



Wisconsin's  
**Governor's**  
**Trailblazer Awards for**  
**Women in Business**

2009

# Thank You Trailblazer Sponsors and Committee



**THE WIDGETSOURCE**

## Trailblazer Award Committee

Kris Martinsek, Chair  
Martinsek & Associates  
Chair, Wisconsin Women's Council

Sharon Cook  
Alliance for the Great Lakes

Carol Dunn  
Wisconsin Department of Commerce

Christine Lidbury  
Wisconsin Women's Council

Vickie Wenzel  
Target Commercial Interiors

*Logo design by Sever Graphic Design,  
a woman-owned business located in Oregon, WI*



Governor Jim Doyle, Trailblazer sponsoring organizations and the Trailblazer Award Committee, are pleased to honor the 2009 recipients of the Governor's Trailblazer Awards for Women in Business.

Governor's Trailblazer Awards recognize the legacy of women's business ownership in Wisconsin. Categories include Torch Awards honoring generational family-owned businesses; Quarter Century Awards honoring businesses in operation for 25 years or more; and Special Recognition Awards. This year, the Trailblazer program has partnered with the Wisconsin Women's Business Initiative Corporation (WWBIC) for the Special Recognition Awards, seeking to honor women working today, against the odds, to start businesses and bring their vision, talent and expertise to the marketplace — building our economy and making their community a better place.

The Governor's Trailblazer Awards celebrate women's long history of entrepreneurship and deep roots in Wisconsin's broader business community. The twelve 2009 awards recipients represent seven Wisconsin counties, businesses both large and small, and a wide range of industries — including non-traditional industries for women. 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!

"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. I am honored to help to recognize these women who have started their own business, and the great success they've had — strengthening a core part of our economy, and building strong communities in the process."

Governor Jim Doyle



# Torch Awards

Torch Awards honor family businesses that have been in operation for three generations or more and are run by a female relative of the founder – passing the torch to a new generation of women business leaders.

## Debra Alder | **ALDER COMPANIES**

The Alder Companies are a dedicated group of transportation professionals providing the highest quality logistics services to the grocery and food service industry. They serve over 400 customers daily throughout the Midwest. Founded in 1921 by Debra's grandparents, Robert and Irma Alder, as Urbandale Farms, the companies eventually moved from milk production to dairy products distribution. Debra is the 3rd generation to lead this family-owned business, which operates from four locations, with 75 trucks, 110 employees and three sisters (Mary Lynn, JoAnne and Julie) as her fellow shareholders. *Nominated by Vickie Wenzel, Target Commercial Interiors (Madison)*

*3rd Generation Owner*

**Alder Companies**  
903 Geneva Street  
Delavan, WI 53115  
(262) 728-2601  
(800) 241-2601  
aldercompanies.com

## Sara Erickson | **MONDOVI HARDWARE STORE**

Mondovi Hardware Store is the town's oldest family-owned business. It was founded in 1905 by Sara's great-grandfather, Edward Erickson, and later owned in turn by her grandfather, father, and then mother — who passed it on to Sara in 2008. Needless to say, Sara grew up working in the store! As the 4th generation owner with strong community roots, she has dedicated herself to keeping the small town community values and business opportunities available and has been involved in many school and community organizations. "Sara is always willing to lend a hand to anyone in need." *Nominated by Alice Lee, Alliance Bank (Mondovi)*

*4th Generation Owner*

**Mondovi Hardware Store**  
109 South Eau Claire Street  
Mondovi, WI 54755  
(715) 926-4289

## Donna Diane Clark | **WEDIGE'S BADGER BAR**

Wedige's Badger Bar is rooted firmly in the past and proud of it. Diane is comfortable serving customers amidst the bricks and fixtures that have been in her family for over 100 years. Founded in 1906 by her grandfather, George Wedige, the bar originally had a room upfront for women to track down their husbands since women weren't allowed in taverns! Wedige died in 1953, passing the business on to his daughters. After helping her mother and aunt in the bar for many years, Diane became a partner and then sole owner of this piece of Platteville history. *Nominated by Arlene Siss, Wisconsin Women's Council*

*3rd Generation Owner*

**Wedige's Badger Bar**  
35 North Second Street  
Platteville, WI 53818  
(608) 348-5101



## Special Recognition Awards

The 2009 Special Recognition Awards honor Wisconsin women business owners selected by WWBIC and the Trailblazer Award Committee for their trailblazing entrepreneurial spirit, as evidenced by business innovation and success, and a personal commitment to their communities.

