

Deloitte.



Wisconsin75

Celebrating 18 years of Wisconsin 75



On behalf of Deloitte, it's our pleasure to welcome you to this year's Wisconsin 75 virtual recognition event. Although our celebration may look a little different this year, the reason for celebrating remains the same: to recognize not just the individual successes of these 75 organizations, but also the collective impact of private companies on our state.

For the 18th year, we're recognizing 75 of our state's most successful private companies. The companies awarded this year are providing a stable foundation during challenging times—nearly 27% are 100 years old or older. Each of these 75 companies plays an important role in powering Wisconsin's economy and community.

Thank you for joining us today, and congratulations to the 2020 Wisconsin 75! Best wishes in your continued success.

Scott Wrobbel

Central Region market leader
Wisconsin managing partner
Deloitte LLP

Ruth Kallio-Mielke

Wisconsin 75 program chair
Deloitte Tax LLP

Keynote speaker



Ira Kalish
Chief global economist
DTTL

Dr. Ira Kalish is the chief global economist of Deloitte Touche Tohmatsu Ltd. He is a specialist in global economic issues, as well as the effects of economic, demographic, and social trends on the global business environment. He has written about the economies of Western Europe, Eastern Europe, Southeast Asia, China, Japan, Mexico, and South America and has also written extensively on global consumer markets.

Dr. Kalish is the principal author and editor of Deloitte's Weekly Global Economic Update. In addition, his other publications include the annual *Global Powers of Retailing* report; *China and India: Comparing the World's Hottest Consumer Markets*; *China and India: The Reality Beyond the Hype*, *Budget Deficits: Why All the Fuss*, an article in *CFO Journal*, and "Mind The Gap", an article in *Deloitte Review* on changing income distribution.

Dr. Kalish advises Deloitte clients, as well as Deloitte's leadership, on economic issues and their impact on business strategy. In addition, he has given numerous presentations to corporations and trade organizations on topics related to the global economy. Dr. Kalish also serves on the BIAAC Economic Policy Committee, which advises the OECD on macroeconomic policy issues. He is widely traveled and has given presentations in 47 countries on six continents.

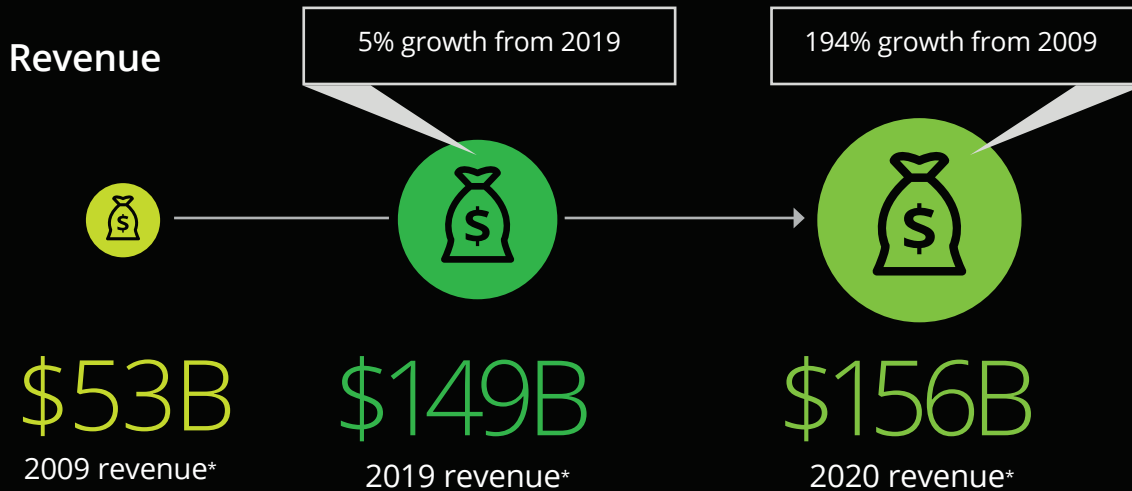
Dr. Kalish has been widely quoted in the news media; his remarks have been published by the *Wall Street Journal*, the *Economist*, the *Financial Times*, *USA Today*, the *Washington Post*, and *U.S. News & World Report*. He has appeared on CNN, CBS News, CNBC, PBS, and BBC World Service.

