

# Press Kit

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NOVEMBER 2021



**HOOPER**



# Company Backgrounder

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## From 1913 to Present

Since 1913, Hooper has grown to become a well-respected electric power and mechanical contractor. With headquarters in Wisconsin and regional offices in Colorado, Florida, Ohio and Michigan, Hooper employs approximately 1,200 office staff and tradespeople supporting residential and commercial clients. Hooper's areas of expertise include fabrication and installation of complex plumbing, process piping, fire protection and HVAC systems, and construction of substations and high-voltage transmission and distribution lines for utility partners. Hooper also provides underground

electrical and line clearance services, and deploys emergency storm response teams around the country to help restore power to communities ravaged by natural disasters. The firm's Safety Empowered™ philosophy provides the knowledge, equipment and investment needed to prevent harm and save lives both on and off the job site. Built on a reputation of excellence and trust, Hooper plays an integral role in delivering the resources needed for people to live in comfortable, healthy environments.

Established in Madison, Wisconsin by Charles A. Hooper, the company's early success came as a steamfitting company installing pipes to heat state



government buildings and the nearby University of Wisconsin. Hooper developed a strong reputation early on that allowed it to grow and prosper in its first two decades. That reputation for honesty, hard work, and excellent craftsmanship kept it afloat during the Great Depression, at which time Hooper was the contractor of choice for a series of projects on university campuses across Wisconsin. It also broadened its business across state lines with successful bids for work under the New Deal programs.

In the 1940s, Hooper took on many new partners and expanded into electrical power with the Rural Electrification Administration (REA) in Wisconsin - bringing power to rural areas with high-voltage powerline construction. By the 1950s, its electrical and mechanical divisions were firmly established. Numerous acquisitions in the 1960s and 1970s brought increasing versatility to Hooper and greater ability to serve the growing needs of utilities, the university, and private companies throughout Wisconsin and beyond. The addition of General Heating and Air Conditioning (GHAC) in 1994 boosted the company's overall growth, broadening its client base to include more residential customers.

At the start of the twenty-first century, Hooper continued to grow and prosper with new technologies and engineering expertise. It significantly increased its green energy initiatives with wind, solar, and geothermal. The company also expanded geographically with electric power operations in more than 26 states. Long-term relationships with partners such as Xcel Energy, Minnesota Power, We Energies and Madison Gas & Electric continued and storm response to Hurricane Katrina, Hurricane Sandy and others elevated Hooper's presence across the country.

Today, Hooper's overall reach extends throughout the U.S., yet most of its mechanical business remains locally focused near its founding city and headquarters. The company's longstanding local relationships with general contractors and commitment to its customers have earned it wide-ranging projects over the decades -- from residential and manufacturing, to hospitals and high-tech, to work on marquee projects such as the Kohl Center, Overture Center, and Epic.

As Hooper lays its foundation for the next 100 years, the company is focused on reinvesting in its business and people by bringing all disciplines together. In November 2021, GHAC joins Hooper Corporation under one roof on a brand new campus and as one unified brand: Hooper. Teams that previously worked in separate offices and various warehouses are now combined in the new office building and fabrication facility - all equipped with the right space and tools for a safer, brighter, more efficient and collaborative work environment.

Hooper's people and unique ownership structure are central to its continued legacy and growth. Since the beginning, it has remained a union business, employing the best and brightest of skilled tradespeople. As a privately owned company with no outside shareholders, Hooper takes pride in its growth and succession over multiple generations of hands-on professional owner-operators. The principles on which Hooper has built its business are as strong now as they were in 1913, and those same standards of honesty, hard work, and excellence continue to guide the company today and into the next century.



# Timeline

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- 1913** Charles A. Hooper established Hooper Company as a small heating contractor in Madison, WI
- 1922** Awarded contract for heating and ventilation work on the new Madison General Hospital
- 1928** Completed plumbing work for Camp Randall and the university's flagship building, Bascom Hall
- 1928** Incorporated as C.A. Hooper & Co., a plumbing and steam fitting business. Began work on power plants for Madison Gas & Electric and Wisconsin Power and Light Company
- 1938** Expanded into high-voltage powerline construction with its first REA-funded program in Vernon County, WI
- 1942** Obtained extensive military work with the U.S. Army Corps of Engineers
- 1949** Established the Electric Power Division and purchased army surplus trucks to drive crews and heavy wire
- 1954** Moved headquarters from Gilman St. to Pennsylvania Ave. in Madison with a garage for its growing fleet
- 1958** Gained membership in the Missouri Valley Line Constructors Chapter of NECA
- 1967** Established its own nonprofit charitable trust, Hooper Foundation
- 1970** Added fire sprinkler work to the Plumbing Department
- 1994** Acquired General Heating and Air Conditioning (GHAC)
- 1995** Changed company name to "Hooper Corporation" and created the distinctive yellow "H"
- 1997** Expanded the Mechanical Division into four departments: Process Piping, Plumbing, Fire Protection & Custom Metals
- 1998** Expanded its Electric Power Division to include more storm recovery projects
- 2013** Hooper celebrated 100 years
- 2021** Hooper Corporation changes name to Hooper and is joined by GHAC as one company, under one unified brand, on one new state-of-the-art campus in DeForest, WI



