



News Briefs

March 2003

Creating Value: The Wealth of the Family Business



March 19, 2003
7:00 am—noon
Hilton Garden Inn, Oshkosh

According to a testimonial from Peg Eddy of the University of San Diego's Family Business Institute, we can expect Craig Aronoff to bring *enthusiasm, humor, and warmth* while creating a *comfort level conducive to learning and sharing*.

Co-founder and principal of The Family Business Consulting Group, Inc., Craig Aronoff is a leading consultant, speaker, writer, and educator in the family business field.

Aronoff has worked with hundreds of family companies in the U.S. and abroad. As an inspiring, informative and entertaining speaker on a variety of family business topics, he speaks regularly to trade and professional groups and has lectured at over 80 universities. With co-author John L. Ward, Aronoff is perhaps the most prolific writer in the family business field.

This workshop, *Creating Value: The Wealth of the Family Business*, will focus on how business-owning families can achieve discipline concerning financial business performance, while placing wealth creation in the appropriate context of all the goals valued by the family.

Topics Aronoff will discuss include

- * the three factors most crucial to family business longevity,
- * how to balance business and family goals,
- * how the "family effect" impacts cost of capital,
- * how to differentiate between market value and family value,
- * how to develop a disciplined approach to measuring, maintaining, and building the busi-

ness' value to the family and the family's value to the business,

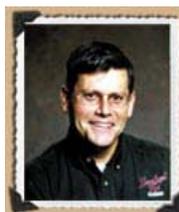
- * is "money" a dirty word?
- * from the outside looking in, and
- * from the inside looking out.

Aronoff's workshop will be punctuated with challenging exercises and discussions that will ensure relevance and "take home" value.

Registrations for this program are due by March 14, 2003, to Ann Stein—steina@uwosh.edu or (920) 424-1541. The guest fee for this program is \$175 per person, applicable to the business' membership fee, pending approval by the Board.

A Family's Heritage: 7th Annual Dinner

May 5, 2003
5:30—9:00 pm
Riverview Country Club
Appleton



Leinenkugel is a family name that is well-known throughout this part of the world. The Jacob Leinenkugel Brewing Company has been a fixture in Chippewa Falls, Wisconsin since it was founded by Jacob Leinenkugel in 1866, as the Spring Brewery.

We are excited to have Jake Leinenkugel, the 5th generation president of the business, as our speaker for this dinner. We have asked Jake to talk about the family history and progress, the family adjustments to business transitions over the five generations, the dynamics within the family during the sale to Miller and South African Brewery, the family's successes, things they wish they had done differently, and changes that have evolved in their product line.

Although Jake will certainly be the "star" of our dinner program, Riverview will also be presenting us with a wonderful evening of food and libation during which we can relax and visit with Forum friends.

Forum partners are encouraged to bring their fam-

ily members and business associates to this evening event. Please make sure everyone reserves this date and time on their calendars.

4th Annual Golf Outing

June 12, 2003
Ridgeway Golf and Country Club
Neenah

Spring is just around the corner. And, for many Forum members and sponsors, that means it will soon be time for local golfing.

So, mark your calendars for the Forum's annual golf outing, a 9-hole scramble that provides the opportunity to enjoy the company of others while taking advantage of the best ball. What could be better?

And for those really avid golfers among us, there is an opportunity for an additional nine holes before the scramble.

To conclude the day, we will enjoy an evening buffet in the club house while recognizing the stellar efforts of our fellow golfers.

We are grateful to have Deb Gostas, Retained Earnings Company, sponsoring us for the course and coordinating the event with Burk Tower. Deb and Burk did an excellent job last year and have volunteered to coordinate the event again this Spring.



fully used to support their giving and to involve multiple generations.

Affinity/Peer Group Meetings

Best Practices Group:

Grouping successors involves a wide variety of experiences, training opportunities, and mentoring. Gail Blohowiak has agreed to talk about *executive coaching and mentoring*: why this is an important part of the growth process, how to find the right person(s) for the role, what expectations can be set, time frame, etc.

Gail was recommended to the Forum by one of our member businesses that has worked very successfully with her.

The group will meet on April 17th from 11 am—1 pm at Meyer Services to learn about this topic and to ask questions of the presenter and participants while having lunch. The idea is to use the lunch hour productively by providing important information in this time segment.

I hope you will reserve this date and plan to attend.

Successors Group:

The Successors met on January 28 at J.J. Keller & Associates for a discussion about raising children in a family business and for networking. Marne Keller-Krikava and Rustin Keller hosted this meeting which included a viewing of the videotape for the business' 50th anniversary, a tour of the business, and introductions to the business' founder, Grandpa Jack Keller, to the president, Bob (Dad), and V.P., Uncle Jim.

