

2011 LADCO President's Award
Mark Drazkowski, Reinhart FoodService

The 2011 LADCO President's Award is presented to a person who has worked diligently building another important La Crosse Area business...a quiet man who gets things done.

Reinhart FoodService was begun in 1972 by D.B. "Rhiny" Reinhart, primarily as a meat purveyor serving Western Wisconsin foodservice operators. Mark Drazkowski, the person we recognize today has had a leadership position in this company for over 33 years, starting as General Manager in 1976 and serving as Chief Operating Officer, President, CEO and now as Chairman.

What has Mark brought about?

It is a company that today operates 27 distribution centers, employs over 4,600 nationwide (170 corporate employees in La Crosse, not including the distribution operations) and serves customers in 39 states. A fleet of 1,100 tractor-trailers travel over 65 million miles per year serving independent restaurants, chain restaurants, health care, government and schools. Reinhart now does over \$5 billion in sales per year. Such a sales achievement has not been equaled in La Crosse history.

The significance of Mark's imprint on Reinhart FoodService, and therefore the La Crosse Area, is dramatized by a crucial moment in the company's evolution. The Reinhart Family elected to sell the company in 2007. We have witnessed enough examples of locally owned companies, now part of a much larger operation and the flying off of parts or all of the former entity. Mark has pressed the point, over and

over, that quality of workforce is the beginning and end of company success and that his colleagues in La Crosse are the height of a quality, dedicated workforce.

This drumbeat for sustaining a La Crosse presence has been heard and built upon. Just this fall it was announced that Reinhart FoodService will occupy two floors of 100 Harborview Plaza for at least 10 years, spend as much as \$2.5 million in renovation and add as many as 100 more jobs, excellent jobs at that.

The author of this remarkable story is Mark Drazkowski, supported by a cast of hundreds over the years at Reinhart FoodService. We praise and thank him and all those at Reinhart Food Service for having made such a valuable contribution to the La Crosse Aea.

Please join me in sincerely thanking Mark Drazkowski and Reinhart FoodService for their continued commitment to growth and investment in the City of La Crosse and in congratulating Mark on the 2011 LADCO President's Award.