

College of Business welcomes new Wisconsin Family Business Forum leader

by Kat Pecora - Wednesday, October 26, 2011

<http://www.uwosh.edu/today/15056/college-of-business-welcomes-new-wisconsin-family-business-forum-leader/>

Building awareness of the College of Business at the University of Wisconsin Oshkosh and the Wisconsin Family Business Forum (WFBF) is among Cathy Huybers' goals as the Forum's new executive director.

"A lot of people don't know that the Wisconsin Family Business Forum exists," Huybers said. "And there are a lot of family businesses out there who are not members. So networking, getting out into the community, talking with people, building relationships, is all part of what I did for years and will bring to this position."

As director, Huybers' primary duties will include establishing and maintaining relationships with community partners and further developing the WFBF as a resource for the community.

"I'm really looking forward to getting to know the Forum and really understanding all the nuances of the organization and meeting and developing good relationships with the members," Huybers said.

Huybers has worked for many organizations, including UW Oshkosh, utilizing her extensive leadership, relationship-building and management skills.

Most recently, Huybers worked at the Fox Valley Workforce Development Board as a business service manager, meeting with new businesses and connecting them with resources.

Dale Feinauer, professor of human resources and WFBF faculty liaison, said the dedication to relationship-building Huybers showed in her work experience made her an ideal candidate.

"Relationships are at the heart of the Wisconsin Family Business Forum's core," Feinauer said. "So to have a professional with the ability to create and maintain quality connections with businesses in our community is vital."

A graduate of the University of Wisconsin La Crosse, Huybers received her bachelor's degree in physical education, exercise science and her master's degree in training and development from the University of Wisconsin Stout.

Huybers said what drew her to the position with the WFBF was how well it fit with her goals and interests.

"I found the position posted and I thought it was a really good fit with my skills," Huybers said. "I was looking for a career change and advancement and this seemed perfect."

Huybers also stays active in the community with participation in professional organizations like the Women in Management, Inc., SHRM and the Oshkosh Chamber.

College of Business Dean Bill Tallon was on the search committee for the executive director position and said Huybers extensive participation in the community distinguished her from other candidates.

“A driven professional like Cathy will be a great addition to our team,” Tallon said. “We are all looking forward to working with her.”

In her free time, Huybers enjoys biking, skiing, gardening and spending time with her fiancé, his five children and her son, Eric. An avid reader and fitness and nutrition advocate, Huybers is able to share her passion for healthy living with her son, a kinesiology student at UW Oshkosh.

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- [Family Business Education certificate program teaches management, leadership](#)