

A large, light green-tinted image of the Wisconsin State Capitol dome and its central statue, which is the Goddess of Justice. The statue is shown from the waist up, wearing a crown and holding a scale of justice in her left hand and a sword in her right hand. The background is a solid light green color.

PROGRAM

Governor's Trailblazer Awards

Madison, WI

May 23rd, 2018

Wisconsin State Capitol





Thank you to our sponsors:

OFFICE OF THE
GOVERNOR

Scott Walker

OFFICE OF THE
LT. GOVERNOR

Rebecca Kleefisch

BMO  **Harris Bank**
We're here to help.™



THE **WIDGET** SOURCE



Welcome

to the
TRAILBLAZER
AWARDS
CEREMONY



Awards Ceremony

1:30 pm

WELCOME

Patty Cadorin

BMO Harris Bank

Wisconsin Women's Council

PRESENTATION OF AWARDS

Governor Scott Walker

Mary Jo Baas

Wisconsin Women's Council



BMO Harris Bank

Trailblazer Reception

2:30 pm

Lieutenant Governor Rebecca Kleefisch

Special Guest

Located in the **SENATE PARLOR**

Following the presentation of awards, award recipients are asked to move to the front of the room for a group photograph.



Governor Scott Walker, Lt. Governor Rebecca Kleefisch, Wisconsin Women's Council, the sponsoring organizations, and the Trailblazer Committee are pleased to honor the recipients of the 2018 Governor's Trailblazer Awards for Women in Business.

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

PIONEER AWARD

Honoring women who have owned their business for the past 25 years or more.

TORCHBEARER AWARD

Honoring women with majority ownership of family businesses that span three generations or more.

FORWARD AWARD

Honoring women business owners with 100 or more employees, representing fewer than 1% of all women-owned businesses.

THRIVE AWARD

Honoring women who have owned their business for the past 50 years or more, serving as pillars of the business community and inspiring generations of women.

SPECIAL RECOGNITION AWARD

Recognizing trailblazing entrepreneurial spirit as evidenced by business innovation and success, and a personal commitment to the community.



Charlene Blohm

PRESIDENT & CEO | C. BLOHM & ASSOCIATES, INC.
Monona, WI ◇ Founded 1991

Nominated by Vickie Wenzel, Director of Learning and Development, Atmosphere Commercial Interiors

C. Blohm & Associates, Inc. (CB&A) is an integrated marketing, public relations, social media and content agency focused on education, special needs and workforce development industries. This award-winning agency creates customized marketing communications campaigns that drive results for clients. Passion, imagination and commitment are

hallmarks of CB&A's dynamic team, with a focus on providing everyone with the chance to learn. CB&A also partners with a variety of organizations to deliver bottom-line value. From early-stage Davids to multinational Goliaths, Charlene she has a knack for seeing what others often don't. On weekends, Charlene is found pedaling a bike or paddling a canoe.

Tammy Dannhoff



OWNER | KIDS ARE US FAMILY CHILDCARE
Oshkosh, WI ◇ Founded 1989

Kids Are Us was founded in 1989 in response to an inability to find affordable, quality child care for their children. Tammy LOVED her new career, returning to school at nights, earning an early childhood associates degree. She has since earned several additional professional credentials and is currently pursuing a bachelor's degree in Early Childhood.

Kids Are Us emphasizes Play Based and STEAM learning and problem-solving skills. Tammy serves as President of C.H.I.L.D., the Oshkosh area child care provider association, and is involved with the WI Family Child Care Association and WI's Recognition System for the Early Childhood Care and Education Profession.



Diane Everson

OWNER & PUBLISHER | THE EDGERTON REPORTER

Edgerton, WI ◇ Founded 1874

Woman-owned since 1992

Nominated by Joan Collins, Joan Collins Publicity and Trailblazer winner '07, '16; and Beth Bennett, Executive Director, Wisconsin Newspaper Association

Diane's parents bought The Edgerton Reporter in 1951. Diane joined the paper after college, becoming co-publisher with her mother Helen in 1992, and publisher in 2017. Diane is active in the Edgerton community, including establishing and leading the Annual Edgerton Book and Film Festival. She has received national awards and served on national

newspaper industry boards. In 2013, Diane was inducted into the Wisconsin Newspaper Association's (WNA) Newspaper Hall of Fame. According to WNA, in the midst of a career spent highlighting life in rural Wisconsin, Diane once said: "I may be from a small community, but I am certainly not small-time."

