

# **Patrick Franzen's Corporate Management Career Awards**

- Please find included in this Photo Gallery Corporate Awards presented to Patrick Franzen from Employers for sincere recognition of exceeding expectations in his employment assignments.
- These awards span four decades. Patrick was recognized consistently, throughout his Corporate Management Career for superior performance.

# National Corporate Achievement Awards

|   |                                |  |
|---|--------------------------------|--|
|     | <u>Campbell Soup Company</u>   | <b>3-Time National Achievement Awards</b><br><b>Won Trip to Souper Bowl XXIII</b><br><b>Awarded Campbell Excellence Award</b>  |
|    | <u>Playtex Family Products</u> | <b>District Manager Award</b>  |
|    | <u>Tyson Foods</u>             | <b>National New Distribution Award - Aldi (USA)</b>  |
|    | <u>ConAgra Brands</u>          | <b>New National Distribution Awards (2)</b><br><b>Executive Vendor of The Year (Supervalu)</b><br><b>Won Trip To Switzerland</b><br><b>Presented National "Tenacity &amp; Persistent" Award</b><br><b>Top Sales Ranking (FY1997)</b> |
|    | <u>Horizon Organic</u>         | <b>New National Distribution Awards - Target</b>   |
|  | <u>Oberto Brands</u>           | <b>Broker Sales Quota Award (FY2005)</b>   |
|  | <u>Nissin Foods (USA)</u>      | <b>Broker New National Distribution Award - Meijer</b><br><b>New Account Award - Aldi (USA)</b><br><b>Broker New Account Award - Menards</b>   |



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*Campbell's Soups*  
**Certificate of Excellence**



PRESENTED TO  
**Pat Franzen**

In recognition of outstanding sales performance and achievement in  
Campbell's Soup Golden Mile Staff Recognition Program

  
David L. Sorenson  
Vice President - Group General Manager - Soup

  
A. Jack Job  
Vice President - Central Sales Manager

  
Stephen M. Davis  
President - Campbell USA



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**Frozen Foods**  
**#1 SALES RANKING**  
**FY '97**

**Patrick J. Franzen**





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# EXCELLENCE

is the result  
of caring more  
than others;  
think is wise;  
risking more  
than others  
think is safe.  
Dreaming  
more  
than others  
think is  
practical  
and expecting  
more than  
others  
think is  
possible.

2001 Achievement Award  
Pat Franzen





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Dodgeville High School

Dodgeville Wisconsin



This Certifies That

Patrick J. Franzen

Has satisfactorily completed the Course of Study prescribed for Graduation and is therefore entitled to this

Diploma

Given at Dodgeville, Wisconsin, this month of May, 1978.

*Principal* *Superintendent*

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UNIVERSITY OF WISCONSIN  
PLATTEVILLE

THE BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM,  
ON THE NOMINATION OF THE FACULTY, HAS CONFERRED UPON

**PATRICK JAMES FRANZEN**

THE DEGREE OF

**BACHELOR OF SCIENCE**

TOGETHER WITH ALL HONORS, RIGHTS, AND PRIVILEGES BELONGING TO  
THAT DEGREE. IN WITNESS WHEREOF, THE DIPLOMA IS GRANTED.

GIVEN AT PLATTEVILLE IN THE STATE OF WISCONSIN, THIS EIGHTH DAY OF MAY  
IN THE YEAR OF OUR LORD NINETEEN HUNDRED EIGHTY-THREE.



*David E. B. Smith*  
President of the Board  
*Robert M. Thiel*  
President, University of Wisconsin System

*Ralph W. Curtis*  
Acting Chancellor  
University of Wisconsin-Platteville







## In Honor of my Wife of 36+ Years – Lisa Beth Franzen

Lisa has been employed by **Corporate All State Insurance** since 2009. She is going on her 13th year with this leading Worldwide Fortune 500 Insurance Carrier. Combine Lisa's career Corporate Fortune 500 Experience with Patrick's career Corporate Fortune 500 Management Experience: it collectively represents over a **[Quarter-of-A-Century]** of Corporate Fortune 500 Career Experience achieved by this couple. Additionally, both Lisa and Patrick were All-Conference Basketball Players at both the High School and University Levels. Lisa and Patrick started dating when they were 19 years-old at UW-Richland. Both went on to secure Bachelor Degrees in Business from UW-Platteville. They were married in 1985.





Alexandra Franzen's Athletic Awards



Lisa earned First Team All-State WJCAA as a Player at University of Wisconsin - Richland - Team MVP - First Team All-Conference



Lisa was a four-year Lettermen in Girls Basketball - Two (2) Time Team MVP Richland Center Wisconsin High school



**In Honor of my Parents:** James and Mary Franzen. Their commitment to my success has been remarkable and is greatly appreciated everyday of my life.



**This Photo appeared in the Wisconsin State Journal in 1952. Dad was dating my mom during this Edgewood College Winter Snow Ball Dance. Mom was a freshman at Edgewood College in Madison, Wisconsin.**



# THE FRANZEN'S CONTRIBUTIONS TO DODGEVILLE, WISCONSIN (USA)



"The Value of a Man Resides In What He Gives and Not What He is Capable Of Receiving." *Albert Einstein*

