



## 2011 ASSEMBLY JOINT RESOLUTION 97

January 24, 2012 – Introduced by Representatives KLENKE, NYGREN, WEININGER,  
VAN ROY, JACQUE and BIES. Referred to Committee on Rules.

1     **Relating to:** honoring the life and achievements of Donald J. Schneider.

2             Whereas, Donald “Don” Schneider, passed away on Friday, January 13, 2012,  
3     at the age of 76 in Green Bay, Wisconsin; and

4             Whereas, Don Schneider was born in Fond du Lac, Wisconsin, on October 19,  
5     1935, and attended Catholic Central High School and graduated from St. Norbert  
6     College with a degree in business and earned his master’s degree from the University  
7     of Pennsylvania’s Wharton School of Business; and

8             Whereas, Don Schneider married his wife of 54 years, Patricia “Pat” O’Brien,  
9     at St. Patrick’s Church in Green Bay in 1957; and

10            Whereas, Don Schneider served a 13-month tour of duty in Korea with the U.S.  
11     Army; and

12            Whereas, Don Schneider joined his father’s trucking company, Schneider  
13     Transport & Storage and also taught finance at St. Norbert College; and

14            Whereas, in 1976 he assumed leadership of his father’s company and served as  
15     president and CEO until 2002 and Chairman Emeritus until his death; and

1           Whereas, even as CEO, he was seen wearing blue jeans and a denim shirt and  
2 was known to associates simply as “Don”; and

3           Whereas, Don Schneider grew the company by being a leader in innovation and  
4 hard work that provided jobs to thousands of hard-working employees, and under  
5 his leadership the fast growing company began calling itself “Big Orange”; and

6           Whereas, he created the Schneider National Foundation in 1982, which has  
7 donated millions of dollars and thousands of volunteer hours to charities in need, and  
8 he served as chair of the capital campaign for Notre Dame Academy, chair of the  
9 annual campaign for United Way of Brown County, and chairman of the Catholic  
10 High School Foundation, while the Schneider family provided the lead gift for the St.  
11 Norbert Athletic Stadium; and

12           Whereas, Don Schneider shared his time and talents as chairman of the  
13 Business Advisory Committee for Northwestern University’s Transportation Center,  
14 a member of the Advisory Board for the Kellogg School of Management, a director  
15 on the Federal Reserve Board in Chicago, a member of the Board of Directors at Fort  
16 Howard Paper Company and Franklin Electric, a member of the Board and  
17 Executive Committee of the Green Bay Packers, and a member of the Board of  
18 Trustees of St. Norbert College; and

19           Whereas, Don Schneider touched the lives of countless people during his  
20 lifetime, helping to transform a small trucking company into a world leader; and

21           Whereas, Don Schneider will be deeply missed by his wife, Pat, his five  
22 children, Mary, Therese, Thomas, Kathleen, and Paul, 13 grandchildren, two  
23 great-grandchildren, and members of the Schneider National family around the  
24 world, and by all who were fortunate enough to meet him; now, therefore, be it

