



# News Briefs

## September 2002

### The Non-Family Executive in the Family Business

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

In bringing together three non-family business executives and two management faculty to talk about how to attract, motivate, develop, and retain outstanding executives who are not part of the family, the Forum has set the stage for a rich discussion of the opportunities, issues, and obstacles that face the family business.

Our presenters bring a wealth of experience acquired in both public and private business: Bob Agnew, president/CEO of Petersen Industries LLC; Dale Feinauer, professor/consultant of human resource management; Phil Florek, president of H.G. Weber & Co., Inc.; Diane Hertel, vice president of U.S. Oil Co., Inc.; and Burk Tower, professor of entrepreneurship and faculty liaison to the Forum.

Moderated by Burk Tower, the program will focus on the CEO, the executive/manager, the outside board member, and the overall human resource considerations important to the hiring and success of employing non-family executives in the family business.

The presentation will include

- \* issues for both ownership and the potential executive to consider and reach agreement on before hiring;
- \* the blending of family and non-family associates;
- \* preparing young family members to enter the business;
- \* balancing different priorities and perspectives;

- \* the role of the board in succession planning; and
- \* the importance of a consistent set of guidelines for dealing with non-family executives.

Contact Ann Stein for further information about the program. Program registrations are due to Ann by September 9.

### Thinking About Exit Strategies?

October 22, 2002, 7:00 a.m.—noon  
Hilton Garden Inn, Oshkosh

**T**hinking about *Exit Strategies* will explore the most common questions about exiting a business as well as finding ways to keep the business viable.



Our presenter, Rich Morris, spent over 15 years working at his family's 80-year-old privately held company, Fel-Pro Incorporated, a world leader in automotive gasket and sealing products. Fel-Pro was nationally recognized for its business practices and was often found on the list of the 10 companies to work for in America.

Rich brings a new model that recognizes the enterprise-value of the privately held business. This comprehensive integrated approach looks at the financial, human, and intellectual capital that is built by privately held businesses. The outcome of understanding the enterprise-value is used in a strategic, integrated approach to deploy resources that can be used to: forge a competitive advantage, manage the resources over time, and develop and enhance the long-term value and wealth creation of the enterprise.

Questions that will be explored include:

- \* When do I sell-how do I know when it is time?
- \* To whom do I sell: a competitor, the employees, an entrepreneur, or venture capital group, or do I go IPO?

- \* The soft side of selling—what is it like to sell a family business?
- \* What are the alternatives to selling?

Thinking about an exit strategy may be the best strategy to keep the business healthy and in business. Rich says, “All privately held business will face the reality of selling one day—so be prepared.”

Registrations are due by October 14, 2002. Businesses interested in becoming Forum members, who have not attended a previous program, are welcome to attend. The guest registration fee for this program is \$175 per person.

Registration information is available from Ann Stein, steina@uwosh.edu, (920) 424-1541.

## Affinity/Peer Group Meetings

**Best Practices Group:** On August 1, Tim Robertson, Marketlink Inc., facilitated a discussion of Customer Relationship Management (CRM), at Bassett Mechanical. Dan Thome, Grant Thornton, introduced the speaker, Bill Parry of Alta Resources. Bill explained CRM, its manifestations, and implications.

Issues discussed included

- \* Synchronization of multiple users of ACT!
- \* Considerations when implementing a front office system to integrate with a back office system such as SAP or EMS.

Tim concluded the meeting with a demonstration of a mid-range CRM, SalesLogix, which has an interface and features much like Outlook and an easy to use menu system.

Representatives of Bassett Mechanical, Grant Thornton, H.G. Weber & Co., J.J. Keller & Associates, Kobussen Buses Ltd., Marion Body Works, Marketlink Inc., Miller Masonry & Concrete, RB Royal Industries, and the Forum participated in this meeting.

**Successors Group:** Dan, Sandy and Amy hosted the July 23 meeting at Meyer Services. The discussion centered around the effects of the economy and philosophies and approaches operating during these challenging times.

