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75

Wisconsin 75

Celebrating our private sector

Deloitte.

2019 Distinguished Performer award winners



Community

The Community award recognizes a company's efforts or business choices that focus on giving back to the community.

Baird



Diversity

The Diversity award recognizes an individual or company that optimizes the opportunities found in the intersections among cultures, values, and perspectives.

SECURA Insurance



Innovation

The Innovation award recognizes an individual or company whose efforts have been exceptionally entrepreneurial while positively having an impact on the success of the organization.

Church Mutual Insurance Company



Succession

The Succession award recognizes a company that has successfully moved to next-generation leadership.

Sargento Foods



Sustainability

The Sustainability award recognizes a "green" corporation that balances economic growth, social equity, and environmental management.

Promega Corporation

2019 Distinguished Performer: Community



Baird

Baird has a key foundational principle to give back to the communities in which they operate. Leaders at Baird show a strong dedication to helping associates identify charitable causes and providing the time and resources needed to make an impact.

Baird encourages associates to give back in many ways, including:

Paid Time Off to Volunteer: Associates receive two paid days off, or more, per year to volunteer.

Baird's Charitable Gift Matching: In 2018, Baird Foundation contributed more than \$1 million in matching contributions to their U.S. associate's charitable donations.

Baird Foundation: In 2018, the foundation gave more than \$4.1 million to nonprofits across the country. Associates can request the foundation support eligible nonprofits of their choosing.

Annual Holiday Charitable Donation: Baird makes an annual donation on behalf of associates to nonprofits selected in a firmwide survey.

Baird Gives Back Week: In Baird's most recent week-long annual volunteer campaign, 2,200

associates participated in 105 Baird locations, donating more than 7,800 hours to 180 nonprofits.

Baird Annual Meeting: Annually, Baird invites children's groups to perform at the firm's Annual Meeting. This year, children from St. Augustine Preparatory Academy, the St. Marshall School, Boys & Girls Club of Greater Milwaukee, and Christian Faith Fellowship Mission performed. To thank the children, Baird hosted an internal Fundraising Drive for the groups and Baird Foundation made donations to the groups.

100 Days of Giving: In celebration of Baird's 100th anniversary, each day for 100 days, an associate who participated in Baird Gives Back Week was selected to receive a \$1,000 donation to a non-profit of their choice.

United Way Backpack Packing Event: At Baird's 100th anniversary celebration, associates packed 3,000 backpacks of personal care items to United Way Organizations across the country.

Employee-giving campaigns: Baird supports charitable campaigns for the United Way of Greater Milwaukee and United Performing Arts Funds.

"Baird has a long tradition of giving back to our communities, and the commitment to making a positive contribution is integral to our culture. We are proud of our associates who share that commitment and are dedicated to making a difference in the communities where they live and work. As we celebrate a century of successful collaboration with the community, we imagine even more ways to inspire significant and lasting change."

Steve Booth
President and CEO

2019 Distinguished Performer: Diversity

SECURA Insurance



SECURA's Diversity & Inclusion Committee was founded in 2017 to promote diversity and inclusion and to become a more welcoming organization to their associates, agents, policyholders, and community. The committee plans events and encourages conversations. Specifically, the committee:

- Hosted a gathering that brought 12 local organizations to SECURA to speak about their diversity and inclusion efforts in the community.
- Launched a "Dignity and Respect Campaign" where associates pledged to create a respectful and safe workplace environment.
- Enhanced immigration awareness by hosting a Q&A with an ICE Agent and providing virtual reality experiences that document the life of becoming an immigrant in the U.S.
- Hosts local speakers from nonprofits to encourage conversation around diversity and inclusion
- Expanded cultural holiday celebrations by hosting associates at events such as a Diwali celebration.
- Provides formal companywide diversity and inclusion communications in intranet pages.
- Participates in a quarterly forum with other diversity and inclusion leaders in the Fox Valley to learn and share ideas with peer companies in the area.
- Plans to roll out Associate Resource Groups (ARG) in early 2020.

Outside of the Diversity & Inclusion Committee, SECURA also held ethics training for associates that was focused on diversity and inclusion.

As a result of these efforts, SECURA has driven enhanced integration of associates with local community resources and nonprofits, and received positive feedback from their associates.

