



1999 ASSEMBLY JOINT RESOLUTION 94

December 13, 1999 - Introduced by Representatives PLALE, JESKEWITZ, KRUG, RICHARDS, SINICKI, WALKER and WASSERMAN, cosponsored by Senators GROBSCHMIDT, BURKE, DARLING and GEORGE. Referred to Committee on Rules.

1 **Relating to:** commending Timothy Hoeksema for his contributions to Milwaukee
2 and Wisconsin.

3 Whereas, since its inception, Timothy Hoeksema has served as chairman and
4 chief executive officer of Midwest Express Airlines, based in Oak Creek, Wisconsin;
5 and

6 Whereas, Mr. Hoeksema is at the helm of a company that exudes both his own
7 values and the values of its hometown - hard work, honesty and a genuine love of
8 people; and

9 Whereas, the 15-year-old airline has been profitable every year since 1986,
10 which is quite unusual in the turbulent world of deregulated air travel, and which
11 contributes greatly to the economic well-being of Wisconsin; and

12 Whereas, while other airlines have crammed more passengers into planes and
13 cut the quality of onboard food, Midwest Express has made its mark by emphasizing
14 an extremely high level of customer service, with 2-across seating, tasty meals and
15 nonstop flights from its Milwaukee hub; and

1 Whereas, the result has been high praise from travelers, who have frequently
2 rated Midwest Express the country’s best airline, and consistent, controlled growth,
3 with sales increasing over the last 10 years at an annual compounded rate of 20%;
4 and

5 Whereas, Mr. Hoeksema has generously and consistently placed his personal
6 and professional resources and efforts behind numerous activities and charities that
7 have a positive impact on the quality of life in the Milwaukee area; and

8 Whereas, earlier this year Ernst & Young named Mr. Hoeksema one of 4
9 winners of its annual Wisconsin Entrepreneur of the Year award, part of a national
10 competition that spotlights entrepreneurial excellence; and

11 Whereas, Mr. Hoeksema’s commitment to civic, community and social
12 responsibilities in the arts, education, health, youth development, jobs and
13 community development has been an immeasurable benefit to Oak Creek and the
14 Milwaukee area; and

15 Whereas, Mr. Hoeksema is chair of the Spirit of Milwaukee Foundation, and
16 serves on the boards of Astral Aviation, the Metropolitan Milwaukee Association of
17 Commerce, the Greater Milwaukee Committee, The Marcus Corporation, M&I
18 Marshall & Ilsley Bank, United Way and the Medical College of Wisconsin; and

19 Whereas, the Institute of Human Relations of the American Jewish Committee
20 will present Mr. Hoeksema its 1999 Award based on his boundless spirit, dedication
21 and extraordinary quality of service; now, therefore, be it

22 ***Resolved by the assembly, the senate concurring, That*** the members of the
23 Wisconsin legislature commend Mr. Hoeksema for his many corporate and personal
24 efforts to improve life in Milwaukee and the entire state of Wisconsin; and, be it
25 further

