

JOE HEIL

GRADUATED FROM EDGAR HIGH SCHOOL IN 1990

Since Mr. Joe Heil took the helm as president of the Ginseng Board of Wisconsin (GBW) in 2003, much has been accomplished. Under his leadership, the organization relaunched marketing efforts in China and Hong Kong. These efforts involved going after those that have trade-pirated the Wisconsin Ginseng Seal. Additionally, he and the Board hired an executive director and various consultants to further the work of the industry.

Mr. Heil has spent many, many hours volunteering his time to steer the Wisconsin Ginseng industry in the right direction. He is very talented and skilled at leading the organization. He has been the spokesperson for the industry during his tenure as the Board President, speaking to media outlets such as the Wall Street Journal, Fortune Magazine, The Washington Post, National Public Radio and the Milwaukee Journal-Sentinel.

Proof of Joe Heil's leadership is in the sales. The value of export sales of U.S. ginseng in 2011 were higher than in any of the previous 10 years, reaching about US \$18 million. He is a true leader who is admired by his colleagues in the industry.

Mr. Heil has owned Clearview Ginseng with his dad, Jerry for 15 years and also owns Heil Ginseng since 2007. He has been a member of the Edgar Fire Department for 20+ years where he serves as a volunteer EMT and firefighter. He is also a 15+ year WIAA wrestling official.

Joe and his wife Jane have four children and live in Edgar.