



PROGRAM

Governor's Trailblazer Awards

June 22nd, 2016

Madison, WI
Wisconsin State Capitol



Welcome

to the
TRAILBLAZER
AWARDS
CEREMONY

◇
Thank you
to our sponsors:

OFFICE OF THE
GOVERNOR

Scott Walker

OFFICE OF THE
LT. GOVERNOR

Rebecca Kleefisch



Awards Ceremony

11:00 am

WELCOME

Patty Cadorin
BMO Harris Bank
Wisconsin Women's Council

PRESENTATION OF AWARDS

Governor Scott Walker

Mary Jo Bass
Wisconsin Women's Council



BMO Harris Bank Trailblazer Reception

12:00 pm

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 2016 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:

TORCHBEARER AWARDS

Honoring family businesses that are now woman-owned and span three generations or more.

PIONEER AWARDS

Honoring businesses that have been woman-owned for the past 25 years or more.

THRIVE AWARDS

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 AWARDS

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

The 2016 Trailblazer recipients come from across Wisconsin. They represent businesses both large and small, and a wide range of industries. These businesses have sustained families and anchored communities. We are excited to recognize the success of these business leaders whose work has carved a path for women business owners today.

Congratulations on your success!



Peggy Coakley

PRESIDENT & CEO | COAKLEY BROTHERS COMPANY

Milwaukee, WI ◇ 4th Generation Owner

Founded 1888, Woman-owned since 1999

Nominated by Lori Craig, Senior VP, PNC Bank

Peggy represents the 4th generation of leadership for Coakley Brothers, a moving company that has been servicing Wisconsin since 1888. Building upon its core services of moving and warehousing, Coakley Brothers provides Furniture Installation, Logistics, and Distribution.

Peggy has grown and sold Datastore, a records retention company, to Iron Mountain and Coakley Tech, a digital

print company, to a private equity in 2007. Her latest business endeavors have been launching Brothers Business Interiors in 2012 (office furniture, space planning and design), as well as Stadium Self Storage in 2013 (a premier 850 unit self-storage facility).

Peggy attributes her success to the dedication of 125 employees that give 100% every day.

Mary Brazeau Brown



PRESIDENT | GLACIAL LAKE CRANBERRIES, INC.

Wisconsin Rapids, WI ◇ 3rd Generation Owner

Founded 1873, Woman-owned since 1989

Nominated by Mary LaCasse, Glacial Lake Cranberries

Glacial Lake Cranberries Inc.'s (GLC) property has been commercially producing cranberries since 1873. In addition to overseeing the business and offering cranberry marsh tours from their visitor center, Mary also wanted to share the true tart taste and natural goodness of cranberry year-round. In 2014 she started

Honestly Cranberry LLC, a state of the art food processing facility near Wisconsin Rapids that buys fruit grown at GLC, and dries cranberries with no added sugars, juices, or oils. This vertical integration with Glacial Lake Cranberries supports the long term sustainability of this diverse historical 6,000 acre property.



Melanie Lichtfeld

LICHTFELD PLUMBING, INC.

Madison, WI ◇ 4th Generation Owner
Founded 1895, Woman-owned since 2012

Lichtfeld Plumbing originated in 1895 with Melanie's Great Grandfather, Henry Lichtfeld. More than 100 years later, Lichtfeld Plumbing is still helping people keep their plumbing systems in good working order. Melanie was raised in the business. Her early exposure spiraled into a growing interest in the profession. In Roman

days, the plumber held a high ranking position in the government. There are two areas of stalled social perceptions about plumbing that Melanie strives to unclog: earn women more respect in the trades, and make the plumbing profession an honorable career choice. Plumbers protect the health of the nation.

Lise Meyer Kobussen

PRESIDENT | MEYER INSURANCE AGENCY, INC.

Sauk City, WI ◇ 3rd Generation Owner
Founded 1919, Woman-owned since 2006



Lise and her team of experts provide the counsel and coverage specifically for their customer's needs. She learned at a young age that the family's business was more than selling insurance, it was putting the lives of good people back together after bad things happened. She views her role in the business as an honor, and taking care of her customers a privilege. Both her mother and

grandmother were licensed agents and have been role models and an inspiration to continue the family legacy.

