



News Briefs

An Outreach Center of the UW Oshkosh College of Business

New Sponsors:

First Business Bank

On August 14, 2012 we welcomed First Business Bank as a new sponsor to the Forum. First Business Financial Services is a locally managed company. They specialize in commercial banking, asset-based lending, equipment financing, leasing, retirement plans, investment management, and trustee services. First Business Bank serves businesses, their owners and executives, and high net worth individuals. They provide specifically tailored solutions to meet the financial goals of its clients.

First Business Bank has locations in Appleton/Fox Cities, Green Bay, Oshkosh, and Fond du Lac as well as outside of Northeast Wisconsin in Madison and Milwaukee.

Let's extend a warm welcome to Mickey Noone, Will Deppiessé, Tim McKeag, and Tim Beno at First Business Bank when we have the opportunity.

TROI Consulting

Amy Biersteker has spent the majority of her career developing Leaders and Teams. She has a BS in Psychology, a BS in Human Services and Professional Leadership, and a MSE in Counseling, all from UW – Oshkosh. Amy was previously recognized as one of the Outstanding Young Alumni of UW-Oshkosh. For the past seven years Amy has worked with Family Businesses assisting them with:

- Development or alignment of Mission, Vision, Values and Strategy
- Organizational structure
- Leadership selection, development, and evaluation
- Team building
- Succession/next generation planning
- Facilitating difficult conversations



- Associate Surveys
- Career Assessments
- Behavioral Profiles

Amy was actively involved in the WI Family Business Forum from 2005 – 2008. In that capacity she served on the Board and the Executive committee. She facilitated member groups, and was instrumental in the development of the Green Bay Chapter. Amy was also a member of the Family Firm Institute, an international professional organization in support of family enterprise.

In October of 2008 she began the development of her own consulting business. Troi Consulting is based on Amy's core values of **Trust, Responsibility, Honesty and Integrity**. Amy began serving clients with this approach in the fall of 2010. Amy is committed to the on-going growth and development of families in business and looks forward to the opportunity to support the WI Family Business Forum.

Let's extend a warm welcome to Amy Biersteker of Troi Consulting when we have the opportunity.

Social Media & Issues in the Workplace

September 18, 2012, 8:00 am—Noon
7:30 am — registration, breakfast & networking
Butte des Morts Country Club, Appleton
Ragan Cheney, Associated Financial Group
Including Expert Panel featuring
Ragan Cheney, Associated Financial Group
Adrienne Hartman, J.J. Keller & Associates
Michelle Meyer, Schenck, SC
Tony Renning, Davis & Kuelthau, s.c.
Patty Van Ryzin, Bassett Mechanical
Facilitated by: Diane Roundy, Schenck, SC

Over the past twenty years advances in technology from email, the internet and remote access to laptops and smart phones have enabled organizations to be more efficient and profitable. However, while many organizations have reaped the rewards from these advances in technology, they have also failed to prepare properly for the risks these very advances have brought

into their organizations. This program is designed to assist employers in identifying the obvious and latent risks associated with technology. We will also discuss both the legal and practical issues associated with employees use of social networking websites and other electronic mediums such as cell phones, iPods, and MP3 players in the workplace.

You will benefit most by bringing multiple family members and appropriate non-family leaders to this workshop.

Registration is required and can be made on our site at <http://wfbf.uwosh.edu>, choose the Programs/Registrations menu option. Or email Donna Nelson at nelsond@uwosh.edu.

Going Behind the Curtain of Family Business Transition

October 25, 2012, 8:00 am—Noon
7:30 am — registration, breakfast & networking
Bridgewood Resort Hotel, Neenah
Kathy Wiseman, Working Systems, Inc.

Consider going *Behind the Curtain of Family Business Succession*. This program combines structured group discussion and real video footage of a father and son discussing their succession over a ten-year period of time. This interactive program is not just the video, rather it is carefully chosen segments with guided discussion in between. The combination puts you in the front row to experience the journey of the father and son...their differences, their coping mechanisms, their physical and emotional challenges, and their eventual success.