"It's inspirational to see the work our Diversity & Inclusion committee is doing to start conversations, spread awareness, and promote a more inclusive culture across our company so we can best support our associates, agents, policyholders, and the community. The last thing I ever want for our company is for everyone to look and think like me, for that challenges no one."

Dave Gross
President and CEO

2019 Distinguished Performer: Innovation

Church Mutual Insurance Company



Church Mutual Insurance Company has taken several steps to include innovation in its business.

The company introduced a Disruption Lab with challenges to encourage employees to share ideas that can help the business. Potentially viable projects from each challenge are picked, and teams of employees are created to investigate concepts in depth.

Church Mutual's approach to innovation extends far beyond the lab. They developed an innovative CM Sensor™ program which has a 24/7 temperature and water alert system, providing early warning to the hazards caused by falling temperatures or rising moisture. It provides protection and peace of mind to its policyholders free of charge and is popular in houses of worship that don't have clergy members onsite several days of the week. Church Mutual was the first commercial insurance company to use this type of sensor technology to protect its customers and estimates the CM Sensor program has prevented approximately 10 million dollars in losses for customers.

In response to the increased wildfires in 2017, Church Mutual disrupted the market once again with the creation of the CM Wildfire Solutions™ program. Using state-of-the-art data analytics and artificial intelligence, Church Mutual identifies policyholders' properties that are in areas of high-risk for wildfires and then monitors wildfire activity 24/7 and alerts insureds if their property is threatened. If the fire continues to approach, a private fire-fighting service is dispatched to defend the property and mitigate losses. This can include clearing debris or applying a fire-retardant gel or foam to endangered structures. During the 2018 fire season, more than \$7 million in property was saved in California, where the program was under pilot testing.

Building on the successes of the CM Sensor™ and CM Wildfire Solutions™ programs, Church Mutual continues to research new ways to leverage innovation and better protect policyholders. Current projects in the pipeline range from more high-tech risk control devices to process changes that will improve efficiency and enhance cost savings.

“We are honored not only to be seated here among so many amazing companies, but to be chosen as a distinguished performer in the innovation category. Innovation has kept us strong and relevant for 123 years and will keep us moving forward well into the future.”

Rich Poirier
President and CEO

2019 Distinguished Performer: Succession

Sargento Foods

Louie Gentine succeeded his father, Lou Gentine on October 29, 2013, as the CEO of Sargento.

Lou Gentine served Sargento as the CEO for 32 years. The Gentine Family has set specific rules around family-leadership in the company, to curb any influences of nepotism. Those rules are why his son, Louie, worked in the banking industry before returning to Sargento. It was not a given that Louie would return to his family's company.

However, in 2000 Louie returned to Sargento under his father's leadership. In 2004, they informally began transitioning the CEO title from Lou to his son Louis.

The day arrived on October 29, 2013—thirty-two years to the day when Lou Gentine became CEO. It was also six days after the 60th anniversary of Sargento. Louie, who was the leader of the business units, took on being the leader of the company that his grandfather started with just a few hundred dollars and a vision.

Louie said of his father: "He handled it really, really well. I thought it would be harder than it was. But when I reflect on that transition, he did a masterful job of helping himself transition by having us work closely together over about nine years. From 2004 to 2013 he involved me in more decisions, he asked for my thoughts and my insights on different decisions. I think that gave him comfort in my capabilities and my decision-making process, and it also helped my confidence too. The other thing is my father's faith and trust in the Sargento Family and the direct team that would be reporting to me."

The strategic planning process is something Louie brought to Sargento and was formalized and has evolved under his leadership. Due to the tremendous growth, more than 50 percent of its employees, the 'Sargento Family', has been with the company five years or less. Since he became CEO in 2013, Sargento is 50 percent more profitable as a company.



"The values my mother and father instilled in me are to live by your morals, be approachable and show humility. That's how trust is earned with all who have a stake in the success of any company. This is what I strive for every day at Sargento."

Louie Gentine
3rd Generation CEO

2019 Distinguished Performer: Sustainability



Promega Corporation

Promega is focused on reducing their ecological footprint across all aspects of their business, including the way they design and operate facilities, ship products and engage with customers. Promega made investments in energy efficient and sustainable technologies and practices and have invested in full-time employees and consultants with expertise in sustainability. Upholding the principles of the United Nations Global Compact, Promega has 2020 environmental reduction goals for greenhouse gas emissions, electricity, natural gas, water, outgoing product distribution emissions and waste.