Dave Morton of Morton Drug will host the next meeting on September 24.

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

## Member News

Marne Keller-Krikava of J.J. Keller & Associates recently assumed the role of Board Chair for the Fox River Area Girl Scout Council. Congratula-

tions, Marne!

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

## Program Committee

Members of the Program Committee meet quarterly to develop program plans and to design and implement specific programs. The committee members also meet with our national program presenters to provide an orientation to the Forum programs.

The committee members are currently developing the program plan for September 2003—June 2004. As part of that planning, they will be giving the members an opportunity to indicate their program preferences at the September 18 program.

Committee members are:

Paul Bachman	U.S. Oil Co., Inc.
Kim Bassett-Heitzmann	Bassett Mechanical
Julie Dunlap	BCI Group Inc.
Keith Depies	Grant Thornton LLP
Kurt Wanless	McCarty Curry Wydeven Peeters & Haak LLP
Deb Gostas	Retained Earnings/ MassMutual Financial Group
Cindy Janes	Oshkosh Marine Supply Co.
Matt Krenke	First National Bank—Fox Valley
Dave Morton	Morton Drug Co.
Tim Robertson	Marketlink Inc.
Burk Tower	College of Business

You will find contact information for the committee members in the Forum directory. Members would appreciate hearing your ideas for upcoming programs.

The next meeting of the committee will be October 8, 8 a.m. at Retained Earnings.

## New Resources

Two books were gifted to the Forum Resource Center recently.

- \* ***Business by The Book: the Complete Guide of Biblical Principles for the Workplace*** by Larry Burkett was donated by Dave Gneiser of Fond du Lac Bumper Exchange. This book focuses on business ethics and employee empowerment within the business community according to God's rules of management.
- \* ***Love, Power, Money: Family Business Between Generations*** by Dean Fowler with Peg Masterson Edquist was donated to the Resource Center by Dean Fowler. Many of you may remember Dean Fowler as a Forum presenter. “This book tells the stories of numerous families in business collected

over the past eighteen years in Dean's consulting practice." The stories illustrate the common dynamics in family-owned businesses and show the "critical importance of addressing the emotional dynamics of the family as the cornerstone for effective succession planning for the business."

Members and sponsors are encouraged to borrow any of the books, tapes, and journals that are a part of the Forum Resource Center. Resource listings are available in the Forum Directory and through the Forum office.

## 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	Thinking about 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

## Reciprocity Programs

Forum partners may attend the following programs at UW-Madison's Family Business Center and Marquette University's Center for Family Business. There is a minimal registration fee to cover materials, registration, and food.

This reciprocity agreement essentially offers partners of the three Wisconsin centers almost **triple** the educational programs for little more than the annual fee.

To learn more about these programs and the registration process, use the alliances link from the Forum web site or contact Ann Stein at steina@uwosh.edu, (920) 424-1541.

### Center for Family Business Marquette University

Date/Time	Topic/Event	Presenter(s)
Sep 12, 2002	Continuity Planning for Enterprising Families	Joe Astrahan, Family Business Consulting Group, Inc.
Nov 6	From Vision to Action – managing change and the process	Lori Silverman, Partners for Progress

### Family Business Center UW-Madison

Sep 24, 2002	The Family Business Life Cycle and The Role of Key Non-Family Executives	Scott Braucht, Smith & Gesteland, LLP; Greg Drewsen, Soderholm, Wholesale Foods, Inc.; and Mike Wilkes, MasterGraphics
Oct 29	Conflict Resolution in the Family Business: Getting What You Want/Need from Others	Tom Jadin, Winnebago Mental Health
Dec 10	Why Are Family Meetings Important? When Do You Need a Family Council?	Nancy Waichler, Family Business Consulting Group, Inc

Vol. 6, No. 2 News Briefs © 2002  
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**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.



**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. Grant Thornton's web site address is [www.grantthornton.com](http://www.grantthornton.com) and the local e-mail address is [julrich@gt.com](mailto:julrich@gt.com).



**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.

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