### **AJA ENTERPRISE, LLC** | Bevelyn Johnson

AJA Enterprise has operated community-based programs for the past 12 years, including residential group homes for difficult-to-place children. At AJA they work to ensure that all children in their care are safe, healthy, staying out of trouble, in school and have strong connections with their families and communities. Bevelyn worked with WWBIC to improve the operations, expand programs and enhance herself as an entrepreneur. Bevelyn's accomplishments have been recognized by the National Association of Social Workers, the SBA and the National Black Child Development Institute. *Nominated by Wendy Baumann, WWBIC.*

**AJA Enterprise, LLC**  
8726 West Mill Road  
Milwaukee, WI 53225  
(414) 353-9250

### **GRACEFUL AGING, INC.** | Delilah Souter

After working as a nurse for four years in acute and long-term care institutions, Delilah saw an opportunity to bring compassion back to health care. "I wanted to take care of people the right way," she said, opening Graceful Aging, Inc. in 2007. With the help of a loan and business education and assistance from WWBIC, she now has six group homes serving 24 residents in Racine County. Graceful Aging provides a safe and respectful place for older adults and their unique needs, and works to maintain dignity by building partnerships and supporting residents' choices. *Nominated by Wendy Baumann, WWBIC.*

**Graceful Aging, Inc.**  
PO Box 081613  
Racine, WI 53406  
(262) 884-9539  
[www.gracefulagingonline.com](http://www.gracefulagingonline.com)



# Quarter Century Awards

Quarter Century Awards honor women-owned businesses that have been in operation for 25 years or more – recognizing the rich legacy of women's business ownership in Wisconsin.

## Sandi Torkildson | **A ROOM OF ONE'S OWN**

A Room of One's Own Feminist Bookstore has been a fixture in downtown Madison since 1975. The store specializes in women's literature, and offers a wide selection of fiction, nonfiction, periodicals and other items by and for women. "We are proud to be a central part of Madison's women's community. We also provide access to information about housing, employment, counseling, workshops, and events of interest to women and the LGBT community. Our space has given us the opportunity to provide a meeting place, event forum, and safe spot for the community." *Nominated by Christine Lidbury, Wisconsin Women's Council.*

**A Room of One's Own  
Feminist Bookstore  
307 West Johnson  
Madison, WI 53703  
(608) 257-7888  
www.roomofonesown.com**

