



News Briefs

July 2002



The Non-Family Executive in the Family Business

September 18, 2002, 3:00—6:00 p.m.
Butte des Morts Country Club, Appleton

Welcome New Members

Help us roll out the red carpet and welcome three new members to the Forum community. Fond du Lac Bumper Exchange of Fond du Lac, Parsons Brothers Construction of Stockbridge and Westgor Funeral Homes of Neenah joined the Forum in June.

Dave Gneiser, president and third generation family member, attended the January program as our guest and then checked out the Forum in more detail through friend, Tom Gross of Ahern-Gross before applying for membership. Fond du Lac Bumper Exchange, Inc. is a distributor of automotive collision repair parts and new vehicle accessories.

Julie and Bill Parsons were introduced to the Forum through Marne Keller-Krikava of J.J. Keller. They were happy to learn that the Forum exists to help family business owners with their unique issues. Bill said he wished he had heard about the Forum years ago and is looking forward to meeting everyone and participating in programs. Parsons Brothers Construction is a full-service general contractor doing commercial and industrial construction.

Sara Westgor was introduced to the Forum by Matt Wilcox and has been interested in joining the Forum and participating in the Successors Group. Her father, Ted, met some of the members and sponsors as Bob Engels' guest at the June golf outing and decided Sara was right about the potential value of the Forum for their business. Westgor provides funeral service, including pre-planning and pre-funding arrangements.

We are pleased to welcome these businesses and look forward to participating with them in learning, sharing experiences, and networking.

Our panel of non-family executives and advisors will present their perspectives on attracting, motivating, developing, and retaining CEOs, executive managers, and outside Directors. They bring a perspective and experiences that most family members need to hear and consider for now or the future.

The panel includes:

- * Bob Agnew, president of Petersen Industries LLC and vice president of Petersen Builders, Inc., Sturgeon Bay
- * Dale Feinauer, professor of human resources, College of Business Administration, UW Oshkosh
- * Phil Florek, president of H.G. Weber & Co., Inc., Kiel
- * Diane Hertel, vice president of Human Resources and Legal Services of U.S. Oil Co., Inc., Combined Locks
- * Burk Tower, professor of entrepreneurship, College of Business Administration, UW Oshkosh

As family businesses mature, questions of business leadership may become more difficult. The founder had a clear vision for his business and a passion for its success. However, at some point in the life cycle of the business, the family may no longer have the talent, experience, and/or passion needed to manage the more mature and complex business.

The continued success of the family business may depend on its ability to **attract, motivate, develop, and retain** outstanding executives who are not kin. Identifying the need and hiring is only part of the challenge. Issues such as succession, compensation, ownership, and relations between executives and the owning family are particularly complex.

The family may or may not recognize the need for skills and experiences unavailable within the family. Therefore, it is important for every owner to evaluate the option of hiring an "outsider" and to understand the dynamics of the process and relationship.

Celebrating Family Business Heritage—The Marcus Family

On May 23, Greg Marcus, stepped in to help out his family and speak to us at our Annual Dinner. Greg's mother had become ill in Florida and his father and our speaker, Stephen, flew to help her, asking Greg, with two days notice, to speak in his place at the dinner.

Everyone was pleased with, and understood, the typical family business response to a crisis situation, i. e., just have another family member fulfill the obligation to the customer. Stephen communicated directly with us as did Greg and plans continued smoothly. The Marcus business tagline—*People Pleasing People*, was certainly evident.

As senior vice president of development, Greg knew the family and the business story. So, he reviewed Dad's presentation, added his own perspective and experiences, and traveled to Appleton. He was definitely up to the challenge in true successor fashion.

Greg shared the history and growth of The Marcus Corporation interwoven with the stories of his grandfather—founder Ben Marcus, and father. He was willing and able to answer our questions in a delightful, candid manner.

Following a social hour and a fabulous dinner, Greg's presentation was a fitting conclusion to a wonderful evening. Over 100 members, key managers, and sponsors reported enjoying the evening and looking forward to next year when Jake Leinenkugel will join us for dinner.

Third Annual Golf Outing

Ridgeway Golf & Country Club, Neenah, was the site for this afternoon scramble. Twenty-nine members, sponsors, and guests enjoyed the first beautiful afternoon of the summer by golfing nine holes, enjoying friendships and dinner, and celebrating events of the afternoon with awards and door prizes.

Awards were presented to Jim Janes, Curt Ignacio, Julie Dunlap and Joe Toonen—the winning team with two under par, Debbie Gostas for longest drive (female), Curt Ignacio for the longest drive (male), Bob Brooks for closest to the pin, and Tom Gross for



the longest putt.

To introduce prospective members to the Forum community, Bob Engels brought Ted Westgor, Westgor Funeral Home, as his guest and Matt Wilcox brought Mike Verkuylen, Energy Management Systems, and David Rause, Valley Management.

Debbie Gostas, a Ridgeway member, and Burk Tower coordinated this year's golf outing.

Thanks to everyone who participated and helped to make this an enjoyable event.

Affinity/Peer Group Meetings

Best Practices Group: On August 1, Bassett Mechanical will host a discussion of Customer Relationship Management (CRM). The discussion will include a look at the basics - e.g., what is a CRM, what is the current state of your customer records, and what are your objectives. Tim Robertson, president of Marketlink will facilitate the discussion. Bill Parry, Chief Technology Officer of Alta Resources will join the group to talk about his experiences with CRMs. The meeting will be from 11:00 a.m. —1 p.m. with lunch provided by Bassett.

Successors Group: Meyer Services will host the next meeting on July 23 from 1—4 p.m. at their offices. The discussion topic has not yet been determined.

