



News Briefs

September 2011

Building Generations of Family Business Success

Estate Planning Tips From Three Perspectives

Wednesday, September 14, 2011
8:00 AM – Noon (registration at 7:30 am)
Bridgewood Resort Hotel, Neenah
Forum sponsors and member

Estate planning can be time consuming, challenging, emotionally draining, rewarding, satisfying and expensive, to name but a few characteristics of this planning essential.

This program is intended to alleviate some of the challenges of estate planning by providing a thorough overview as well as ample opportunities to explore facets in more detail from the perspectives of the estate owner(s), the recipients/heirs, and the ancillary people who are effected in one way or the other.

Bob Mathers, attorney at law with Davis & Kuelthau s.c., will begin the workshop with the fundamentals of an estate plan, including how buy/sell agreements are integrated.

Jeff Strenger of Sustainable Continuous Improvements, LLC, will then focus on the importance of communication with family as well as non-family executives and advisors, including the role of personality traits, and the skills of crucial conversations.

To provide more focus and specific information customized for the needs of all parties effected by the estate plan, the participants will next be directed to participate in one of three workshops:

- ✓ family givers — led by Adrian Ulatowski (Davis & Kuelthau s.c.), Paul Parish (Schenck s.c.), and Danielle Picard (Associated Trust Co.)
- ✓ family receivers — led by Bob Mathers (Davis & Kuelthau s.c.), Ryan Laughlin (Wipfli LLP), and Daniel Evensen (Associated Trust Co.), and
- ✓ non-family implementers — led by Tim Feldhausen (Godfrey & Kahn s.c.), Pam Schneider (Wipfli LLP), and Curt Konetzke (Tri-City Glass & Door Co.)

These workshops will include consideration of buy/sell agreements, holistic planning, and asset protection.

The workshop will conclude with a panel discussion moderated by Dale Feinauer, Q&A, and a summary with *Main Take-A-Ways* on each topic from each perspective.

Although optimal value will be acquired by attending with all parties effected by the planning — family givers, family receivers, and non-family implementers, don't stay away if one or more parties can't attend. There is lots to learn.

Register on-line at <http://wfbf.uwosh.edu/> by September 9 to guarantee a place.

Creating A Strategy to Achieve Success

Thursday, October 20, 2011
1:00—5:00 pm (registration begins at 12:30 pm)
Butte des Morts Country Club, Appleton
David Yeghiaian, Unique Business Solutions

Strategy gives your organization a competitive edge vs. the competition. Learn fundamentals of strategic planning to create a plan based on a vision for the future using strategic tools and techniques. Discover how to implement strategies to analyze and improve performance by utilizing the continuous review process, helping drive your organization's strategy and direction. Each attendee will receive a copy of Yeghiaian's business strategy book, *Pieces for Profit*; and this session will help you:

- ✓ Understand strategic planning and how it creates opportunities for future success.
- ✓ Learn how your organization's main objective can serve as a guide to engage your employees and inspire them to be as engaged as you.
- ✓ Unify your leadership team and employees via planning principles to align your organization for several years.

Determine the foundation for achievement, accomplishment and accountability for your organization and employees.

Our presenter, David Yeghiaian, brings more than 15 years of experience advising large, medium and small organizations in sev-



eral industries. He has demonstrated results on a global scale in a breadth of services related to strategy, people and customers. Experience includes work with Fortune 500, non-profit, government and private organizations around the world; including Rockwell Automation, the Falk Corporation (at the time a subsidiary of United Technologies Corporation), and Schreiber Foods; as well as the Wisconsin Department of Transportation.

An avid community supporter, David is a Board member of the Rotary Club of Green Bay; and New North Inc., an 18-county economic development effort. He also is Chair of the New North's Small Business & Entrepreneurial Council, and former Board member of the Green Bay Chamber of Commerce's Advance Board for Economic Development and various symphony orchestra boards.

Planning is a key to business success and frequently viewed as an unproductive use of time. This workshop is designed to help all members of your management team understand the process and its value. Register on-line to attend this valuable workshop.

Family Business Education (FBE) Certificate Program

Over the course of their history, family businesses, unlike other businesses, encounter a number of predictable situations which spring from the close interactions of family members who, although alike in many ways, bring individual interests, needs, perspectives, and expectations to the business environment.

Providing an objective learning experience with other members of business owning families, the Family Business Education Certificate (FBE) program fills in the unidentified gaps created during the "on-the-job" work experience and the osmosis of "growing up in the business."



Over the course of a year, core family business topics are introduced and explored in seven, day-long sessions. The discussions are led by experienced family business advisors and educators, incorporating family business case studies, and using the real situations of the class participants to resolve actual problems and issues.

Graduates of the FBE program, members of business owning families, have expressed high praise for the value of the program, saying FBE is...

"a growth opportunity." — Heather Gonyo, Badger Mining Corporation, 4th generation

"helping to build the confidence of the next generation." — Jon Faulks, Faulks Brothers Construction, 3rd generation

"unlike a classic business school education — it has nitty-gritty practical information" — Steve Weinert, Crafts, Inc., 3rd generation

Current leadership has also expressed praise for the results they have noted in their next generation family members.

