



## Organizations and individuals advancing performance excellence in Wisconsin

### High performing organizations help move Wisconsin Forward.

Started in 1997 under the administration of Governor Tommy Thompson and continuing with the support of Governor Jim Doyle, Wisconsin Forward Award (WFA) is one of 44 state based programs in the country dedicated to raising productivity. Specifically, WFA is charged with enhancing competitive performance, operational excellence, and sustainability that lead to improved economic performance and better quality of life in our state.

As John Torinus, CEO of Serigraph, asserts, WFA is a vital tool for “setting a new standard for your company. It is one very good way to keep your organization sharp and humble.” Long time board member Joe Kinsella, President of Pointe Precision maintains that, “WFA has helped elevate the playing field for Wisconsin products in world wide markets, helping Wisconsin manufacturers like Pointe Precision to compete globally.”

“Our customers, partners and employees have all benefited greatly from this entire journey as it has enabled us to perform at world class levels in all aspects of our business,” affirms Greg Harper, President of Runzheimer International, recognized as one of the 25 best small companies to work for in the United States. “We are extremely grateful for the WFA and Baldrige framework.” Adds Harper, “The entire application process has driven all members of our organization to achieve higher levels of excellence.”

Membership in Friends of Forward not only supports quality and performance excellence through Wisconsin and beyond, but also provides members discounts to WFA programs and services, and other tangible benefits. Annual individual memberships begin at \$75, and organization memberships begin at \$250.

### Why Join Friends of Forward?

WFA has touched over 500 enterprises across Wisconsin from Allen Bradley to Western Tech, from American Family Insurance to Waukesha Memorial Hospital. Membership in Friends of Forward is an investment in Wisconsin, your workplace, your community. Organizations and individuals that join Friends of Forward believe in the value of building networks that celebrate and promote information, resources, knowledge, and best practice sharing. Our members believe in the power of continuous improvement, and the importance of delivering value to customers, partners, and stakeholders. Friends of Forward believe high performing organizations help move Wisconsin Forward, making it a great place to live, learn and work.

### Join a Prestigious Circle of Friends.

Recognition of our members is a critical element for the Wisconsin Forward program. When you become a Friends of Forward member, your organization will receive:

- Recognition on the Wall of Friends at the Wisconsin Forward Award program headquarters in Madison
- Special acknowledgement at the annual WFA awards ceremony and gala reception hosted by the Governor or his/her representative
- A personal letter of gratitude
- A link on the WFA website
- Discounted registration to WFA’s annual Excellence at Work conference and invitations to member events, including a special reception planned at the Executive Residence
- Special mention in printed materials



# Membership Application

Membership valid for one calendar year from receipt

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ M.I. \_\_\_\_\_

Organization (Departments/Divisions MAY apply as their own entity) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

- Check payable to Wisconsin Forward Award
  - Individual/Sole Proprietor \$75 per year
  - Platinum \$1,200 per year
  - Gold \$750 per year
  - Silver \$500 per year
  - Bronze \$250 per year

Credit Card (please circle): Visa / Mastercard / Discover

Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_

I authorize the WFA to charge \$ \_\_\_\_\_ to the above credit card for my membership.

Authorized Signature \_\_\_\_\_

I do not wish to be a member at this time; however, please accept this tax-deductible donation: \$ \_\_\_\_\_

Investment in the Wisconsin Forward Award program as a Friend of Forward is evidence of your commitment to performance excellence.

## Thank you for your support!

Please mail form, with payment to:

Wisconsin Forward Award, Inc.  
2909 Landmark Place, Suite 110  
Madison, WI 53713