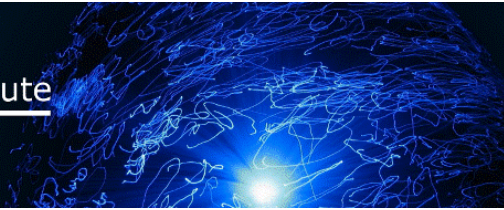




Wisconsin Public Utility Institute



Edward Lump, President and CEO, Wisconsin Restaurant Association

Ed Lump has been President & CEO of the Wisconsin Restaurant Association (WRA) for 35 years and has extensive experience in the foodservice industry as a past restaurant owner and consultant. He graduated from the UW-Madison with a bachelor's degree in Political Science.

Some of Ed's current and past contributions to the restaurant/tourism industry include:

- Past President of the Dual Membership Council of the National Restaurant Association
- Industry Representative on the National Restaurant Association Board of Directors
- Served on the National Conference for Food Protection Manager Training, Testing and Certification Committee (2000-2004)
- Received a Certificate of Appreciation from the Wisconsin Department of Public Instruction recognizing his contribution in helping build School-to-Work transition initiatives

- Current President of the Wisconsin Tourism Federation (also served past terms)
- Received a 2011 Governor's Tourism Award, the Tourism Legacy Award for his longstanding leadership in the Wisconsin tourism industry
- Wisconsin Department of Workforce Development Unemployment Insurance Advisory Council Member