



Women's Council
· Wisconsin ·

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2009 Trailblazer Recipients

Brown County

Hasselblad Machine Company
Kathryn Hasselblad-Pascale
Green Bay • Founded 1941

Buffalo County

Mondovi Hardware Store
Sara Erickson
Mondovi • Founded 1905

Dane County

Far Horizons Travel
Patricia Nemeč
McFarland • Founded 1981

Middleton Travel

Pam Wencel & Mary Miller
Middleton • Founded 1983

A Room of One's Own

Feminist Bookstore
Sandra Torkildson
Madison • Founded 1975

Terese Zache Designs

Terese Zache
Madison • Founded 1981

The WIDGET Source, Inc.

Sue Ann Kaestner
Madison • Founded 1983

Grant County

Wedge's Badger Bar
Donna Diane Clark
Platteville • Founded 1907

Jefferson County

Jefferson Travel Agency
Christine Ingersol &
Patricia Ziwiŕky
Jefferson • Founded 1979

Milwaukee County

AJA Enterprises, LLC
Bevelyn Johnson
Milwaukee • Special Recognition

Racine County

Graceful Aging, Inc.
Delilah Souter
Racine • Special Recognition

Walworth County

Alder Companies
Debra Alder
Delavan * Founded 1921

FOR IMMEDIATE RELEASE

**WISCONSIN'S GOVERNOR'S TRAILBLAZER
AWARDS FOR WOMEN IN BUSINESS
2009 WINNERS ANNOUNCED**



*12 Woman-owned Companies Selected from
Across Wisconsin to Receive Awards*

Madison (April 9, 2009) -- Governor Jim Doyle and the Wisconsin Women's Council are pleased to announce the recipients of the Governor's Trailblazer Awards for Women in Business, recognizing women pioneers in the business community.

Trailblazer Awards recipients come from across Wisconsin. The 2009 recipients represent seven counties and a wide range of industries – including non-traditional industries for women. These businesses have sustained families and anchored communities.

“Wisconsin's home-grown businesses are really what drive our economy, and the role women play in these businesses is vital to the state's economic success,” Governor Doyle said. “I am honored to help to recognize these women who have started their own business, and the great success they've had – strengthening our economy, and building strong communities in the process.”

Trailblazer Awards are given to businesses statewide to recognize the legacy of women's business ownership in Wisconsin. Categories include: Torch Awards honoring family-owned businesses that are currently majority woman-owned and have been in operation for three generations or more, and Trailblazer Awards honoring businesses with sole or majority ownership by a woman, or series of women, for 25 years or more.

“Women-owned businesses have been providing family supporting jobs for generations,” said Kris Martinsek, Wisconsin Women’s Council Chair. “By starting and sustaining businesses, exploring markets, creating jobs and stimulating economic growth, Wisconsin women business owners play a leading role in our economy. The Trailblazer Awards celebrate women’s long history of entrepreneurship and deep roots in Wisconsin’s broader business community. We are excited to recognize the success of these business leaders whose work has carved a path for women business owners today.”

Woman-owned businesses were nominated for Trailblazer Awards by business and professional associations, elected officials, friends, colleagues and employees. An award ceremony and Trailblazer luncheon sponsored by M&I Bank will be held in Madison, Wisconsin with the date to be announced. The Governor’s Trailblazer Awards for Women in Business are sponsored by the Office of the Governor, Wisconsin Women’s Council, Wisconsin Department of Commerce, M&I Bank, The WIDGET Source, and Wisconsin Manufacturers and Commerce.

For 2009, the Trailblazer program has partnered with the Wisconsin Women's Business Initiative Corporation (WWBIC) to honor women working today, against the odds, to found businesses, bring their vision, talent and expertise to building Wisconsin's economy and make their community a better place. WWBIC is a statewide economic development corporation that provides quality business education and financing to Wisconsin’s entrepreneurs and small business owners. WWBIC delivers top-notch programs and service to help both women and men launch and expand small businesses. Learn more at www.wwbic.com.

Past Recipients of the Governor’s Trailblazer Awards include:

Ballweg Chevrolet-Pontiac-Buick Middleton/Sauk City * Founded 1965	Full Compass Middleton * Founded 1977	Pardeeville Gymnastics and Karate Club Pardeeville * Founded 1980
The Big "O" a Neighborhood Bar Rice Lake * Founded 1896	Joan Collins Publicity, Inc. Madison * Founded 1966	Seek Careers & Staffing Grafton * Founded 1971
Concepts in Art, Ltd. Janesville * Founded 1979	Kreier's Hair Quarters Cudahy * Founded 1927	Stanek Tool New Berlin * Founded 1924
Cook's Cake Decoration & Candy Supplies West Allis * Founded 1970	Lammer's Food Fest Menomonie * Founded 1860	Waldmann Shoes Jefferson * Founded 1977
Country Treasures Chippewa Falls * Founded 1979	Lincoln Wood Products, Inc. Merrill * Founded 1947	Wild Child Madison * Founded 1981
Devenish Associates, Inc. Monona * Founded 1979	Malacological Consultants LaCrosse * Founded 1977	
Elite Fitness & Racquet Clubs Brookfield * Founded 1979	NSP Graphics Campbellsport * Founded 1977	