Nasonville Dairy
Wisconsin Family Business of the Year Award Nominee
March 31, 2015

Wisconsin Family Business of the Year Award
Smith & Gesteland LLP
8383 Greenway Boulevard
Middleton, WI 53562

Dear Wisconsin Family Business of the Year Award Committee:

I am writing this letter to nominate Nasonville Dairy for the 2015 Wisconsin Family Business of the Year Award. My role as the Chief Development Officer at Marshfield Clinic in Marshfield, WI has offered me the pleasure of working with the Heiman family for many years. Their humble and generous spirits, along with their outstanding work ethic are the reason I think they are a great nominee for this award.

As you will learn in the enclosed packet, in addition to being a successful family business, Nasonville Dairy is a strong supporter of the local agricultural industry. Their day to day business practices reflect these local values along with their philanthropic support. Nasonville Dairy is the single largest supporter of the National Farm Medicine Center, a department of Marshfield Clinic Research Foundation. However, agriculture is not their only focus: children in need, education, and veteran affairs are also causes they feel passionate about.

When speaking with the Heiman brothers in preparation for this nomination, one thing that stood out to me was their commitment to the betterment of everyone around them. They believe that any decision made within the business needs to be for the benefit of each family, not just one; and for every employee, not just a few. That mindset is reflected in their community involvement as well – Ken Heiman said, “If it doesn’t make this community stronger, what’s the point?”

Nasonville Dairy is a great example of a Wisconsin Family Business. I hope you will consider honoring them as the business of the year.

Sincerely,

Teri Wilczek, Chief Development Officer
Marshfield Clinic

Enclosures: Nomination packet
**Application**

You must completely reply to all five sections to be a qualified candidate.

**Section 1: Nominator Information**

<table>
<thead>
<tr>
<th>Contact name</th>
<th>Teri Wilczek</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship to nominee</td>
<td>Friend of the Business</td>
</tr>
<tr>
<td>Company name</td>
<td>Marshfield Clinic (Development Department)</td>
</tr>
<tr>
<td>Street address</td>
<td>1000 N Oak Ave - 1R1</td>
</tr>
<tr>
<td>City/State/ZIP</td>
<td>Marshfield, WI 54449</td>
</tr>
<tr>
<td>Phone number</td>
<td>715-389-3249</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:wilczek.teri@marshfieldclinic.org">wilczek.teri@marshfieldclinic.org</a></td>
</tr>
</tbody>
</table>

**Section 2: Nominee Information**

<table>
<thead>
<tr>
<th>Company name</th>
<th>Nasonville Dairy</th>
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<tbody>
<tr>
<td>Highest ranking business member</td>
<td>Ken Heiman</td>
</tr>
<tr>
<td>Title</td>
<td>General Manager, Master Cheesemaker</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:kheiman@nasonvilledairy.com">kheiman@nasonvilledairy.com</a></td>
</tr>
<tr>
<td>Principal owners</td>
<td>Ken, Kim, &amp; Kelvin Heiman</td>
</tr>
<tr>
<td>Year founded</td>
<td>1885</td>
</tr>
<tr>
<td>Principal product/service</td>
<td>Dairy</td>
</tr>
<tr>
<td>Number of employees company-wide</td>
<td>Approximately 100</td>
</tr>
<tr>
<td>Street address</td>
<td>10898 Hwy 10 West</td>
</tr>
<tr>
<td>City/State/ZIP</td>
<td>Marshfield, WI 54449</td>
</tr>
<tr>
<td>Phone/Fax</td>
<td>Phone: 715-676-2117; Fax: 715-676-3636</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.nasonvilledairy.com">www.nasonvilledairy.com</a></td>
</tr>
<tr>
<td>Number of family members employed by the company (including board of directors)</td>
<td>24</td>
</tr>
<tr>
<td>Number of generations actively involved since the company was founded</td>
<td>3</td>
</tr>
<tr>
<td>Number of generations currently involved in the company</td>
<td>3</td>
</tr>
<tr>
<td>Generation currently running the company (1st, 2nd, 3rd...)</td>
<td>2nd</td>
</tr>
<tr>
<td>How did you hear about the Family Business of the Year Award?</td>
<td>The CEO of Marshfield Clinic learned of it from the Wisconsin Manufacturers &amp; Commerce Morning Digest</td>
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</table>
Section 3: Describe the qualities that make this family and the family business so special.