## Pat Nemec | **FAR HORIZONS TRAVEL**

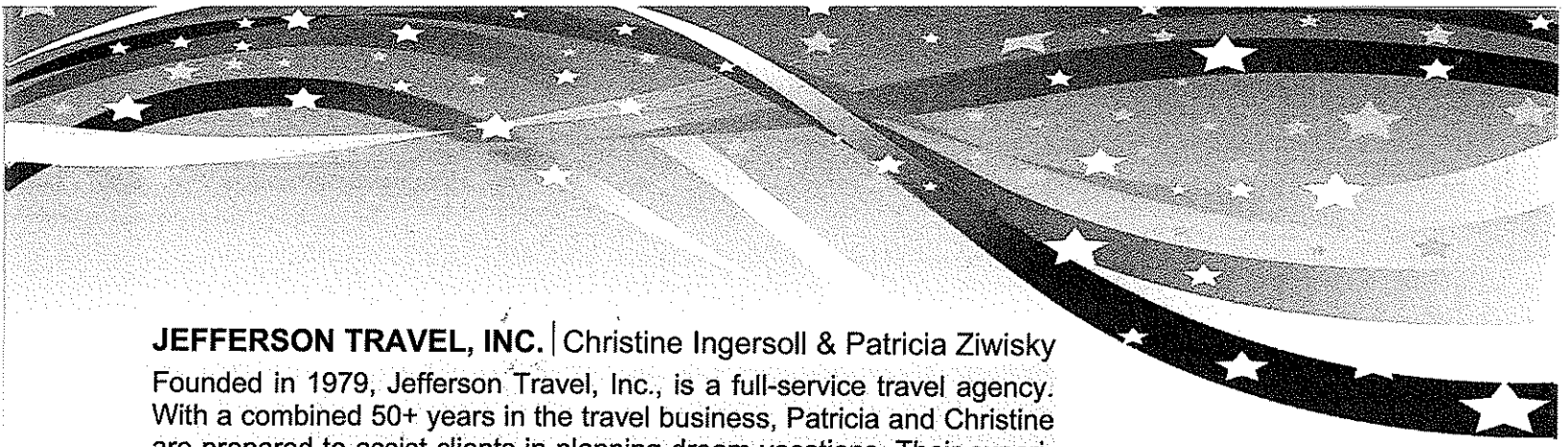
Founded in 1981, Far Horizons Travel is a full-service travel agency specializing in Hawaiian travel. Each agent is not only certified by the Hawaiian Tourist Office but also by each individual island's tourist office; testing is required at completion of training. Their agents also have certifications for Costa Rica, Caribbean, Mexico, and many other destinations. Far Horizons actively participates in the community; every year the staff volunteers at Toys for Tots, a project of the Salvation Army and U.S. Marines that distributes holiday toys to needy area families. *Nominated by Vickie Wenzel, Target Commercial Interiors (Madison)*

**Far Horizons Travel  
5902 Highway 51  
McFarland, WI 53558  
(608) 258-1600**

## Kathryn Hasselblad-Pascale | **HASSELBLAD MACHINE CO., LLP**

Hasselblad Machine Co. was established in 1941 by Kathryn's parents, Ambrose and Marie Hasselblad and her uncle. Kathryn joined the company in 1975 and became managing partner in 1986. The company specializes in customized machine parts for manufacturers in Wisconsin and Upper Michigan. She is a community leader, former chair of the Green Bay Chamber of Commerce, and serves on many boards of directors. Among her honors, she was named Business and Industry Woman of the Year (1989) by Zonta International and Woman of Vision (2004) by the YWCA. *Nominated by Larry Weyers, Integrys Group (Green Bay).*

**Hasselblad Machine Co., LLP  
2405 West Macon Street  
Green Bay, WI 54303  
(920) 496-2400**



**JEFFERSON TRAVEL, INC.** | Christine Ingersoll & Patricia Ziwisky

Founded in 1979, Jefferson Travel, Inc., is a full-service travel agency. With a combined 50+ years in the travel business, Patricia and Christine are prepared to assist clients in planning dream vacations. Their experienced staff takes pride in their professional services. Jefferson Travel is a vital Main Street business and was selected as Best Travel Agency by Daily Jefferson County Union readers. Christine and Patricia are active in their communities and as members of the Jefferson Chamber of Commerce. *Nominated by Judy Waldmann, Waldmann Shoes (Jefferson, Wisconsin) and 2007 Governor's Trailblazer Award recipient.*

**Jefferson Travel, Inc.**  
230 S. Main Street, Suite B  
Jefferson, WI 54549  
(920) 674-4540  
(800) 776-2719  
[www.jeffersontravel.net](http://www.jeffersontravel.net)

**MIDDLETON TRAVEL, INC.** | Mary Miller & Pam Wencel

Founded in 1983, Middleton Travel, Inc. is a full service travel agency. It has received many honors and awards, including Madison Magazine Best Customer Service-Travel Agency. Active in their community, Mary and Pam support many activities, events and fundraisers. They also own Monona Travel (Monona, WI). "In our commitment to provide quality travel arrangements, we strive to employ only the most knowledgeable and professional travel counselors. It is the commitment of each of our agents to provide our clients with services that shows we care!" *Nominated by: Debra Alton, Target Commercial Interiors (Madison)*

**Middleton Travel, Inc.**  
2831 Parmenter Street  
Suite 190  
Middleton, WI 53562  
(608) 831-4664  
(800) 688-8785  
[www.carsontravelstore.com](http://www.carsontravelstore.com)

