

Wisconsin Business for Equality: More than 60 businesses sign up to support pro-equality legislation Rockwell Automation newest corporation to show support

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MILWAUKEE — More than 60 businesses from around the state have signed up since the launch of Wisconsin Businesses for Equality to show their support for updating Wisconsin's non-discrimination law to protect the transgender community, with Rockwell Automation being the newest corporation to sign on.

“Rockwell Automation is proud to support Wisconsin Businesses For Equality because we believe this will help attract the best talent to this state and positively impact the social and economic health of the region,” states Ed Seaberg, vice president, Information Technology, Rockwell Automation. “Inclusiveness and diversity leads to innovation and better decision-making – and people want to live and work where they feel like they fit in.”

Rockwell Automation joins other corporations including Froedtert Health, Kohler Co., ManpowerGroup, Milwaukee Bucks and UW Health, who have previously signed up to show they believe now is the time to add non-discrimination protections for gender identity and expression statewide.

“We are so thankful for the support of all the corporations, like Rockwell Automation, and other businesses that have stepped up to show their support for updating our state's non-discrimination laws,” said Jason Rae, President & CEO of the Wisconsin LGBT Chamber of Commerce.

“These businesses understand the importance of supporting their diverse workforce, as well as the need to be a community that is welcoming and inclusive of all people,” said Megin McDonell, Executive Director of Fair Wisconsin. “We are thrilled to see so many businesses signing up and supporting equality.”

Additional businesses and organization that have signed on to show their support for modernizing Wisconsin’s non-discrimination law include:

414 Photography, Inc
8 Branches Chinese Medicine
Accurate Web Solution, LLC
ACLU of Wisconsin
Alliance for Strong Families and Communities
American United Transportation Group
Amy Sherman-Kortbein Realtor
ArtWorks for Milwaukee
Associated Bank
B2B Dynamix LLC
Bay View Printing Co
Bay View United Methodist Church
Bounce Milwaukee
Brush & Canvas 2 U
Center for Community Healing, LLC
CommitChange
Coqui Paperie & Gifts
Coughlin Consulting
Cowboy David’s Bake Shoppe
Cruise Planners
Diverse & Resilient
Eagle Centre House Bed and Breakfast
FlorenceCares, Inc
Fox Valley Unitarian Universalist Fellowship
Fromagination
Gimbel, Reilly, Guerin & Brown LLP
Golden Antler Design
Goodwill Industries of North Central WI
GSAFE
Halling & Cayo. S.C.
HENRY STEINBERGER, PhD, LLC
Hunger Task Force

Imagine'at Photography, LLC
Janviere Photography
Jennifer Parker Therapy, Training, and Consultation
JMC Properties, Inc.
Kickapoo Valley Ranch Guest Cabins
KWG Counseling
Leaning Tree Naturals LLC
Loving Commitments Relationship Services
Lyle Husar Designs
Masters Ceremonies
Milwaukee Metropolitan Community Church
Molly Maid of East Metro Milwaukee
MOXIE Food+Drink
New Health Chiropractic & Integrated Healthcare
Nexus Consulting Group, Inc
North Shore Event Centre
Orphonic LLC
Pathfinders Milwaukee, Inc.
Peaceful Mind Massage LLC
Pickle Jar
Quest Home Loan Center
Radisson Hotel Milwaukee West
Rascals Bar & Grill
Salvatore's Tomato Pies
Scott & Company Salon
Shepherd Express
Solace Acupuncture
Source 1 DJ Services
Sugar Doll
Telmark Sales Solutions Inc.
The River Food Pantry, Inc.
Touch of Pride Sales, LLC
Vital Image Wedding Studios
Vitality Health and Wellness

Businesses wishing to add their name to members of the coalition can do so at
<http://www.wibusinessesforequality.com/sign-the-pledge/>.

Background:

In 1982, Wisconsin became the first state in the nation to protect lesbian, gay and bisexual people from discrimination in housing, employment and public accommodations. However, the law only protects individuals based on sexual orientation and not gender identity and expression.

A bill has been introduced in the Wisconsin State Legislature co-authored by Rep. Mark Spreitzer, Rep. JoCasta Zamarripa, and Sen. Tim Carpenter called The Privacy Protection and Gender Identity Anti-Discrimination Act. This bill adds gender identity and expression to the state's 1982 non-discrimination law.

Wisconsin Businesses for Equality is a joint project of Fair Wisconsin and the Wisconsin LGBT Chamber of Commerce.

Fair Wisconsin Inc. works to build a fair, safe, and inclusive Wisconsin for all lesbian, gay, bisexual and transgender (LGBT) people by advancing, achieving, and protecting LGBT civil rights through lobbying, legislative advocacy, grassroots organizing, coalition building and electoral involvement. More information can be found online at: www.fairwisconsin.com.

The Wisconsin LGBT Chamber of Commerce is an organization of gay, lesbian, bisexual, transgender and LGBT-allied businesses, corporations and professionals throughout the state of Wisconsin. It offers networking opportunities, business development efforts within the LGBT community, and educational programming to its members. The organization has more than 500 members from around the state. In 2015, the Wisconsin LGBT Chamber of Commerce received the National Chamber of the Year Award from the National Gay & Lesbian Chamber of Commerce (NGLCC). More information can be found online at: www.wislgbtchamber.com.