# Hooper Presidents

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<b>1913</b>	<b>Charles A. Hooper</b>	<b>1978</b>	<b>Norman Benz</b>
<b>1946</b>	<b>William H. Feirn</b>	<b>1986</b>	<b>Don Gardner</b>
<b>1955</b>	<b>Charles Arnold</b>	<b>2000</b>	<b>G. Frederick Davie</b>
<b>1967</b>	<b>F. Gordon Davie</b>	<b>2015</b>	<b>Dave Orr</b>
<b>1976</b>	<b>Tom Montgomery</b>	<b>2019</b>	<b>Steve Lindley</b>

# Office Locations

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## **Wisconsin**

Corporate Headquarters  
6450 Pederson Crossing Boulevard  
DeForest, WI 53532



## **Michigan**

5920 Commerce Drive  
Westland, MI 48185



## **Colorado**

6255 Dexter Street  
Commerce City, CO 80022



## **Ohio**

103 Industry Road  
Marietta, OH 45750



## **Florida**

6900 Southwest 21 Court  
Davie, FL 33317



# Facts & Figures

ANNUAL REVENUE

**\$375**  
million



FOUNDED IN

**1913**



**1200**

AVERAGE NUMBER OF EMPLOYEES

# Areas of Expertise



## ELECTRIC POWER

Transmission  
Distribution  
Substation  
Line Clearance  
Emergency Storm Response



## MECHANICAL

Custom Metal Fabrication  
Fire Protection  
HVAC  
Plumbing  
Process Piping



## SERVICE (COMMERCIAL AND RESIDENTIAL)

Fire Protection  
Heating and Cooling  
Plumbing





# Recent Awards & Accolades

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## **2021 BUILD Wisconsin Award**

Specialty Contractor – Mechanical  
Verona Area High School  
AGC of Wisconsin

## **2021 Project Excellence Award**

Overhead Transmission  
Great Northern Transmission Line  
National Electrical Contractors Association (NECA)

## **2021 Hard Hat Safety Award**

The Daily Reporter

## **2021 Subcontractor of the Year Award**

Newsmakers of 2021  
The Daily Reporter





# Long-Term Client Partnerships

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**American Family Insurance**

**Cardinal Glass**

**Catalent**

**Dairyland Power**

**EPIC**

**JH Findorff & Son Inc.**

**JP Cullen and Sons**

**Kraemer Brothers**

**Ideal Builders**

**Illumina**

**Madison Gas & Electric**

**MilleporeSigma**

**Minnesota Power**

**Promega**

**Scientific Protein Labs**

**Sierra Nevada Corporation**

**SSM Dean Health Medical Group**

**Sub-Zero**

**Sullivan Design Build**

**UnityPoint Health - Meriter**

**University of Wisconsin**

**UW Health**

**UW Hospital & Clinics**

**Vogel Brothers**

**We Energies**

**Xcel Energy**





# Leadership

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**Steve Lindley**  
*President*



**Robert Schaller**  
*Chief Financial Officer*

## Electric Power Division

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**Jake Davie**  
*Vice President*  
*Electric Power Division -*  
*Transmission &*  
*Distribution*



**Bruce Cram**  
*Vice President*  
*Electric Power Division -*  
*Substation*



**Dave Miller**  
*Vice President*  
*Electric Power Division*

## Mechanical & Service Divisions

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**Steve Millmann**  
*Vice President*  
*Mechanical Division -*  
*Process Piping, Fire Protection*  
*& Custom Metals*



**Rob Weise**  
*Vice President*  
*Mechanical Division -*  
*Operations*



**Brad Werlein**  
*Vice President*  
*Mechanical Division -*  
*HVAC*



**Brian Shultz**  
*Vice President*  
*Mechanical Division -*  
*Plumbing*



# Corporate Culture

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## Hooper's Mission

To build strong, long-term relationships by connecting people to the resources they need

## Hooper's Vision

- To become the nation's most respected electric power and mechanical contractor
- To provide our industries' most advanced, effective options for our customers
- To become our industries' most sought after employer by creating a culture of inclusion, safety and support
- To maintain our legacy of ethical conduct, charitable giving and environmental stewardship

## Our Core Values



### Safety Empowered™

Hooper empowers individuals with information that can save lives and prevent harm by providing ongoing educational opportunities to promote safety both on and off the job site.



