



W I S C O N S I N  
M A N U F A C T U R E R  
O F T H E Y E A R

*HONORING MANUFACTURING EXCELLENCE IN WISCONSIN*

**2009**

***MANUFACTURER OF THE  
YEAR AWARDS***

*The 22<sup>nd</sup> Annual Manufacturer of the Year Awards  
are sponsored by  
Michael Best & Friedrich LLP,  
Baker Tilly Virchow Krause, LLP,  
and Wisconsin Manufacturers & Commerce*

Winners will be recognized at a black tie banquet at  
The Pfister Hotel in Milwaukee.

## 2009 AWARD TIMELINE

*Nomination Forms Available*  
September - November 2009

*Submissions Due*  
December 1, 2009

*Entries Judged*  
January 2010

*Participation Certificates  
Distributed*  
January - February 2010

*Award Banquet*  
February 25, 2010

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**NOMINATION  
DEADLINE:**  
December 1, 2009

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The Awards Program is  
sponsored by:



Candor. Insight. Results.



*Michael Best & Friedrich LLP, Baker Tilly  
Virchow Krause, LLP, and Wisconsin  
Manufacturers & Commerce are proud to sponsor  
the 22<sup>nd</sup> Annual Wisconsin Manufacturer of the  
Year Awards, honoring manufacturers who bring  
excellence to Wisconsin manufacturing.*

## NOMINATE A MANUFACTURER

This renowned statewide program is an opportunity to salute the state's top manufacturers for their accomplishments and recognize them for creating a better quality of life for the citizens of our state. Many companies have demonstrated superior management during these economically adverse times, and those that are appropriately planning for the future deserve to be applauded. Please consider nominating a Wisconsin manufacturer for their outstanding achievements in manufacturing this year. Self-nominations are encouraged.

## WHY NOMINATE

Wisconsin Manufacturer of the Year Award winners represent the elite of manufacturing through innovation, commitment to excellence, dedication to employees, and investment in Wisconsin communities.

Apply for an award to:

- Share your story - businesses have great ones to tell.
- Recognize employees' hard work and dedication that have contributed to your company's success.
- Highlight corporate citizenship - manufacturers are assets to local communities and are good corporate citizens.
- Join the ranks of other notable manufacturers.
- Receive well-deserved press coverage.
- Promote industry firsts and significant accomplishments.

## WHO CAN APPLY

Nominees must be manufacturing companies with significant operations in Wisconsin. The 2008 Grand Award Winners are not eligible. If you have questions regarding your eligibility, please contact MOTY Coordinator, Bridget Keeler at 800-362-7301, or by email at [bridget.keeler@bakertilly.com](mailto:bridget.keeler@bakertilly.com).

## GRAND AWARDS

Winners will be selected by an independent panel of judges. You may nominate a company in one Grand Award category only. Categories for the Grand Awards are as follows:

### GRAND AWARD BY COMPANY SIZE

The Grand Award winners demonstrate superior performance in many of the categories listed in the Required Nomination Information section of this nomination form.

Categories are based on company-wide employee count, including parent company and all subsidiaries.

Small	(1-99 employees)
Medium	(100-299 employees)
Large	(300-750 employees)
Mega	(751+ employees)

In addition to the Grand Awards by Company Size, you may apply for the **Sustainability Grand Award**.

## SPECIAL AWARDS

The judges may present Special Awards to companies that have achieved excellence in a particular area. Categories will be determined by the judges based on information provided in the nomination forms. Past categories for the Special Awards have included:

- International growth through exports
- Product innovation
- Employee dedication/development
- Community commitment

## AWARD PRESENTATIONS

The 2009 winners will be announced at the awards banquet on February 25, 2010, at The Pfister Hotel in Milwaukee. Representatives from all nominated companies, their nominators, and guests will be invited to attend this black-tie event.

## SUBMISSION GUIDELINES

The judges will determine winners based on the content and quality of the completed nomination forms. **Your complete responses to all criteria, including company financials, are necessary for the judges to accurately evaluate all of the nominees.** You are encouraged to submit additional information about the company, including brochures and references. However, please do not submit actual product samples, video tapes or CD.

**IMPORTANT** — In order to promote manufacturing best practices, nomination information will be used in promotion of the MOTY program, including media releases, winner profiles, and banquet speeches. Proprietary detailed financial information will be kept confidential by MOTY sponsors and judges. Organizers reserve the right to generally describe a nominee's financial position. For example: "The company's revenue increased by ten percent last year."

