



News Briefs

January 2006

Welcome—Two New Members!

Bluemkes Inc.

Elizabeth and Larry Crook with Rebecca Venn, great-granddaughters of the founder, August Bluemke, are continuing the business founded 102 years ago. Although August started it as an implement, hardware and appliance store to serve a rural community, the business has developed into serving an urban population as well as the few remaining farmers in the area.

Bluemkes now has satellite stores in Ripon and Wau-pun, which sell appliances and mattresses, as well as the home store in Rosendale where power equipment and hardware are featured along with the appliances. In their Convenience Store/Gas Station in Rosendale, the Crook's two high school age children work part-time. They are all under the watchful eye of their parents, Jim and Emajean Westphal (third generation).

David Gneiser, Fond du Lac Bumper Exchange, has agreed to be Bluemkes' member buddy to help them get acquainted and get involved.

Condon Oil Company

Six members of the **Bauman family** are actively employed in this second generation business which they purchased from the Condon family in 1980.

The Condon Companies are a wholesaler and retailer of petroleum and related products with headquarters in Ripon. Condon operates 33 Ultimart and 3 Holliday convenience stores all located in Central Wisconsin. The stations are branded ExxonMobil, BP, and Citgo. Within the stores, the fast food division operates four A&W, six Subway and 13 Piccadilly franchises. They also have a Subway in the Wal-Mart Supercenter in Fond du Lac.

Condon offers tank wagon delivery for farmers, home heating and business customers. The Bulk Oil Division along with Payless Tires Stores supply lube oils, tires and exhaust service. Condon Transport is their semi fleet, hauling product to their multi-branded jobber/dealer locations throughout Wisconsin.

Tim Wuest, Badger Mining Corporation, introduced the Forum to the Bauman's and will be their member buddy, helping them to become part of the Forum family.

Welcome a New Sponsor!

Pathmakers, Inc.

Pathmakers, Inc.
Relationships that work 

Pathmakers has been serving family businesses and closely-held partnerships in various capacities since 1995. They specialize in guiding business owners through the inevitable emotional moments, turning swords into plowshares by redeveloping relationships, structuring new systems and most importantly, making business fun again.

Using their change model, Pathmakers engages family business leaders in a process that teaches them to recognize and acknowledge their influence on people; trust in themselves; and be proactive. Pathmakers offers organizational assessments, leadership team and employee development, as well as leadership training.

Pathmakers serves businesses in Northeast Wisconsin, primarily the Green Bay and Fox Valley areas. Pathmakers associates who will be involved in the Forum are **Jim Cody, Thom Cody, Gina Angeli** and **Amy Biersteker**.

Will Deppiesse, First National Bank-Fox Valley, has agreed to be Pathmakers' buddy to help them become a valued part of the Forum's family business expertise.

Leveraging the *Family* in Family Business: Tools to Maximize Family Business Potential

January 26, 2006

1—5 pm

Bridgewood Resort Hotel, Neenah

Sarah Schmidt offers a unique perspective on the value of investing in the development of effective owners, strong family leadership teams, and consistent communications. In addition to being a shareholder of U.S. Oil Co., Inc., she serves on the Board of Directors and as Family President, managing the communications and ownership issues related to the business. Her training



in family systems, team building, and communications have led her to assist other family businesses seeking to attend to the “family” side of their family enterprise.

Successful businesses devote resources to strategic planning. They often have boards of directors or advisors and they give consideration to succession planning across generations. Family enterprises also benefit from building a strong and cohesive family group. In fact, research has demonstrated the distinct and competitive advantage of family enterprises owned by such families.

Through dialogue, interactive small-group exercises, and live case studies, workshop participants will learn the “how to’s” of managing communication, education, leadership development, and governance of the family side of family business.

All members of business owning families are encouraged to attend this interactive and informative program. Small group discussion will be structured to help families address the current communication, education, and governance challenges they are facing.

Family Business Essentials: Helping Kids Make Sense of Growing Up in a Family Business

On December 14, **Dr. Cindy Iannarelli** led a captivated audience of sixty-four (64) members and sponsors in a detailed presentation of the developmental process that family business parents should develop for their children.

Dr. Cindy explained that children of family business owners learn entrepreneurial skills through the experiences they have in their family’s business and are more likely to be entrepreneurial than children who do not have these experiences.