**TERESE ZACHE DESIGNS** | Terese Zache

Since opening Terese Zache Designs in 1981, Terese has designed and constructed more than 1,500 original designs. Her designs have been worn at the White House, Grammy Awards and many other prestigious business and social events locally and abroad. Her retail store in Hilldale Shopping Center offers a number of ready-to-wear product lines. Terese donates to many organizations and events throughout the year and is member of TEMPO Madison and Philanthropic Education Organization (PEO), which promotes educational opportunities for women. *Nominated by Vickie Wenzel, Target Commercial Interiors (Madison).*

**Terese Zache Designs**  
702 N. Midvale, #N155  
Madison, WI 53705  
(608) 310-4100  
[www.teresezache.com](http://www.teresezache.com)

**THE WIDGET SOURCE, INC.** | Sue Ann Kaestner

Sue co-founded the company (previously known as KaestnerBodway, Inc.) in 1983, and became sole owner in 2000. Throughout the years, she has received national and local awards for creativity. Previously, Sue served in Gov. Dreyfus' administration, and helped transform The Guild into an online purveyor of fine art and craft. Sue has served on many Boards of Directors, including TEMPO Madison, Good Shepherd Lutheran Church, Middleton Chamber of Commerce, Madison Advertising Federation, and American Red Cross. *Nominated by State Representative Mary Hubler and Sharon Cook, Alliance for the Great Lakes.*

**The Widget Source, Inc.**  
510 Charmany Drive  
Suite 175A  
Madison, WI 53719  
(608) 233-1763  
[www.thewidgetsource.com](http://www.thewidgetsource.com)



# Trailblazer Sponsors

The Governor's Trailblazer Awards for Women in Business would not be possible without the support and commitment of the following organizations:

## OFFICE OF THE GOVERNOR

Office of the Governor  
State Capitol  
Madison, WI 53707  
(608) 266-1212  
[www.wisgov.state.wi.us](http://www.wisgov.state.wi.us)

Jim Doyle  
Governor

As our state's 44<sup>th</sup> chief executive, Governor Jim Doyle is working hard every day to create opportunity for all of Wisconsin's people. Today, in the face of a national economic crisis, Governor Doyle is working at the highest levels to invest in Wisconsin and protect what is most important to the state: quality education, access to basic health care, and our public safety. From supporting higher education and financial aid, to making health care affordable and accessible to all Wisconsin families, Governor Doyle is continuing to move Wisconsin forward.

## WISCONSIN WOMEN'S COUNCIL

Wisconsin Women's Council  
State of Wisconsin  
101 East Wilson  
Madison, WI 53702  
(608) 266-2219  
[womenscouncil.wi.gov](http://womenscouncil.wi.gov)

Kris Martinsek, Chair

The Women's Council works to identify barriers that prevent women from participating fully and equally in all aspects of life. It works closely with public, private and non-profit groups to develop long-term solutions to barriers and inequities. The Council is Wisconsin's official commission on the status of women and is guided by a bi-partisan Board appointed by the Governor and legislative leaders. It provides research, advocacy and education on issues of effecting women and on emerging public policies; recommends initiatives to further women's economic and social equality; and serves as a clearinghouse for information and resources.

## M&I BANK

M&I Bank  
770 North Water Street  
Milwaukee, WI 53202  
(888) 464-5463  
[www.mibank.com](http://www.mibank.com)

M&I Bank is an affiliate of Marshall & Ilsley Corporation (NYSE: MI), a diversified financial services corporation headquartered in Milwaukee, Wis., Founded in 1847, M&I Marshall & Ilsley Bank is the largest Wisconsin-based bank, with 193 offices throughout the state. In addition, M&I has locations throughout Arizona; in Indianapolis and nearby communities; along Florida's west coast and in central Florida; in Kansas City and nearby communities; in metropolitan Minneapolis/St. Paul, and in Duluth, Minn.; and in Las Vegas, Nev. M&I's Southwest Bank subsidiary has offices in the greater St. Louis area.