### Respectful Collaboration

Hooper supports productive teamwork, camaraderie and cooperation by doing business the right way and embracing a growth mindset.



### Outstanding Craftsmanship

Hooper takes great pride in our award-winning quality, superior service, and proven leadership.



### Community Engagement

Hooper encourages volunteerism and charitable giving by acting with care and consideration for others and the environment.



## Hooper's Guiding Principles



### **Ensure Safety for All**

Practice methods to protect ourselves and each other, maintain safety as a constant state of mind



### **Exceed Expectations**

Go above and beyond, excel in the everyday, consistently aspire to reach the highest standards possible



### **Rise to the Challenge**

Remain open-minded, driven, innovative and eager to learn, develop excellence through hard work, effort and persistence



### **Inspire Goodwill**

Give generously, help others, do the right thing always





# New Campus Highlights

## Brand New 50-acre Campus in DeForest, WI

Hooper Corporation and its long-time subsidiary, General Heating and Air Conditioning, have joined together as one company, under one name, and on a state-of-the-art campus. Electric power, plumbing, HVAC, fire protection, process piping, custom metals and sheet metal fabrication are now unified as Hooper to better serve our customers, clients and community.

### Hooper Corporate Office

**68,860** SQ. FT.



**130+**

AVERAGE NUMBER OF EMPLOYEES

ARCHITECT

**Kahler  
Slater**

GENERAL CONTRACTOR

**Findorff**



### Hooper Fabrication Facility

**207,226** SQ. FT.



**80+**

AVERAGE NUMBER OF EMPLOYEES

ARCHITECT

**Kahler  
Slater**

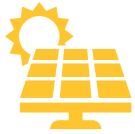
GENERAL CONTRACTOR

**Vogel  
Brothers**





## Our New Campus Offers Sustainable, Innovative Building Designs



### **Solar Hot Water System**

Hooper's Plumbing crews installed a two-panel solar array to help heat both the corporate office and fabrication facility. The sun heats a specialized fluid in the panels, which in turn provides heat through a heat exchanger. When the sun is out, this system should provide a majority of the hot water needed during the day for both buildings.



### **Geothermal Heating & Cooling**

Our HVAC crews constructed a 60-well geothermal bore field beneath the outdoor surface parking lot to provide an energy efficient heating and cooling system. The geothermal loops contain nearly 5,000 gallons of environmentally-friendly glycol, which circulates through the loops and harnesses the consistent underground temperature to heat and cool the buildings.



### **Storm Water Reclamation System**

Storm water that falls on the roof of the office building will be collected in an exterior 10,000 gallon cistern buried underground. When needed, the water will be filtered and used to flush toilets, which constitutes the largest demand for water. The storm water can also be used for watering plants and other non-drinking purposes.



### **Landscaping**

Hooper planted over 150 trees including oak, birch, cypress, ash and pine on its new campus. We replanted 40 percent more trees than was required following construction.





## Hooper Craftsmanship on Display

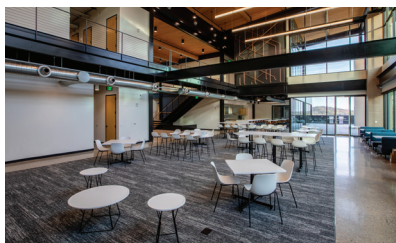
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Throughout the new Hooper corporate office and fabrication facility, you'll see our craftsmanship on display. Much of what we do is usually hidden behind the drywall or buried underground, but we've intentionally left some of our work exposed and on display. Sprinkled throughout the new building, you'll find openings in the drywall to showcase our team's handiwork - plumbing pipes and heating and cooling systems - which are typically unseen but essential parts of a building's construction.



### **Copper Pipe Artwork**

The Copper Pipe installation was designed, built and assembled by our Plumbing BIM Designers and Fabrication Shop, respectively. The artwork highlights an essential plumbing material - copper pipe - and the angles and fittings reflect the precise measurements required on projects.



### **Custom Metals Highlights**

Our talented Custom Metals team is known for their precision and attention to detail. The stainless steel backsplash in Charlie's Café and the custom handrails on the stairs are just a few examples of the types of projects they work on throughout the year.



### **Geothermal Mechanical Room**

The maze of pipes offers insight on the complexity and engineering involved in the heating and cooling system design.



### **Charlie's Café: A Legacy of Camaraderie and Connection**

Charlie's Café is the central gathering space for employees and guests and is named in honor of Charles A. Hooper, who established Hooper Corporation in 1913, and Charlie Kruse, the first president of General Heating and Air Conditioning in 1963.