Since its inception in 1885, Nasonville Dairy has grown to become a distinctive and successful family company in Central Wisconsin. Nasonville Dairy honors the more than 160 year history of cheesemaking in the country’s dairyland while seamlessly blending the best modern techniques into their processes. They are known for delivering high quality cheese varieties at affordable prices. Nasonville Dairy is proud of their Wisconsin connection and want their commitment to quality to be evident in every bite of their cheese.

Nasonville Dairy is owned by Ken, Kim, and Kelvin Heiman. The three brothers – along with the generations that have come before and will come after – embrace the cheesemaking tradition of capturing the natural goodness of fresh, wholesome milk and combine it with technological advances. They use the craftsmanship of traditional methods to create classic as well as new, innovative flavors for world-class cheeses.

The Heimans are known for not just overseeing the work being done at their Dairy, but also actually doing the work. Their uniforms are not the business suits one might expect from such a successfully run business. Instead they are usually found in hair nets, white shirts and rubber boots.

Of 1,200 licensed cheesemakers in Wisconsin, just 52 of them have achieved the designation of Master Cheesemaker. One of those master cheesemakers is Ken Heiman. His dedication to his craft began at a very young age, including becoming a licensed cheesemaker at only 16.

More than just being experts at their craft, Nasonville Dairy and its employees are known for their dedication to supporting their local community in many ways. They make their award-winning cheese using only the freshest ingredients from local dairy farmers.

When asked to describe Nasonville Dairy and the Heiman family, words like kind, hard-working, gracious, sincere, dedicated, and humble are all used on a regular basis.

Their commitment to the Marshfield area through their philanthropic support, volunteer efforts, and generous spirits is overwhelming. They support several large local non-profits such as Marshfield Clinic and Marshfield Clinic Research Foundation, the American Cancer Society Hope Lodge, St. Joseph’s Hospital and Children’s Miracle Network.

However, their generosity reaches far beyond the health care arena. Nasonville Dairy is recognized as a donor to almost every local charitable event and to most community causes. They are instrumental in a current library and community center project, are continuous supporters of education, and are integral supporters of all things agriculture.

Nasonville Dairy and the entire Heiman family have had a large part in making Marshfield, Wisconsin the bright and vibrant small town it is today. For this, and in tribute to their expertise and contributions to the cheesemaking industry, they should be recognized as a notable family business within this state.
Section 4: Company Profile

Please provide a brief history of the company’s business:
Nasonville Dairy of central Wisconsin has produced cheese for 130 years. The dairy was founded in 1885 by Herman Theil and purchased by Arnold and Rena Heiman in 1965. Since then, the operation has been turned over to Arnold and Rena’s sons: Ken, Kim, and Kelvin.

Today, three generations of the Heiman family work together in the dairy industry to accomplish the plant’s number one goal: to supply their customers with the finest quality Wisconsin cheeses and gifts at an economical price. They are committed to the quest to blend nature, science, art and tradition for create their signature, scrumptious cheese.

How have they successfully linked their family with their business?
If you speak with the Heiman family you’ll quickly learn that there is little difference between their business and their family. They have said that “their family is their business and their business is their family.” In their mind, the agricultural industry is tightly woven into everything that they do and there is little differentiation between personal and business.

Nasonville Dairy is truly a family affair, with Heiman owned trucks, land, farm stores, and Holsteins all supporting the overall operation.

In addition to integrating the next generation into the business, the Heiman brothers are known for passing on their values and community philosophy to their children.

Describe the impact the company has had on the community.
Nasonville Dairy is one of Marshfield’s most dependable and generous supporters. The Heimans know that their business depends on the health of the community and they do their part to ensure Marshfield stays vibrant.

In 2006, Nasonville Dairy was recognized as the Marshfield Area Small Business of the Year for their economic impact and involvement with the community, consistent business growth, and innovation of products or services.

