

2023

# Press Kit

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**HOOPER**



# Hooper History

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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 the states of Colorado, Florida and Ohio, Hooper provides a wide range of services to support commercial and residential clients.

Hooper's areas of expertise include fabrication and installation of complex plumbing, process piping, fire protection, and HVAC systems as well as the construction of substations and high-voltage transmission and distribution lines. Hooper also actively provides power line clearance and deploys emergency storm response teams around the country to help restore power to communities ravaged by

natural disasters. For homeowners in the Wisconsin region, Hooper's Service Division provides 24-hour maintenance and repair on HVAC and plumbing systems. Businesses also benefit from these services in addition to fire protection options provided by Hooper's certified technicians.

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. Through its charitable foundation, Hooper is honored to provide essential funding to community nonprofits that support our neighbors in need. Built on a reputation of excellence and trust, Hooper plays an integral role in delivering the resources needed for people to live and work 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 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 joined 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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|---|--|
| <b>1913</b> Charles A. Hooper established Hooper Company as a small heating contractor in Madison, WI   | <b>1958</b> Gained membership in the Missouri Valley Line Constructors Chapter of NECA   |
| <b>1922</b> Awarded contract for heating and ventilation work on the new Madison General Hospital   | <b>1967</b> Established its own nonprofit charitable trust, Hooper Foundation  |
| <b>1928</b> Completed plumbing work for Camp Randall and the university's flagship building, Bascom Hall  | <b>1970</b> Added fire sprinkler work to the Plumbing Department   |
| <b>1928</b> 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 | <b>1994</b> Acquired General Heating and Air Conditioning (GHAC)   |
| <b>1938</b> Expanded into high-voltage powerline construction with its first REA-funded program in Vernon County, WI  | <b>1995</b> Changed company name to "Hooper Corporation" and created the distinctive yellow "H"  |
| <b>1942</b> Obtained extensive military work with the U.S. Army Corps of Engineers  | <b>1997</b> Expanded the Mechanical Division into four departments: Process Piping, Plumbing, Fire Protection & Custom Metals                          |
| <b>1949</b> Established the Electric Power Division and purchased army surplus trucks to drive crews and heavy wire   | <b>1998</b> Expanded its Electric Power Division to include more storm recovery projects   |
| <b>1954</b> Moved headquarters from Gilman St. to Pennsylvania Ave. in Madison with a garage for its growing fleet  | <b>2013</b> Hooper celebrated 100 years  |
|   | <b>2021</b> Hooper Corporation is joined by GHAC as one company, under one unified brand - HOOPER - on one new state-of-the-art campus in DeForest, WI |





# Hooper Presidents

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**1913** Charles A. Hooper

**1946** William H. Feirn

**1955** Charles Arnold

**1967** F. Gordon Davie

**1976** Tom Montgomery

**1978** Norman Benz

**1986** Don Gardner

**2000** G. Frederick Davie

**2015** Dave Orr

**2019** Steve Lindley

# Office Locations

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## **Wisconsin**

Corporate Headquarters  
6450 Pederson Crossing Boulevard  
DeForest, WI 53532



## **Florida**

6900 Southwest 21 Court  
Davie, FL 33317



## **Colorado**

6255 Dexter Street  
Commerce City, CO 80022



## **Ohio**

103 Industry Road  
Marietta, OH 45750



# Facts & Figures

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ANNUAL REVENUE

**\$400**  
million



FOUNDED IN

**1913**



**1200**

AVERAGE NUMBER OF EMPLOYEES

# Areas of Expertise

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## 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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## **2023 Torch Award for Ethics**

Honorable Mention  
Better Business Bureau of Wisconsin

## **2022 BUILD Wisconsin Award**

Specialty Contractor – Mechanical  
Promega Chappelle Manufacturing Center  
AGC of Wisconsin

## **2022 BUILD Wisconsin Award**

Hooper Corporate Headquarters  
AGC of Wisconsin

## **2022 Charitable Organization of the Year**

Newsmakers of 2022  
The Daily Reporter

## **2022 Patriot Award**

Employer Support of the Guard and Reserve (ESGR)  
U.S. Department of Defense

## **2022 Unsung Hero of the Year**

Newsmakers of 2022 - Mike Polster  
The Daily Reporter

## **2021 BUILD Wisconsin Award**

Specialty Contractor – Mechanical  
Verona Area High School  
AGC of Wisconsin

## **2021 Hard Hat Safety Award**

The Daily Reporter

## **2021 Project Excellence Award**

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

## **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*



**Raj Ravi**  
*Director of Human Resources*



**Michael Blaschka**  
*Director of Information Technology*



**Amy Griffin**  
*Director of Marketing & Community Relations*



**Mark Hawley**  
*Director of Safety*

## Electric Power Division

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**Jake Davie**  
*Vice President  
Electric Power Division*



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



**Damon Arsenault**  
*Director  
Electric Power Division - Transmission & Distribution*

## Mechanical & Service Divisions

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



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



**Tanner Douglas**  
*Manager  
Service Division - HVAC*



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



**Shaun Opsahl**  
*Manager  
Service Division - Plumbing*



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



**Ryan Zebell**  
*Manager  
Service Division - Fire Protection*



# 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

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### **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







# Corporate Headquarters

## Hooper's 50-acre Campus in DeForest, WI

Hooper Corporation and its long-time subsidiary, General Heating and Air Conditioning, joined together in 2021 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

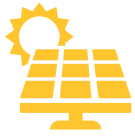
**Vogel  
Brothers**







## Hooper's Campus Features 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

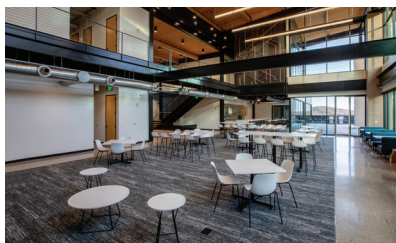
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Throughout the new Hooper corporate office and fabrication facility, you'll see our craftsmanship on display. Much of what we do is usually hidden behind the drywall or buried underground, but we've intentionally left some of our work exposed and on 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.





# Hooper Foundation

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Hooper proudly supports community initiatives and regularly engages in volunteer activities focused on improving the lives of others. Our outreach efforts are part of a comprehensive corporate giving strategy that includes philanthropy, volunteerism and long-term partnerships. Building relationships in the communities where we do business improves quality of life, extends goodwill and supports our neighbors in need.

## **Giving Priorities**

Our charitable organization, Hooper Foundation, provides funding to 501c3 organizations all across country and processes requests for contributions on a quarterly basis. Charitable giving priorities are established to align with the Hooper brand and reinforce the services and core values we stand for.

Funding opportunities related to construction, emergency response and safety are typically given preference over other donation requests. Nonprofit organizations supported by our employees and clients also take precedence.

## **Employee Gift Match**

In support of organizations most meaningful to our employees, it is Hooper's policy to match up to \$500 per staff member, per year provided they have worked a minimum of 1,500 hours with our company. Through our employee matching program, Hooper is honored to provide essential funding to nonprofits that continue to make a difference for the better.