Registration is required and can be made on our site at <http://wfbf.uwosh.edu>, choose the Programs/Registrations menu option. Or email Donna Nelson at nelsond@uwosh.edu.

Family Business Education (FBE) Certificate Program

FBE is designed to provide the basics of family business ownership, leadership, and family dynamics primarily to next generation family members. However, satisfied participants have also included current generation leaders and family business professional advisors.

This year's FBE Certificate Program starts in October and will include:

- October 10, 2012 - Defining the Family Business**
- November 14, 2012 - Family Business Governance**
- December 12, 2012 - Strategic Planning in a Family Business**
- January 9, 2013 - Business Management**
- February 13, 2013 - Evolving Ownership in the Family Business**
- March 13, 2013 – Evolving Leadership in the Family Business**
- April 10, 2013 – Managing Culture, Change and Conflict**

If you are interested in learning more about this program, please contact Donna Nelson via email at nelsond@uwosh.edu, via phone (920) 424-1541 or for more detailed information visit <http://wfbf.uwosh.edu> and click on the family business education link.

The registration deadline for this year's class is October 1, 2012. To take advantage of the **early-bird discount**, registration must be made no later than September 10, 2012.

Member Announcement

**Fond du Lac Bumper Exchange, Inc.
Recognized as an NSF Certified
Automotive Parts Distributor!**

David C. Gneiser, 3rd generation president of Fond du Lac Bumper Exchange, Inc., announced on July 9, 2012, that FDL Bumper has satisfied the requirements for ISO 9001:2008 Certification and concurrently has been recognized as an NSF Certified Automotive Parts Distributor.

FDL Bumper is the 4th company in the automotive collision parts industry to achieve NSF Certified Distributor status. The Certified Distributor program was developed to meet the needs of collision repair shops, insurers, and ultimately consumers, as it requires distributors to have quality management systems in place that address traceability, service, quality, and recall processes for both certified and non-certified parts.

FDL Bumper will never substitute quality for price, which has been a cornerstone of the Company's mission and has always guided its manufacturing and procurement decisions.

Join me in congratulating Fond du Lac Bumper Exchange, Inc. for the efforts they put forth to receive this coveted certification and award.

Kobussen honored for school bus service

Wisconsin school transportation provider Kobussen Buses Ltd. was **KOBUSSEN BUSES LTD.** named the 2012 Contractor of the Year by School Bus Fleet magazine. Kobussen was presented the award during the annual convention of the National School Transportation Association (NSTA). Present to accept the award was Jim, Marion, Joe, Dan, Ann, Scott, and Melissa (Miller).

The family owned and operated business, headquartered in Kaukauna, provides transportation for 12 school districts, all of which are in Wisconsin. The company has been transporting students for nearly 75 years.

Peer/Affinity Groups—

The Forum's peer groups provide a small group environment with consistent membership, trust and confidentiality. Some groups are composed of individual family members who hold similar roles in their businesses. Other groups are composed of sponsors and some are a mix of both sponsors and family business members. Those who participate in peer groups share similar roles and perspectives. Topics are chosen by the members of the groups.

The peer/affinity groups the Forum hosts are the Green Bay Chapter, Generation Now (Gen Now), Non-Family Executives, Roots (Refining Our Origin and Traits), Senior Executives, Sponsors, and TBD (To Be Determined). Keep your eyes open for upcoming announcements for two new peer groups, an Operations Manager group and a Mentor Program.

All members and sponsors who are interested in learning more about peer/affinity group participation are encouraged to contact Cathy Huybers at 920-424-2257 or huybersc@uwosh.edu or Donna Nelson, nelsond@uwosh.edu and 920-424-1541, for more information.

Member Recruitment

Family businesses learn about the value of the Forum primarily through personal invitations from our members and sponsors. Members and sponsors who successfully recruit a family business to the Forum will benefit by receiving a credit off their next year's membership dues. Don't keep the Forum a secret. Share your involvement with others and continue to spread the word about the Forum and how it benefits your business.

