### UNITED WAY OF DANE COUNTY

# Tocqueville Society AWARD



2011 Fall Reception



Overture Center For The Arts
Promenade Lobby & Promenade Hall

Social Hour 6:00 pm to 7:00 pm Recognition Program 7:15 pm to 7:45 pm Dinner 7:45 pm to 9:00 pm

We extend our sincere appreciation to Andy and Anna Burish, 2010 and 2011 Tocqueville Society Chairs, for generously underwriting this reception for a fifth consecutive year!

Congratulations to The Steinhauer Family, 2011 Tocqueville Society Award Recipient.







### Menu

Caesar Salad Beef Pot Roast, Inside Out Chicken Cordon Blue, Vegetable Rigatoni Hot Fudge Mary Jane

### Wine Selections William Hill Chardonnay and Cabernet Sauvignon



### **Musical Performance**

Alexis Carreon, Violin Michelle Kaebisch, Viola Madison Symphony Orchestra Musicians





### The Zocqueville Society

The United Way Tocqueville Society acknowledges exemplary leadership in philanthropy. The Society is named for Alexis de Tocqueville, the French citizen who traveled the United States and wrote about his observations of the American spirit of community in *Democracy in America* published in 1835. Society members are among the United Way movement's most outstanding and engaged partners. On a national level, Tocqueville Society members collectively give more than one half billion dollars to United Way each year, helping local United Ways advance the common good.

Our Dane County Tocqueville Society began with the visionary leadership of Oscar G. Mayer and Jerry M. Hiegel. The original membership included six families who contributed more than \$60,000 in 1990. This year, the Society exceeds 200 members who together invest greater than \$3 million in United Way to positively impact people's lives. The leadership, service and gifts of Tocqueville Society members are at the heart of United Way of Dane County's work in our community.

### United Way of Dane County Tocqueville Society

proudly recognizes

## The Steinhauer Family

as the recipient of the

2011 Tocqueville Society Award
for outstanding contributions to United Way
and our community.



The Steinhauer family's journey to Madison, Wisconsin dates back to the late 1800s when August Steinhauer brought his family from Germany to Cottage Grove. In 1906, August started Madison Dairy Produce Company in a small building on King Street. The dairy later moved to East Washington Avenue in 1928 and solidified the family's base in Madison.

Rubert Steinhauer, son of August, graduated from 8th grade and became a cream collector at a small dairy in Barneveld. In 1918 at the age of 18, he began his career in the family business at Madison Dairy. Until the late 1940's, cream was separated on the farm and brought to the dairy in 10 gallon milk cans. Over the years, Rubert bought creameries in Belmont, Lancaster, Mt. Hope and Ft. Atkinson that became "supply" plants providing cream for the Madison facility. Churning was done in barrel churns and was very labor intensive. By 1950, four to five thousand pounds of butter per day was being churned and packaged for local grocery stores.

Rubert Steinhauer, Fritz's father, passed away in 1950 at the age of 50. During his short life, he was a faithful Christian, respected business leader and exceptional role model for his and Olive's six children. When Rubert died he was a member of over 15 non-profit boards and his community service covered many different areas. Rubert was very active at St. John's Lutheran Church located on East Washington Avenue, serving as Sunday School Superintendent for 25 years. He also served on the boards of the Lutheran Student Foundation at the University of Wisconsin-Madison, Lutheran Deaconese Mother House, and the American Lutheran Church. Rubert, along with George Vogel and Dr. O.J. Wilkie, was the driving force behind "Oakwood" which is now Oakwood Lutheran Homes on Madison's far west side. For 15 years Rubert was President of the Welfare and Children's Service Association which later became Family Service of Madison. There were numerous other dairy industry affiliations as well. In 1949 Rubert was awarded an honorary "Doctorate of Law" degree from Wartburg College in Waverly, lowa for his "laymen's respect and devotion to the church and community."

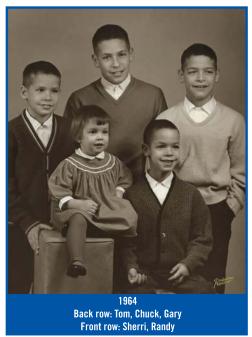
When Rubert passed away in 1950, his eldest son Fritz was still in college. Through a buy-sell agreement the dairy's ownership transferred outside the family to Chuck Degolier. Fritz graduated from Wartburg College in 1952 and started working for the Degolier family at Madison Dairy. Chuck Degolier's son was finishing college and set to take over the business from his father when Chuck passed away suddenly in 1962. The Degoliers ran the business for 12 years, and again, through a buy-sell agreement, Fritz who had previously bought just 10 shares of stock in the company became the new owner.



