



January 24, 2012
For Immediate Release
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J&L STEEL & ELECTRICAL SERVICES OWNER RECEIVES 2012 GOVERNOR'S TRAILBLAZER AWARD

Madison (January 24, 2012) – Lou Anne Berg, CEO, of J&L Steel & Electrical Services, in Hudson, Wisconsin, has been selected as a recipient of the 2012 Governor's Trailblazer Award for Women in Business, recognizing women pioneers in the business community. J&L Steel & Electrical Services was nominated for this award by State Senator Sheila Harsdorf.

Lou Anne Berg was a single mom on welfare taking record keeping and business classes and never imagined she would someday would borrow \$1000 from her mom and start a steel erection company. In 1997, at age 26, she started J&L, with her former husband, as a steel erection business. As a young, female business-owner in the male-dominated construction industry, she faced and overcame many obstacles. Her colleagues note that she persevered with integrity and sound business decisions to earn the respect of many contractors, suppliers and industry leaders. She was a subcontractor rebuilding I-35W after the collapse. In 2008, in a tough economy, she expanded into electrical services. Today, J&L averages \$20M in sales annually. Lou Anne has received numerous industry honors and is a founder of the Association of Women Contractors. She is active in cultivating other women business owners and in giving back to her community. Lou Anne is the 2012 incoming president of the Hudson Chamber of Commerce.

"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."

By starting and sustaining businesses, exploring markets, creating jobs and stimulating local economic growth, Wisconsin women business owners play a leading role in our economy. The Governor's Trailblazer Awards celebrate women's long history of entrepreneurship and deep roots in Wisconsin's business community. The fourteen 2012 Trailblazer recipients represent seven counties and a wide range of industries – from professional services to construction to health care. These businesses have sustained families and anchored communities. To-date, the Trailblazer Awards have recognized 44 Wisconsin woman-owned businesses across 21 counties.

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

For more information about the Trailblazer Award program, visit the Women's Council web site at <http://womenscouncil.wi.gov>. See below for a complete list of 2012 Trailblazer recipients.



Women's Council
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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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