



Founding Board Members

Kevin Thompson, J.D.

President, Hogs For Heroes, Inc.

Kevin is the Chief Legal Officer at Madison Investment Advisors. He is responsible for all of the company's legal and compliance matters and participates in the firm's management committee. Prior to joining Madison Investment Advisors, he was an Officer at CUNA Mutual Group for nearly 20 years, serving in several leadership positions in the legal department and business areas.

Kevin earned a Bachelor's in Business Administration, with distinction, from the University of Wisconsin-Madison and a Juris Doctorate, cum laude, from the University of Wisconsin Law School. Upon graduation he was awarded the Order of the Coif.

Kevin is the President and Founder of Hogs For Heroes, Inc. He has been riding motorcycles, particularly Harley-Davidsons, for over thirty years. His father served in the Air Force during the Korean War and was stationed in various locales including Okinawa, Japan. He founded Hogs For Heroes as a way to combine his passion for Harleys with a strong desire to honor and aid our Veterans.

Kevin and his wife, Audra, are the proud parents of three amazing daughters. When he is not working or spending time with his family, he enjoys riding and hunting. Additionally, Kevin shares time providing pro bono legal services at the Veteran's Law Center.

Audra Thompson

Vice President, Hogs For Heroes, Inc.

Audra has been a Registered Nurse, with her clinical expertise centered in Emergency Nursing, since graduating from the University of Wisconsin-Oshkosh, College of Nursing, in 1989. The majority of her professional career was spent in hospital administration as the Director of Emergency Services at St. Marys Hospital in Madison, Wisconsin. Responsibilities included operational, fiscal, material and human resource management for a large, acute care emergency department; EMS oversight, service and program development; group facilitation, quality improvement initiatives and strategic development.

Recognizing the need to better balance life and support that of their three daughters, Audra and her husband, Kevin, developed a plan. She resigned in 2005 and jumped head first into full time family life, developing their children, enforcing nightly meals together, and serving their community. She has volunteered thousands of hours and coordinated multiple events over the years since with primary focus given to cancer support, her children's schools, and now Hogs For Heroes. In addition to sharing in her families interests and needs, Audra enjoys cooking and entertaining friends, traveling, reading, and a nice glass of wine or a cold PBR. Although family schedules limit their free time for riding, Audra loves to be wrapped around her husband on the back of their Harley taking in life's scenic moments and truly appreciates how therapeutic "the ride" can be.

Craig Thompson

Born and raised in Racine, Wisconsin, Craig Thompson graduated from UW Madison in 1992 he has made Madison, Wisconsin his home ever since.

He is currently the Secretary-Designee of the Wisconsin Department of Transportation (WisDOT). Prior to going to the Department in January of 2019, Craig served as the Executive Director of the Transportation Development Association of Wisconsin (TDA) - a statewide trade organization that works to educate policy makers and the public on the importance of a well maintained and designed transportation network, from 2009-2019.

Thompson also worked for the Wisconsin Counties Association for 16 years serving as a legislative associate and legislative director. He is married to his lovely wife and fellow board member Michelle and together they have two teenage children. While not Harley riders, Craig and Michelle are happy to have the opportunity to help this important charity conceived of by his brother and sister-in-law.

Michelle Gormican Thompson

Michelle Gormican Thompson has over 25 years of public relations and marketing experience and is the principal consultant and owner of Thompson Communications, which was founded in 2000.

Michelle has always worked tirelessly on behalf of her clients to help them identify, execute and achieve their communications and marketing goals. Her company has worked in partnership with governmental associations, local governments, insurance companies, Fortune 500 companies, law firms, risk managers and those involved in public entity services in the Midwest.

Prior to starting Thompson Communications, Michelle worked as the Communications Director at the Wisconsin Counties Association as well as in the Wisconsin State Assembly as a media specialist and a legislative aide. Originally from Fond du Lac and a resident of Madison since 1992, Michelle is a true Wisconsinite who adores her home state.

In her spare time, Michelle loves to travel anywhere and everywhere, spend time with her husband Craig and their two children, one girl and one boy. She also enjoys running and as a “back of the pack” athlete, has completed three marathons and 10 half marathons.

Michelle is proud to be affiliated with Hogs for Heroes and has profound gratitude to all those who serve and have served, including their families who support them.

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