In addition to Lise's active volunteerism in the community, she is the Secretary-Treasurer for the Wisconsin Independent Insurance Agents Association and Vice-President of the Sauk County Historical Society.



Ann T. Schlaefer

OPTOMETRIST | SCHLAEFER OPTOMETRISTS

Campbellsport, WI ◇ 3rd Generation Owner
Founded 1916, Woman-owned since 2005

Nominated by Kevin Harvey, VP, Campbellsport Chamber of Commerce, and Store Manager, Klotz's Piggly Wiggly

Anne Schlaefer was born into a family of optometrists. Her grandfather, Dr. Math, founded Schlaefer Optometrists in 1916, later joined by her father Dr. Anthony in 1955. Anne joined the practice in 1992. Schlaefer Optometrists has had the pleasure of providing eye care to the people of Campbellsport and its surrounding

communities for the past 100 years. They have also had the privilege of providing eyeglasses to under-served areas of Nicaragua. Anne is thankful for her husband and family, their dedicated office staff, and for the community which has supported the business for three generations.

Cheryl Treland

CO-OWNER | TRELAND RESORTS

Hayward, WI ◇ 3rd Generation Owner
Founded 1928, Woman-owned since 1986



Nominated by Sherry Beckman, Hayward Lakes Visitors & Convention Bureau

Treland Resorts encompasses five family vacation resort locations on the Chippewa Flowage near Hayward. Family-owned and operated since 1928, the third generation has grown it from one location with 12 cabins and a beer bar to 83 vacation homes, 75 premium RV sites, two restaurant/bars and 40+ marina rentals, and employing almost 100 people.

While active in the growth of the business, Cheryl has also been a

major contributor to local tourism and community events, including President-Lake Chippewa Flowage Resort Association (30+ years), President-Hayward Lakes Visitors and Convention Bureau, Chairman-Chippewa Partners (10+ years), Chairman-Chippewa Flowage Area Property Owners Association (13 years), Chairman, Relay For Life team (7 years), and Northland's Newscenter Women in Leadership Award 2009.



Laura Gallagher

PRESIDENT | THE CREATIVE COMPANY, INC.
Madison, WI ◇ Founded 1991

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

Laura Gallagher started The Creative Company, a public relations and digital agency, in 1991. Her firm has won numerous awards including the Gold Award for “Best Ad Agency in Wisconsin.” Most recently, Laura was honored to be an Athena Nominee for The Business Forum. She has served on the National Retail Federation’s RAMA Board of Directors as well as

numerous community and non-profit boards. Her new book, “#180in120 – How to Recharge Your Business in 120 Days,” was recently published. She is a member of Downtown Madison Rotary, Public Relations Society of America (PRSA) and PRSA Counselors Academy, the Better Business Bureau of Wisconsin and a Wisconsin State Certified Women’s Business Owner.

Laura Groenier

PRESIDENT | SILVER LEAF INTERIORS, INC.
Madison, WI ◇ Founded 1990



Nominated by Susan Studz, Black Earth, Wisconsin.

Silver Leaf Interiors, Inc. was founded by Laura Groenier in 1990. Silver Leaf is a full service residential design-build firm, specializing in kitchen and bath remodel and home furnishings. Laura is a graduate of Madison College, Associates in Applied Arts Interior Design. She served on the Wisconsin Chapter Professional Picture Framers Association Board as past president, Northside Business Association Board

and the Advisory Board for the Interior Design program at Madison College. Silver Leaf is a supporter of Domestic Abuse Intervention Services (DAIS), Dane County Rape Crisis Center and River Food Pantry. Laura is married to Michael Groenier and they have three boys, Ethan, Connor and Gavin. In her free time she enjoys time with family, the outdoors, tennis and traveling.