In 2012, they received Marshfield Clinic’s Outstanding Philanthropic Organization Award for their 25 years of consecutive giving to the organization, their incomparable support of the National Farm Medicine Center, and their generosity when supporting those in need.
In addition, Nasonville Dairy supports Children’s Miracle Network; local religious organizations; the Marshfield Elks, Eagles and other fraternal clubs; youth programs such as 4H and FFA; drug awareness and after school programs for area children; and agricultural-orientated charities. The list of organizations that are touched by the Heimans is endless.

Has the family developed innovative business practices that have helped the family business succeed from one generation to the next?

First and foremost, the Heiman brothers have passed along the family business’ responsibly to truly being part of the Marshfield community, from buying their ingredients locally to being an engaged citizen of this area. They have raised their children to believe that each action must be to the betterment of all families not just one family or person. This is evident in the way the next generation of Heimans is already taking leadership within the community on behalf of Nasonville Dairy.

The Heimans believe in empowering family members to lead different segments of the business. Almost every part of Nasonville Dairy’s business is touched by an entity that is owned by a Heiman, from the beginning when the milk leaves a dairy cow to when it is sold to consumers at a farm store.

How do the family’s values influence the business?

The pride that the Heiman family has for their Wisconsin connection and local community is evident in their business practices. In addition to their community involvement and support detailed above, Nasonville Dairy is committed to creating their award-winning cheese using only the freshest milk from local dairy farmers. Its biggest supplier is an operation run by childhood friends of the Heiman brothers located just down the road in Chili, WI.

In addition to the support of local farmers, the Heimans also value their employees. Since the family took over ownership of the dairy, they have never cut staff even during times of financial challenge. They understand the value that employees who feel respected bring to the organization. The way they treat their employees becomes a win-win for all involved; employees have confidence that Nasonville Dairy will treat them well which results in them working even harder for the business.

When the business has experienced hard times, instead of passing the challenge on to their employees they looked to innovative marketing strategies and new products to help get them through. Instead of “white table cloth” products (for example, a specialty bleu cheese), they ventured into “family dining” products. Not only did this maintain their employees’ trust, but it also resulted in one of their most popular products – pizza cheese!
Describe their growth in sales, employees, profits, locations, etc. since the company’s beginnings.

Production from Nasonville Dairy has skyrocketed from about 8,500 pounds of milk processed per day in 1985 to around 1.5 million pounds per day in 2015. Today, they have approximately $120 million in sales annually.

Most of their workers are employed at their headquarters in just outside of Marshfield, which includes their plant and farm store. They also operate two additional stores in Curtiss and Marshfield.

Even though the dairy employs just fewer than 100 people, they generate 160,000 pounds of cheese daily. Nasonville Dairy produces more than 40 different kinds of cheese which is marketed nationally, as well as worldwide. 20% of the Feta that is consumed in the United States starts at Nasonville Dairy.

Is it the family’s intention to pass on the business to future generations? If so, what is succession planning steps have been taken?

As mentioned earlier, family members are involved in every part of the process, including owning Holstein cows, working at the dairy itself, operating the farm stores which sell Nasonville Dairy products to the locals and tourists, and owning a 14-truck fleet that picks up milk from their suppliers and delivers finished products to local distributors.

That being said, Nasonville Dairy is in a transition stage as a new generation of Heimans come of age within the family business. How the family will operate the dairy in the future is still being determined but one thing is clear – it is impossible to think of Nasonville Dairy and not think of the many ways that the various generations of Heimans are involved.

As Ken Heiman states, “People farm for a reason. We’re involved in this industry because of a respect for life, land, and one another.” No matter which members of Heiman family are leading Nasonville Dairy, that will never change.
Nasonville Dairy delivers

Marshfield Clinic
Nasonville Dairy delivers

Nasonville Dairy has been one of Marshfield Clinic's most dependable supporters over the years. The Heiman family, who own the cheesemaking operation just west of Marshfield, wouldn't have it any other way.

"The reason we believe so much in Marshfield Clinic is because everything we do is based on the local community," said Ken Heiman, one of three brothers who together with their wives co-own the dairy. "Our business depends on the health of the community. We're almost fanatic about that." While the brothers prefer not to use titles, Ken Heiman serves as general manager and certified Master Cheesemaker. He's one of only 50 Master Cheesemakers in the state, out of more than 1,200 licensed cheesemakers.

"Our farm customers are our livelihood," said Kim Heiman. "If they're not around, we're not around." Added Ken, "Our farm families depend on us to market their milk and get a good price."

