



The staff of Wegner LLP CPAs & Consultants, winner of the Best in Business award, has sponsored programs like Second Harvest Food Bank and Big Brothers/Big Sisters.

The staff of **Wegner LLP CPAs & Consultants** enjoyed gifts and a celebratory luncheon this past month in recognition of their contributions toward making the firm a “Best in Business” award winner.

The accounting firm was founded in 1949 by **Robert Wegner**. In 1960, the Robert E. Wegner and Associates partnership was formed with the addition of **Edward J. Wojtal**, who was joined by **Gilbert W. Schlimgen** in 1963. Today, Wegner LLP is led by **Scott Haumersen**, **Rick Welsch**, **Gregory P. LaFreniere**, **David R. Muehl**, **Glenn Miller**, **Pete Oettinger**, and **Walter D. Smith**.

“Our staff has always been our best resource,” said **Scott Haumersen**, managing partner. “Putting our staff first and giving them the tools to do their best indirectly results in client benefits. It enables the firm to focus on serving clients.”

This business philosophy appears to be working for Wegner. With a Baraboo branch that opened in 1998 and a new Milwaukee location that started in October of 2004, the firm serves much of southern

Wisconsin and ranks as the seventh largest accounting firm in Dane County. In 2003, Wegner reported growth in excess of 10%, and the firm now generates \$5 million in annual sales.

Specializing in various accounting-related services, Wegner operates in areas of accounting and auditing, business consulting, financial planning, payroll, and other financial specialties. The firm’s brand message is customized client services tailored to meet the needs of diverse businesses.

Haumersen feels that client diversity makes the firm unique in the accounting field. Because many of Wegner’s clients are non-profit organizations, small businesses, and restaurants, he said the firm has developed a reputation for client-centered service. While many accounting firms focus on larger, often wealthier businesses, Wegner prospers in less-targeted markets.

“Wegner is known throughout the non-profit community as being the best of the best,” said award nominator **Charlie Luthin**, executive director of the Natural Resources Foundation of Wisconsin. “They have a staff that specializes in non-profits

whom we’ve contacted many times, and have received consultations free of charge. They are a very generous firm that is professional, but also personal.”

In addition to providing tailored client services, the firm strives to satisfy employee needs, offering a competitive compensation plan and investments in furthering employee education. Of the firm’s 40 professional staff, 33 have earned their CPA designation. Employees are recognized through a “Praise Program” that rewards workers for going out of their way to assist clients or other colleagues, which may explain why Wegner has had virtually no turnover in the last year and a half.

Wegner also is very active in giving back to the community, donating over 5% of its annual revenue to various organizations and programs. The firm sponsors and participates annually in events such as the Dane County Paint-A-Thon, Toys for Tots, Second Harvest Foodbank, and Big Brothers/Big Sisters. After the 9/11 terrorist attacks, the staff cancelled its annual holiday party to instead donate the budgeted money to assist 9/11 victims. ■

The Best in Business Award Committee membership includes: (Chair) **Kristi Shepard**, United Way of Dane County; **Neil Lerner**, UW Small Business Development Center; **Elaine Beaubien**, Edgewood College; **Robin Marohn**, Heartland Credit Union; **Van Nutt**, Middleton Chamber; **Dave Philips**, Verona Chamber; and **Wendy Coe**, Madison Community Foundation.

Sponsors of the Best in Business Award are: **Jody Glynn Patrick**, IN BUSINESS magazine; **Donna Gray**, AwardsMall/Total Awards & Promotions; and **Zanne Marie Gray**, Industry Connection, Inc.

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