2017 – 2018
Family Business Center
Education and resources to help you thrive

LEARN MORE  uwfbc.org
Welcome to the University of Wisconsin-Madison Family Business Center

The UW-Madison Family Business Center is a vibrant community for business-owning families to exchange ideas and experiences, explore challenging issues, and learn from leading experts about topics that are unique to family businesses.

We help family businesses work through complex interpersonal and family business issues, identify and avoid potential pitfalls, apply best practices in family business management, and plan for successful transitions.

I welcome you to read through this brochure or visit our website uwfbc.org to learn about upcoming educational programs, networking opportunities, and various resources offered through our Center.

BE OUR GUEST

If you are part of a family-owned business and have not attended a Family Business Center program before, please join us at a learning and networking event.

No cost to attend. Refreshments and parking included. Advance registration required.

Past members and previous guests please contact Sherry Herwig prior to registering for information and fees. 608-441-7347 or sherry.herwig@uwfbc.org.
Thank You Sponsors!

Family Business Center sponsors are an integral part of our organization. These companies provide important services and resources that family businesses need. The professionals who represent these companies have taken the time to understand the unique challenges that family businesses face so they can serve you better.

Founding Sponsors

Associated Bank

DeWitt Ross & Stevens

Smith & Gesteland accountants & consultants

FOCUS ON WHAT MATTERS

Sustaining Sponsors

JOHNSON BANK.

MassMutual FINANCIAL GROUP

TRIUMPH WEALTH MANAGEMENT

WIPFLI CPAs and Consultants

HUSCH BLACKWELL

Madison INVESTMENT ADVISORS
The Benefits of Membership

A Vibrant, Interactive Working Community
Our close-knit community of members and sponsors interact regularly in a trusted, open and relaxed environment to exchange ideas and experiences, and share the unique challenges family businesses encounter.

Nationally Renowned Speaker Series
Leading family business experts share insights and information on trends and techniques that can be applied to your business. The curriculum is driven by the needs and issues of our members. Past subjects include:
• Legal and financial topics surrounding leadership succession
• Family relationships
• Best practices in next generation training
• Ownership control and transfer
• Family member versus non-family member employee compensation

Networking Breakfast Meetings
These educational “Food for Thought” programs are presented by Family Business Center Sponsors. The FBC Sponsors provide a wide array of experience and are experts in their fields:
• Banking
• Law
• Financial management
• Tax and accounting

Focused Peer-to-Peer Learning Groups
Led by local family business experts, these confidential, trusted forums allow individuals with similar experiences and backgrounds to discuss sensitive issues and critical business topics.

Dedicated Staff, Valuable Resources
Sherry Herwig
Director
608-441-7347
sherry.herwig@uwfbc.org
The Fluno Center – Learn in the Heart of Campus
Family Business Center programs are held at the Fluno Center, an award-winning facility with convenient underground parking, located just a few blocks from State Street shopping, the Memorial Union, and downtown Madison. Members also have access to the Fluno Center’s popular Smitty’s Study Pub on the building’s top floor. Enjoy skyline views, billiards, light fare, and a full-service bar.

Visit fluno.com for more information.

Center for Professional and Executive Development
Achieve a sustainable, competitive career advantage through business education courses and certificates in the areas of project management, lean six sigma, management and leadership, and business acumen.

Visit uwcped.org to learn more and register

FBC members receive 20% off all courses. Contact us to receive your exclusive discount code.
Preparing Owners of a Family Business

Presented by Maria Sinanis, Cambridge Family Enterprise Group

Family owners provide stability and decisiveness that contribute to the success of family companies. While owners have the power to make significant decisions, many family owners are unprepared or unqualified for their role. Without an orientation to the professional role and duties of owners, families can grow more demanding in their expectations of the business, and unintentionally constrain the company’s growth and agility.