## **WISCONSIN DEPARTMENT OF COMMERCE**

The Department of Commerce's vision is to make Wisconsin the best place to live and do business. Its mission is to drive retention and creation of quality jobs and promote safe, healthy communities. It provides development assistance in areas such as marketing, business and community finance, exporting, small business advocacy, and manufacturing assessments. The departments' Women's Business Ombudsman program provides a wealth of information, resources and administers Wisconsin's State Woman-Owned Business Enterprise (WBE) Certification. For more information, contact Carol Dunn at 608-267-0297.

**Wisconsin Department  
of Commerce**  
201 West Washington Ave.  
Madison, WI 53707  
(608) 266-1018  
[commerce.wi.gov](http://commerce.wi.gov)

**Dick J. Leinenkugel**  
Secretary

## **THE WIDGET SOURCE, INC.**

The WIDGET Source assists companies in promoting their services and brand identity through the use of "widgets" – items to reinforce marketing messages. Since 1983, they have been providing "widgets" on a local, regional and national scale. Widgets include magnets, pens and everything up to one of a kind crystal awards. They are creative professionals who have worked in politics, government, big businesses, small businesses, dot-com and the software industry. The WIDGET Source is a certified women's business entity.

**The WIDGET Source, Inc.**  
510 Charmany Drive  
Suite 175A  
Madison, WI 53719  
(608) 233-1763  
[www.thewidgetsource.com](http://www.thewidgetsource.com)

## **WISCONSIN MANUFACTURERS AND COMMERCE**


Wisconsin Manufacturers and Commerce (WMC) is a business association dedicated to making Wisconsin the most competitive state in the nation. With over 3,500 members, including large and small manufacturers, service companies, local chambers of commerce and specialized trade associations, WMC has been promoting a healthy business climate since 1911. The association is a merger of the Wisconsin Manufacturers Association, the State Chamber of Commerce and the Wisconsin Council of Safety.

**WMC**  
501 East Washington Ave.  
Madison, WI 53703  
(608) 258-3400  
[www.wmc.org](http://www.wmc.org)

## **WISCONSIN WOMEN'S BUSINESS INITIATIVE CORPORATION**

WWBIC is the largest micro-lender in Wisconsin and the leading resource for women, minority, and low-income entrepreneurs. Operating statewide, they provide direct loans and access to other business capital; business education, training, and one-on-one assistance; and economic literacy education and support. When WWBIC helps one business or entrepreneur become successful, they help many. Their entrepreneurs create jobs, support families, expand our economy, improve local communities, and impact the economic health of Wisconsin. WWBIC has offices in Madison, Milwaukee, Kenosha, and Racine.

**WWBIC**  
2475 Dr. Martin Luther  
King Jr. Dr.  
Milwaukee, WI 53212  
(414) 263-5450  
[www.wwbic.com](http://www.wwbic.com)



# Past Trailblazer Recipients

## Torch Awards

Shirley Hayes | **THE BIG "O" BAR**  
Founded 1896 | 4th Generation Owner | Nominated by State Representative Mary Hubler  
411 Tainter Ave., Rice Lake, WI | Ph: (715) 234-6779

Mary Kay Hauke | **KREIER'S HAIR QUARTERS**  
Founded 1927 | 3rd Generation Owner | Nominated by State Senator Jeff Plale  
3524 E. Layton Ave., Cudahy, WI | Ph: (414) 744-5005

Mary Wehrheim | **STANEK TOOL CORPORATION**  
Founded 1924 | 3rd Generation Owner | Nominated by Lynn Mahuta, Mahuta Tool Corp.  
2500 S. Calhoun Rd., New Berlin, WI | Ph: (715) 234-6779 | [www.stanektool.com](http://www.stanektool.com)

## Quarter Century Awards

Joan Collins | **JOAN COLLINS PUBLICITY**  
Founded 1966 | Nominated by Vickie Wenzel, Target Commercial Interiors  
2812 Waunona Way, Madison, WI | Ph: (608) 222-2899 | [www.joancollinspublicity.com](http://www.joancollinspublicity.com)


