



Reynolds Transfer and Storage, Inc. ***Special Award - Moving Through the Generations***

Anna Gault Reynolds started a livery stable and small hauling operation in Madison in **1888**. Today, **six** generations later, the business is still going strong, although it no longer uses horses. The company now does heavy hauling and transportation, residential and industrial moving and storage, and document storage. At 129 years old, Reynolds Transfer and Storage, Inc., is one of the oldest family-owned businesses in the state.

Anna Reynolds passed the business on to her grandsons William and Henry, who saw the company through the Great Depression and helped it to grow in the following years. Henry's sons Edward and David expanded and diversified the business and grew the heavy hauling and machinery moving side into one of the largest in Wisconsin. Edward's sons Mark and Thomas expanded the crane and heavy hauling divisions. And today, Tom and his three children, Elijah, Benjamin and Natalie, manage the company.

Reynolds believes it is now stronger than ever, in part due to decisions made in recent years. Through membership in Sustain Dane, the company has learned new methods of measuring and reducing its environmental impact. Large initiatives include installing solar panels on one of its warehouse facilities, reducing grid-supplied energy by 50 percent. It also installed a rain garden at one of its warehouses to capture runoff. Smaller initiatives include upgrading lighting to reduce CO2 emissions, and changing printing habits to reduce print load.

Because Reynolds believes its employees are its strongest asset, the company strives to create a learning-focused culture. Reynolds provides health, dental, short-term disability and accident insurance, and matching 401(k) funds. The company recently instituted a generous and flexible family leave program. And Reynolds is dedicated to the principle of paying a living wage.

Reynolds takes its commitment to community seriously. The company partners with The Road Home, a local agency that supports recently homeless families. Reynolds accepts furniture donations, stores the items, and delivers the items directly to the family when it is settled in a new home. It also donates services and storage space to Project Babies, which provides baby necessities to families in need. The company pays employees for time spent volunteering for United Way programs. And Reynolds also supports a raft of local nonprofits, from Toys for Tots and Wisconsin Public Television, to the Crazylegs Classic and the Latino Academy of Workforce Development.

What the judges found remarkable about this company was its continuous family ownership over six generations; its employee benefits package, including a family leave program; its charitable giving; and a detailed emergency succession plan.

The judges named this Special Award "Moving through the Generations", and it goes to Reynolds Transfer and Storage, Inc., of Madison.

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