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For Immediate Release

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Governor Walker Announces 2012 Trailblazer Awards for Women in Business
14 Woman-Owned Companies Selected from
Across Wisconsin to Receive Awards

Madison— Governor Scott Walker, Lt. Governor Rebecca Kleefisch and the Wisconsin Women's Council are pleased to announce the recipients of the 2012 Governor's Trailblazer Awards for Women in Business, recognizing women pioneers in the business community.

"Private sector businesses are key to our state's job creation strategies," said Governor Scott Walker. "We are fortunate to have many women who have started a business and now employ their fellow Wisconsinites. I hope that these Trailblazers can serve as role models to other women who are considering opening a business and creating jobs."

The fourteen 2012 Trailblazer award recipients represent seven counties and a wide range of industries—including non-traditional industries for women. These businesses have sustained families and anchored communities. Our 2012 Trailblazers bring leadership and lasting economic benefits to communities across our state, providing jobs and promoting innovation.

"Women business owners and entrepreneurs are a driving force in moving our state's economy forward," said Lt. Governor Rebecca Kleefisch. "We are grateful for their contributions to job growth in Wisconsin."

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

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.

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 <http://womenscouncil.wi.gov>.

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 E. Wilson, P.E., President
Milwaukee • Special Recognition*

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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