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## More than 60 businesses sign up to support pro-equality legislation

### *Rockwell Automation newest corporation to show support*

MILWAUKEE — More than 60 businesses from around the state have signed up since the launch of Wisconsin Businesses for Equality to show their support for updating Wisconsin's non-discrimination law to protect the transgender community, with Rockwell Automation being the newest corporation to sign on.

"Rockwell Automation is proud to support Wisconsin Businesses For Equality because we believe this will help attract the best talent to this state and positively impact the social and economic health of the region," states Ed Seaberg, vice president, Information Technology, Rockwell Automation. "Inclusiveness and diversity leads to innovation and better decision-making – and people want to live and work where they feel like they fit in."

Rockwell Automation joins other corporations including Froedtert Health, Kohler Co., ManpowerGroup, Milwaukee Bucks and UW Health, who have previously signed up to show they believe now is the time to add non-discrimination protections for gender identity and expression statewide.

"We are so thankful for the support of all the corporations, like Rockwell Automation, and other businesses that have stepped up to show their support for updating our state's non-discrimination laws," said Jason Rae, President & CEO of the Wisconsin LGBT Chamber of Commerce.

"These businesses understand the importance of supporting their diverse workforce, as well as the need to be a community that is welcoming and inclusive of all people," said Megin McDonell, Executive Director of Fair Wisconsin. "We are thrilled to see so many businesses signing up and supporting equality."

Additional businesses and organization that have signed on to show their support for modernizing Wisconsin's non-discrimination law include:

414 Photography, Inc  
8 Branches Chinese Medicine  
Accurate Web Solution, LLC  
ACLU of Wisconsin  
Alliance for Strong Families and Communities  
American United Transportation Group  
Amy Sherman-Kortbein Realtor  
ArtWorks for Milwaukee  
Associated Bank  
B2B Dynamix LLC  
Bay View Printing Co  
Bay View United Methodist Church

Bounce Milwaukee  
Brush & Canvas 2 U  
Center for Community Healing, LLC  
CommitChange  
Coqui Paperie & Gifts  
Coughlin Consulting  
Cowboy David's Bake Shoppe  
Cruise Planners  
Diverse & Resilient  
Eagle Centre House Bed and Breakfast  
FlorenceCares, Inc  
Fox Valley Unitarian Universalist Fellowship



Fromagination  
Gimbel, Reilly, Guerin & Brown LLP  
Golden Antler Design  
Goodwill Industries of North Central WI  
GSAFE  
Halling & Cayo. S.C.  
HENRY STEINBERGER, PhD, LLC  
Hunger Task Force  
Imagine'at Photography, LLC  
Janviere Photography  
Jennifer Parker Therapy, Training, and Consultation  
JMC Properties, Inc.  
Kickapoo Valley Ranch Guest Cabins  
KWG Counseling  
Leaning Tree Naturals LLC  
Loving Commitments Relationship Services  
Lyle Husar Designs  
Masters Ceremonies  
Milwaukee Metropolitan Community Church  
Molly Maid of East Metro Milwaukee  
MOXIE Food+Drink  
New Health Chiropractic & Integrated Healthcare  
Nexus Consulting Group, Inc  
North Shore Event Centre  
Orphonic LLC  
Pathfinders Milwaukee, Inc.  
Peaceful Mind Massage LLC  
Pickle Jar  
Quest Home Loan Center  
Radisson Hotel Milwaukee West  
Rascals Bar & Grill  
Salvatore's Tomato Pies  
Scott & Company Salon  
Shepherd Express  
Solace Acupuncture  
Source 1 DJ Services  
Sugar Doll  
Telmark Sales Solutions Inc.  
The River Food Pantry, Inc.  
Touch of Pride Sales, LLC  
Vital Image Wedding Studios  
Vitality Health and Wellness

Businesses wishing to add their name to members of the coalition can do so at <http://www.wibusinessesforequality.com/sign-the-pledge/>.

*Background:*

*In 1982, Wisconsin became the first state in the nation to protect lesbian, gay and bisexual people from discrimination in housing, employment and public accommodations. However, the law only protects individuals based on sexual orientation and not gender identity and expression.*

*A bill has been introduced in the Wisconsin State Legislature co-authored by Rep. Mark Spreitzer, Rep. JoCasta Zamarripa, and Sen. Tim Carpenter called The Privacy Protection and Gender Identity Anti-Discrimination Act. This bill adds gender identity and expression to the state's 1982 non-discrimination law.*

*Wisconsin Businesses for Equality is a joint project of Fair Wisconsin and the Wisconsin LGBT Chamber of Commerce.*

*Fair Wisconsin Inc. works to build a fair, safe, and inclusive Wisconsin for all lesbian, gay, bisexual and transgender (LGBT) people by advancing, achieving, and protecting LGBT civil rights through lobbying, legislative advocacy, grassroots organizing, coalition building and electoral involvement. More information can be found online at: [www.fairwisconsin.com](http://www.fairwisconsin.com).*

*The Wisconsin LGBT Chamber of Commerce is an organization of gay, lesbian, bisexual, transgender and LGBT-allied businesses, corporations and professionals throughout the state of Wisconsin. It offers networking opportunities, business development efforts within the LGBT community, and educational programming to its members. The organization has more than 500 members from around the state. In 2015, the Wisconsin LGBT Chamber of Commerce received the National Chamber of the Year Award from the National Gay & Lesbian Chamber of Commerce (NGLCC). More information can be found online at: [www.wislgbtchamber.com](http://www.wislgbtchamber.com).*