators throughout the year.

Thanks to Dale and all the participants for a great morning workshop!

Sponsor Reception – A Success

Members of the Forum Board and committees enjoyed a beautiful evening view of Lake Winnebago, delicious hors d'oeuvres, and a relaxed opportunity to get better acquainted with the Forum's new sponsors—Right Management Consultants, Schenck Business Solutions, and The Business News.

We are grateful to Ben Ganther, Paul Swanson, and Craig Smith for preparing the exceptional edibles for the reception. We also thank Ben for opening his beautiful home to us.

Rained Out, But Not In

Neither rain, nor sleet, nor storm of night could prevent fifty-two members of the Forum from enjoying the evening at the Timber Rattlers Leinie's Clubhouse on June 10, 2004.

It turned out to be a rainy, damp evening. So, it was with much appreciation that children and adults alike enjoyed the ambiance of the Clubhouse and the tailgate party, and received rain checks for another game of our choice during the season.

During the tailgate supper, Fang, the Timber Rattler's mascot, arrived to share "high fives" and autographs with the children.

Following supper, Burk Tower managed the door prize giveaway that included logo items from member and sponsor businesses and the Timber Rattlers along with other very nice gifts. All the children received a soft baseball with the Timber Rattlers logo as a gift from the Forum.



Samantha (Sam) Kobussen wasn't sure she wanted to meet a rattler.

Member News

Badger Mining Corporation presented Adventure 2004 at their Fairwater plant on Saturday, August 28. This year's event included a train ride into the plant, fishing, sand castle building, climbing, and many other family activities.

Bob Keller, president of **J.J. Keller & Associates**, is the recipient of the *2004 Distinguished Alumni Award*. This is the UW Oshkosh Alumni Association's highest award given for outstanding professional accomplishments.

Adam Keller, Bob's son, is the recipient of the *2004 Outstanding Young Alumni Award* in recognition of his professional accomplishments and future promise. Adam, a 2001 graduate, is the founder/owner of CagesByDesign.Com, a company that manufactures custom-made reptile and bird cages.

Bob and Adam will receive their awards as part of the university's Homecoming event in October.

RB Royal Industries Inc. has been enjoying quite a bit of favorable publicity of late. Chosen by MSNBC's "Winners Circle Hosted by Terry Bradshaw" for spotlighting on their August 30 program, RB garnered additional good press in many of the local and regional papers. Congratulations to **Jim Neumann** and all of the RB Royal family!

The easiest way for you to share business news in this section is to add the Forum to your newsletter distribution list. We are also happy to receive your news via e-mail or phone. We include information on a space available basis.

Affinity/Peer Group Meetings

Successors Group:

The Successors Group will meet on September 28 from 1—4 pm at Reeve Memorial Union, UW Oshkosh. The discussion topic of the meeting is still tentative as of the date of this publication. In addition to the discussion topic, group members will help determine the meeting topics and sites for the rest of the year's meetings. Members of the group will receive a detailed agenda for the September 28 meeting via e-mail.

Best Practices:

On October 27, Lori Phillippi will present *Change Your Thoughts to Create Your World*. We have all heard that our mind sets and beliefs drive our attitudes which drive our behaviors and even influence our health.

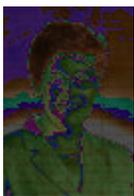
During this program, Lori will focus on how our conscious/subconscious beliefs effect our businesses and what we, as leaders, can do to manage that energy source for business success.

Lori participated in the Forum as a third generation member of the Badger Mining Corporation until she initiated her new business, *Navigating with a Purpose*.

Badger Mining Corporation is the host for this session which will be held at Lori's business in Berlin.

Director's Column

By Sue Schierstedt



As we begin the Forum's ninth year of programming, I want to welcome everyone back. Over the course of the next nine months of programs and activities, you will have the opportunity to learn alongside some of the best experts in the field of family business—your Forum members and sponsors and nationally recognized experts.

Over the course of the year as I met with our members and sponsors, I heard that members have developed new business relationships and friendships; have developed, or are in the process of developing, family councils, boards with outside directors, estate plans, repurchase agreements, etc. as a result of the Forum's programs and small groups; are happy to share their family business experiences and challenges; and have made the pleasant discovery that family businesses have a lot in common.

We are agreed that growth is important to the health of the Forum. Will you help us continue to grow by

- encouraging other family businesses to become a part of the Forum?
- bringing prospective members to programs as your guests?
- welcoming new members and helping them feel at home with us?
- providing suggestions for programs, presenters, and other resources/tools that would enhance the Forum.

Thank you for your commitment to participation to the Forum. Let's continue to learn and grow together.

Reciprocity Program Provides Three Times the Programs

As a member of the Wisconsin Family Business Forum, you and your associates can attend programs at Marquette University's Center for Family Business and UW-Madison's Family Business Center for a nominal per person cost. That means you effectively have three times the programs for the Forum's annual fee. Now, that's value—if you take advantage of it.

Do you have offices in the Madison or Milwaukee area, or travel there on business? Would you like your associates in those areas to attend family business programs? We encourage you and your associates to attend programs of interest to you at any of our three family business center locations.

For a complete listing of programs available through these sites, visit our website at www.uwosh.edu/wfbf/ and click on the alliances link in the left menu.



Wisconsin Family Business Forum Program Calendar – 2004-2005

Date	Topic/Event	Presenter(s)
Sep 16	<i>Seven Habits of Highly Successful Successors</i>	Dean Fowler Dean Fowler Associates
Nov 3	<i>A Tough Nut to Crack</i>	Play@work Performance Group
Dec 8	<i>Team Building</i>	Kurt Johnson & Tom Wiltzius Right Management Consultants
Jan 20	<i>Incentive Compensation</i>	Dale Feinauer & Al Hartman College of Business
Mar 8	<i>Developing Responsible Shareholders</i>	Drew Mendoza Family Business Consulting Group
May 2	<i>9th Annual Dinner</i>	Art Schmidt U.S. Oil Co., Inc.
UW-Madison Family Business Center Programs—Fall 2004		
Oct 5	<i>Emotional Control of Investments: The Role of Greed and Fear in Financial Decision Making</i>	John C. Thompson, Vice President, Thompson Investment Management
Nov 2	<i>A Tough Nut to Crack</i>	Play@work Performance Group
Dec 7	<i>Women at the Helm</i>	Dr. Cindy Iannarelli, Author, Instructor, Advisor
Marquette Center for Family Business Programs—Fall 2004		
Sep 14	<i>Career Development & Succession Planning for Key Executives & Family Members</i>	Amy Schuman, Family Business Consulting Group, Inc
Nov ?	<i>Economic Forecast – Robert W. Baird representative</i>	

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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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.

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Right Management Consultants is the world's leading career transition and organizational consulting firm, offering a complete range of career transition services and designing customized solutions for enhanced organizational performance, leadership development, and talent management.



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



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. A key strength of the College is providing professional expertise through personal contact among students, faculty, and members of the community.



Associate Sponsor:

The Business News is a local business newspaper serving a 10-county area of northeast Wisconsin.



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