Following the presentation of her development model that focuses on children from infancy through young adulthood, participants worked in small groups determined by the ages of their children/grandchildren to identify age-appropriate activities and begin a development plan.

Vicky Wuest, a Badger Mining Corporation family member who attended the workshop said, “This program was terrific. Although all [Forum] programs have been great, I went away from this one with specific information to get started on the career development of our 4th generation, especially with the breakdown of activities by age group, which was where we were struggling to begin.”

Vicky’s comments echo those of others received as part of the evaluation of this workshop.

Easy Access



Now some of the past programs are accessible to you via our web site. For example, the audio of the December 14, 2005, Iannarelli workshop is one of the programs available on our website in the “Members Only”

section. Although these resources are not for distribution beyond the Forum’s membership, we hope members and sponsors will find the ease of access to these resources valuable for their needs.

Peer Group Meetings

Next Generation Group:

Being entrepreneurial, members of the Successors group spun off forming a new peer group, the *Next Generation* group.



Each month, this group will focus on a relevant topic, bringing in expert speakers as appropriate, and will focus on taking what they learn and applying it to their own situations, with the goal of ending up with specific “take-away items” that each participant will apply in the next month.

Having hired **Dale Feinauer**, College of Business professor, as facilitator, the group held its first meeting with this new format on November 29. The meeting began with group members reporting on the occurrences of their last month. During the meeting, they generated a list of topics for upcoming meetings, agreed upon a homework assignment for each member to complete by January 30, and established the meeting dates for the next six months.

On December 20, the group members and their spouses/significant others met for a holiday party at Tornado’s in Appleton. This was an excellent opportunity to form closer ties between members of this newly formed group.

On January 30, the group will meet at Meyer Services to study the role of a CEO as presented by Badger Mining’s former CEO, **Tom Stark**. They will also focus on their homework assignments from the November meeting.

Successors Group:

The spring schedule for the Successors is being developed at this time. Anyone interested in joining this group should contact Sue as soon as possible.

Non-Family Group:

Phil Florek, College of Business Executive in Residence, facilitated an exploratory meeting of non-family managers/executives during the December 14 workshop breakfast. The seven participants agreed to meet monthly to “learn from others experiences”. Topics for future meetings and January meeting dates were identified.

Non-family managers/executives of member businesses are welcome to join this new group and to help define its objectives and format. Interested parties should contact Sue at the Forum office.

Best Practices:

Mark your calendars for the next Best Practices sessions:

✓ February 3, 2006—*Charitable Planning Strategies*, 11 am—1 pm, First Na-



tional Bank-Fox Valley, Oshkosh. **Steve Lautenslager** (FNB-Wealth Management), **Jennifer Koepl** (McCarty Curry Wydeven Peeters & Haak LLP), and a representative of the Oshkosh Area Community Foundation will lead this session. They will focus on the benefits of charitable giving for individuals and businesses, a variety of charitable trusts, and the charitable giving process. Lunch will be served, compliments of First National Bank—Fox Valley.

✓ March 9, 2006—**Acquiring, Selling or Passing Down Your Business**, 11 am—1 pm, Butte des Morts Country Club, Appleton. Are you contemplating the purchase or sale of a business? When is the right time and what do you need to do to plan for such a transaction? This lunch and learn workshop presented by **Steve Predayna** and **Steve Hooyman** of Schenck Business Solutions will examine the significant issues that arise in the acquisition or sale of privately held companies. Whether it is something you plan to do next year or 5 years from now, this workshop is a session you cannot afford to miss. Lunch will be served, compliments of Schenck Business Solutions.

Forum Scholarship

When the Forum was founded, we had identified providing scholarships to deserving students as one of our goals. As part of our 10-year anniversary celebration (2006-2007), the Forum Board has set as a goal to create a scholarship for students at the University of Wisconsin Oshkosh who are recommended by a member or sponsor of the Forum. These students would have an interest in or be a member of a family business.

The Board would like to award at least one \$1,000 scholarship each year, which will require a principle of \$20,000 to create a sustainable perpetual endowment fund. We are asking Forum friends to donate at least \$500 to endow a Wisconsin Family Business Forum scholarship. Donations of any sum are greatly appreciated.

Please make the check payable to *University of Wisconsin Oshkosh Foundation* and send it to the Forum's office. This is a tax deductible donation. For us to award a scholarship this year we will need your donation by no later than February 1, 2006.

