

110
YEARS

HOOPER CORP.

Madison's specialty contractor of choice for more than a century.



Hooper

Top row from left: Hooper Corp.'s new 50-acre campus in DeForest features the corporate office and state-of-the-art fabrication facility. Bottom, from left: For 110 years, Hooper has provided a wide range of services to support utility, commercial, and residential clients.

When a company survives for 110 years, especially the past 110 years, you know it's made of something special. Such is the case with Hooper Corp., a central part of Madison's development.

HOW WAS THE COMPANY STARTED?

Hooper's history dates back to 1913 when a young steamfitter and entrepreneur named Charles A. Hooper decided to start his own heating company on State Street. His timing was perfect, and soon, C.A. Hooper & Co. became a preferred contractor on many notable building projects. During the prosperous 1920s, Hooper won contracts for numerous state government buildings, UW-Madison projects, hospitals, and private companies, including Madison General Hospital, iconic Bascom Hall, and Farmers' Cooperative Packing Co. (later known as Oscar Mayer).

HOW HAS YOUR COMPANY EVOLVED SINCE ITS INCEPTION?

Hooper quickly expanded its capabilities to meet the growing needs of customers. The company added plumbing services in the 1920s and survived the Great Depression by expanding into electric power, transmission and distribution lines, and substation construction. Hooper's diversification and commitment to quality and innovation sustained the organization during difficult times. In 1994, General Heating & Air Conditioning (GHAC) joined the Hooper family as a subsidiary, which proved to be a successful collaboration for both organizations. With a geographic range from the Rocky Mountains to Florida and established partnerships along the way, Hooper is well-positioned for generations to come.

WHAT ARE YOUR STRENGTHS? HOW DO THEY AFFECT FUTURE GROWTH?

Hooper's ability to adapt to change, listen to customers, and be a place

where people want to work are strengths and key drivers to its longevity. Hooper is known for visionary leadership and thousands of committed employees who take pride in their work and strive to exceed expectations. Recently, Hooper and GHAC joined forces on its new campus in DeForest with Hooper's corporate office, fleet and yard operations building, and state-of-the-art fabrication facility. The move highlights the company's emphasis on maximizing efficient operations and utilizing the latest technology to keep pace with industry demands. Our goal is to remain the specialty contractor of choice for mechanical, electric power, and high-quality home and business service for heating and cooling, plumbing, and fire protection.

TO WHAT DO YOU ATTRIBUTE YOUR COMPANY'S SUCCESS AND LONGEVITY?

Hooper's success is built on a reputation for "doing business the right way." These five simple words have been passed down from generation to generation and continue to guide Hooper employees today. Our core values and principles focus on honesty, hard work, outstanding craftsmanship, safety, and building lasting relationships with our clients, customers, and the communities we serve.

In 1967, Hooper established its charitable giving arm, Hooper Foundation, and since then we have provided millions of dollars of direct financial support to hundreds of nonprofits throughout the U.S. In the last 10 years alone, Hooper has distributed \$2.15 million to more than 500 charitable organizations. Whether on the job site or helping in the community, Hooper plays an integral role in connecting people to the resources they need.

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