



News Briefs

An Outreach Center of the UW Oshkosh College of Business

Why Can't They Be More Like Me? Dealing with Difficult Employees

January 24, 2012, 8:00am-noon
Butte des Morts Country Club, Appleton
Thom Cody, Pathmakers, Inc.

Have you ever tossed around in bed at night wrestling with thoughts of an employee you believed was incapable, lazy, not engaged, not trying, feeling entitled or just a plain pain in the posterior? Of course the problem is all them, right?



Join us as Thom Cody leads us in a spirited and participative journey to explore our shared responsibility in leading even the most difficult of employees – family members. Thom will challenge us to discover in our relationships a shared vision, role clarity, clear expectations, defined communication links, a plan to address gap areas and accountability. He will inspire the courage to take action and provide a simple change model as a navigational tool.

This session will help you add important factors to your tool chest by:

- Accepting the responsibility to understand our biases and filters for people and the potential impact it has on leading others.
- Understanding the Process for Effective Communication by building strong and healthy relationships.
- Accepting your responsibility to lay a solid foundation for your business: history, legacy, succession expectations, business/family first and understanding the impact on leading people.
- Understanding the Leadership Responsibility Continuum and for nurturing and growing

healthy and productive relationships.

- Having the courage to lead change and applying the Change Process model.

Register for this program on the Forum's website — <http://wbf.uwosh.edu> under the Programs/Registration link

Family Business Course —

Recognizing that many of our students are from families that own a family business and that many more will work in family owned businesses, the College of Business has launched a new family business course. This is the first course offered at UW Oshkosh that focuses on family business. Enrollment is limited to undergraduate business majors in their final semester before graduating, giving the students more of the background they need to address the complex issues facing a family business. A variety of family business specific topics are covered including: family governance, succession, balancing family/business interests and conflict management.

Working in teams the students develop a plan for a family business that includes an analysis of the business and recommendations for both strategic direction and planning for evolution in both the ownership and the leadership of the business. Many of the businesses, that have been the focus of the projects, are owned by the families of one of the students. However, in some cases the students are looking for a business to focus on. If you would like the students to analyze and make recommendation for your business, let Dale know at Feinauer@uwosh.edu.

As with any new product offering, customer demand was a concern. With one year in, the course has proven to be quite popular with students. Enrollment has increased from the first offering which was

held last spring to this fall semester. Enrollment for the upcoming spring looks to be even greater.

A number of Wisconsin Family Business Forum members have been gracious enough to be guest speakers in the class including: Mandi McConnell, Flash Inc., Kris Bastian, Zander Press, Inc., Curt Ignacio, Marion Body Works Inc., Vicki Wuest, Badger Mining Corporation, Phil Janes, Jancesco, Inc., and Jeff Strenger, Sustainable Continuous Improvement. Having family business owners interact with the students has been a great asset.

This fall semester the course was team taught by Dale Feinauer and Louie Andrew (Owner, Guarantee Title Group.) This proved to be a great experience for the students as they had extended exposure to a business owner.

Scholarship Application Deadline — February 17, 2012

Each year since 2006, the Forum has awarded one or more scholarships to UW Oshkosh students. We are pleased to be making scholarship awards available again this year.



The purpose of the Wisconsin Family Business Forum (WFBF) scholarship (one \$1000 or two \$500) is to provide financial support to a student of the University of Wisconsin Oshkosh who has an interest in or connection to family business. The recipient is expected to attend at least one Wisconsin Family Business Forum event during the year.

Students meeting the following **criteria** are encouraged to apply for the scholarship(s).

- Applicants for this scholarship must be full-time undergraduate students at the University of Wisconsin Oshkosh who have achieved junior or senior status before receiving the award.
- Applicants must have a minimum 3.0 grade point average.
- Applicants must have shown leadership or involvement in extra curricular activities.
- Applicants must have an interest in or connection to family business.
- Applicants must have at least fall semester 2012 remaining at the University of Wisconsin Oshkosh.
- Financial need may be considered by the selection

committee.

- The selection committee may choose to interview candidates.

Please help us acquaint students with this scholarship. Tell family and co-workers. The scholarship is also advertised through the regular campus channels.

The **application** is available on the Forum's website. Refer applicants to the Scholarship menu item for details and an application.

We also welcome donations to the Fund. The **Funding Pledge Form** with remittance information is also available in the Scholarship section of the website. Your contributions to the fund are tax deductible and appreciated.