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

Lunch & Learn

On June 11th, BCI Group hosted a presentation and discussion of the topic, *Consider Your Employees as a Successor using ESOP's and Other Types of Stock Ownership Plans*. Dennis Long, Julie Dunlap and Dottie Mathews of BCI Group Inc. differentiated ESOP structures from business management structures and talked about the significant tax advantages that ESOPs can provide for owners.

Member News

Congratulations to **Bassett Mechanical**. Hard work and attention to detail have resulted in Bassett Mechanical becoming the first ISO 9001:2000 registered mechanical contractor in Wisconsin, and one of only a handful in the United States! For nearly 70 years, the employees of Bassett have lived and worked under a philosophy and pledge "We answer to you." With its recent registration as an ISO 9001:2000 company, the company has taken its

"We answer to you" pledge to yet a higher level of meeting standards and ensuring quality in all it does.

If you have news to share with the membership, please contact Sue Schierstedt at schierss@uwosh.edu or via fax at (920) 424-7413.

Forum Board—2003

The Forum Board meets quarterly to consider Forum issues, needed policy or procedure changes, and strategic issues. The Board is composed of an equal number of member and sponsor seats.

Tim Wuest	Badger Mining Corp.
Bill Bassett	Bassett Mechanical
David Plank	J.J. Plank Corp.
Bud Simpson	Marion Body Works
Ron Miller	Miller Masonry & Concrete
Jim Neumann	RB Royal Industries
Lee Kraus	Sewing Systems
Darcy Lemmers	Zander Press
Kevin Nolan	Affinity Health System
Dennis Long	BCI Group Inc.
Mickey Noone	First National Bank—Fox Valley
Dan Thome	Grant Thornton LLP
Tim Robertson	Marketlink Inc.
John Peeters	McCarty Curry Wydeven Peeters & Haak, LLP
Craig Smith	Retained Earnings Co./ MassMutual Financial Group
Al Hartman	College of Business Administration, UW Oshkosh

Board members welcome your comments and encourage your participation in Forum committees and all Forum events and programs.

Our July 17 Board meeting at RB Royal Industries will focus on strategic planning for 2003-2006.

Membership Committee

The members of this committee meet quarterly to identify potential member prospects and marketing strategies. The committee members also act as hosts for program guests.

Three member seats are vacant on this committee. Please contact Susan Schierstedt or a committee member about becoming a member of this committee.

Committee members:

Dottie Mathews	BCI Group, Inc.
Matt Wilcox	First National Bank—Fox Valley
Joe Toonen	Grant Thornton LLP
Tim Robertson	Marketlink, Inc.
Scott Barr	McCarty Curry Wydeven Peeters & Haak, LLP
Bob Engels	Retained Earnings Co./ MassMutual Financial Group
Burk Tower	COBA, UW Oshkosh

Board and Committee Calendar

All members and sponsors receive a copy of the Board and Committee meeting dates, times, and places for inclusion in their Wisconsin Family Business Forum Member and Sponsor Directory.

Program Calendar 2002-2003

Date/Time	Topic/Event	Presenter(s)
Sep 18, 2002 3 - 6 pm	The Non-Family Executive in a Family Business: Roles, Experience and Skills	Moderated panel of non-family executives
Oct 22 7 - noon	Exit Strategies	Rich Morris, former owner of Fel-Pro Inc. and owner of ROI Consulting
Dec 4 3 - 6 pm	The Business, the Family, and Each One of Us: How Do I Balance All of This?	Tom Jadin
Jan 8, 2003 3 - 6 pm	Women in Family Business: Challenges & Opportunities	Jeri Mesching, president & Kristin Graves, vice 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

Vol. 6, No. 1 News Briefs © 2002
Wisconsin Family Business Forum
College of Business Administration
UW Oshkosh, 800 Algoma Blvd., Oshkosh, WI 54901
Editor: Susan Schierstedt
Phone: (920) 424-2257
E-mail: schierss@uwosh.edu

The Forum thanks the following sponsors for contributing significant value to keep the Forum at the forefront of family business forum programs, worldwide:



Affinity Health System is an integrated regional health network that offers a broad array of health care services to more than a dozen northeast Wisconsin communities. As a mission-driven organization, Affinity promotes the health and well-being of local communities through the sponsorship of a broad array of community-focused, charity-based programs and services.



BCI Group, established in 1978, offers full-service consulting, actuarial, and recordkeeping services for all types of qualified and non-qualified benefit plans. The firm offers comprehensive services to provide the ongoing consulting and administration necessary for successful ESOPs, defined benefit plans, 401(k) plans, profit sharing plans, and various other plans. BCI Group serves its national client base from its headquarters in Appleton, WI, and eight other locations across the country.



First National Bank — Fox Valley has a competitive advantage of developing strong, close customer relationships, especially in the niche of family-owned businesses. Thanks to a dedicated staff, FNB has completed its 113th year of providing financial services to the people and businesses of the Fox Valley with locations in Menasha, Neenah and Oshkosh.



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Marketlink Inc. is a full-service marketing communications, public relations, e-marketing and advertising agency based in the Fox Valley. Marketlink not only provides support for promotion and design, but also manages ongoing marketing programs, advertising placement, event coordination, web site design/maintenance, and public relations campaigns.



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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Retained Earnings Company/MassMutual Financial Services has recognized excellence in providing family owned businesses with the product tools that allow for the confident construction of estate and business succession plans. The firm brings experience, education, empathy and motivation to clients' quest for financial growth and security. Retained Earnings is acknowledged as the premier provider of pension and investment products, life and health insurances.



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.
