

# Wisconsin Technology Council: ‘See you THIS time!’ Kwik Trip patriarch Zietlow to accept ‘Seize the Day’ award June 3 at ‘treps eve

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MADISON, Wis. – **Don Zietlow**, the president and chief executive officer of La Crosse-based Kwik Trip, will be honored during the **June 3 Wisconsin Entrepreneurs’ Conference** with the 18<sup>th</sup> annual Ken Hendricks Memorial “Seize the Day” award.

The award, which celebrates entrepreneurial leaders who have been crucial to Wisconsin’s economic growth, is named for the late Ken Hendricks, a Beloit businessman and 2006 “Seize the Day” award winner who died in an accident in late 2007.

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Kwik Trip opened for business in 1965 and today employs more than 30,000 people in 768 stores while serving 8.5 million guests per week in Wisconsin, Minnesota, Iowa and Illinois. A vertically integrated company, it makes and ships more than 80% of its branded products, utilizing technology at every step through robotics, solar energy production, food protection laboratories, customer rewards and recycling processes. It is a family-owned and run business with about \$7 billion in annual revenue.

“Don Zietlow, his family and co-workers have been expanding this innovative company for decades with no apparent end in sight. He’s a team player who exemplifies what it means to adapt to changing times while embracing technology and sticking with a culture of customer service,” said Tom Still, president of the Wisconsin Technology Council.

The June 3 conference will be held on a virtual platform under the theme of **Building blocks for young companies**. The “Seize the Day” presentation with remarks by Zietlow will take place mid-day.

Past winners include Don Weber of Logistics Health Inc. (2004); Bob Cervenka of Phillips Plastics (2005); Ken Hendricks of ABC Supply (2006); Jan Eddy of Wingra Technologies (2007); Michael Cudahy of Marquette Medical Systems (2008); Toni Sikes of The Guild and Guild.com (2009); Bill Linton of Promega (2010); Bob Hillis of Direct Supply (2011); Kay Koplovitz of USA Network (2012); Fred Foster of Electronic Theatre Controls (2013); Craig and Lea Culver of Culver Franchising System Inc. (2014); Jim Berbee of Berbee Information Networks Corp. (2015); Mark Gehring of HealthMyne (2016); Zach Halmstad of Jamf (2017); Dude and Kerry Frank of Comply365 (2018); Sue Marks of Cielo (2019) and Kevin Conroy of Exact Sciences (2020.)

Produced by the Tech Council, the Entrepreneurs’ Conference has been a signature event for entrepreneurs, investors and others in the early stage sector since launched by the Tech Council in 2003. Detailed panel information will be posted soon at [www.witrepsconference.com](http://www.witrepsconference.com). Other highlights will include:

Diligent Dozen: Top 12 finalists from the **Governor’s Business Plan Contest** will present live, via Zoom on June 2

- Keynote presentation from **Wes Schroll** of **Fetch Rewards**, sponsored by RSM
- Governor’s Business Plan Contest awards ceremony with category winners, a grand prize winner, a “Bright New Idea” award and a new “People’s Choice” award this year
- Virtual interactive exhibitor booths from more than 30 Wisconsin companies
- A presentation by the winner of the **Wisconsin YES!** youth business plan contest, and;
- Plenty of chances to network 1:1 virtually, a variety of discussions under the “Launch, Grow, Succeed” theme and much more!

Sponsors thus far include: **PLATINUM:** [American Transmission Co.](#), [AT&T](#), [Godfrey & Kahn](#), [Husch Blackwell](#), [Michael Best](#), [University Research Park](#), [Wisconsin Alumni Research Foundation](#), [Wisconsin Economic Development Corp.](#) **GOLD:** [Aberdean Consulting](#), [Makin' HEY! Communications](#). **SILVER:** [Affiliated Engineers](#), [American Family Insurance](#), [Alliant Energy](#), [Baird Capital](#), [Baker Tilly](#), [BDO](#), [Center for Technology Commercialization](#), [City of Fitchburg](#), [Dedicated Computing](#), [DeWitt](#), [Findorff](#), [First Business Bank](#), [HealthX Ventures](#), [J.P. Morgan Chase](#), [Madison College](#), [Madison Gas & Electric](#), [Marquette University](#), [Marshfield Clinic Health System](#), [Microsoft](#), [Mobile22](#), [Neider & Boucher](#), [Ogden Glazer + Schaefer](#), [PDS](#), [Perkins Coie](#), [Quarles & Brady](#), [Reinhart Boerner Van Deuren](#), [Shive-Hattery](#), [UWM Research Foundation](#), [UW-Madison D2P](#), [UW-Madison Office of Business Engagement](#), [Venture Investors](#), [Versiti](#), [WEA Trust](#), [WIPFLi](#), [Wisconsin Technical College System](#). **SPECIAL SUPPORT:** [Madison Development Corp.](#) and [RSM](#).