

Generations

Predictable Futures Inc.
the business family centre

If you want a predictable future for your business and your family...
then you must design it in advance.

Winter 2011

Drift, Drown or Decide is Gordon Wusyk's new book

Gordon Wusyk, President and CEO of Predictable Futures Inc - The Family Business Centre has released his first book. **Drift, Drown or Decide; Navigational Tools for Business Families in Transition.**

Drift, Drown or Decide is full of real - life experiences that Gordon has gleaned from 32 years of working with family business owners. He explains the techniques and processes he uses to help family businesses protect their wealth and plan successful successions.

In the introduction to the book, Gordon writes, " This book is my attempt to share some tools, techniques and processes I have discovered that work in building strong enterprises, healthy entrepreneurs and harmonious families. It is possible - indeed vital - that entrepreneurial spirit and a passion for commerce be passed on from one generation to another. I trust that what I have studied and stumbled across is helpful to families and advisers."

Gordon shares his own family's business succession story in Chapter 1. He describes how his father Steve built a successful furniture moving business and large cattle ranch and then how his father's sudden death at the age of 59 left the family and the business in a mess. Had his father and the family done some basic planning Gordon says the entire mess could have been avoided and the family harmony could have been preserved.

Subsequent chapters deal with the many issues facing family businesses. In an easy to read style, Gordon describes the processes he uses to help families deal with the tough questions and the tough decisions all business families must face if they are to be truly successful.

Drift, Drown or Decide is available at Audrey's Books in Edmonton or from the office of Predictable Futures Inc.



Some of Gordon's clients, colleagues and friends attending his book launch at Audrey's Books. From left, Darren Hansen, COO Unified Alloys; Gloria Wusyk, CFO Predictable Futures Inc.; Gordon Wusyk, CEO of Predictable Futures Inc. and Author; Lee Jackson, Valpak Edmonton and Diane Young, youngteam Ltd.

What people are saying about **Drift, Drown or Decide:**

"Boy it's good!"

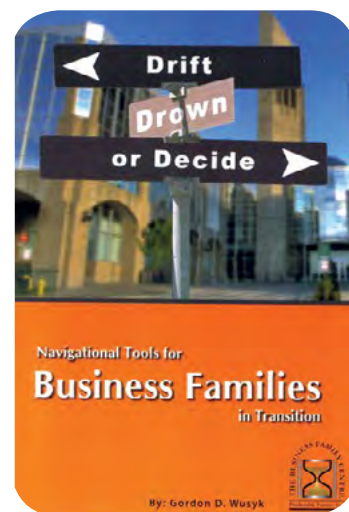
Dr. Thomas William Deans, Hockley Valley, Ontario, Author of Every Family's Business

"Drift, Drown or Decide would be helpful for our clients to read before they meet with us."

Donald N. Cherniawsky, Edmonton, Alberta Senior Tax Advisor with Felesky Flynn LLP

"I love your book! What a wonderful job you did of pulling all the pieces together."

Malcolm Scarratt, Calgary, Alberta Scarratt Estate & Succession Planning Inc.



Ray Nelson Tribute

Farewell to an Amazing Man

While a college student in the early sixties I spent two summers building homes, grain bins and machine sheds for Nelson Lumber. In those days I knew Ray Nelson only by reputation and pay cheque.

32 years later in 1994, I became one of his succession advisors and friends. Over the next 26 years our relationship grew into something much deeper as he guided me in understanding his passion for helping others.

In 1999 I visited Ray before and after our mutual friend Dr Dennis Modry made Ray, at the age of 79, the world's oldest heart transplant recipient. His new heart extended his incredible life by 11 years and it was during that period of his life while I was serving on the National Young Life Board that I introduced him to the work of Young Life.

He appreciated the work that Young Life was doing for the positive development of junior and senior high school students by "loving these teenagers in their world and lifting up Christ for their consideration". Ray understood the value of this work and made a timely and significant financial contribution which allowed us to advance the construction of Rockridge Canyon near Princeton, BC. Rockridge has become the premier camp for kids in Canada. To see what Ray and his late wife Marie assisted in starting, visit www.YoungLife.ca.

I consider it a true blessing to have had Ray and Marie as clients and lifetime friends. Our friendship comprised many facets of life including leadership, politics, entrepreneurship, family business and the impact of the Christian faith in all of these areas. Ray just didn't embrace the faith, he lived it!