Key Takeaways:

• The role, responsibilities, and rights of owners in relation to board members and management
• Attitudes and behaviors that make a strong ownership team
• Key understandings and types of learning that help prepare owners to fulfill their role

Leadership That Gets Results - A Self-Assessment of Your Leadership Impact

Presented by Steve King, President, Center for Advanced Studies in Business

Research on the topic of leadership has become both deep and wide in recent years. However, leadership as a skill still eludes many people in business. This program will explore a handful of useable leadership “styles” that can either help a business grow or stand in the way of that growth. The program will center on a self-assessment tool that will be administered and then debriefed, so each participant can explore their particular leadership style.

Key Takeaways:

• Leading more constructively and with greater impact on business results
• Recognizing and addressing personal leadership derailers
• Setting personal goals for improving their leadership style and the future of philanthropy

“Keeping education at the forefront and helping us, as business leaders, is of the utmost importance to the continual growth and evolution of family-owned businesses.”

Tanya Nueske, CEO, Nueske’s Applewood Smoked Meats
Wednesday, December 13, 2017
NETWORKING BREAKFAST 7 – 8:30 a.m. PROGRAM 8:30 – 11:30 a.m.

Manage Like You Mean It - Getting the Results You Need from Millennials
Presented by Amy Lynch, Generational Edge

Young generations come to work with expectations unimaginable a few years ago—and family members are no exception. Millennials often respond to management in ways we don’t expect. That’s why it’s essential to manage Millennials like we mean it - like we mean for them to contribute and like we mean for them to stay. This session will provide you with insight and strategies for working with the next generation of the family business.

Key Takeaways:
• Recognizing when a difference is generational, rather than individual or personal
• Inviting Millennial input and collaboration in manageable ways
• Managing Millennial expectations

Wednesday, January 17, 2018
NETWORKING BREAKFAST 7 – 8:30 a.m. PROGRAM 8:30 – 11:30 a.m.

The Five Stages of Value: How to Maximize Business Value & Unlock Trapped Wealth
Presented by Christopher Snider, Exit Planning Institute

Most business owners focus on sales and income only, which is understandable but misguided. It’s critical that an owner focuses on the business maturity since it is ultimately where the real value creation lies. Frankly, when you focus on building an attractive, ready business, the income will follow. In this session, we will dissect the five stages of value maturity: Identify Value, Protect Value, Build Value, Harvest Value, and Manage Value.

Key Takeaways:
• Benchmark business value using the Value Maturity Index
• Illustrate the similarities between protecting and building value
• Describe the relationship between intangible asset transferability and business value
Thursday, March 1, 2018
NETWORKING BREAKFAST 7 – 8:30 a.m. PROGRAM 8:30 – 11:30 a.m.

Hiding in Plain Sight: Managing Substance Abuse & Mental Illness in a Family Business
Presented by Arden O’Connor, O’Connor Professional Group

Addiction and other behavioral health issues are often referred to as “family diseases,” meaning that one individual’s diagnosis(es) and consequent behaviors have an emotional impact on an entire family system. When a family also shares an asset (ex. family business), there is an added layer of complexity to an already confusing and crisis-driven situation. This workshop provides a framework for understanding these issues and developing plans that account for both personal and professional considerations.

Key Takeaways:
• Identify signs and symptoms of mental health and addiction issues
• Determine whether and how to raise concerns as a family member or professional advisor
• Balance the clinical needs of the individual with the business needs of the enterprise

Wednesday, May 2, 2018
NETWORKING BREAKFAST 7 – 8:30 a.m. PROGRAM 8:30 – 11:30 a.m.

Leadership Storytelling for Family Business
Presented by Esther Choy, Leadership Story Lab

Family enterprises have rich histories and passionate visions, but how do you authentically lead, influence, and persuade your enterprise and stakeholders of your compelling vision? Family enterprise leaders need storytelling tools. The gift of storytelling isn’t a mysterious inborn ability for a select few. Rather, it is a powerful skill that everyone can learn and master.