Mary Floyd

OWNER | COUNTRY STYLER

St. Nazianz, WI ◇ Founded 1976



Nominated by Steve Stuebbe, Retired Educator, Chilton Public Schools and long-time customer

Mary Floyd started the Country Styler beauty salon in 1976. At age 21, she had worked for 2 ½ years in the small community of St. Nazianz at a local salon before starting her own business. That same year, she hired Cathy Binversie Riesterer to work by her side. In the years that followed, Cathy got married and they both raised families and had church and village

commitments. After 42 years together, families are grown, but Mary and Cathy still work side by side. "It's a wonderful relationship. Our community is not looking forward to the day we hang up our combs and scissors. I thank my customers and Cathy for all the wonderful years we have shared. We aren't finished yet!"



Kathleen Gionis M.

OWNER | GIONIS & MURTAUGH LAW OFFICE, LLC
St. Croix Falls, WI ◇ Founded 1984

*Nominated by Kate Murtaugh, daughter and law partner,
Gionis & Murtaugh Law Office, LLC*

Kathleen Gionis was the first woman attorney in Polk County. She started her career with the James Erickson Law Office, taking over the practice in 1984 when he was elected judge. Thirty-four years later, Kathleen Gionis maintains the practice, employing an all women team, including her daughter—now partner. Kathleen is an active community volunteer, including

the Law Day Advice Booth, Rotary and Lions Clubs, and United Methodist Church. She offers grants to provide legal services at reduced cost through local agencies serving domestic abuse victims and families, and others in need. Kathleen is a life-long resident of Polk County and graduate of Hamline University School of Law.

Mary Beth Growney Selene



PRESIDENT | RYAN SIGNS, INC.
Madison, WI ◇ Founded 1987

Nominated by Nan Zimdars, Nan M. Zimdars, Inc., and Trailblazer Winner '16

Ryan Signs, Inc. was founded in 1987. With 10 -years of experience in the sign industry, Mary Beth saw a niche for good customer service and relationship building within the business community. Thirty-one years later, these two attributes continue to

be a driving force behind each client interaction and the development of each project. A small, talented, and dedicated team of professionals at Ryan Signs, Inc., lead the way in extraordinary signage.

You've
inspired us.

BMO Harris full page ad



We are proud to support Wisconsin Women's Council and thank the winners of the Governor's Trailblazer Awards for Women in Business for all they do in the community. They have made a difference.



Kim M. Lobdell, P. E.

PRESIDENT | KL ENGINEERING, INC.
Fitchburg, WI ◇ Founded 1991

Nominated by Marci Henderson, CEO, Girl Scouts of Wisconsin, Badgerland

Kim Lobdell established KL Engineering, a consulting engineering firm, in 1991. The firm has grown to 65 employees with offices in Madison, Menomonie, and Green Bay. KL Engineering provides professional services built around a core specialization in transportation engineering and an unwavering

customer service ethic. How we do business is just as important as what we do—and KL Engineering staff are dedicated to delivering a better experience on every project. Kim is active in professional and community organizations, promoting civil engineering and the advancement of women in this field.

Anne Maedke



OWNER | MAEDKE CHIROPRACTIC CENTER
Milwaukee, WI ◇ Founded 1983

*Nominated by Morgyn Stranahan, Chiropractic Technician,
Maedke Chiropractic Center*

Anne Maedke opened her office in 1983 with no experience or education in business or finance. She credits her success to a number of strong, kind and intelligent women. First there was a bank officer that broke the rules to give a loan in her name only (even though not legally divorced). Then there was her first co-worker, Jan.

Anne reports that Jan was brilliant, dedicated and knew so much more about business than she did! Shortly before graduating, she read an article that stated the burnout rate for female chiropractors was 10 years. Now closing in on 35 years, she attributes her ongoing success to the support of her co-workers. "I am grateful."