Member and Sponsor information packets are available through the Forum's office in hard copy or in electronic format. Call or email:

Cathy at 920-424-2257 or huybersc@uwosh.edu or Donna at 920-424-1541 or nelsond@uwosh.edu to learn how to receive a packet.

Idea for your website: In your signature, indicate you are a proud member of the Forum and link to the Forum's website. For example:

Proud Member of The WI Family Business Forum

Website: <http://wfbf.uwosh.edu>

Facilitation Training

On August 22, 2012, the Forum offered its annual Facilitation Training session with Dale Feinauer as the instructor. The purpose of facilitation training is to provide members and sponsors with skills and techniques that are applicable to the Forum's programs and small group meetings as well as to business,

community, and volunteer venues. Quality facilitation assists groups in the discussion of key issues and increases the value of their discussions and problem solving.

Every business can benefit from executives, managers, and supervisors who improve the quality of their meetings and project teams.

For those of you who have taken this training should consider sitting through the session again as a refresher. It's a great opportunity to brush up on or refresh skills that have been forgotten.

Participants in this year's class were Cathy Huybers, WFBF, Melissa Apple and Lynn Sweet from Badger Mining Corp., Russ Leonard from Bahcall Rubber Co., Steve and Alison Weinert from Crafts, Inc., Harold Laufer from Davis & Kuelthau, Jason Rohlf from Eden Stone Co., Peter Victor from FEDCO Electronics, Inc., Tim Beno, Tim McKeag, and Mickey Noone from First Business Bank, Annett Damp from N.E.W. Plastics, Aaron Brennon, Matt Brown, Elaine Kratz, Amy Jo Reichenberger and Lee Traxler from Printco, Inc., Tom Maurer from Schenck SC, and Joe Luedtke from SCP, Inc.

Director's Report

As summer comes to a close and we wind down from our busy summer activities and start to prepare to send our children back to school, it's also time to start thinking about our training and education. The Forum has been working hard all summer on program preparation to help create another year of great educational opportunities for all the members and sponsors. There are local experts providing training and education on hot topics such as using social media in the workplace as well as nationally recognized experts joining us for programs on pertinent and important issues many families face.

Peer groups also start to reenergize and come together in the fall. Although a couple peer groups met during the summer, many groups chose not to meet. This is the time we start to think of new topics to discuss and join others in those discussions, hoping to grow and learn professionally.

Family Business Education (FBE) still has a few open seats. Please join us if you have not gone through the series or invite someone you know who has not attended FBE. Participants do not have to be members or sponsors of the Forum to attend FBE.



Cathy

Program Calendar

Wisconsin Family Business Forum

| <u>Date</u> | <u>Event</u> | <u>Presenter(s)</u> |
|--|---|--|
| September 18 2012 8:00—noon 7:30 am registration | <i>Social Media & Issues in the Workplace</i> | Ragan Cheney, Associated Financial Group with Panel of Subject Matter Experts Butte des Morts Country Club, Appleton |
| October 25, 2012 8:00 am—noon 7:30 am registration | <i>Going Behind the Curtain of Family Business Transition</i> | Kathy Wiseman, Working Systems, Inc. Bridgewood Resort Hotel, Neenah |
| March 7, 2012 8:00 am-noon 7:30 am registration | <i>Enterprising Family, A Cohesive Family is Your Strongest Asset</i> | Greg McCann, McCann & Associates Bridgewood Resort Hotel, Neenah |

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

Family Business Center at UW-Madison

| | | |
|--|---|--|
| September 12, 2012 8:30 am-11:30 am | <i>Good Ideas Are a Dime a Dozen...But How Do We Get Them to Stick?</i> | Dr. David Lansky Family business Consulting Group |
| November 8, 2012 3:00-6:00 pm Fall Social 6:00-8:00 pm | <i>What Happened to the Middle?</i> | Larry LoRocco, LaRocco & Associates, Inc. Scott Klug, Folley & Lardner |

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 or Cathy.

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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