



News Briefs

May 2003

7th Annual Dinner— A Family's Heritage: the Jacob Leinenkugel Brewing Com- pany Story

Wow what an evening! Over 145 people attended our 7th Annual Dinner at the River-view Country Club on May 5th. Excitement was generated by the number of people who came to enjoy talking with friends over cocktails and dinner and to hear the Leinenkugel family business story.

Following dinner, the Sue Schierstedt, Forum Director, welcomed our newest member, Flex-Staff Inc., congratulated John and Joyce Meyer on the 40th anniversary of Meyer Services, thanked the sponsors for their commitment and support, and recognized the eleven members who have been participating in the Forum for five or more years. Jim Neumann, the newly elected Chairperson of the Forum Board, introduced the Executive Committee and new roles. (See Board article for more details.)

Due to an unexpected management meeting with his boss, the CEO of Miller Brewing, Jake Leinenkugel asked Dick Leinenkugel, his brother and VP of Sales and Marketing for Leinenkugel, to tell the family business story. Initial disappointment was expressed by a few who specifically wanted to meet and talk to Jake.

However, Dick gained the interest of his audience by telling the family business story with knowledge, directness, humor, audiovisual clips of Jake, and insights into the vision, values, and objectives that the family continues to incorporate in the strategy of the business. Dick demonstrated through the use of advertising and audio clips how his family, including his father Bill, have continued to focus on their key

concepts of loyalty, family, responsibility, and the Northwoods.

As the evening ended, Dick entertained questions and received thanks for being with us and for the company's complimentary beverages. Departing thanks also came from some spouses, for whom the dinner is the only opportunity to interact with the Forum during the year. They expressed their pleasure at being part of the group and an interest in a spouses get-together to learn more about family business issues. Overall, parting comments indicated that everyone enjoyed the evening and looks forward to getting together again.

Thanks to everyone who attended and helped to make this evening so enjoyable!

Welcome— Flex-Staff Inc.



At our annual dinner, the Forum welcomed our newest member, Flex-Staff, Inc. and its owners Bill and Carol Hackbarth, and their sons, Steve Kamrowski and Mike Hackbarth.

Flex-Staff, founded in 1973, provides temporary help, temporary-to-hire, and direct placements in the light industrial and clerical job areas. They are also an agent for employee leasing services. Flex-Staff has five locations in Wisconsin: Appleton, Chilton, Eau Claire, Manitowoc, and Stevens Point.

Bill says he has been reading our News Briefs and applying what he learns to his business. He and Carol decided it was time to become members and get the full benefit of the programs, the peer groups, and participation with other family businesses. They are pleased to be part of the Forum as they transition their sons into greater leadership positions and responsibilities.

In true successor fashion, at this their first Forum event, Mike and Steve were invited by several successors to join and become an active part of this valuable Forum peer group, the Successors group.



4th Annual Golf Outing

June 12, 2003
Ridgeway Golf and Country Club
Neenah

Although the weather around this region hasn't been too cooperative for golfing, just think how wonderful the fairways and greens will be when the rain finally stops for a while.

The Forum's golf outing is great for both the "professional" golfer and the proverbial duffer. It's healthy, fun, social, and a great networking opportunity. And, non-golfers are invited to join us for dinner.

We host a 9-hole Best Ball in which each golfer plays the best lie for their team. Everyone can enjoy the game and feel like a "pro".

Awards will be presented at the dinner in the clubhouse at the end of the afternoon.

We ask that each member and sponsor provide at least one of their business logo items suitable for an award or prize.

Registration information should reach your desk in the next week or so. Be sure to copy and distribute it to all the golfers in your business.

We look forward to a sunny, warm, bug-free day with you on June 12.

Lunch & Learn

Family Philanthropy—How Your Family Can Give Back

On March 5, about a dozen people, representing four members/sponsors, gathered to discuss family philanthropy, how to set up a family trust, how to make distribution decisions, and to ask their questions. McCarty Curry Wydeven Peeters & Haak, LLP (MCWP&H) hosted this lunch meeting at their offices in Kaukauna. Curt Detjen, president of the Community Foundation, presented the information and then answered each member's questions in detail. Everyone seemed to indicate that the meeting was well worth their time.

Affinity/Peer Group Meetings

Best Practices Group:

Coaching and Mentoring Executives was the topic discussed on April 17 at Meyer Services. Gail Blohowiak of Alliance Coaching and Consulting differentiated between three forms of coaching before focusing on developmental coaching.

Attendees discussed the application of coaching to their situations and gleaned helpful insights.

The next meeting of the Best Practices group will be May 14 at Miller Masonry, Little Chute. The topic of that meeting will be led by Rob Riordan. Rob is executive vice president of Nsight Telservices and its subsidiaries. He is CEO of one of its subsidiaries, NetNet, Inc., an Internet service provider and web development and hosting company in Northeast Wisconsin. He is a much sought after speaker at Telecommunication conferences and other non-industry meetings.