I learned many things from Ray. Here are a few of the gems he frequently imparted during his public and private messages:

- *I learned there are no rights without responsibility*
- *I learned that life without goals is a life without meaning*
- *I learned that it's best to not quit at quitting time*
- *I learned that regardless of color or age, we all need about the same amount of love*
- *I learned that if you give a pig and a boy everything they want, you'll get a good pig and a bad boy.*
- *I learned that there are no unimportant acts of kindness*

Thank you Ray for touching and advancing my life and setting an example of what a short man with "inner bigness" could accomplish. The 1700 people at your memorial was a testament to the impact you made.

Farewell good friend and noble servant. You truly went beyond success to significance - and would have preferred that I had not said so.

Your life is an example to many business family founders as to what a renaissance is all about as opposed to retirement.

Your friend,
Gordon



Raymond J Nelson
1920-2010
Father-Builder-Philanthropist

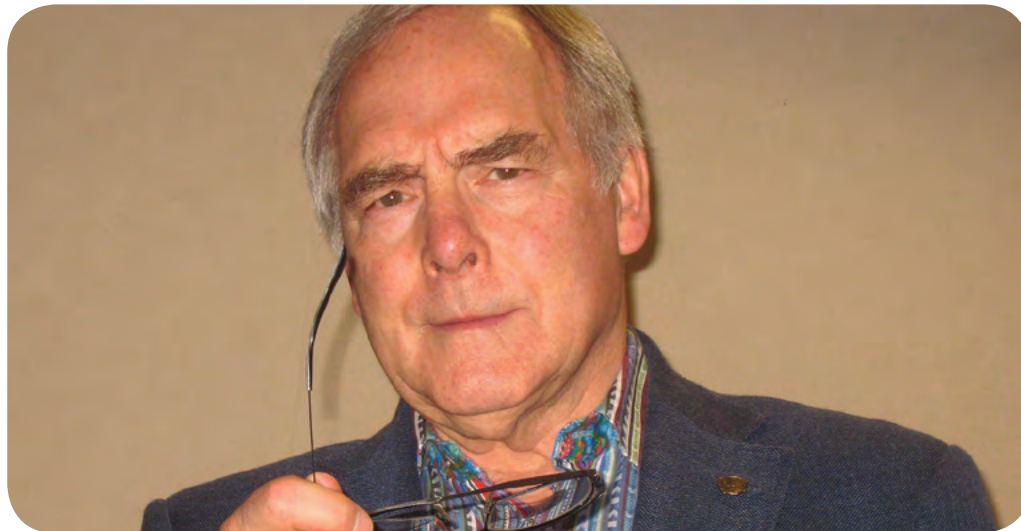
“

I learned from Ray that there are no unimportant acts of kindness

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“Don’t Tell Me We Had a Great Meeting”

“Tell me what you’re going to do, because of it!”



This is the implied challenge that my friend and mentor Leon Danco PhD. puts out every time we talk or meet.

Discussion is useful, strategic planning is important and deciding where you want to go is crucial, but “implementation is everything.”

An action plan that actually makes us do something different creates the changed result. Just thinking, talking or writing it down may be a good beginning but actually taking action begins the real journey to a new and higher level. “To do or not to do” is the real litmus test question for anyone seriously wanting to change their existing circumstances.

My new book, “Drift, Drown or Decide - navigational tools for business families in transition” - sets a tone and provides the tools for what you can do that is different.

I’d encourage all of us to use 2011 to be “deciders” with an action plan.

Gordon Wusyk
President & CEO

“

**A business that makes
nothing but money is a
poor kind of business**

- Henry Ford, 1863 - 1947

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From Classroom to Boardroom

Gordon Wusyk, President and CEO of Predictable Futures Inc. attends and participates in conferences, seminars, meetings and events around North America.

Palm Springs, California - February 2011

Meeting with members of Predictable Future’s Board of Advisors Kevin Jenkins, President of World Vision International and Dr. Ron Jensen, Chairman of Future Achievement International.

Phoenix, Arizona - January, 2011

A Family Council/ Director Meeting with one of our family business clients.

Chicago, Illinois - October, 2010

Attendance at the Family Firm Institute (FFI) Conference where members from around the world come together to be educated, network and share ideas to help business families.

