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April 21, 2014

Mark F. Miller

ASHRAE Region VI Director and Regional Chair (DRC)

Dear Mr. Miller,

I am enclosing the La Crosse Area Chapter's 32nd entry for the Gold Ribbon and Lou Flagg award. The La Crosse Area Chapter, 115, is pleased to present the history of HSR Associates, Inc.



John L. Sustar

Historian

La Crosse Area Chapter

## History of a Company

### HSR Associates, Inc.

The story of HSR Associates, Inc. starts with a partnership between two architects named Bob Hackner and Harry Schroeder. In the early 1950's, Hackner left the architectural firm Schubert & Associates to form his own company. He began searching for another architect to join him in this new endeavor. Harry Schroeder, an architect working in the Madison/Milwaukee area, joined Hackner and in 1953, they opened Hackner, Schroeder and Associates in the Rivoli Building in downtown La Crosse, Wisconsin.

Because the Hackner family was involved in wood crafting used for interior finishes in churches, the majority of the firm's initial work was in churches. During the 1950s and 1960s, the firm expanded to education, healthcare and municipal work. In the late 1960s, Hackner and Schroeder recruited Roger Roslansky to join the firm. With the firm's growing success, Roslansky wanted a greater role in the business than Hackner and Schroeder were willing to give up, so Roslansky left shortly thereafter. Recognizing the value of Roslansky, Hackner and Schroeder convinced Roslansky to come back and they put his name on the door. In 1968, Roger Roslansky joined the firm as a partner and the firm's name changed to Hackner Schroeder Roslansky (HSR) Associates, Inc.

From the very beginning, HSR Associates, Inc. offered mechanical, electrical and plumbing (MEP) as well as HVAC design and engineering services. In fact, according to Kurt Schroeder, son of Harry Schroeder and current director/chief operating officer at HSR, the company has always been the only firm in the La Crosse area that offers both architectural and engineering services.

Today, HSR Associates, Inc. provides its MEP services for a variety of projects, including education, medical, and government jobs. HSR's more notable projects in recent years have been the expansion of the La Crosse Center, the Roger Harring Stadium at Veterans Memorial Field on the University of Wisconsin-La Crosse campus, and the Black River Memorial Hospital. Another project, the new Gundersen Health System Behavioral Health building in La Crosse, WI (a 52,000 square foot, two-story building), is a good example of HSR's innovative approach to design and efficiency. Completed in 2013, the project's goal was to design a hospital that consumed an industry-leading 85 kBtu per square foot per year. HSR's director of engineering, Jim Tempke, said the new building is consuming only around 60 kBtu per square foot per year, which is half of the national hospital energy consumption benchmark. In addition to energy efficiency, the design of the hospital also takes an advanced approach to staff efficiency by minimizing the distance between frequently used spaces within the building.

Throughout the years, HSR Associates, Inc. has prided itself in serving repeat clients. Schroeder said, "There are a number of clients that will say they'll find someone else to work with, only to come back to HSR after realizing the value HSR provides to its clients."

In addition to retaining clients, HSR also takes great pride in retaining its talented employees. Many HSR employees have been with the firm at least 15 years and many are stockholders and owners of the firm. Interestingly enough, over the last 60 years, HSR has only had 2 people leading the HVAC engineering front—

Hugh Boschert and Jim Tempke. Boschert helped establish the La Crosse Area Chapter of ASHRAE in the 1970's as a member of the initial steering committee. He then continued his service as the first chapter president (1971-72). Boschert retired from HSR as vice president and director of engineering with 36 years of experience in 1990. Jim Tempke, current director of engineering, has been with HSR since 1971. Jim joined ASHRAE while in college at UW-Madison and has been part of the La Crosse Area ASHRAE Chapter Program Committee for over 10 years. The next in line of graduate mechanical engineers at HSR is Jake Beran. Jake graduated from La Crosse Central High School and UW-Stout before joining HSR in 2008. Jake is currently serving on the La Crosse Area ASHRAE Chapter Board of Governors.

Over the last 60 years, HSR services have impacted many clients throughout the region, their employees, and their families. Current president and chief executive officer at HSR, Brad Simonson, said, "HSR recognizes the fact that the true essence of the firm revolves around the success of these families and feels strongly that if HSR can enhance and ensure the success of these families, [we] will be very successful as a firm." This has been the mission of HSR and has proven to be the cornerstone of the firm. Looking forward, Simonson believes that this vision will carry HSR far into future.

Respectfully Submitted,



John Sustar

Historian Chair

La Crosse Area Chapter

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The past presidents at HSR are:

- Bob Hackner
- Harry Schroeder
- Roger Roslansky
- Jim Gersich
- Don Flynn
- Jack Fleig
- Brad Simonson

The current boards of directors include:

- Brad Simonson
- Kurt Schroeder
- Doug Ramsey
- Dan Blumer



Figure 1. In 1968, Roger Roslansky joined the firm as a partner and the firm's name changed to Hackner Schroder Roslansky (HSR) Associates, Inc. This photograph shows Hackner, Schroeder, and Roslansky (from left to right)



Figure 2. A handful of HSR Associates founders gather for a photo. Left to right are Hugh Boschert, Roger Roslansky, Bob Saphner, Bob Hackner (seated), Don Flynn, Harry Schroeder, Eric Wheeler (seated), and Jack Reiland.