3rd Family Business Expo



This year's Expo was a success according to the feedback we have received from those who participated

either as exhibitors or attendees. There were 18 guests that attended the expo to meet current Forum members and sponsors but also to learn more about Forum sponsorship.

We increased the exposure to the expo by advertising in local newspapers, magazines and posting the announcement on FOX's Community calendars. The Forum offices received multiple inquiries regarding the expo. To help increase guest attendance for the next expo, the Retention and Recruitment committee would like to challenge our current membership/sponsorship in personally inviting a family business to attend next year's expo as their guest.

The 50/50 raffle which benefits the Forum's Scholarship Fund raised \$688.00 which was split between the winner, Steve Usobar, McClone Insurance Company and the scholarship fund. Thank you to all who supported this raffle.

What did you miss?

If you missed any of the past programs, don't forget to check out programs that are available for you and your business in the *Members Only* web site.

R & R Committee

The Recruitment and Retention Committee reconvened on December 9, 2011 after taking several months off. After getting a brief history of the R&R Committee, how long it has been active, how it evolved to what it is today, what activities the committee members engaged in, in an effort to recruit and retain the Forum membership and the value or return these activities provided, we then discussed our future. Because there is a need or desire to increase our membership, it is very important to have an R&R Committee that is ready to push up their sleeves and go to work to accomplish that goal. With that said, we are actively seeking out members and sponsors who are interested in being an active participant on the R&R Committee. We are looking for those fresh ideas and energized spirits to make this R&R Committee “rock” as we move forward into the New Year. If you are that person, who wants to make a difference with the Forum membership, who is energized and full of ideas, we want to work with you. For more information about this committee, please contact Cathy Huybers at 920-424-2257 or huybersc@uwosh.edu.

Member Recruitment Incentive Program

Don't forget to share the value of the Forum with other regional family businesses. You will benefit by receiving a credit against your next year's fee when they become members. Contact Cathy Huybers or Donna Nelson for details.

Don't keep the Forum a secret!

Directors Column

The New Year has an opportunity to manifest many new and exciting things. I look for-

ward to this New Year as I continue to meet each of you and visit each of your businesses. I look forward to the upcoming programs and our annual dinner in May where I will have an opportunity to get to know you a little bit more.

So as we welcome in the New Year, I would like everyone to take some time to reflect on the value and the benefits the Forum has provided for you and your organization, whether you are a member or a sponsor. To help you during your reflection, think of the Forum's mission statement that you will find on our website. It reads as follows:

The mission of the Wisconsin Family Business Forum is **fostering healthy family businesses through learning, sharing and creating effective solutions regarding the critical issues and problems confronting family businesses.**

The Wisconsin Family Business Forum is a partnership. We are a community that shares values, experiences and commitment to family business. We come together, as partners: business owners, family members, non-family employees, business professionals and academics - to explore the challenges and rewards of family enterprise and to grow in our knowledge, skills and experience.

As I continue to visit each of your businesses in the New Year, I will be asking you what value the Forum has provided you in the past and what benefit you are looking for as we move forward. I look forward to steering the Forum in the direction that you have expressed, keeping our mission in mind and also helping to encourage growth and greater involvement. Collectively, working as a team, we can all drive the WI Family Business Forum in the direction that we all want it to be. Let's get excited about 2012 and the new opportunities that lie ahead. I know I am.

*Happy New Year
to You All!!*

Cathy



Program Calendar

Wisconsin Family Business Forum

<u>Date</u>	<u>Event</u>	<u>Presenter(s)</u>
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 & Family Business Life Cycle: Mentoring & Coaching the Next Generation</i>	Sandra L. Shirk McNeely Abbey Group, Ltd.
May 7, 2012 5:30—9:00 pm	<i>16th Annual Dinner A Play "Wait Till Your Father Gets Home"</i>	Oshkosh Community Players

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

Family Business Center at UW-Madison

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
March 7, 2012 8:30 am—11:30 am	<i>Succession on Your Mind: How to Use the Latest in "Brain Science" for Succession Planning</i>	Jane Hilbert-Davis Key Resources, LLC

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



Wisconsin Family Business Forum
UW Oshkosh, College of Business
800 Algoma Blvd., Oshkosh, WI 54901

Editor: Cathy Huybers & Donna Nelson
E-mail: wfbf@uwosh.edu
Website: <http://wfbf.uwosh.edu>