Thank you for supporting students and recognizing our 10-year anniversary.

When the principle has been generated, the criteria for the scholarship and applications will be available through the Forum's office for students recommended for this scholarship.

Director's Column

Sue Schierstedt



In August of 2004, a subcommittee was formed by the Forum's Board and charged with exploring the value of the Forum for members and sponsors with the objective of identifying issues to be addressed and direction for the Forum's second decade.

This subcommittee, chaired by **Diane Roundy** of

Schenck Business Solutions, defined the issues and hired **Dr. B.S. Sridhar**, College of Business, to hold focus groups to gather data from the Forum's members and sponsors.

At the end of May, Sridhar and the subcommittee agreed upon a course of action that resulted in phone interviews, focus group meetings, and an on-line survey. These activities were accomplished over the course of the next four months.

On October 24, Sridhar presented his report, *Strategic Priorities for the Second Decade*, to the subcommittee. The subcommittee's recommendation regarding these findings will go to the January Board meeting and to the Board's February strategic planning workshop.

I want to thank all of you for participating in this lengthy process. And, with you, I look forward to the next decade and a vibrant Forum family of members and sponsors who are getting significant value through their participation.

Sue

Program Registration

Register for Forum programs on our web site www.uwosh.edu/wfbf at the *Programs* menu option by completing and submitting the registration form.

Family businesses interested in membership may register to attend one program as guest of the Forum.

Forum members can also register for programs at the UW-Madison Family Business Center for a minimal fee as part of our reciprocity agreement.

Wisconsin Family Business Forum Program Calendar 2006		
Date	Event	Presenter(s)
Jan 26	<i>Leveraging the Family in Family Business: Tools to Maximize Family Business Potential</i>	Sarah Schmidt U.S. Oil Co. Inc. & Sarah Schmidt Consulting LLC
Mar 22	<i>Is Mr. or Mrs. Perfect Good Enough? Leadership and Career Development in Family Business</i>	Amy Schuman Family Business Consulting Group
May 24	<i>Annual Dinner: A Family's Heritage</i>	Lou Gentine Sargento, Inc.
UW-Madison Family Business Center		
Feb 21	<i>Resetting the Emotional Barometer</i>	Bonnie Brown Hartley, Transition Dynamics Inc. Chester Weber Wealthbridge Partners, LLC

The Forum thanks the following sponsors for contributing significant value to keep the Forum at the forefront of family business 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 117th year of providing financial services to the people and businesses of the Fox Valley with locations in Appleton, Menasha, Neenah, and Oshkosh.



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.



Pathmakers, Inc. has been serving family businesses since 1995. This partnership of four focuses on the incorporation of people, process, and plan into family businesses of all sizes. Pathmakers enters into relationships with family businesses as they deal with issues related to change (i.e., succession, partnerships, family dynamics, next generation entry, etc.) and the impact on significant relationships throughout that change.



Retained Earnings Company has been providing business owners and their employees with solutions to their insurance and investment needs for over 25 years. The Retained Earnings team brings expertise in the areas of financial, estate and business succession planning, 401k's, employee benefits, investments, life, health, disability, and long-term care insurances.



Schenck Business Solutions is a full-service regional accounting and consulting firm with nearly 600 employees, serving businesses and individual clients through its 11 Wisconsin locations. As one of the largest Wisconsin-based CPA firms in the state, Schenck Business Solutions provides a full range of services including tax, business consulting, information technology, retirement planning, investment, insurance, and human resource solutions for today's business, government and personal challenges.



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. A key strength of the College is providing professional expertise through personal contact among students, faculty, and members of the community.



Associate Sponsors:

Element | Creative is an advertising agency specializing in branding, advertising campaigns, marketing, graphic design, publicity programs and web development. Human communication is an art and we leverage that understanding to develop creative elements in your marketing communications that spark desire in your prospects.



The Business News is a local business newspaper serving a 10-county area of northeast Wisconsin.



Vol. 9, No. 4 News Briefs © 2005, 2006
Wisconsin Family Business Forum
College of Business Administration
UW Oshkosh, 800 Algoma Blvd., Oshkosh, WI 54901
Editor: Susan Schierstedt, Executive Director
Phone: (920) 424-2257
Fax: (920) 424-7413
E-mail: schierss@uwosh.edu
Website: www.uwosh.edu/wfbf/