



News Briefs

January 2003

Women in Family Business: Challenges and Opportunities

January 8, 2003, 3-6 p.m.
Butte des Morts Country Club, Appleton

According to the U.S. Small Business Administration, "Women are starting businesses at twice the rate of all businesses and staying in business longer. SBA's Office of Advocacy estimates that there are 6.2 million women-owned firms today, employing 9.2 million people and contributing \$1.15 trillion in sales and revenue to the U.S. economy... The U.S. Small Business Administration is doing more than ever to help level the playing field for women entrepreneurs, who still face unique obstacles in the world of business."

Jeri Mesching, founder and president of East Shore Specialty Foods, will talk with us about her experiences as a woman entrepreneur who had no previous business experience, but a passion for her products and an understanding of and concern for her customers.



Whether or not your business is led by a woman, Jeri's story is relevant to you. Listen to Jeri and put her experiences in the context of your business and its leadership. Listen to the challenges she faced and the way she met them. Is there something your business can learn from her entrepreneurial, leadership, and marketing style?

Perhaps you aren't considering a new venture, but are developing a succession plan. Finding the best successor may mean grooming a woman for the position. Knowing the challenges Jeri met may help you more effectively develop the successor.

The registration deadline for this program is January 2nd. Members are encouraged to invite first-time guests to this program and to encourage their membership.

The Business, the Family and Each One of Us: How Do I Balance All of This?

Members and sponsors who missed this workshop really need to borrow the program videotape to fully benefit

from the program content and the superb presentation style of Tom Jadin. Especially at this time of year, this videotape would be a wonderful source of stress relief and enjoyment for the entire family.

Throughout this December 4, 2002 workshop, Tom focused on the three C's of stress hardiness: **Commitment, Control** and **Challenge**, based on the research of Suzanne Kobasa.

Demonstrating the stress relief provided by laughter and humor, Tom helped participants understand the value of commitment—full involvement in what we are doing; control—a strong sense of efficacy and an internal locus of control; and challenge—welcoming the opportunities to learn, grow, and develop personally.

In one of the small group activities, Tom presented a life experience scenario in which individuals and then their small groups had to rank the behaviors of six characters. The essence of the exercise was to help each participant appreciate and recognize the impact of his or her value system and how it determines behaviors, attitudes, and actions.

Members and sponsors: Although all copies of the Tom Jadin program videotape are already out of the library, Ann has a waiting list to which she will gladly add your name. To get on the list, call her at 424-1541 or e-mail her at steina@uwosh.edu.



Affinity/Peer Group Meetings

Best Practices Group: On November 12, Phil Florek, president of H.G. Weber & Company, Inc., hosted the meeting at Bassett Mechanical, Kaukauna.

The program topic chosen by Phil was *The Role of Mediation in the Family Business*. Trisha Huizenga of Facilitate, LLC, was his guest presenter. Trisha defined the role of mediation and differentiated it from facilitation. She explained three specific applications for which mediation would be beneficial for a family business: family council meetings, strategic planning sessions, and succession and estate planning.

Trisha identified different mediation roles and the appropriateness of each to specific situations. She encouraged participants to consider using a mediator when

- * parties are unable to resolve issues on their own.
- * it's possible to resolve a problem before it gets serious.
- * attorneys and litigators have begun work but it is still possible to avoid going to court.
- * parties need to resolve issues and maintain a working relationship.
- * it is important to avoid ill will.
- * there is a need for apologies.

The meeting concluded with answers to participant questions and general mediation fee information.

Successors Group: Jim Simpson and Curt Ignacio hosted the November 6 meeting at Marion Body Works. The group discussed health care costs and strategies for containment, heard about career development strategies for their children from Tom Wiltzius of Right Management Consultants, and toured the Marion Body Works' fire truck production plant.

Tom Wiltzius provided some direction on the process of career development strategies for children. He emphasized that it is never too early or too late to do career counseling and assessment. The focus just changes as the children age.

The following is a brief summary of his comments. For younger children, the focus should be on exposure to business and broadening their horizons. Help them see business through your eyes and to make a connection between the business and their lives. By middle school age, children should receive some exposure to

Keys to family business success:

- * **Planning**
- * **Communication**
- * **Effective use of outside resources, including the Wisconsin Family Business Forum**

careers, and to the process of planning and outcomes. Tom suggested that this is a good time to take them on business trips with you. As they get to be old enough,

he recommends that you get them working and give them an understanding of the relationship between effort and money. Get them into business with good, positive people and simple things to do. Attitude is important at this juncture. He recommends assessments begin about the sophomore year of high school. At this age, it's time

to focus on aptitude and skills with the goal of increasing performance capabilities.