Responding to climate change, Promega invests in energy efficiency, generating electricity from photovoltaic panels and purchasing electricity from renewable sources, thereby decreasing usage by 1.1% from last year. Promega reduced natural gas usage 1% from last year as indexed to revenue by using geothermal wells, solar water heaters and heat capture technology in many facilities to minimize heating requirements and related emissions.

Environmental sustainability remains a core value for how Promega designs and builds facilities. Several new Promega facilities are currently in the works with aggressive sustainability goals and strategies incorporated in the designs. These include

new facilities in the United Kingdom and Germany, a Research and Development Center on their main Fitchburg campus and a Component Manufacturing Center in Fitchburg.

Tracking and reducing effects from product distribution is also a company priority. Promega found opportunity to decrease size and weight of packing materials and use more efficient modes of transportations, resulting in a 30% reduction in distributed emissions as indexed to revenue in the last 10 years. Care has also been taken to use efficient modes of transportation to decrease effects of business travel.

To preserve natural capital, Promega locations globally focus on improving recycling programs and increasing employee awareness about minimizing waste. In 2018, they saw recycling increase by 13%, received the 2019 Chelsea Santucci Greenovation Award, and reduced hazardous waste by 15% as indexed to revenue. Promega decreased water usage by 8% by reusing wastewater generated from their water purification system. Adopting electronic communications reduced total paper year over year, reducing paper usage about 88% in the past 10 years. Finally, Promega implemented changes to kit packaging boxes that use sustainably sourced materials, reduce material used and promote recycling for customers.











“Our focus on sustainability and corporate responsibility at Promega is really about a focus on people. We look at how we can engage responsibly with all of our stakeholders... customers, employees, vendors, the communities in which we do business. That sensibility really fuels our efforts and positive actions of sustainability.”

Penny Patterson
Vice President, Communications

2019 Wisconsin 75











Wisconsin 75 | Company highlights



Rank	2017 Wisconsin 75 companies		Location	No. of years	Distinguished Performer award winner
1	Northwestern Mutual		Milwaukee	7	
2	S.C. Johnson & Son, Inc.		Racine	17	
3	ABC Supply Co. Inc.		Beloit	17	
4	American Family Insurance		Madison	7	
5	U.S. Venture, Inc.		Appleton	17	
6	Kohler Co.		Kohler	14	
7	Kwik Trip		La Crosse	10	
8	Ashley Furniture Industries, Inc.		Arcadia	11	
9	Uline		Pleasant Prairie	10	
10	Schreiber Foods		Green Bay	3	

2019 Wisconsin 75













Rank	2017 Wisconsin 75 companies		Location	No. of years	Distinguished Performer award winner
11	Quad		Sussex	17	
12	CUNA Mutual Group		Madison	4	
13	Sentry Insurance		Stevens Point	12	
14	Michels Corporation		Brownsville	3	
15	Epic		Verona	3	
16	Menasha Corporation		Neenah	17	
17	Baird		Milwaukee	15	Community
18	Green Bay Packaging		Green Bay	17	
19	Acuity Insurance		Sheboygan	13	
20	Sargento Foods Inc.		Plymouth	17	Succession

2019 Wisconsin 75

Wisconsin 75 | Company highlights



Rank	2017 Wisconsin 75 companies		Location	No. of years	Distinguished Performer award winner
21	Charter Manufacturing		Mequon	17	
22	West Bend Mutual Insurance Company		West Bend	14	
23	Trek Bicycle Corporation		Waterloo	17	
24	Masters Gallery Foods		Plymouth	17	
25	The DeLong Co., Inc.	 <i>The DeLong Co., Inc.</i>	Clinton	17	
26	The Boldt Company		Appleton	17	
27	Bergstrom Automotive		Neenah	17	
28	Johnsonville, LLC		Sheboygan Falls	9	
29	Miron Construction Co., Inc.	 <i>Building Excellence</i>	Neenah	11	
30	Church Mutual Insurance Company		Merrill	5	Innovation