Orth Nancy

OWNER | STARR'S SISTER SALON

Eau Claire, WI ◇ Founded 1985

*Nominated by Patti See, Distinguished Student Services,
University of Wisconsin-Eau Claire, and long-time customer*

Nancy established Starr's Sister Salon in 1985. Lacking formal business training, she turned to the Retired Businessmen's Association for help with a business plan. Her father, John, offered her some sage advice, "People will always need haircuts."

Nancy employs eight serious and devoted stylists, her salon displays a raucous collection of modern art, and she obstinately refuses to retire. She attributes her success to her talented staff, her Wisconsin work ethic, and the benevolent hand of fate.

Penzenstadler Diane

PRESIDENT & OWNER | 44° NORTH ADVERTISING &
DESIGN, LLC

Oshkosh, WI ◇ Founded 1988



*Nominated by Sean Fitzgerald, President & Publisher,
New North B2B Magazine*

44° North Advertising & Design LLC was founded in 1988 as CMMR, over a glass of wine by two friends with a common entrepreneurial passion. In 2000, the company was purchased by one of the founders, Diane, and rebranded 44° North in 2007. Today the firm's core focus is marketing support and services to a wide range of clientele, including non-profits,

manufacturing, professional services, health care and government. Services include graphic design, marketing, web development and public relations. In addition, event planning services are offered through 44° North's sister company, Encoré Event Planning, LLC. In 2018, 44° North is celebrating 30 years in business.



Jocelyn Riley

FOUNDER & OWNER | HER OWN WORDS, LLC
 Madison, WI ◇ Founded 1986

Nominated by Joan Collins, Joan Collins Publicity, and Trailblazer Winner '07, '16

Jocelyn Riley has been producing Her Own Words® multi-media programs celebrating women's history since 1986. Jocelyn has highlighted well over 200 women. "My approach is to let women tell their own stories in their own words and, in the case of contemporary women, in their own voices. I don't use narrators, pundits, or commentators to tell the audience

what to think about what they're hearing and seeing. The audience is free to connect their own lives with those of the women portrayed." Jocelyn is a long-time member of the Downtown Madison Rotary Club and is Vice-President of the National Alliance for Partnerships in Equity Education Foundation.

Lynn Seidl-Babcock

OWNER & ADMINISTRATOR | HOMECARE HEALTH SERVICES & HOSPICE | MANITOWOC HOMECARE
 Manitowoc, WI ◇ Founded 1974
 Woman-owned since 1991



Nominated by Representative Paul Tittl, Wisconsin State Assembly

HomeCare Health Services proudly holds the title of the first licensed home care in the state of Wisconsin and first licensed hospice in Manitowoc County. Lynn initially turned down an "opportunity" at HomeCare Health Services (for \$8/hr with no benefits) to start the hospice program—she already had a great job

with benefits teaching nursing. Unable to sleep, she decided to accept the challenge. Motivated by a passion to serve the community, it has been her best career decision. Lynn purchased the company in 1991.



Jane A. Svinicki, CAE

PRESIDENT | SVINICKI ASSOCIATION
MANAGEMENT, INC.

Milwaukee, WI ◇ Founded 1986

Nominated by staff of Svinicki Association Management Inc.

Jane Svinicki launched Svinicki Association Management, Inc. (SAMI) in 1986. She has over 30 years of experience managing non-profit trade and professional organizations. "Like most entrepreneurs, I started small, working from home. My vision for the company was that better management would help non-profits achieve their

goals. With 17 staff and 26 clients, it has been a privilege to serve our clients, some of the most dynamic, intelligent, visionary volunteers in their respective professions... even if our families don't understand exactly what we do every day in this niche business!"

Laurie W. Ziegler

MANAGING MEMBER | SASS ACCOUNTING, LLC

Saukville, WI ◇ Founded 1993



Laurie Ziegler started Sass Accounting taking \$100 out of savings to open a bank account and put business cards in restaurants, laundromats, grocery stores—anywhere she could. Her first year in business, she had 10 clients. In 2017, Sass Accounting served over 200 businesses and 600 individuals. Sass has grown from an in-home office with one computer and a dot-matrix printer, to a 1,200-square

foot office building that houses a complete computer network as well as file storage and a conference room. A business that was started by one person now employs four people who all have a passion for what they do and who they help.