Fritz took over at the age of 34, but his roots in the dairy went way back. His first job was in the 1940s stenciling wooden boxes filled with one pound butter packages to be shipped overseas for the war effort. He fondly remembers his Grandpa watching him work and asking "What are we paying you?" to which Fritz replied "25 cents an hour." His Grandpa shot back, "You're worth 35 cents!!" During the 1960s Fritz was a risk taker and innovator purchasing continuous butter churns and soft butter packaging equipment for the Madison plant. By 1980 Madison Dairy was churning and processing 30 million pounds of butter annually.

Fritz married his college sweetheart, the former Nancie Baumann of Wauwatosa, in 1951, and together they raised four sons and a daughter. Fritz and Nancie were an inseparable team and loving parents to their five children. Fritz continued in his father's footsteps and devoted a great deal of time to St. John's Lutheran Church where he was a past Sunday School Chair, Council Chair, and Church President. For five years Fritz was moderator of the Sunday television show *Thought For Today* focusing on religious issues.

Fritz served on the Valley Bank and M&I Bank boards. He served on several national dairy boards and was a founder of the Wisconsin Dairy Products trade association. Over the years Fritz and Nancie continued their service and commitment to their alma mater Wartburg College. For years, Nancie was a United Way block captain when the



organization was known as Red Feather handing out special pins and feathered pens to donors. Longtime United Way donors themselves. the Steinhauers ioined the Tocqueville Society in 1995. Fritz and Nancie started the Steinhauer Charitable Trust in 1989 as a way to give back to the community. Over the years. their children, Chuck, Garv. Tom. Randy and Sherri have begun to provide funds to the Trust making it a family affair.

"Few families epitomize the words 'family' and 'service' more fully than the Steinhauers," says Dave Stark. "I've had the pleasure to know the family well for over 40 years. During that time, two

characteristics always stood out. First, they are a true family in every sense of the word: living together, playing together, working together and supporting each other in everything they do. To know one was to know them all. Second, their family enterprise was never just about doing what was best for themselves. They are generous, friendly, loyal, and acutely aware that they don't operate in a vacuum. Perhaps a third word also applies: 'excellence.' I've never known a Steinhauer who wasn't excellent at what they did. When that talent for excellence is put to work for the good of the community, great things always happen."

Fritz had always told his children not to assume there would be a job for them at the dairy. His experience with his father's untimely passing had taught him a lesson. Chuck pursued a career at Touche Ross, a Big 8 accounting firm at the time; Gary worked in the paper business for Mead Corporation and Champion International; Tom became a Doctor of Optometry; Randy was a consumer lender at CIT Financial; and Sherri became a Ladies Professional Golf Association golfer. While Fritz and Nancie's children had their respective careers on track, Madison Dairy was growing and this growth provided opportunity to bring family into the business. Chuck came first in 1975. Gary was next in 1980, and Randy joined in 1983. From 1980 to 2000 the dairy grew from processing 30 million pounds of butter annually to nearly 200 million pounds annually. By 2000 Madison Dairy was packaging 27% of all retail butter domestically.

In the late 1990s it was clear that the dairy had outgrown its footprint. Madison Dairy was running 24 hours a day, 364 days per year with Christmas the only down day. Major changes were necessary, and the decision was made to sell the business to Land O' Lakes in 2000. The sale would merge Madison Dairy's private label butter business with Land O' Lakes' branded business. It was a difficult decision for Chuck, Gary, and Randy, the fourth generation family members in the business, but a necessary outcome.

In 2004, Steinhauer and Company LLC was formed to provide a way to consult and maintain a presence in the dairy industry. As Gary states, "While the industry continues to evolve, we still have many friends in the butter business, and it's fun to dabble as much or as little as we would like."

Over the years Chuck and Gary took the lead from their parents and became involved in local and national organizations.

Chuck has served on the boards of the Greater Madison Chamber of Commerce, Madison Symphony Orchestra, Madison Symphony Foundation, M&I Bank and St. John's Lutheran Church Foundation. Chuck and his wife Denise joined the Tocqueville Society in 1997. He then served two years on the Tocqueville committee.

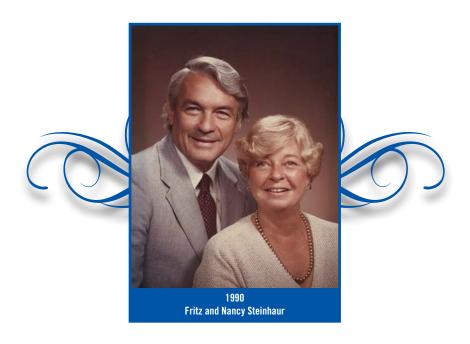
Gary also continued the Steinhauer tradition at St. John's Lutheran Church. There he was a confirmation teacher for over 10 years and Church Council President. He is a past President of the American Butter Institute, Wisconsin Dairy Products and Nakoma Golf Club and past Board Chair of Goodwill Industries and the United Way of Dane County Foundation Board of Trustees in 2010. Gary is a current board member of the Wisconsin Chamber Orchestra Advisory Board, Lutheran Social Services Foundation Board, Goodwill Industries and the United Way Foundation. Gary and Terri also became Tocqueville members in 1997.

