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Local Hotelier, North Central Group, Celebrates 40 Years Of Redefining Hospitality

With a host of highly visible properties, North Central Group brings vibrancy to communities across the nation

MADISON, WI (September 2021) -- North Central Group (NCG), a national leader in owning and operating best-in-class hospitality properties, marked its 40th year in business this year. With iconic properties including the [AC Hotel Madison Downtown](#), [The Brookfield Conference Center](#), and [The Trade, an ambitious project in the Deer District in collaboration with the Milwaukee Bucks](#), NCG properties are an integral part of the fabric of the communities where they reside.

Serving communities stretches back to the first property the group owned and managed, a Best Western developed in 1981.

“At the core of our company is a deep commitment to excellence - in the way we build as well as the service we provide our guests,” said Jeff Lenz, President & Chief Development Officer for North Central Group. “We take great pride in making a positive first impression with our customers and the communities in which we do business across the country. We know that those who have a great experience are more likely to recommend and return again and again!”



NCG 40th Anniversary Assets:

- [NCG 40th Anniversary + Historical Photos](#)
- [NCG Property List](#)
- [NCG 40th Anniversary Logo](#)

To celebrate 40 years of service, NCG has introduced a new logo highlighting the organization’s commitment to excellence, which spans four decades. The new design is based on NCG’s current branding but incorporates the 40-year history of the brand and the continued dedication to leading in hospitality.

NCG has a history of giving back to the communities in which they live and work. NCG strives to help the communities they serve, which is being translated into action on their 40th Anniversary through



their NCG Cares Program, a gift card program instituted during the pandemic to help team members struggling to make ends meet close the gap. The company is also working to give back in their support of veterans in need and the elimination of childhood cancer.

“Across the country, our hospitality teams are known for their passion for the communities where they live and work,” said Dave Lenz, Founder & Chairman of North Central Group. “We are grateful to the communities, our team members and guests who have made the past 40 years a success with their support, and we look forward to giving back for many more years to come.”

To learn more about North Central Group, visit www.ncghotels.com.

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About North Central Group (NCG)

Built on enduring principles and an unbridled passion for hospitality and real estate development, North Central Group® is a Middleton, Wisconsin-based developer, owner and operator of premier hospitality properties. The company operates more than 30 properties across multiple states and national brands. To learn more about North Central Group and its properties, visit ncghotels.com and connect on Facebook and Instagram.