"Deanne, Jason and Heather have come back to us with so many questions from the education series,

which has helped us in determining next steps in what to share with them at our meetings to prepare them for the future." — Vicky Wuest, Badger Mining Corporation, 3rd generation

Class size is limited to ensure the needs of each participant are addressed. Graduates receive certification. Full details, including the class dates and fees, are available on the Forum's website. Specific questions may be addressed to Dale Feinauer, Feinauer@uwosh.edu. The registration deadline is October 1, 2011.

* Watch for the upcoming article in the New North B2B regarding FBE.

New Offices — Sage Hall

On August 18th, the Forum's offices were moved into the new academic building, Sage Hall, on the campus of UW Oshkosh. The Forum is one of several "centers of excellence" located on the main floor of the new building.

The Sage Hall location provides the Forum some new opportunities to share resources with other professional



outreach centers, to meet with members, sponsors and guests in Forum offices, and to use state of the art conference rooms.

Sage Hall will be dedicated on September 23, 2011, at 9:30 am. You are invited to attend and tour the new facility as part of the festivities.

Member News—

Nothing new has crossed our desks in the past few months of summer. Hopefully that is an indication that everyone has taken a little time off to relax and have fun away from the office.

This section is reserved for news from members and sponsors that should be shared with the membership.

To be included in this section, send Donna news items to be included.

Peer/Affinity Groups—

The Forum's small groups are starting to meet again in October after the summer break. 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 beginning in October 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.

IT — facilitated by _____; This group welcomes IT professionals who are family members and/or employees of family businesses.

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 or 920-424-1541.

Each One Bring One

This is a great time to delight your non-member family business friends and acquaintances with an invitation to be participate in the Forum as your guests.

Once you get them in the door, the value of the program and the networking will convince them that the Forum is a must for their family and business.

Bringing guests is easy. Explain the value you receive through the Forum to other family business owners. Give them a copy of the program announcement, or ask Donna to contact them with details. Register them when you make your registration or as an additional registration via the website when they accept your invitation. It is important that we know who is coming so we can be good hosts with name tags, program materials, and Forum information for them.

Everyone benefits when new businesses become members. Programs and peer/affinity groups are enhanced by the questions and experiences of all participants. We learn from one another. The Forum is aptly named as it is indeed a community in which everyone can debate issues, express opinions, and enhance knowledge about matters relevant to family businesses.

As an incentive for our members and sponsors to introduce new family businesses to the Forum, a credit of 1/3 of the new member's fee is awarded to those who successfully bring a new member to the Forum. It is applied to the next year's fee. Incentives are limited

to 3 per year.

Program Reciprocity with the Family Business Center at UW-Madison

Forum members are eligible to attend the family business lectures offered by the Family Business Center (FBC) at UW-Madison in accordance with our reciprocity agreement with them.

Members are charged a nominal per person fee for each lecture attended and are required to pre-register for each.

FBC's programs are listed on page 4 of this issue.



Chairperson's Column

Greetings fellow Forum members and sponsors,

It has been an exciting summer of change for the Wisconsin Family Business Forum. As all of our businesses have been navigating the never ending changes in the business climate, the Forum has also been going through plenty of change. The search for our new Executive Director is ongoing, as well as the move of the Forum to the University of Wisconsin-Oshkosh's brand new Sage Hall.

The new Executive Director search has been moving forward with the search committee led by Gina Angeli of Pathmaker's Inc. She is joined by Vicky Wuest of Badger Mining Corporation, Sandy Friess of WIPFLI LLP, Tony Renning of Davis & Kuelthau s.c. as well as myself. Interviewing of candidates will take place in September and we are aiming to have a new Executive Director by the end of September. We will work to find a leader that will best represent and be able to achieve the Forum's vision for the future and most importantly has the same passion for family business as all of us.

Donna Nelson, with help from Dale Feinauer, has done a great job working diligently this summer to ensure that day to day functions of the Forum have been "business as usual" during the search process.

Moving day for the Forum offices into Sage Hall was Thursday, August 18th. You can view pictures and video updates of the new building at: <http://www.uwosh.edu/cob/new-academic-building-updates>. The University is very excited about the move into this state of the art building.

Thank you for your continued support of the Wisconsin Family Business Forum and have a great end to your summer.

Phil Janes, Forum Board Chairperson, Janesco, Inc.



Program Calendar

Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
September 14, 2011 8:00—noon 7:30 am registration	<i>Estate Planning Tips From Three Perspectives</i>	Forum Sponsors
October 20, 2011 1:00—5:00 pm	<i>Creating a Strategy to Achieve Success</i>	David Yeghian Unique Business Solutions
December 1, 2011 2:00 — 5:00 pm	<i>3rd Annual Family Business Expo</i>	LaSure's Hall Oshkosh

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

Family Business Center at UW-Madison

September 13, 2011 8:30 am—noon	<i>Transitions of a Family Business: Parent to Sibling to Cousin</i>	Drew Mendoza Family Business Consulting Group
November 3, 2011 3:00—6:00 pm	<i>Financial Parenting for the Business Family</i>	Jayne Pearl, author of “Kids Wealth and Consequences”

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

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:



Sustainable Continuous Improvement LLC



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