### Self-nominations are encouraged.

The judges' decisions are final, and they reserve the right to withhold an award in any category if there is not a suitable winning entry.

*Nomination materials (four three-hole punched, unbound copies) must be received by December 1, 2009, and should be addressed to:*

**2009 Wisconsin Manufacturer of the Year  
Michael Best & Friedrich LLP  
Attn: Colleen Scruggs  
100 East Wisconsin Avenue, Suite 3300  
Milwaukee, WI 53202  
Telephone: 414-223-2505**

## HELP!

Award program information is available at [www.wimoty.com](http://www.wimoty.com) where you will find frequently asked questions, past winners and a nomination form.

## QUESTIONS?

Please contact Bridget Keeler, MOTY Coordinator, 800-362-7301 or [bridget.keeler@bakertilly.com](mailto:bridget.keeler@bakertilly.com).

# 2009

## WISCONSIN MANUFACTURER OF THE YEAR AWARD

### REQUIRED NOMINATION INFORMATION

*All nominations must include detailed information for all of the following categories.*

Each company will be judged using a ranking system for the categories listed below. Awards are based on the details provided in the nomination form.

- ❑ 1. **Company profile** — Provide an 800-word profile stating why your company deserves to win the MOTY award. If you wish to also be considered for the Sustainability Grand Award, please provide an **additional** 800-word essay describing your sustainability efforts\*. For example, include detailed information on how your company conducts environmentally sustainable practices such as energy efficiency and carbon emissions management and reduction. (*A version of these profiles may be used for promotion of the MOTY program.*)
- ❑ 2. **Financial growth or consistency** (Proprietary detailed financial information will be kept confidential.) At a minimum, include annual sales revenue and profitability figures for the last three years. *Note: Given the current economic circumstances many manufacturers are experiencing, judges will take into account each applicant's performance over the three-year period and will compare performance to various industry benchmarks.*
- ❑ 3. **Product description** (Please do not submit actual product samples or product catalogs/brochures)
- ❑ 4. **Manufacturing process including any environmental solutions/innovations, R&D leadership and/or application of high technology.**
- ❑ 5. **Operational excellence/continuous improvement.**
- ❑ 6. **Management philosophy/employee commitment** (Internal Operations).
- ❑ 7. **Community support and involvement** (Stewardship).
- ❑ 8. **Digital artwork files** (See application checklist on reverse side for preferred file formats).
  - Company logo
  - Photo of top company executive
  - 4-5 photos of company and/or products

Judges are in no way influenced by Michael Best & Friedrich LLP, Baker Tilly Virchow Krause, LLP, or Wisconsin Manufacturers & Commerce. The judging panel is independent of the program sponsors.

Please submit **FOUR THREE-HOLE PUNCHED, UNBOUND COPIES** of the completed nomination to:

2009 Wisconsin Manufacturer of the Year  
Michael Best & Friedrich LLP  
Attn: Colleen Scruggs  
100 East Wisconsin Avenue, Suite 3300  
Milwaukee, WI 53202  
Telephone: 414-223-2505

\*Companies will need to submit an **additional set of four three-hole punched, unbound copies** of the required nomination information when applying for the Sustainability Grand Award.

**NOMINATIONS MUST BE SUBMITTED BY DECEMBER 1, 2009.**  
*The Nomination Form Appears on the Reverse Side of this Page.*

# 2009

## WISCONSIN MANUFACTURER OF THE YEAR AWARD

### NOMINATION FORM

Information in the nomination forms will be used by the judges and the sponsors for press releases about the nominees and the winners. Proprietary detailed financial information will be kept confidential. (Please type or print.) **NOMINATIONS MUST BE SUBMITTED BY DECEMBER 1, 2009.**

#### NOMINEE

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Official Legal Company Name: \_\_\_\_\_  
SIC/NAICS Code(s) or Industry Description: \_\_\_\_\_  
Year Established: \_\_\_\_\_  
Total Number of Employees Company-Wide: \_\_\_\_\_ Total Number of Wisconsin Employees: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Web Site Address: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
County: \_\_\_\_\_  
Name of Top Executive: \_\_\_\_\_  
Title: \_\_\_\_\_  
E-Mail Address: \_\_\_\_\_  
Parent Company: \_\_\_\_\_  
Subsidiary(ies): \_\_\_\_\_

#### AWARD CATEGORY

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You may select ONE of the following categories.