Carol Oxley

PRESIDENT | TARGET CORPORATION
Pleasant Prairie, WI ◇ Founded 1964
Woman-owned since 1984

Nominated by Penny Myers, VP, Target Corporation

Carol Lee Oxley has been President and owner of Target Corporation since 1984. Target Corporation is a contract manufacturer of military defense electronics since its inception in 1964. The company moved to Wisconsin to its present location in

Pleasant Prairie, WI in 1992 and has continued to support the defense industry on legacy equipment that is used all around the world. Carol holds an M.A. from University of Wisconsin-Milwaukee.

Rosemary Krause & Janey Brandt

CO-FOUNDERS | WAUWATOSA DAY CARE AND LEARNING CENTERS, INC.
Wauwatosa, WI ◇ Founded 1974



Nominated by Representative Dale Kooyenga, Wisconsin State Assembly, and Mary Jo Baas, Brookfield, WI

Rosemary Krause and Janey Brandt opened their first Child Care Center in September of 1974. At that time, there was only one other child care center in Wauwatosa. Rosemary and Janey applied for their first permits at a Wauwatosa council meeting with residents raising concerns about noise, traffic and garbage. Fortunately, the board approved the formation of

Wauwatosa Day Care and Learning Centers, Inc. Now more than forty years later, WDC has provided quality child care for thousands of children. Rosemary, Janey and their daughters maintain the original mission of providing exceptional child care. With both community support and N.A.E.Y.C. accreditation WDC has now grown to 10 child care locations!



Nan Zimdars

PRESIDENT | NAN M. ZIMDARS, INC.
Madison, WI ◇ Founded 1981

Nominated by Robin Stroebe, CEO, InteriorLOGIC, Inc.
2014 Governor's Trailblazer Award Recipient 

Nan M. Zimdars, Inc. is a financial planning firm specializing in assisting people with a goal of financial independence through personal retirement plans, investments and insurance. Nan Zimdars, CFP®, CLU entered the business in 1979. She has learned over the years that while investments are important, it is just as important to give clients the permission to see and believe a

future of financial independence. She helps clients identify and articulate their financial hopes and dreams. Once the plan is created, the company assists in the implementation, monitoring and modifying as life's changes occur. Nan M. Zimdars, Inc., offers securities through Securities America, Inc., member FINRA/SIPC, a separate entity.

You've
inspired us.

BMO  **Harris Bank**

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.

BMO Harris Bank N.A. Member FDIC

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Joan Collins

FOUNDER & PRESIDENT | JOAN COLLINS PUBLICITY, INC.
Pleasant Prairie, WI ◇ Founded 1964

Nominated by the Trailblazer Award Committee
2007 Governor's Trailblazer Award Recipient, Pioneer Award 

“Joan remains as enthusiastic and energized as ever, and slowing down is simply not an option. She's still going strong—waking up at the crack of dawn, biking whenever possible to business meetings, and never losing the love of a creative campaign. To know Joan is to recognize what stamina, and passion is all about.”

– Jan Wilson, January 2016
Greater Madison InBusiness Magazine Online

Joan Collins formed Joan Collins Publicity, Inc., in 1966 at age 25, with a manual typewriter, a used desk, self-discipline and a list of business goals ready to tackle. The firm specializes in publicizing and promoting Wisconsin-based businesses and non-profits, ranging from financial institutions to tourism attractions.

Joan's entrepreneurship started at age 11 with publishing a neighborhood newspaper in her hometown of Wisconsin Rapids, and later a part-time freelance writing business while attending Stephens College and the University of Missouri School of Journalism. She transferred to the

University of Wisconsin while working for an ad agency in Madison and graduated with a journalism degree in 1964. Two years later, she started her firm.

To celebrate 40 years in business in 2006, she funded grants, totaling \$40,000 to support entrepreneurship among girls and women in Dane County. This year, to celebrate 50 years, she is providing \$50,000 for youth and college scholarships.

Joan is a member of Madison Downtown Rotary, a charter member/founder of TEMPO Madison, and John Powless Tennis Center where tennis is her passion.



Loriana Armstrong

OWNER | ARMSTRONG GENERAL CONTRACTING
Milwaukee, WI ◇ Founded 2014

Nominated by Wendy Baumann, President & CVO, and Amber Miller, Regional Project Director, Wisconsin Women's Business Initiative Corporation (WWBIC).