Angela Goff Chmura

OWNER | GOFF'S COLLISION REPAIR CENTERS
Waukesha, WI

Nominated by Scott Kraemer, Wisconsin Area Executive, First Citizens Bank

Angela Goff Chmura is the proud second-generation owner of Goff's Collision Repair Centers, founded by her father over 50-years ago. Angela began running the shop in Pewaukee in 1996 after college. She had grown up around cars and the business, so being a female in a man's world didn't even phase her. She thought it would be an interim job while she

found her "real career." Fast forward 20+ years, Goff's has six shops in the metro-Milwaukee area and over 100 employees. Angela is proud that over 15% of that workforce is female, including the senior-most manager, female technicians, managers, and estimators. "I share this award with all our hardworking staff at Goff's."

Lynn Seidl-Babcock

ADMINISTRATOR | HOMECARE HEALTH SERVICES & HOSPICE | MANITOWOC HOMECARE
Manitowoc, WI



Nominated by Representative Paul Tittl, Wisconsin State Assembly

Lynn Seidl-Babcock is a recipient of both a Trailblazer Pioneer Award, for more than 25-years in business, and a Trailblazer Forward Award. See page 9 for Lynn's biography.

Today, HomeCare Health Service employs 150 people and offers the widest range of home care services in Manitowoc County. "First of its kind, Best of its kind!"



Erica Herrera

PRESIDENT & OWNER | EFH TRUCKING LLC
Milwaukee, WI

Nominated by Wendy Baumann, Andrea Hughes and Lily Alvarado, Wisconsin Women's Business Initiative Corporation (WWBIC)

EFH Trucking LLC, established in 2014, is a woman- and minority-owned business enterprise. With the growing construction industry, EFH Trucking LLC broke many barriers and was able to assist many subcontractors to obtain work and aide in growth of their companies to achieve the same goal. Today, EFH Trucking LLC owns six

quad-axle dump trucks, employs seven people and has over 25 small business subcontractors that Erica guides, while building her own business. "As a start-up company, many Prime Contractors gave us an opportunity to work on many big projects and we have successfully continued to grow and provide jobs."

Juliet Nowak



MANAGING OWNER | ANGELS LOVING CARE, INC.
Columbus, WI

Nominated by Wendy Baumann, Andrea Hughes and Alison Dodge, Wisconsin Women's Business Initiative Corporation (WWBIC)

Working in the healthcare industry, Juliet Nowak realized the enormous value of in-home care and its positive effects on well-being. When an opportunity presented itself in 2014, she embraced the challenge and never looked back. "At Angel's Loving Care, Inc. we continue to go above and beyond in making a difference in

someone's life and giving peace of mind to the families. But I must admit that this career is not glamorous and not for the faint of heart. It takes a special person with a lot of empathy and compassion. However, making one's life as comfortable as we possibly can, makes it all worth the challenge."

WISCONSIN WOMEN'S COUNCIL

Mary Jo Baas
Chair

Patty Cadorin,
Governor's Designee

Dr. Lisa Armaganian

Cindy Block

Brianna Buch

Karen Katz

Katie Mnuk

Jessie Nicholson

Kim Nickel

Carrie Richard

Senator Janis
Ringhand

Shelby Schudlach

Christine Lidbury
Executive Director

TRAILBLAZER AWARD COMMITTEE

Mary Jo Baas

Patty Cadorin

Cindy Block

Wendy Baumann

Sue Ann Kaestner

Kim Nickel

Vickie Wenzel

Thank you to all the companies that provided goods and services for the 2018 Trailblazer Awards Ceremony and Reception, including:

Bloom Bake Shop
Annemarie Maitri, Owner

Cricket Design Works
Kristin "Cricket" Redman,
Owner

**Capitol Weddings
and Events**
Laurie Dies, Owner

GiGi's Cupcakes Madison
Stephanie Easterling,
Owner

Julie Fix Fotoworx
Julie Fix, Owner

**Purtell Marketing
& Planning**
Megan Purtell, Owner

The WIDGET Source
Sue Ann Kaestner, Owner



2018 Governor's Trailblazer Awards

