

Expansion and Technology

Expanding Our Home Office

At the celebration of our 75th anniversary in 1994, we occupied six floors of the Firststar Building (now Milwaukee's U.S. Bank Tower). In 1998, Baird had space on 9½ floors, and by 2000, we occupied 11 floors – in all, more than five acres of office space.

Increasing Technology in the Workplace

By 1999, our Information Technology desk included 11 people and received an average of 450 calls per day. As we approached the dawn of the new millennium, we also prepped for the dreaded "Y2K" with multiple drills to ensure our systems were prepared for a smooth transition. Our preparation paid off, as 2000 arrived without any major glitches.