Grand Award by Company Size:

- Small (1-99)     Medium (100-299)     Large (300-750)     Mega (751+)  
 In addition to the Grand Awards by Company Size, check here to apply for the Sustainability Grand Award

#### NOMINATOR

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Check here if same as nominee. Self nominations are encouraged.

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-Mail Address: \_\_\_\_\_  
Web Site Address: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
County: \_\_\_\_\_

#### APPLICATION CHECKLIST

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**NOTE:** Company photos and logo should be emailed to Colleen Scruggs at [clscruggs@michaelbest.com](mailto:clscruggs@michaelbest.com).

- Four three-hole punched, unbound copies of the completed nomination. Please, no binders or plastic sleeves; they will not be used in the judging process.     Color photo of top company executive (300 dpi jpg)  
 Electronic file of your company logo (eps vector art if possible; 300 dpi jpg if no vector art is available)     4-5 photos of company and/or products (300 dpi jpg)

#### SIGNATURE

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I hereby certify that the information included in this nomination is factual and accurate.

Nominator Signature \_\_\_\_\_ Date \_\_\_\_\_

**Required nomination information appears on reverse side of page.**

A B C D E

## FREQUENTLY ASKED QUESTIONS

### WHAT IF OUR COMPANY JUST HAS STEADY PERFORMANCE EVERY YEAR?

You do not have to wait to experience tremendous growth or overcome adversity to submit a nomination. Many winners in the program's history have simply been well-run, solid performing manufacturers.

### WHAT IF OUR COMPANY SAW DECREASED PERFORMANCE THIS YEAR?

Given the current economic circumstances many manufacturers are experiencing, judges will take into account each applicant's performance compared to various industry benchmarks. Also, remember that the judges review the past three years of financials so one year of a downturn will not preclude you from the running.

### HOW LONG SHOULD MY NOMINATION BE?

There are no minimums/maximums, but past nominees have averaged 20-35 pages, including supporting documents. The key is to tell your story concisely and convincingly.

### SHOULD I INCLUDE GRAPHS AND PHOTOS?

Yes. Judges may find it easier to understand material if graphs and photos are included to help illustrate your story. For instance, you may want to include graphs to document company financials.

### WE HAVE GREAT PRODUCT SAMPLES AND A CORPORATE VIDEO, SHOULD I SEND THEM ALONG WITH THE NOMINATION?

No. However, you are encouraged to include photos, fliers or advertisements of your key product(s) to help the judges understand what your company manufactures. It is not necessary to include actual product samples, detailed product specifications or entire product catalogs.

### OUR COMPANY HAS RECEIVED OTHER AWARDS, SHOULD I INCLUDE THIS INFORMATION?

Yes. In addition to addressing each area detailed in the Required Nomination Information section, be sure to include information on recent awards or recognition that your company has received.

### IS FINANCIAL INFORMATION REALLY REQUIRED?

Yes. It is important that the judges understand that a company is financially sound. Nominations that do not include this information will not be considered for an award. Financial information will be kept confidential.

### I AM NOT A MANUFACTURER, BUT WOULD LIKE TO NOMINATE ONE. WHAT DO YOU RECOMMEND?

You will want to contact the manufacturer and work together to complete the nomination. The required nomination information is too detailed to try and nominate a manufacturer anonymously. If they do not feel comfortable sharing their financial information with you, they may submit it separately.

### DO THE SPONSORS CHOOSE THE WINNERS?

No. Award winners are determined by an independent panel of judges from the manufacturing industry, academia and media. The sponsoring organizations do not conduct the judging of nominations.

## 2008 GRAND AWARD WINNERS

GE HEALTHCARE  
Mega Category

BRENNER TANK LLC  
Large Category

ORION ENERGY SYSTEMS  
Medium Category

SIELAFF CORPORATION  
Small Category

KETTLE FOODS, INC.  
Sustainability Category

## 2008 SPECIAL AWARD WINNERS

BRUNO INDEPENDENT  
LIVING AIDS  
New Product Innovation

CRESCENT PRINTING  
COMPANY  
Demonstration of Core  
Values

NEENAH PAPER INC.  
Leader in Transformation