Key Takeaways:
• Master the Principle Elements of Storytelling and apply them to business communication
• Develop individual stories that can be applied in the leadership context immediately
• Give and receive feedback on stories through a guided, facilitated framework

All Programs held at the Fluno Center
Food for Thought Breakfast Series

NETWORKING BREAKFAST 7:30 – 8 a.m. PROGRAM 8 – 10:15 a.m.

Everyone, regardless of membership status, may attend these programs free of charge. Members and guests learn about topics relevant to themselves, their family, and their family business.

• Monday, October 16, 2017
• Tuesday, February 6, 2018
• Tuesday, March 20, 2018
• Tuesday, April 17, 2018

Visit uwfbc.org for program descriptions.

Socials

The Family Business Center Socials are great opportunities to enjoy networking and socializing with your fellow members.

Fall and Summer Socials at the Fluno Center
Fall 6 - 8 p.m. Thursday, November 16, 2017
Summer 5 - 8 p.m. Friday, August 3, 2018
The Family Business Center offers an innovative approach that gives you even more networking and learning opportunities tailored to your particular interests and concerns. Affinity Groups provide:

- Peer support
- A confidential forum for delicate issues
- Relationship building
- In-depth discussion of critical topics

Groups of 8 to 12 members meet once a month for three hours for a facilitated discussion led by local family business experts.

Choose the group that’s best for you!

**CEOs**
This Affinity Group is for those who are running a family-owned business. While the specific title of the individual is not important, he or she must be clearly in charge of company operations.

**Future Leaders Affinity Group (FLAG)**
If your parent, or parents, are still considered the company head(s), but you are in a position of future leadership within the family-owned business, this Affinity Group is for you.

**Key Non-Family Leaders**
Not all top managers (CFO, COO, HR Manager, Line Manager, General Manager, etc.) in a family-owned business are family members, and as such, face their own set of challenges. Learn along with others in a similar position.

Contact Sherry at sherry.herwig@uwfbc.org for more information

“I have been a part of an FBC CEO Affinity Group for over three years. The benefits go beyond words. I have received priceless business advice from people who both care, and have or are experiencing similar challenges, made fantastic friends, and trace real work back to the relationships within the group. There’s a real security knowing you have trusted business associates with sound experience.”

Kent Rawhouser, Owner, A&J Specialty Services, Inc.
Transition to Executive Management

Develop management skills to lead cross-functional family business teams.

A Nine-Day Certificate Program In Three Sessions
March 6-8, 2018 I April 10-12, 2018 I May 8-10, 2018

Who Should Attend

• Family business managers, directors, and leaders
• New or emerging leaders of an enterprising family business
• Leaders in executive roles who want to refresh business and leadership skills
• Participants must have five-to-ten years of business experience in a management or leadership role

GET STARTED       Visit go.wisc.edu/temfbc

BONUS! Facilitated discussions for family business leaders following each session.

Program is held at the Fluno Center
All-in-one-learning, lodging, and dining
601 University Avenue,
Madison, WI 53715
Reserve a room 877-773-5866 reservations@fluno.com

SPECIAL PRICE FOR FAMILY BUSINESS CENTER MEMBERS
*FBC members - contact us for special discount code
SAVE THESE DATES!

Thursday, September 28, 2017
Preparing Owners of a Family Business

Thursday, November 16, 2017
Leadership That Gets Results - A Self-Assessment of Your Leadership Impact

Wednesday, December 13, 2017
Manage Like You Mean It - Getting the Results You Need from Millennials

Wednesday, January 17, 2018
The Five Stages of Value: How to Maximize Business Value & Unlock Trapped Wealth

Thursday, March 1, 2018
Hiding in Plain Sight: Managing Substance Abuse & Mental Illness in a Family Business

Wednesday, May 2, 2018
Leadership Storytelling for Family Business

Learn More ➔ uwfbc.org