Rob will talk about

- ✓ technology changes in telecommunications for the next six months to the next six years.
- ✓ What's new or coming for voice, data, broadband, and wireless ?
- ✓ Wi-Fi, what is it, what will it do for me?
- ✓ New technology: What do companies need to do to stay ahead of the competition?



Reservations for this meeting are due to Sue Schierstedt at schierss@uwosh.edu or (920) 424-2257 by no later than 9:00 am on May 13.

Successors Group:

Sixteen people participated in the Successors meeting at VerHalen Inc.'s new Green Bay office on April 22. Our host, VerHalen's president, John Calawerts, gave us a grand tour of the new facility. The tour gave us our first understanding of the two facets of VerHalen's business: Pella windows and doors, and office interiors. Perhaps one of the most interesting products was the ceiling that could provide black noise, music, and the PA function.

Focusing on the topic of estate planning, the group talked about the pros and cons of probate, the components of a good estate plan, and, to a lesser extent, the role of an executor of a trust. Chris Mares was a good teacher, providing excellent visuals to help communicate some difficult concepts and answering questions with clarity and detail.

On Friday, July 18, the Successors will gather in Algoma for an afternoon and, perhaps, evening. Jane Sweasy of JAG Outdoor Advertising will host this meeting. Jane is planning visits to two family businesses—JAG Outdoor Advertising and von Stiehl Winery, an introduction to the family's other properties along the shores of Lake Michigan in Algoma, and an introduction to the heritage of Algoma.

Dan and Joe Kobussen have offered to transport the group by coach so everyone can enjoy the day fully and return home safely.

Some of family's properties include a motel and

condominium. Jane has offered to make reservations for those who wish to stay overnight and explore further on Saturday.

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/Sponsor News

Badger Mining Corporation is currently involved in two major construction projects. Construction is under way on a new packaging facility at Ash Meadows, LLC, a BMC subsidiary company, located in Amargosa Valley, Nevada. This plant will package ash tuff material for animal litters and also high purity zeolite for use in water filtration applications. BMC is also constructing a new plant at it's Taylor, Wisconsin site. This new dry facility will allow BMC to increase sales of silica to the foundry industry where the sand is used to produce cores and molds for the production of castings.

Bob Merriam, president of **First National Bank-Fox Valley**, announces the imminent opening a new branch in Appleton and the launching of FNB Wealth Management, a comprehensive financial service provider.

J.J. Keller & Associates, Inc. received the e-MOTY grand award for their unique e-business initiative. Keller's system brings an extensive offering of over 4,000 products and services together into one easy-to-navigate location. Since it was launched in 1999, the site's sales have increased 1,000%, and 30% of all online orders are from new customers.

Board News

As of July 1, the Forum's Board will have a new Chairman of the Board and an Executive Committee to assist the Forum and the Executive Director increase visibility, credibility, and effectiveness.

Elected to this Committee for the July 1, 2003 through June 30, 2004 term are Chairperson, **Jim Neumann**, president of RB Royal Industries Inc., 1st Vice President, **Bob Engels**, vice president of FNB Wealth Management, and 2nd Vice President, **Darcy Lemmers**, successor of Zander Press Inc.

On July 1, 2004, Bob Engels will become chairperson and Darcy Lemmers will become 1st Vice President. The Board will then elect one of its members to the role of 2nd Vice President.

The WFBF Board makes program and policy decisions related to Forum operations; provides input and advice on programs; assists in marketing programs; helps identify needs of family businesses; assists in recruiting partners; approves partnership applications; and provides guidance to the Director.

Wisconsin Family Business Forum Program Calendar- Fall 2003

Date/Time	Topic/Event	Presenter(s)
June 12 2 pm	4th Annual Golf Outing	Ridgeway Golf & Country Club Neenah
Sep 11	Managing Health Care Costs	Richard Blomquist, <i>Blomquist Benefits, LLC</i> , Jim Janes, <i>Oshkosh Marine Supply</i> , & Terry Maves, <i>TouchPoint</i>
Oct TBD	If and/or When has the Business Outgrown the Family	Michael Altschafel & Mark Johannsen, <i>Grant Thornton, LLP</i>
Dec 2	Agreements—Buy/Sell, Shareholders, Prenups	Kevin Eismann, <i>McCarty Curry Wydeven Peeters & Haak, LLP</i>
Jan 15	Disaster Planning	Kerry Connor, <i>MassMutual Financial Group</i> & Pam Baumann & Lisa Powers, <i>PAMCO</i>
Mar 10	Managing Change in the Family Business	Bob Shaver, <i>Executive Education, UW-Madison</i>
May 3	8th Annual Dinner: A Family Business Heritage	Craig Culver, <i>Culver's Franchising Systems</i> & <i>Culver's Frozen Custard</i>
June TBD	5th Annual Golf Outing	TBD

Vol. 6, No. 6 News Briefs © 2003
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

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



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.



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.

Retained
Earnings
Company



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.
