



News Briefs

September 2001

Enhancing the Family Business with Family Meetings and Family Councils

Nancy Waichler, presenter
Holiday Inn Select, Appleton
October 23, 7:00 a.m.—noon

The family council has been cited by Family Business Publishing in *Building Strong Family Teams* as the best tool for sustaining communication, helping educate potential successors, bringing extended family members together, and conveying family values.

Nancy Waichler and 182 other adult and children family members are owners of the Follett Corporation, a \$1.4 billion international provider of educational solutions, services and products that empower schools, libraries, colleges, students, and life-long learners.

As leader of this workshop, Nancy will bring “in the trenches” experience from her family and from other families she has assisted. For Follett Corporation, Nancy managed the interface between the family and the corporation, developed written and oral communications to educate family members on corporate governance, and coordinated the process to reduce the size of the board of directors and elect three independent outside directors.

Using three business cases, including her own, she will help us understand the value of family meetings and family councils.

This is a half-day workshop beginning with registration and breakfast at 7:00 a.m. and concluding before lunch at about noon. This workshop is the first with this format. Evaluation of earlier workshops indicated that most members preferred to conclude workshops by noon and would be more apt to include more family members and associates for a half-day workshop. We hope you appreciate this change.

Business owners who have not previously at-

tended a Forum program are welcome to attend as guests. The \$175 per person guest fee is applicable to the membership fee within 60 days of attending as a guest.

For further information about this workshop, contact Ann Stein at (920) 424-1541 or steina@uwosh.edu. The registration deadline is October 15, 2001.

Managing the Family Business and the Business Family

Liberty Hall, Kimberly
September 5, 7:00—10:00 a.m.

Michael Ariens, chairman of Ariens Company, openly explained some of the transition strategies and issues he has faced since joining the family business in 1959. He explained that his family philosophy — integrity, faith and stewardship has been translated in the business’ core values — “be honest, be fair, keep our commitments, respect the individual, and encourage intellectual curiosity.”

As one of four sons in the third generation, Mike explained how the stock was transferred from the second to third generation and how he subsequently got controlling interest of the business. He believes that for a family business to be successful, a family should divide the wealth equally, but not the power.

Participants were pleased with Mike’s openness about both the good and the bad situations, his willingness to answer difficult questions, and his group discussion issues. Comments included:

- it was “nice to hear how a large successful family owned business went through a number of changes and continued to succeed with multiple generations.”
- given more time it would have been good to get “more detail into certain family issues—difficult issues how they were dealt with.”
- His “examples of real life situations/problems were good.”
- “The discussion time and the effect of core val-

ues on image, attitude, and behavior” was cited as one of the best parts of the program.

This program was videotaped and will be included in the Forum’s Resource Center. If you are a member or sponsor, you may borrow the tape from the Center. Contact Ann Stein (920) 424-1541 or steina@uwosh.edu to reserve a copy for your use.

Welcome!

The Forum is pleased to welcome back two businesses: **PAMCO**, previously a member under the family’s Career Options business, and **VerHalen, Inc.**, and to welcome **Ann Stein**, as program assistant to the Forum

PAMCO, Property Administration Management Company, of Appleton is owned by Pam Baumann, president/founder. **PAMCO** provides office suites along with small business management services, which are offered through her staffing company — Career Options, and small business consulting services, which are provided through — Business Options. Lisa Powers, Pam’s daughter, is vice president and Eric Baumann, her son, is maintenance manager. With the next generation in the business, Pam is excited to be back in the Forum and including Lisa in programs and peer groups.

VerHalen, Inc. was founded in 1911 by Edward T. VerHalen. William (Bill) Calawerts purchased the business from VerHalen in 1980. With headquarters in Green Bay, VerHalen serves homebuilders, remodelers, homeowners, architects and businesses in Wisconsin and Michigan’s Upper Peninsula with the highest-quality building products, space planning and office systems. VerHalen has been associated with the Pella Corporation since 1927.

VerHalen is currently managed by three of Bill’s six children. John, Chris, and Mike are managing partners, while a fourth son, Mark, has recently joined the business at the Milwaukee office.

Ann Stein joins the Forum as our half-time program assistant. Ann brings a wealth of business experience as owner of her own business and mental health consultant. Ann has already become a vital member of the Forum team.

Please help us make these new people feel welcome.

Member and Sponsor News

U.S. Oil Co., Inc.’s has been recognized as the 12th largest privately held company in Wisconsin as ranked in the Wisconsin 100 by Andersen.

Dean Al Hartman and Professors Don Gudmundson and Burk Tower co-authored *Strategic Implications of Data Gathering Activities in Small Firms: a Comparison between Family and Nonfamily Firms*. Their paper received the “Best Paper Award” at the Spring United States Association of Small Business and Entrepreneurship conference. The article has subsequently been published in the **Journal of Small Business Strategy**.