Joan C. Blackburn | **CONCEPTS IN ART, LLC**  
Founded 1979 | Nominated by Vickie Wenzel, Target Commercial Interiors  
310 East Milwaukee, Janesville, WI | Ph: (262) 385-0708 | [www.conceptsinart.net](http://www.conceptsinart.net)

JoAnne Cook Aldridge | **COOK SPECIALTY CO., INC.**  
Founded 1970 | Nominated by State Representatives Peggy Kruskick & Tony Staskunas  
7321 W. Greenfield Ave., West Allis, WI | Ph: (414) 257-1578 | [www.cookscakeandcandy.com](http://www.cookscakeandcandy.com)

Joyce E. Pugh | **COUNTRY TREASURES**  
Founded 1979 | Nominated by Patricia Popple  
216 N. Bridge St., Chippewa Falls, WI | Ph: (715) 723-8883

Sharon Devenish | **DEVENISH ASSOCIATES, INC**  
Founded 1979 | Nominated by Vickie Wenzel & Robin Douthitt  
5111 Monona Dr., Monona, WI | Ph: (608) 223-4055 | [www.devenishinc.com](http://www.devenishinc.com)

Kay Yuspeh | **ELITE FITNESS & RACQUET CLUBS**  
Founded 1979 | Nominated by Beth Bauer, Gathering on the Green  
13885 W. Burleigh, Brookfield, WI | Ph: (262) 786-0800 | [www.elite-clubs.com](http://www.elite-clubs.com)



**FULL COMPASS SYSTEMS, LTD** | Susan Lipp

Nominated by Vickie Wenzel, Target Commercial Interiors | Founded 1977  
www.fullcompass.com | Ph: (608) 831-7330 | 8001 Terrace Ave., Middleton, WI

**MALACOLOGICAL CONSULTANTS** | Marian E. Havlik

self-nominated | Founded 1977  
Ph: (608) 782-7958 | 1603 Mississippi Street, LaCrosse, WI

**NSP GRAPHICS** | Gwen Kober & Angie Kober Feucht

Nominated by Julaine Roth, Campbellsport Chamber of Commerce | Founded 1977  
Ph: (920) 533-8575 | 511 East Main Street, Campbellsport, WI

**PARDEEVILLE GYMNASTICS & KARATE CLUB** | Linda Lytle

Nominated by State Representative J. A. "Doc" Hines | Founded 1980  
Ph: (608) 429-2070 | Pardeeville, WI

**SEEK CAREERS/STAFFING, INC.** | Carol Ann Schneider

Nominated by Mary Ann Raasch, SEEK Careers/Staffing, Inc. | Founded 1971  
www.seekcareers.com | Ph: (262) 375-6646 | 1160 Opportunity Dr, Grafton, WI

**WALDMANN SHOES** | Judy Waldmann

Nominated by Vickie Wenzel, Target Commercial Interiors | Founded 1977  
Ph: (920) 674-4472 | 111 South Main Street, Jefferson, WI

**WILD CHILD** | Renee West

Nominated by Vickie Wenzel, Target Commercial Interiors | Founded 1981  
www.wildchildclothes.com | Ph: (608) 251-6445 | 1813 Monroe Street, Madison, WI

