

## *Measurable Results.*<sup>®</sup> – **Kramer Madison**

SVA has been a trusted partner of Kramer Madison for over 30 years. So when it came time for advice on purchasing Kramer Madison, it was natural to look to SVA.

Hi, I'm Gina Weise, President of Kramer Madison. Prior to purchasing the company in October of 2019, I was the Chief Financial Officer and Chief Operating Officer. To give a little company history - in 1936, Mildred Gill-Kramer, who was one of the first women to graduate from UW-Madison School of Business, founded Kramer Printing. She was a pioneer in an industry dominated by men and built a flourishing print shop on Capitol Square. After many successful years, she sold the company to Felix Kramer, who eventually sold the business to Todd and Liz Tiefenthaler in 1984. They built the company from a print shop into a print, creative, mailing fulfillment, and promotional products powerhouse. I bought the company in October of 2019 and I'm very excited about the next phase of Kramer Madison.

I contacted SVA for advice on purchasing Kramer Madison. They provided advice from the very beginning of negotiations all the way through the entire acquisition process. Never having been through an acquisition, I relied on their knowledge and experience to guide me through the process. The advice and help they provided was instrumental in helping me secure financing and purchase the business. Partnering with SVA during this time allowed me to take over the company in the best financial situation possible. Because of this, the financial transition has been very simple and has allowed me to focus on growing the business and continuing to provide the exceptional quality and service that our customers have grown accustomed to. I have worked with SVA the last 30 years as CFO and I'm looking forward to continuing the relationship as president.