On February 25, the group, hosted by David Plank, met at J.J. Plank to discuss *The Legal Audit: A Business Colonoscopy* with Kevin Eismann of McCarty Curry Wydeven Peeters & Haak LLP. The group also discussed relevant succession planning issues and identified future meeting topics.

The next meeting, April 22, will be hosted by John Calawerts at VerHalen Inc.'s new Green Bay office. Details of the meeting will be sent as they become available.

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

Member News

Basett Mechanical is celebrating an impressive safety record in the construction industry, working over one million hours without a lost-time injury. This achievement comes after working nearly two years without such an injury. Congratulations!

New Member



Many of you will recognize Phopy, the image of Phopar, Inc. our newest member. Phopar was founded in 1980 by Oswald Rapp and is currently managed by Oswald and his family. Phopar was established to meet the needs of professional and amateur photographers who wanted fast photo finishing. Today Phopar is one of Wisconsin's most comprehensive photographic labs.

A good way to familiarize yourself with their business is to visit their innovative web site at www.phopar.com. However, the best way to get acquainted is to join us on March 19 when we welcome them to our Forum community.

Lunch & Learn

Family Philanthropy—How Your Family Can Give Back is the topic of this Lunch & Learn program, which will be held on March 5 from noon—1 pm at McCarty Curry Wydeven Peeters & Haak LLP (MCWP&H). MCWP&H's Scott Barr has invited Curt Detjen, president of the Community Foundation to speak with us about organizing the family to "give back" to the community that has supported the family. He will share approaches others families have success-

If you have member news that you would like to share, send it to Sue Schierstedt at schierss@uwosh.edu.

Board News

Ron Miller and Lee Kraus, members of the Forum Board, have tendered their resignations for business reasons. Their contribution to the Forum has been significant and appreciated. Please help us extend our thanks to Ron and Lee when you see them.

As it is the Board's practice to evaluate membership and sponsorship fees prior to April 1, the Board took up the issue at its last meeting. The decision is that fees will not increase for the coming year.

One of the responsibilities of the Forum's director is to publish an annual report. That report is now available for members and sponsors. If you wish to receive a copy, please contact Ann Stein at steina@uwosh.edu or (920) 424-1541

Family Business Findings

How do you compare?

1,143 family businesses, with a mean annual revenues of \$36.5 million, provided this information on the *2003 American Family Business Survey* sponsored by MassMutual Financial Group/Raymond Institute.

- ✓ Family business leaders share a positive outlook.
- ✓ The desire to remain family-owned predominates.
- ✓ An unprecedented power shift is anticipated.
 - 39% planned to change leadership within the next 5 years
 - 55% have not chosen the successor
- ✓ Women gain ground in family-owned businesses.
 - 34% expect the next CEO to be a woman
- ✓ Family-business boards represent a lost opportunity.
 - 22% rate board performance as "outstanding"
- ✓ Inadequate estate planning could put the next generation at risk.
 - 55% of respondents fail to conduct regular formal valuations of company share value and therefore cannot accurately forecast estate taxes.
- ✓ Domestic competition and concerns about management strength top the list of challenges.
- ✓ Most family businesses lack written strategic plans.
 - 63% of respondents do not have a written strategic plan.

Wisconsin Family Business Forum Program Calendar—Spring 2003

Date/Time	Topic/Event	Presenter(s)
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.
June 12 2 pm	4th Annual Golf Outing	Ridgeway Golf & Country Club Neenah

Watch this space for the Fall 2003 programs.

Reciprocity Programs 2003

Center for Family Business Marquette University

Date/Time	Topic/Event	Presenter(s)
Mar 12 8 am	Working Together Without Falling Apart: Communication in a Family Owned Business	Tom Jadin

Family Business Center UW-Madison

Mar 18	Family Business Transitions: Keys to Strategic Renewal	Craig Aronoff The Family Business Consulting Group, Inc.
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 Wisconsin Family Business Forum
 College of Business Administration
 UW Oshkosh, 800 Algoma Blvd., Oshkosh, WI 54901
 Editor: Susan Schierstedt, director
 Phone: (920) 424-2257
 E-mail: schierss@uwosh.edu
 Website: www.uwosh.edu/wfbf/

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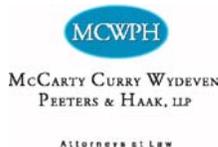
First National Bank — Fox Valley has a competitive advantage of developing strong, close customer relationships, especially in the niche of family-owned businesses. Thanks to a dedicated staff, FNB has completed its 113th year of providing financial services to the people and businesses of the Fox Valley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



Grant Thornton LLP is the leading accounting, tax, and management consulting firm dedicated to serving the needs of middle-market companies. Their mission is "To help middle market companies achieve their business and financial goals" by providing services that deliver measurable value to their clients. Founded in 1924, Grant Thornton is one of the global seven accounting firms, serving public and private middle-market clients through 47 offices in the United States and in 109 countries through Grant Thornton International.



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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.



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.
