



News Briefs

November 2001

15 Keys to Keeping Your Assets Safe

Forum Sponsors
Hilton Garden Inn, Oshkosh
December 5, 2001

A sset protection is a topic of continuous interest and attention for family business owners. Identifying the risks and addressing them are critical activities for successful asset protection.



At the invitation of the Program Committee, five of the Forum's sponsors have developed this unique program to address this issue from five perspectives:

- ✓ **Kevin Eismann** and **Kurt Wanless** from McCarty Curry Wydeven Peeters & Haak LLP will take the legal perspective and provide keys to protecting employee capital, confidential information, intellectual property assets, and your wallet.
- ✓ **Bruce Harville** of Grant Thornton LLP will provide three keys to preserving and increasing the value of the business.
- ✓ **Craig Smith** of Retained Earnings Company will use his family business succession and estate planning expertise to focus on protecting assets from catastrophic loss, family risk, and loss due to death and disability.
- ✓ **Matt Krenke** of First National Bank — Fox Valley, commercial lender, will focus on protecting the integrity of the business, and its cash.
- ✓ **Tim Robertson** of Marketlink Inc. will provide keys to protect the value of your corporate identity, your corporate reputation, and your share of the market.

The program will conclude with “*Ask the Experts*”. While enjoying a wonderful reception hosted by the presenters, program participants will have an opportunity to network with other owners

and to “pick the brains” of the presenters about issues of specific relevance to their needs.

The Forum encourages members and sponsors to bring family business owners as their guests to this program. For more information about this program or to register, contact Ann Stein at 424-1541 or steina@uwosh.edu.

Enhancing the Family Business with Family Meetings and Family Councils

Nancy Waichler
October 23, 7:00 a.m.—noon

Nancy Waichler's presentation exceeded expectations, according to member feedback. She not only provided definitions, “how-to's”, guidelines and cautions, but also shared insights into how her family's business, Follett Corporation, and others have dealt with issues of family governance.

Sharing tips and hints, Nancy suggested that families establish committees to work on things like family history, family education, and family issues. She emphasized the value of these committees for bringing together shareholders and for building the family's vision, mission, and values for future generations of shareholders.

One of the ideas that resonated throughout the workshop is, “Nothing is forever. Make changes when needed.” Another is that “values remain the same, although operations may/can change” with succeeding generations. She emphasized that “the family's values are what are important.”

Members identified the following nuggets from Nancy's presentation...

- ✓ Conflict just is.
- ✓ Stewardship is valuable.
- ✓ Include spouses in family meetings.
- ✓ Establish rules/codes of conduct.

Referring to the findings of John L. Ward and

Randy Carlock in their new book, *Strategic Planning for the Family Business*, © 2001, Nancy discussed the three things that correlated for all healthy family businesses:

- **family meetings** that support family health,
- **boards of directors** that support business health, and
- **strategic planning** that supports the business' future.

Encouraging workshop participants to establish family meetings and family councils, Nancy emphasized that these were the only things that had a high correlation in all healthy family businesses.

Members and sponsors may borrow a copy of the workshop tape from the Forum Resource Library by contacting Ann at 424-1541 or steina@uwosh.edu.

Welcome!

Hart Design and Manufacturing Inc.  , headquartered in Green Bay, is our newest member. Founded in 1975 by Gerald Schaez, Hart Design & Mfg. Inc. is a leader in the design and construction of specialty, standard and proprietary equipment for use in the food and dairy industry. Their packaging machinery includes process cheese wrappers; automatic pouching, filling and sealing lines for process and cream cheese; ribbon cheese casting, slitting, slice stacking equipment; automatic product feeders; and portion cutting equipment for block and barrel cheese.

We have been pleased to meet Terri, Tanya, Timm and Gerry Schaez as our guests. We look forward to welcoming the entire family as our member at the December 5th program. Please help us make them welcome as our member.

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Successors Group

Leadership & Customer Service Training was the topic of discussion at the September 25th meeting hosted by Dave Morton at Morton Drug Company. Group members identified available resources and those they have found valuable, and discussed training and education policies.

On October 15, the group met at Bassett Mechanical to discuss *Outside Directors*. The discussion was led by Bill Bassett and was hosted by Bill and his daughter, Kim Bassett-Heitzmann.

During each meeting, group members also discuss issues of current relevance, seek feedback from their peers on points of interest, and suggestions for handling dicey issues.

The next meeting of the group will be a social at the

Holiday Inn Select, Appleton, on December 18th from 5:30 p.m. to ?. If you are a successor in a member business and would like to get-acquainted with the group and consider becoming a group member, this would be a good time to participate. Reservations are required. Contact Sue Schierstedt at schierss@uwosh.edu or (920) 424-2257.

Be One of the Best Family Businesses in the Country

As this issue goes to duplication, we are preparing to honor family businesses at a reception on November 6th at the Hilton Garden Inn, Oshkosh.

This special Forum event will identify the criteria that make family businesses successful and national award winners, recognize the Forum's role in family business success, and honor Sadoff & Rudoy Industries LLP.

