



## Grand Award – Medium Company

Badger Basement Systems, Fort Atkinson

Back in 1975, when Jim Hendrick couldn't find anyone to fix the water problem in his basement, he decided to fix it himself. Then he wondered about all the other people who must have basement problems, and he got an idea. That idea became his business, and since that time he has repaired over 20,000 basements. Along the way, he has received many customer service awards and the loyalty of both employees and the community.

While Badger Basement Systems began as a small waterproofing company, it has grown to include crawl space and foundation repair, and basement finishing as well. Jim and Darlene Hendrick's three children, Mary, Becky and Chris, began coming to the shop when they were kids and now they are the company's managers. A succession plan is in place, and the children will one day be the owners. Grandchildren are already learning about the business.

To receive an A+ rating from the Better Business Bureau and the Super Service Award from Angie's List in a service industry is a rare accomplishment. But Badger Basement Systems also receives top ratings from its staff.

Employees know that the Hendricks care about them and treat them as family. As one employee noted in the nomination, "It takes one meeting with the Hendrick family to feel right at home. You know their children and grandchildren by name and they know the same about you."

Badger Basement Systems has such a good reputation in their community that they never have trouble finding people to hire. Employee referrals provide a long list of potential new members of the business's family. The company gives back to the community as well, contributing to many charities, fundraisers and special causes.

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The judges especially noted three things: The company’s top rating by both the Better Business Bureau and Angie’s List; the stellar reputation of the business in its home community; and a third generation now learning the ropes to carry the business into the future.

The Grand Award in the Medium Company category goes to Badger Basement Systems, of Fort Atkinson.

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