Loriana Armstrong is founding president and owner of Armstrong General Contracting. Launched in 2014, the Hispanic, woman-owned firm is currently certified by the City of Milwaukee as MBE, WBE, WOSB, and SBE. Armstrong GC offers full-service residential and commercial general contracting, including carpentry, siding, roofing, painting, and landscaping. Their portfolio includes everything from multi-story learning centers to the historic

preservation of some of Milwaukee's most beautiful homes. Proud to contribute by helping the city continue to thrive, Armstrong GC employs only local professionals that share its passion for the industry. Armstrong General Contracting is growing and succeeding by generating creative ideas amidst the excitement that comes from working in construction. Bureau of Wisconsin and a Wisconsin State Certified Women's Business Owner.

Bela Roongta

OWNER & DESIGNER | BELABELA
Milwaukee, WI ◇ Founded 2010

Nominated by Wendy Baumann, President & CVO, and Amber Miller, Regional Project Director, Wisconsin Women's Business Initiative Corporation (WWBIC).

Bela Roongta is founder and designer of *belabela*, a Milwaukee-based business that offers soulful fashion featuring Bela's original hand-drawn art. Each design tells a story inspired by Bela's life, East-Indian roots and growing up in the West. Born to parents of Indian descent, Bela yearned to know more about her roots. Taking a risk,

she left her legal career and family to travel to India where she learned the art of henna (mehndi), the inspiration behind *belabela*. In 2010, Bela joined forces with Kathi Castle, former owner of a traveling activewear boutique, and launched *belabela* nationally. *Belabela* designs can be found throughout North America and beyond.



Latrice Milton-Knighton

OWNER | MILTON FAMILY LAW
Brookfield, WI ◇ Founded 2011

Nominated by Wendy Baumann, President & CVO, and Amber Miller, Regional Project Director, Wisconsin Women's Business Initiative Corporation (WWBIC).

Milton Family Law is a family law firm focused on helping women in divorce, child custody and placement disputes, estate planning and adoption. Founded and owned by Attorney Latrice Milton-Knighton, the firm has a holistic practice of providing assistance with transitional services (i.e. therapists, real estate brokers, financial advisors, etc.) to help clients with the process and confidently move forward in

their lives. At the same time, Milton Family Law provides aggressive legal representation in order to pursue clients' best interests.

Milton Family Law opened in 2011, and has offices in Brookfield and Madison. It serves clients in various communities, including Milwaukee, Brookfield, Waukesha, New Berlin, Delafield, Mequon, Elm Grove and Wauwatosa.

WISCONSIN WOMEN'S COUNCIL

Mary Jo Baas
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Christine Lidbury

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Hannah Trudeau

Vickie Wenzel

With special thanks to
Cricket Design Works and *Laurie Dies, Capitol Weddings & Events.*

www.womenscouncil.wi.gov

YOU'RE INVITED



Wednesday June 22nd, 2016

◇
AWARDS CEREMONY

INVITED GUEST Governor Walker

11:00 am to 12:00 pm

Please arrive by 10:45 am

Governor's Conference Room
First Floor, East Wing

◇
**BMO HARRIS BANK
TRAILBLAZER RECEPTION**

12:00 pm to 2:00 pm

Senate Parlor
Second Floor, South Wing

Wisconsin State Capitol
Madison, Wisconsin

RSVP by **June 10th**
christine.lidbury@wi.gov



Governor's Trailblazer Awards

— **Honoring** —

LORIANA ARMSTRONG ◇ JANEY BRANDT ◇ MARY BRAZEAU BROWN ◇ PEGGY COAKLEY
JOAN COLLINS ◇ LAURA GALLAGHER ◇ LAURA GROENIER ◇ ROSEMARY KRAUSE
LISE MEYER KOBUSSEN ◇ MELANIE LICHTFELD ◇ LATRICE MILTON ◇ CAROL OXLEY
BELA ROONGTA ◇ ANN T SCHLAEFER ◇ CHERYL TRELAND ◇ NAN ZIMDARS