## Special Recognition Awards

**BALLWEG CHEVROLET-PONTIAC-BUICK, INC.** | Darlene Ballweg

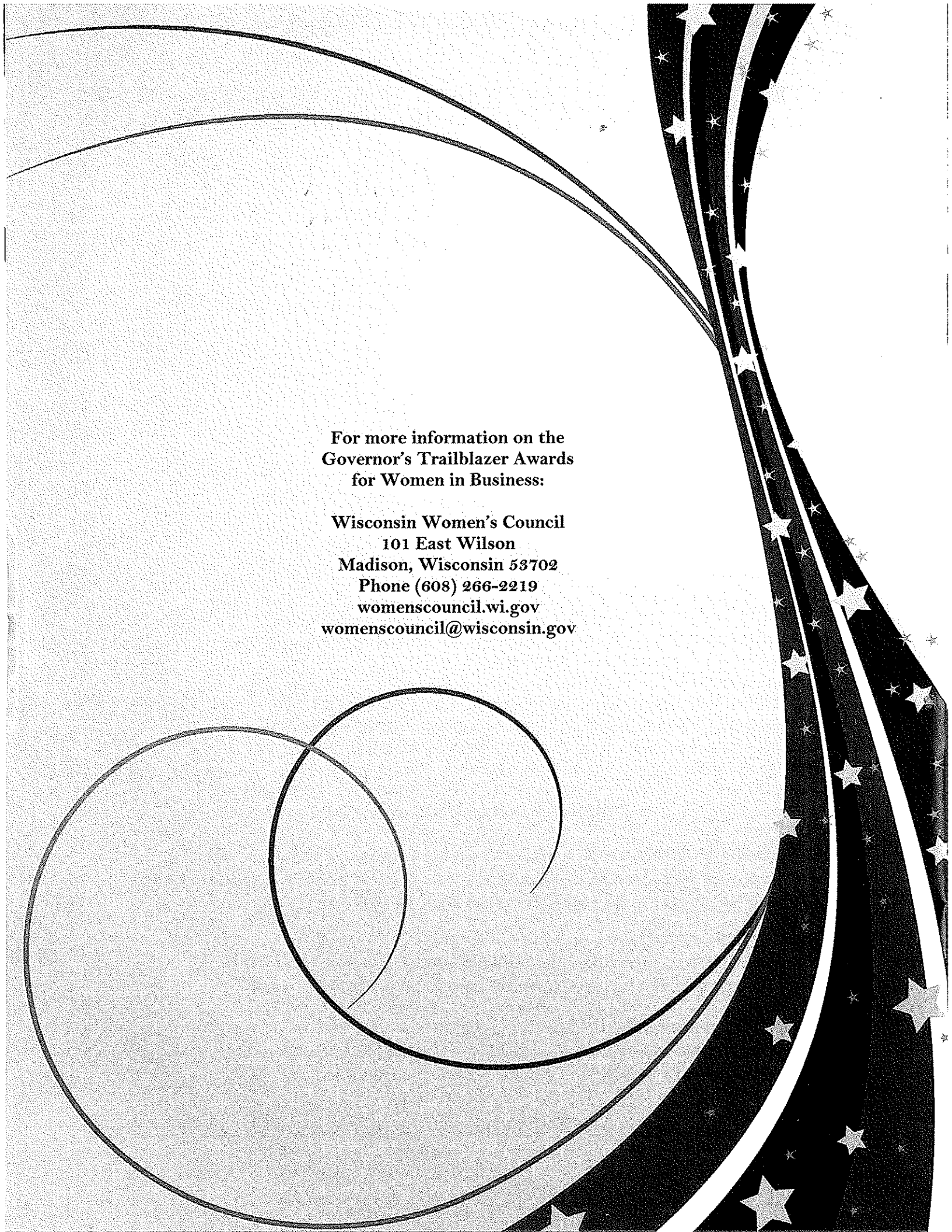
Nominated by Gary Williams, Wisconsin Automobile & Truck Dealers Association | Founded 1965  
www.ballweg.com | Ph: (608) 643-8571 | 783 Phillips Road, Sauk City, WI

**LAMMER'S FOOD FEST** | Lucy Lammer

Nominated by Michelle Kussow, Wisconsin Grocer's Association | Founded 1860  
www.lammersfoodfest.com | Ph: (715) 235-2134 | 1408 9<sup>th</sup> Street E, Menomonie, WI

**LINCOLN WOOD PRODUCTS** | Jane Bierman

Nominated by Jane Ann Savaske, Merrill Area Chamber of Commerce | Founded 1947  
www.lincolnwindows.com | Ph: (715) 536-2461 | 1400 W. Taylor St., Merrill, WI



**For more information on the  
Governor's Trailblazer Awards  
for Women in Business:**

**Wisconsin Women's Council  
101 East Wilson  
Madison, Wisconsin 53702  
Phone (608) 266-2219  
[womenscouncil.wi.gov](http://womenscouncil.wi.gov)  
[womenscouncil@wisconsin.gov](mailto:womenscouncil@wisconsin.gov)**