Edmonton, Alberta - September 2010

Keynote speaker at Advocis (The Financial Advisors Association of Canada) “Preserving the Endangered Species.”

Ottawa, Ontario - May 2010

CALU (Conference for Advanced Life Underwriting) - introduction of Prime Minister, Stephen Harper.

Calgary, Alberta – May 2010

Attendance at the annual meeting of Civitas – “a society where ideas meet”.

Princeton, B.C. – May 2010

Keynote speaker on “Leadership” at Young Life Men’s Camp , Rockridge Canyon.

Regina, Saskatchewan - May 2010

Attendance at the CAFE National Symposium.

Edmonton, Alberta – April 2010

Participation in Family Business Consulting Group – “From Classroom to Boardroom – Educating & Developing the Next Generation.”

Kelowna, B.C. - March 2010

Guest speaker at CAFE Kelowna.

Ottawa, Ontario – March 2010

Participant at the Manning Networking Conference – Manning Centre for Building Democracy

Predictable Futures Inc. brings Thomas William Deans PhD to Edmonton

On September 29, 2010 Predictable Futures Inc. was proud to present keynote speaker - Thomas Deans, the author of "Every Family's Business". Family business owners and advisers met at the Royal Mayfair Golf and Country Club for an enlightening, entertaining and challenging evening.

Thomas William Deans, PhD, is the president of Détente Financial Press, which specializes in teaching family business wealth strategies through seminars sponsored by professional and financial service providers.

Tom's fundamental message is that every business must be for sale and must ultimately be sold, and that making your firm's longevity an overriding business objective will destroy wealth.

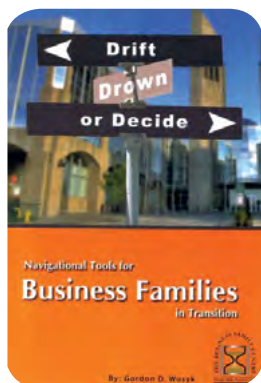
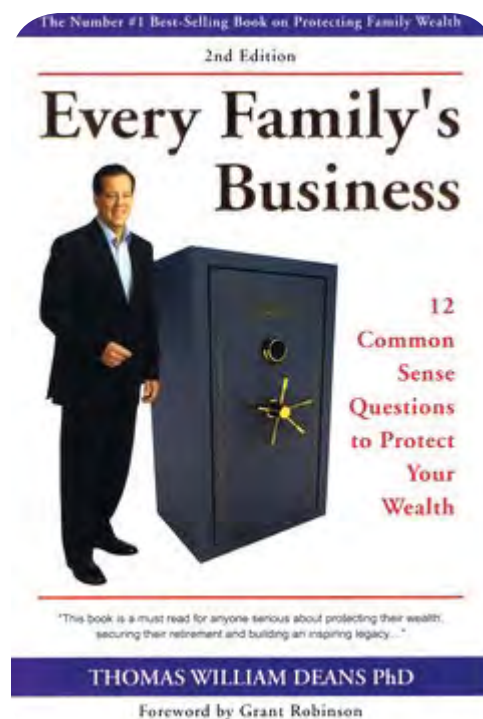
He draws on his experience as president of a family-owned multinational corporation for almost a decade and his family's experience of three generations that founded, operated and sold their private and publicly traded companies for a combined value exceeding \$100 million. In addition, Tom has worked in banking, government relations, been president of a railway, holds patents and has chaired a federal government committee on tax credits.

Tom got everyone's attention when he said, "In this room there are children who believe their parents will gift their businesses to them, and parents who believe their children will purchase the business". That statement elicited an uneasy, awkward laugh from his audience. He went on to say that the lack of clarity around the future ownership of the business is the greatest source of conflict and wealth destruction in family businesses.

Tom said that communication was the key for families to successfully transition their business and that the 12 Questions in his book would begin the discussion. He recommends these 12 Questions be answered on a yearly basis.

Some of our client families are now using these 12 questions to help develop their family business future. If you would like to explore the possibility of using Predictable Futures Inc to facilitate your family discussion of these 12 questions, please give us a call.

Every Family's Business, by Thomas Deans is available from Predictable Futures Inc. for \$20.00.



Drift, Drown or Decide is available at Audreys Books in Edmonton or from the office of Predictable Futures Inc.



For further information on any of the content in this newsletter, or to be added to or deleted from our mailing list, please contact Predictable Futures Inc. The Family Business Centre.

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