The Heiman family values the health care Marshfield Clinic provides to their family, their employees and the community. Two of the brothers have been treated for heart conditions and Kelvin had hip replacement surgery. Other than that, they are thankful for the routine care that has kept them in good health. They also recognize that many of their farm suppliers have positive health stories to tell, thanks to the Clinic.

They enjoy playing a major role in several of Marshfield Clinic's biggest annual events. One is the Auction of Champions, a gala that supports the National Farm Medicine Center. They have attended this event for more than 20 years, not only as donors but as active participants, and are the largest donor to the Auction.

Earlier this year, the Heiman family and Nasonville Dairy received the Outstanding Philanthropic Organization Award at Marshfield Clinic's President's Celebration, a richly-deserved recognition that meant a great deal to them.

"It's quite an honor to get a chance to be recognized in front of a great group of people like this," Kim Heiman said at the President's Celebration. "If I am going to be judged by the company I keep, judge me now!"
Nasonville Dairy also has sponsored:

- "Duel It" Fore the Kids, which supports the Pediatric Angel Fund at Marshfield Clinic
- The Rich Seubert Youth Football Camp in Marshfield, which supports heart research
- The Steven Meissner Memorial Golf Outing, which supports pediatric needs at the Clinic
- The Rich Seubert Celebrity Trap Shoot in Eau Claire, which supports heart research

Rich Seubert, the former lineman for the New York Giants pro football team and native of the Marshfield area, is a favorite of the Heimans. "He's such a sincere person," Kim Heiman noted. "He'll come out and shoot the breeze with us. He'll place cheese orders for friends and members of the Giants team, and if we ever need something, he's right there for us."

"He doesn't forget where he came from, and that's the way we feel we should be as well," Ken Heiman said. "That's why we share and try to give back. Marshfield is a good, generous community and our kids have grown up with the idea of giving. When we come back home with something we won at the auction, they ask 'who are we going to give it to?' rather than 'what are we going to do with it?'"

The Heimans also make it a point to join with friends and other business people to purchase trip tickets at events and give them to families who have a sick child or other pressing need. "Our kids can see those families are the ones who have troubles to deal with, and they can appreciate this so much more," Kim Heiman said.

Marshfield Clinic certainly appreciates their strong support.

"Ken, Kim and Kelvin are some of the hardest working – and most generous people – you will ever know," said Teri Wilczek, the Clinic's chief development officer. "We admire their commitment to our community and sincerely appreciate all that they do."

About Nasonville Dairy

Nasonville Dairy was founded by Herman Thiel in 1885. It was purchased in 1985 by Arnold and Rena Heiman, who have since turned the operation over to their sons, Ken, Kim and Kelvin. Nasonville Dairy:

- Has expanded numerous times. Production has skyrocketed from 8,500 pounds of milk processed per day in 1985 to about 1.5 million pounds per day in 2012. The dairy produces 150,000 pounds of cheese daily
- Buys its milk from 184 area farms. Its biggest supplier is Norm-E-Lane Farms near Chili, Wisconsin, a 2,000-cow operation run by the Meissner family, childhood friends of the Heiman brothers
- Produces 40 different kinds of cheese and markets it all over the world, including China and the Middle East. Most of their exported cheese is used as a cheese additive to other products, including baby food in China
- Is known locally for its fresh cheese curds, pizza cheese and specialty cheeses such as Blue Marble Jack and Horseradish Jack
- Produces 20 percent of the Feta cheese made in the United States
- Operates its own 14-truck fleet that picks up milk from its suppliers and delivers finished product to its local distributors
- Sells cheese through 415 distributors throughout the country
- Employs 100 people, mostly at its headquarters and store in Nasonville west of Marshfield, and two stores.
The Heiman family (from left) Kim and Cheryl, Joellen and Ken, and Marilyn and Kelvin Heiman, owners of Nasonville Dairy, receiving the Outstanding Philanthropic Organization Award at Marshfield Clinic’s Spirit of Giving event.
Heiman Family receiving the 2006 Small Business of the Year Award
Nasonville Dairy owners, Kelvin, Ken, and Kim along with their wives and children.
Retail Store in Curtiss, WI

Weber’s Farm Store in Marshfield, WI