If you have news about your business or family, send it for inclusion in a future issue.

Sadoff & Rudoy Industries Inc.

We are pleased to announce that the Lasky family of Sadoff & Rudoy Industries Inc. is being awarded the MassMutual 2000 Family Business of the Year, Second Runner Up award at a special reception at the Hilton Garden Inn, Oshkosh, on November 6th. Only three companies in the large category (250 or more employees) are receiving awards—winner, first and second runners up. The Forum is pleased to have nominated Sadoff & Rudoy Industries Inc. for this award.

MassMutual honors “family-owned businesses for their business success, positive links between family and business, multiple generations of involvement, contributions to their communities and industries, and innovative business practices and strategies.” Award winners are selected by a panel of judges who are family business owners. MassMutual recognizes these business winners as models for the nation’s estimated 12 million family businesses.

The reception will include the award presentation by MassMutual, recognition of Sadoff & Rudoy for their achievements, the stories of the national winners and what made them winners, and the celebration of family business.

Members and sponsors are asked to reserve the evening of November 6th for this special reception co-sponsored by the Hilton Garden Inn of Oshkosh, MassMutual—The Blue Chip Company, and the Wisconsin Family Business Forum. Be sure to attend to celebrate with the Lasky family and other Forum members and sponsors. This is a great opportunity to learn how your family business can be among the future winners of this prestigious award.

Successors Group

On August 29th, the Successors were hosted by Amy, Sandy and Dan of Meyer Services. Dan invited Tom Palmer of Grant Thornton to discuss the differ-



ences between “C” and “S” corporations, identifying advantages and disadvantages for the member businesses.

And, as has become a tradition with the Meyers group, members were challenged to accurately and quickly perform a task on a large piece of Meyer’s excavating equipment. Darcy Lemmers of Zander Press Inc. was the top achiever this year, beating out last year’s champion, Kim Bassett-Heitzmann, by a matter of seconds.

The next meeting of the Successors Group will be September 25th at Morton Drug Company. The topic of that meeting will be *Leadership & Customer Service Training*.

Best Practices Group

The College of Business Administration hosted the August 8th meeting of the Best Practices group. The discussion was led by Professor Bryan Lilly of the Marketing department. The discussion of *Best Practices in Marketing* included the following questions:

- what work-force changes are affecting the way you hire sales and marketing people,
- when/how do you decide when to fire a customer and/or to get out of an unprofitable market, and
- how you market new products and improve the new product development process .

Following the meeting, Bryan sent the group a discussion summary, recommendations for improving new product marketing, and a bidding spreadsheet.

The next meeting of the group will be September 26th at PAMCO. Pam Baumann and her daughter Lisa Powers will lead a discussion on “Coping with Crisis”, which will draw on their recent experience following Pam’s motorcycle accident and hospitalization.

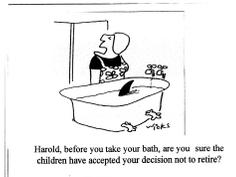
Someday It’ll All Be... Who’s?

If you would like to broach an issue with your family but don’t know how to raise the issue, this book of cartoons might be a great resource. Compiled by Leon Danco and Donald J. Jonovic, this book humorously addresses many of the not too humorous issues of family relationships and family business.

If you haven’t used the Forum’s Resource Center, you might want to begin by borrowing this book.

Every member and sponsor organization recently received an update to the Wisconsin Family Business Forum Member and Sponsor Directory, including the updated list of Resource Center holdings.

Contact Ann to borrow Forum resources.



Compensation Package Surveys

Lori Phillippi has developed a survey on family business compensation packages that she will use to collect member data in preparation for the January 31st program. Maintaining confidentiality in the compilation, Lori will provide a report for use in benchmarking your practices. The survey will arrive on your desk during September. Please respond promptly.

Program Calendar 2000-2001

Date/Time	Topic/Event	Presenter(s)
Sep 25 1-4 pm	<i>Successors Group</i>	Dave Morton, Morton Drug Co.—host
Sep 26 11 am - 1 pm	<i>Best Practices Group</i>	Pam Baumann & Lisa Powers, PAMCO
Oct 23 7 - noon	<i>Enhancing Family Business with Family Meetings and Family Councils</i>	Nancy Waichler, Follett Corporation & Family Business Consulting Group
Dec 5 3 - 6 pm	<i>15 Keys to Keeping Your Assets Safe</i>	Sponsors
	2002	
Jan 31 3 - 6 pm	<i>Compensation Packages & Retention</i>	Lori Phillippi, Badger Mining Corporation
Mar 19 7 - noon	<i>Developing Successors</i>	Drew Mendoza, Family Business Consulting Group
May 3 - 11	<i>Exit Strategies — International Workshop in Greece</i>	
TBA	<i>6th Annual Dinner</i>	
TBA	<i>3rd Annual Golf Outing & Dinner</i>	

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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.
