

WOMENSCOUNCIL.WI.GOV

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# PRESS RELEASE WISCONSIN'S GOVERNOR'S TRAILBLAZER AWARDS FOR WOMEN IN BUSINESS PRESENTED AT STATE CAPITOL

Madison (March 28, 2012) – Governor Scott Walker, Lt. Governor Rebecca Kleefisch and the Wisconsin Women's Council today honored the recipients of the 2012 Governor's Trailblazer Awards for Women in Business at an awards ceremony at the State Capitol.

The Governor's Trailblazer Awards recognize the rich legacy and deep roots of women's business ownership in Wisconsin.

"We were pleased to honor these outstanding women leaders today," said Governor Scott Walker. "These Trailblazers help put Wisconsin to work and serve as role models for others who are considering opening a business and creating jobs."

These business owners come from across Wisconsin, representing businesses both large and small, a wide range of industries—including non-traditional industries for women. Their businesses have sustained families and anchored communities. Their work as carved a path for a new generation of women business owners today.

"Women business owners and entrepreneurs contribute greatly to our state's economic growth," said Lt. Governor Rebecca Kleefisch. "We are grateful for their role as leaders in our state."

Since the award was established in 2007, Governor's Trailblazer Awards have been given to 44 Wisconsin woman-owned businesses across 22 counties.

"The value of these winners is not just in the past accomplishments we celebrate today- it is also in the women their trailblazing example will inform and inspire in the future to follow their own entrepreneurial passions and dreams," said Mary Jo Baas, Chair, Wisconsin Women's Council.

The Governor's Trailblazer Awards are sponsored by the Office of the Governor; Office of the Lieutenant Governor; Wisconsin Women's Council; Wisconsin Women's Business Enterprise (WBE) Certification Program (Wisconsin Department of Administration); M&I, a part of BMO Financial Group; The WIDGET Source; Wisconsin Manufacturers and Commerce; and the Wisconsin Women's Business Initiative Corporation (WWBIC).

Governor's Trailblazer Awards Presented March 28, 2012

Woman-owned businesses were nominated for Trailblazer Awards through an open nomination process, including nominations from business and professional associations, elected officials, friends, colleagues and employees.

For more information about the Trailblazer Award program, visit the Women's Council web site at <a href="http://womenscouncil.wi.gov">http://womenscouncil.wi.gov</a>.

Recipients of the 2012 Trailblazer Awards are:

# **Brown County**

Ed Gersek Inc. Lorraine Gersek Diane M. Bisick, President Green Bay • 1963

#### **Dane County**

Awards Mall/Total Awards & Promotions, Inc. Donna Gray, CEO & President Madison • 1977

Drake & Company Staffing Specialists Kelly Starr-King, CEO Madison • 1978

Lindsay, Stone & Briggs, Inc. Marsha Lindsay, CEO Madison • 1978

#### **Milwaukee County**

Heartland Information Research, Inc. Kate Hill, President Wauwatosa • Special Recognition

Kujawa Enterprises, Inc. Sally Kujawa, President Oak. Creek • 1964

MJ Care, Inc. Mary E. Van Lare, P.T., CEO Milwaukee • 1977

Zoe Engineering Daphne M. Wilson, P.E., President Milwaukee • Special Recognition

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#### **Racine County**

2100 Lathrop, Inc. (dba McDonalds) Dorothy A. Metz, President Racine • 1957

Badger Trailer & Equipment Corp. Karin Lee-Fournier, CEO & President Jean A. Lee, Owner & Vice President Franksville • 1920

Insider News Wisconsin Yolanda James, Owner & Publisher Racine • Special Recognition

#### St. Croix County

J&L Steel & Electrical Services Lou Anne Berg, CEO Hudson • 1977

## Waukesha County

James Imaging Systems Lola A. Tegeder, CEO Brookfield • 1977

## Winnebago County

Directions Marketing Kristine R. Sexton, President Neenah • 1955

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