



NEWS RELEASE

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Randy Marten Receives Lifetime Excellence Award

By UW-Eau Claire News Service

Randolph L. Marten, Mondovi, who graduated in 1974 with a bachelor of business administration degree in management, received the Lifetime Excellence Award, presented to UW-Eau Claire alumni who have demonstrated longtime and successful commitment to their career and community, who have made a positive impact through dedication to service, and whose lives are a testimony to UW-Eau Claire's motto, "Excellence."

Marten is president and chairman of the board of Marten Transport Ltd. of Mondovi, a long-haul truckload carrier that specializes in protective service transportation of foods and other products requiring temperature-controlled or insulated carriage.

The company was started by Marten's father, Roger, in 1946, and has grown to be one of the largest refrigerated trucking businesses in the country, with more than 2,000 units on the road.

Jim Heike of Heike Realty in Mondovi, who nominated Marten for the award, said that Marten not only successfully operates Marten Transport but also gives back to his employees and his community in many ways. The company offers 100 percent tuition reimbursement for all employees and encourages them to earn a degree or technical certificate at the company's expense. Marten also established the Randolph L. Marten Scholarship Program, which offers up to 10 scholarships each year to assist the children of company employees who plan to pursue post-secondary education in college or technical schools. In addition, Marten contributed generously to the planning and building of the Roger Marten Community Center in Mondovi.

Heike, who has known the Marten family most of his life, said, "Randy has developed a philosophy that has served his business very well: Treat your employees and customers with the respect they deserve, and success will come naturally."