**James:** Jim Franzen was a significant contributor to the success of Dodgeville, Wisconsin in the Twenty-Century, it all started in 1968 when Jim was transferred to Dodgeville to open-up Dick's Supermarket. In 1968, Dodgeville had four other Grocery Stores in Town (Red Owl, Kroger, Piggly Wiggly and a small retailer.) Jim managed Dick's for 26 years to become the #1 Grocery Store in Iowa county by 1972. Jim Franzen was also the #1 Store Manager consistently relative to Profit contributions vs. other Dick's locations. This excellent and sustainable leadership lead to the creation of the new Spring Gate Mall built in 1981, at the time the only Mall in Iowa County. Without Jim's excellent leadership and consistently being the most profitable store in the Dick's chain made Spring Gate Mall possible for all Dodgeville Residents, and Iowa County Residents. This retail grocery store that Jim Franzen built from the ground up is still operational today in the year 2021 under a different Banner. Jim was also a Little League Baseball coach for five years. He was a volunteer Cub Scout Leader for four years. He was a volunteer Fireman for close to a decade. He was prior Lions Club President. A member of the Chamber of Commerce. He was a 4th Degree Knights of Columbus via St. Joes in Dodgeville. He was also a major sponsor via his employer of the Dodgeville Home Talent Baseball Team. Jim, over the decades became the biggest and most consistent ad sponsor via Dick's of Dodgeville High School venues. He was also Parish Council Member of St. Joes and volunteered countless hours to St. Joes. Also Named Loins Club Man-of-The-Year. Jim Franzen was also instrumental relative to Dodgeville Charities and volunteer work supplied.

**Lands' End:** In early 1977, Gary Comer contacted Jim Franzen to arrange a lunch meeting to discuss Dodgeville, the workforce in Dodgeville, and a vast array of other key topics relating to Dodgeville. Gary insisted on speaking with Jim Franzen - who he called had boots on the ground in Dodgeville. In 1977, Dick's was the third largest employer in Dodgeville, behind the School District and the County. Mr. Comer explained to Jim Franzen during their first lunch meeting @ A&W that he was seeking a location for his business. Gary was from Chicago and wanted to select a location in SW Wisconsin. He shared with Jim during their meeting that Platteville, Lancaster, Dodgeville and Mt. Horeb were in the running for his new location. Jim Franzen sold Dodgeville's benefits very hard and after two more lunch meetings with Gary Comer, Dodgeville, Wisconsin was soon thereafter selected as the new home of his company, Land End. Jim had a significant impact on Gary's selection as Mr. Comer trusted Jim. Both became very close friends after their lunch meetings. It is very possible to envision Dodgeville without Spring Gate Mall and Lands End. However, it became possible due to one man's incredible contributions to the success of Dodgeville, Wisconsin. Thanks Jim Franzen for your remarkable contributions to the residents of Dodgeville, Wisconsin and Iowa County.

**Patrick:** Significant contributor to Conference High School Basketball Championship Team and WIAA Regional High School Championship representing Dodgeville High School. Awarded 7 Varsity Letters in High School. Multiple years as volunteer Head Coach for Little League Baseball Teams / Won Championship one Year. Multiple years of work umpiring Little League Baseball as a Volunteer. Employed for close to ten years at Dick's Supermarket contributing to Dick's becoming the #1 Grocery Retailer in Iowa County. Worked two years in Dodgeville as a full-time Wisconsin State Journal contractor. For two years, Patrick serviced over 90 residential customers to ensure they received their paper prior to 6:00 AM - seven days a week. Represented Dodgeville High School as a Student Athlete at two Wisconsin Universities (UW-Richland & UW-Platteville) Close to a 40-Year Corporate Management Career in the Consumer Product Goods Industry. Fortune 500 Award Winning Manager. As a corporate manager, Patrick was even able to hire a prior Dodgeville High School Classmate with Campbell Soup Co (Phil Herimel) Founded Proactive Publishing in 2003. Editor-in-Chief for one of the fastest growing Publishers in the U.S. Proactive Publishing will donate over ten Career Publications each to the four Dodgeville, Wisconsin libraries during FY2021 (DHS, Dodgeville Middle School, St. Joe's, and the new Dodgeville Library) that will be located at the Spring Gate Mall. Patrick has achieved significant career success, as it all started 50 years ago in Dodgeville at age 12 with that first job.

**Daniel:** Accomplished Entrepreneur. Started selling Pre-Owned Vehicles in Dodgeville, Wisconsin in 1985 while attending the University of Wisconsin - Platteville. In 1989, built a new full-service car dealership facility in Dodgeville. Employed over (12 full-time) employees. During the ten-plus-year business operation, Daniel' business sold over 5,000 Pre-Owned Vehicles and created a million-dollar business built from the ground up. Daniel's business for five years straight was the #1 Top-Selling Pre-Owned Vehicle Dealership in the Tri-County Market. Currently, Daniel has over three decades experience in the transportation industry owning his own company. Daniel was also employed for over 8 years at Dick's Supermarket as a valued employee towards helping Dick's become the #1 Grocery Retailer in Iowa County. In 1994, Daniel founded in Dodgeville a Transportation Company with 11 (Trucks & Trailers) for National OTR servicing 28 States, employing (8 FT & 4 PT) employees from Iowa County. In 1995, Daniel started another business, as his business was focused on Land Development. His company purchased land in Blue Monuds, WI and created a Residential Development that now has 24 homes in the year 2021. Daniel also gave of his time as he delivered multiple presentations to students at Dodgeville High School and various Dodgeville Clubs (i.e. Loins Club & Chamber of Commerce, among others) relative to success as a Entrepreneur. Dodgeville, Wisconsin had not witnessed such success of this level prior, or since from a 30 year-old. Daniel achieved all the aforementioned successful new business developments by the age of 30, only 12 years removed from Dodgeville High School.

# **Thank You for reviewing this Publication**

**Proactive Publishing wanted to share with the reader a portion of a presentation that was delivered by JFK on his first day as President. JFK's message within this presentation also applies towards achieving long-term Corporate Career Success, spanning five decades.**

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***Let It Be Known:***

***Whether they wish us well or ill, we shall pay any price, bare any burden, defeat any hardship, support any friend, oppose any foe to ensure the survival and success of our country.***

***John F. Kennedy (January 1961)***

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