Tom, Randy and Sherri have also been active in supporting their favorite charities with time and financial support.

"Fritz and Nancie were excellent role models for their children in lessons of business, family, community involvement and caring for others," explains United Way President and CEO Leslie Ann Howard. "Through their generous financial and volunteer contributions, the members of the Steinhauer family have invested greatly in changing people's lives. They are truly leaders in Philanthropy."

Reflecting on the community investments of his parents and siblings, Gary notes, "The Steinhauer family is keenly aware of the strong need for support of so many wonderful organizations in the Madison area. United Way is always at the top of the list and our hope is to continue to grow our support in the years to come."

On behalf of a grateful Dane County community, the 2011 United Way of Dane County Tocqueville Society Award is presented to The Steinhauer Family.





### Previous Tocqueville Society Award Recipients 6



- **1992** Oscar G. and Rosalie H. Mayer
- **1993** Irwin A. and Robert D. Goodman
- **1994** Jerry M. and Dorothy Hiegel
- **1995** Eugenie Mayer Bolz Family Foundation
- 1996 The Frautschi Family
- 1997 Elaine E. Davis and Erroll B. Davis, Jr.
- **1998** Loren D. Mortenson Family
- 1999 Jean Manchester-Biddick
- **2000** Judith Dion Pyle and Thomas F. Pyle, Jr.
- 2001 Don and Marilyn Anderson
- 2002 Dale and Lila Mathwich
- 2003 The Zimbrick Family
- 2004 Doug and Katie Reuhl
- 2005 Thomas G. and Karen C. Ragatz
- 2006 Jack DeLoss Taylor Charitable Trust
- **2007** Hal and Christy Mayer
- **2008** The Stark Family
- **2009** The Bakke and Schwartz Families
- **2010** The Levy Family



### 🧷 2011 Tocqueville Society Leadership Team 🏾



Chairs: Andy Burish and Anna Burish

Vice Chair: Tom Walker

Team Leader: Nick Meriggioli

Carla Alvarado • Bea Christensen
Lau Christensen • Sean Cleary
Fred Davie • Gil De Las Alas • Londa Dewey
Greg Dombrowski • Rick Fetherston
Patrick Finley • Jac Garner
Michael Grasee • Bill Harvey • Kevin Heppner
Bradley L. Hutter • Rick Kekula
Sean LaBorde • Scott Lockard • Janet Loewi
Jay Loewi • Rich Lynch
Walter E. Meanwell • Loren Mortenson
Doug Nelson • Tom Ragatz • Blaine Renfert
Anne E. Ross • Michael Schlageter • Jay Sekelsky
Dan Stafford • Pamela Stampen
Dave Stark • Gary Steinhauer
Mike Victorson • Carol Wahlin • Tom Zimbrick

Thanks to many other members who volunteer on behalf of the Society.

### Previous Tocqueville Society Chairs



1990	Jerry M. Hiegel
1991	Jerry M. Hiegel
1992	Jerry Frautschi
1993	John Zimbrick and Don Anderson
1994	Jean Manchester-Biddick
1995	Loren D. Mortenson
1996	Loren D. Mortenson and Marv Conney
1997	Jim Bakke
1998	Hal Mayer
1999	Thomas G. Ragatz
2000	Doug and Patty Malmquist
2001	Doug and Patty Malmquist
2002	Bradley Hutter and Joelle Mortenson Hutter
2003	Jay and Janet Loewi
2004	Jay and Janet Loewi
2005	Walter E. Meanwell
2006	Lau Christensen
2007	William D. Harvey
2008	Daniel G. Stafford
2009	Blaine R. Renfert

**2010** Andy and Anna Burish

### Our Community's Agenda for Change

**Education** Students succeed academically and

graduate from high school, regardless

of race.

**Children** Children are cared for and have fun as

they become prepared for school.

**Housing** There is a decrease in family homelessness.

**Safety** There is a reduction in violence toward

individuals and families.

**Health** People's health issues are identified

and treated early.

**Independence** Seniors and people with disabilities

are able to stay in their homes.

**Partnership** Nonprofit agencies and volunteers

are strong partners in achieving

measurable results.

**United Way** Tocqueville Society

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www.unitedwaydanecounty.org