Rank	Wisconsin 75 companies	Location	No. of years	Distinguished Performer award winner
31	Boucher Automotive Group 	Greenfield	17	
32	Faith Technologies, Inc. 	Menasha	New	
33	Hydrite Chemical Co. 	Brookfield	14	
34	Adelman Travel 	Milwaukee	16	
35	SECURA Insurance 	Appleton	7	Diversity
36	Ariens Company 	Brillion	8	
37	Russ Darrow Group 	Menomonee Falls	5	
38	JX Enterprises, Inc. 	Hartland	14	
39	Fox World Travel 	Oshkosh	3	
40	HUSCO International, Inc. 	Waukesha	10	






2019 Wisconsin 75

Wisconsin 75 | Company highlights



Rank	2017 Wisconsin 75 companies	Location	No. of years	Distinguished Performer award winner
41	Promega Corporation 	Madison	2	Sustainability
42	Lakeside Foods, Inc. 	Manitowoc	14	
43	Ewald Automotive Group, LLC 	Delafield	17	
44	Roehl Transport, Inc. 	Marshfield	7	
45	IEWC 	New Berlin	12	
46	JP Cullen 	Janesville	13	
47	Mayville Engineering Company, Inc. (MEC) 	Mayville	16	
48	Palermo Villa, Inc. dba Palermo's Pizza 	Milwaukee	11	
49	CG Schmidt, Inc. 	Milwaukee	9	
50	J. F. Ahern Co. 	Fond du Lac	17	



Rank	2017 Wisconsin 75 companies	Location	No. of years	Distinguished Performer award winner
51	Werner Electric Supply 	Appleton	17	
52	Hunzinger Construction Company 	Brookfield	10	
53	First Supply LLC 	Madison	17	
54	Gustave A. Larson Company 	Pewaukee	16	
55	Johnson Financial Group 	Racine	14	
56	Zilber Ltd. 	Milwaukee	16	
57	J. J. Keller & Associates, Inc. 	Neenah	9	
58	Bauer Built, Inc. 	Durand	16	
59	QPS Employment Group 	Brookfield	13	
60	Jewelers Mutual Group 	Neenah	New	

2019 Wisconsin 75






Wisconsin 75 | Company highlights



Rank	2017 Wisconsin 75 companies	Location	No. of years	Distinguished Performer award winner
61	The Douglas Stewart Company 	Madison	3	
62	Edward H. Wolf & Sons, Inc. 	Slinger	9	
63	Standard Process Inc. 	Palmyra	12	
64	River States Truck and Trailer, Inc. 	La Crosse	5	
65	Astronautics 	Milwaukee	14	
66	Everbrite, LLC 	Greenfield	14	
67	Derse 	Milwaukee	15	
68	The Gordon Flesch Company 	Madison	15	
69	Kolbe & Kolbe Millwork Co., Inc. 	Wausau	17	
70	Holz Motors, Inc. 	Hales Corners	17	

2019 Wisconsin 75



Rank	2017 Wisconsin 75 companies		Location	No. of years	Distinguished Performer award winner
71	Bassett Mechanical		Kaukauna	2	
72	Badger Truck & Auto Group		Milwaukee	15	
73	TASC		Madison	4	
74	Shorewest, REALTORS		Brookfield	17	
75	Stella & Chewy's		Oak Creek	New	

Wisconsin 75 criteria

To be eligible for the Wisconsin 75, a company must meet the following criteria:



Location

Must be headquartered in Wisconsin.



Ownership

Must have a majority ownership (more than 50 percent) by an individual(s), family, employee stock ownership plan (ESOP), or private equity firm. Public companies (i.e., a company whose voting stock is listed on any exchange or actively traded over the counter) are eligible when greater than 50 percent of the value or vote of the shares are owned by individuals, family, ESOP, or private equity.



Sales

Must have a minimum of \$50 million in annual sales revenue. The top 75 companies will be ranked by sales revenue. Parent companies must submit an aggregate figure that includes subsidiaries. Annual sales revenue should be the amount reported on the company's financial statements. The information provided is kept confidential by Deloitte LLP.



Type of business

Excludes cooperatives and accounting, tax, legal, and consulting services companies. Each company must designate a primary industry on the nomination form to be considered.



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