The group discussion continued en route to and from the meeting as Joe Kobussen of Kobussen Buses Ltd. provided a coach for the group's trip.

Following the December 4 program, the group met at Tanners Sports Grill and Bar in Kimberly for a holiday social. The group talked informally for hours while enjoying refreshments and birthday cake in honor of Curt Ignacio's birthday.

The next meeting of the group will be **January 28** at J.J. Keller, hosted by Marne Keller-Krikava. The topic of the meeting will be "**How to raise children in a family business.**"

Registration is required for each of the affinity / peer group meetings. Contact Sue Schierstedt at schierss@uwosh.edu or (920) 424-2257.

Creating Value: The Wealth of the Family Business

March 19, 2003
Reeve Memorial Union, UW Oshkosh

This workshop will be led by Craig Aronoff, one of the founders of The Family Business Consulting Group and an internationally recognized expert on the topic of family business management.

Aronoff is the author of over 20 family business books, including the Family Business Leadership Series which he co-authored with John Ward.

Watch for the program brochure with further details which will be available in early February.



Too Many Opportunities?

One of the really great things about the Wisconsin Family Business Forum is that there are a lot of opportunities to learn, to network, and to get involved.

One of the really unfortunate things about the Forum, is that there are a lot of great opportunities and everyone's time is limited.

We know that it is extremely important for family owners to keep the family business issues on their agendas and to work on them continuously.

Therefore, we strive to satisfy member needs by providing programs, affinity groups, resources, information searches, and networking that hit the mark for family business owners, professionals and managers. And, although we would like to see everyone participate in every opportunity, we know that is often unrealistic.

Solution? Identify someone to participate in each opportunity with the assignment to identify the relevant items and report back. When that isn't possible, borrow a program tape from the resource center and view it as time allows.



Some are appropriate for sharing with a spouse, the management team, or the family council. Or, if you have to miss a peer group meeting, have lunch with a group member and catch up on the discussion.

Containing Health Care Costs

Many of our members have expressed concern over the growing cost of health care coverage. Some of you have shared the strategies you have developed to do some cost containment.

The Forum recently learned that the Fox Valley Chapter of the Society for Human Resource Management (SHRM) has scheduled a special health care event for April 15. The seminar will feature Sandra Mathy, a frequent speaker and practitioner in health care plan design and delivery. She concentrates on informing and teaching her audiences about the newest techniques that maximize the health care dollar spent both by the company and its employees. Further details are not yet available.

Reciprocity Programs

If you have sites in or travel to Madison or Milwaukee, you could easily benefit from our reciprocity agreement with UW-Madison's Family Business Center and Marquette University's Center for Family Business. For a minimal registration fee, you and/or your associates can attend programs at these sites.

This reciprocity agreement essentially offers partners of the three Wisconsin centers almost **triple** the educational programs for little more than the annual fee.

Wisconsin Family Business Forum

Program Calendar—Spring 2003

Date/Time	Topic/Event	Presenter(s)
Jan 8, 2003 3 - 6 pm	Women in Family Business: Challenges & Opportunities	Jeri Mesching president East Shore Specialty Foods
Mar 19 7—noon	Creating Value: The Wealth of the Family Business	Craig Aronoff, The Family Business Consulting Group, Inc.
May 5 5—9 pm	7th Annual Dinner	Jake Leinenkugel, Jacob Leinenkugel Brewing Co.
TBD	4th Annual Golf Outing	TBD

Reciprocity Programs 2003

Center for Family Business Marquette University

Date/Time	Topic/Event	Presenter(s)
Jan 21 3:30—6 pm	Securing the Financial Future of the CEO: Estate Planning	Panel from Baird, Reinhart, Boerner, SC and Johnson Bank

Family Business Center UW-Madison

Jan 28	The Use and Importance of Boards in Family Business	Jonathan Pellegrin UW-Madison School of Business
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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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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. The faculty and staff are professionals dedicated to being quality teachers, accessible to students; furthering knowledge through research; and serving as valuable resources to the University and community. A key strength of the College is providing professional expertise through personal contact among students, faculty, and members of the community.
