

2024

Press Kit



HOOOPER



Hooper History

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

- 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 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

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

CORPORATE HEADQUARTERS

6450 Pederson Crossing Boulevard
DeForest, WI 53532

FABRICATION FACILITY

6400 Pederson Crossing Boulevard
DeForest, WI 53532

Ohio Valley Region

103 Industry Road
Marietta, OH 45750

Southeastern Region

6900 Southwest 21 Court Suite 5
Davie, FL 33317



Western Region

Distribution

5565 E 52nd Avenue
Commerce City, CO 80022

Transmission & Substation

6255 Dexter Street
Commerce City, CO 80022



Facts & Figures

ANNUAL REVENUE

\$500 million



FOUNDED IN

1913



1300

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

2023 Torch Award for Ethics
Better Business Bureau of Wisconsin

2023 BUILD Wisconsin Awards
AGC of Wisconsin

Specialty Contractor – Mechanical-HVAC

- UW Credit Union Wauwatosa Branch Remodel
- Hooper Fleet & Yard Operations
- TruStage Lighthouse

2023 BUILD Wisconsin Awards
AGC of Wisconsin

Specialty Contractor – Mechanical-Plumbing

- UW Engineering Specialty Lab
- MilliporeSigma HPAPI Expansion

2023 Best Workforce Development Provider
The Daily Reporter Newsmakers of 2023

2023 Wisconsin 75 List
Deloitte

2023 Best of Madison
Madison Magazine

Hooper Service Plumbing

2023 Climate Champion Award
Dane County Office of Energy & Climate Change

2023 Women in Construction Awards
The Daily Reporter

- Amy Griffin
- Caryn Rader
- Jessica Lazo Figueroa

2023 Accelerating Impact Award
United Way of Dane County





Long-Term Client Partnerships

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

Corporate Division



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



Jake Davie
*Senior Vice President
Electric Power Division*



Bruce Cram
*Vice President
Electric Power Division -
Substation*



Damon Arsenault
*Vice President
Electric Power Division -
Transmission & Distribution*

Mechanical & Service Divisions



Brad Werlein
*Senior Vice President
Mechanical Division*



Brian Shultz
*Senior Vice President
Mechanical Division -
Operations*



Rob Weise
*Vice President
Mechanical Division -
HVAC*



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



Shaun Opsahl
*Manager
Service Division -
Plumbing*



Tanner Douglas
*Manager
Service Division -
HVAC*



Ryan Zebell
*Manager
Service Division -
Fire Protection*



Corporate Culture

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





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

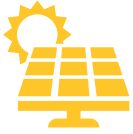
ARCHITECT

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

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

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.