Sadoff & Rudoy will receive one of four MassMutual 2000 National Family Business of the Year in the large business category. The Wisconsin Family Business Forum is pleased to have nominated Sadoff & Rudoy for this award.

The evening will feature the program and award, special hors d'oeuvres, and opportunities for networking.

The Forum wishes to recognize and thank our co-sponsors for this reception, MassMutual—The Blue Chip Company and the Hilton Garden Inn of Oshkosh.

Compensation Packages and Retention

Lori Phillippi, program coordinator

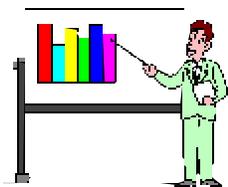
January 31, 2002

Reeve Union, UW Oshkosh

Setting pay and benefits for owners and non-family executives requires careful consideration and planning. Structuring a compensation system that is fair, that motivates, and that is affordable is critical to employee performance and family satisfaction.

Much has been written about pay techniques for different business situations, tax implications, active vs. non-active shareholders, and considerations for retaining non-family executives.

Lori Phillippi, in her role at Badger Mining Corporation, has been studying compensation packages for the needs of their business. When asked by the Program Committee to coordinate this program for the Forum, Lori agreed to do so by developing a compensation survey tool to collect family business data, compiling



the data alongside other information she has collected, and providing it to the program participants as part of the program material. All members have received a copy of the survey and were

asked to return it, anonymously, to Lori for compilation in preparation for the program. Each was also told to keep their business identification number from the survey in order to benchmark their data against that of the entire membership.

To learn more about family business compensation packages—components and techniques—and to benchmark your package against others, plan to attend this program from 3-6 p.m. on January 31. All information will be provided in summary format and confidentially.

For more information about the program or to participate in the survey, contact Ann Stein at 424-1541.

Best Practices Group

On September 26th Pam Baumann and her daughter Lisa Powers led a discussion on “Coping with Crisis”. Beginning with their recent experience following Pam’s motorcycle accident and hospitalization, this mother/daughter team shared lessons learned and a list of challenging questions for the group to consider.

On November 14th from 11 a.m.—1 p.m., the Best Practices group will meet at Bassett Mechanical to focus on the topic *Best/Worst Practices in Evaluating Competition*. Marketlink will present this topic and will host the lunch meeting.

Reservations are required. Contact Sue at schierss@uwosh.edu or (920) 424-2257.

2002 International Workshop

Due to the current global situation, the International Workshop subcommittee, chaired by Paul Meyer, has postponed the Greek workshop planned for May of 2002.

In its place, the subcommittee—composed of Kim Bassett-Heitzmann, Jim Janes, Dennis Long, Paul Meyer, John Peeters, Craig Smith, and Dan Thome—is planning a workshop in Toronto, Canada from May 8-13, 2002. The workshop content will be announced in the near future.

Dan Thome of Grant Thornton is coordinating the family business meetings in Toronto. Carol Duszak of Travel Design is coordinating the flights, business tours, theater plans, and sightseeing expeditions.

If you are interested in receiving more information about this workshop, contact Paul Meyer at paul@meyer-usa.com.

Program Calendar 2000-2001

Date/Time	Topic/Event	Presenter(s)
Nov 14 11 am - 1 pm	<i>Best Practices Group</i>	Tim Robertson— facilitator at Bassett Mechanical
Dec 5 3 - 6 pm	<i>15 Keys to Keeping Your Assets Safe</i>	Sponsors
Dec 18 5:30 pm — ?	<i>Successors Group</i>	Social Event, Holi- day Inn Select, Ap- pleton
	2002	
Jan 31 3 - 6 pm	<i>Compensation Packages & Retention</i>	Lori Phillippi, Badger Mining Cor- poration
Mar 19 7 - noon	<i>Developing Successors</i>	Drew Mendoza, Family Business Consulting Group
May 3 - 11	<i>Exit Strategies — Inter- national Workshop in Greece</i>	POSTPONED
May 8— 13	<i>International Workshop in Toronto</i>	Paul Meyer, subcom- mittee chair
May 23 5—9 pm	<i>6th Annual Dinner</i>	Stephen Marcus, Chairman/CEO Mar- cus Corporation
TBA	<i>3rd Annual Golf Outing & Dinner</i>	

Forum Web Site

The Forum’s web site includes information about our mission, our membership, sponsors, programs, and more. It also includes links to members, sponsors and other family business resources.

If you haven’t visited the site yet, please visit it and bookmark it for future reference.

Visit us at <http://www.uwosh.edu/wfbf/>

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The following sponsor-members contribute their time, professional services, and money to keep the Forum at the forefront of family business forums, 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.



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 an international accounting and management consulting firm with offices throughout the United States and in over 97 countries worldwide. Their mission is to be the leading global organization creating, enhancing, and preserving wealth for entrepreneurial companies and the people who own and run them. Grant Thornton accomplishes this by providing business, tax and financial services that deliver measurable value to their clients.



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/MassMutual—The Blue Chip Company 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.