Prior to his work at Deloitte, Dr. Kalish was chief economist at Retail Forward, a director at PwC, vice president at Bankers Trust, corporate economist at the Eastman Kodak Company, and researcher at the Institute for International Economics.

Dr. Kalish holds a bachelor's degree in economics from Vassar College and a PhD in international economics from Johns Hopkins University. He lives in Santa Monica, CA, with his wife and daughters.

Celebrating our private sector: 2020 Wisconsin 75

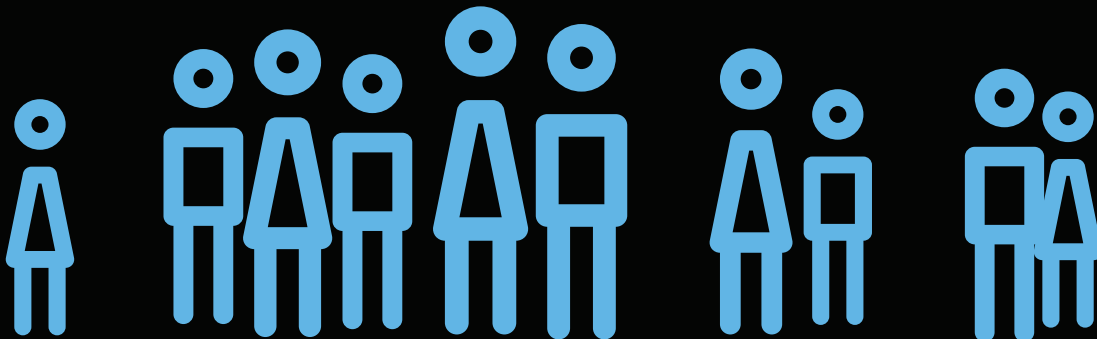
Companies in Wisconsin's private sector play a key role in powering the state's economy and communities. For the 18th year, Deloitte is recognizing 75 of the largest and most successful private companies—the Wisconsin 75—for the impact they make.



*Revenues based on prior fiscal year of each company

Employees

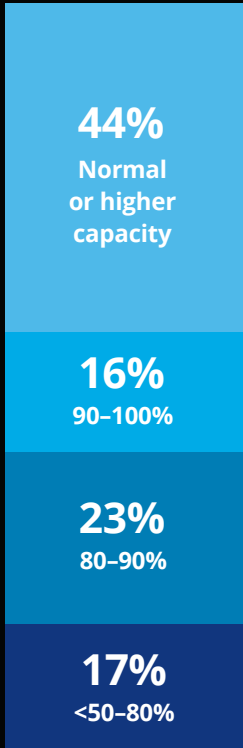
The WI75 employs **more than 280,000** people



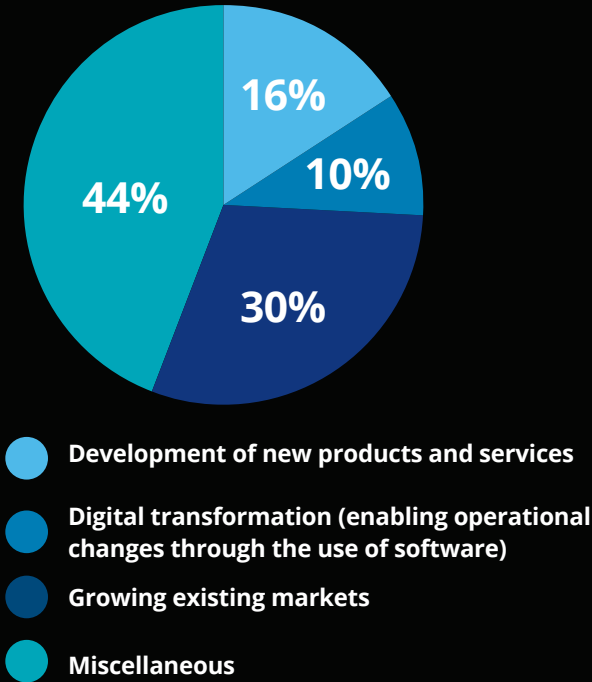
Compared with one year ago, which of the following best describes your level of uncertainty in the factors that are not within your control such as taxes, regulations, credit availability, economic outlook, etc.



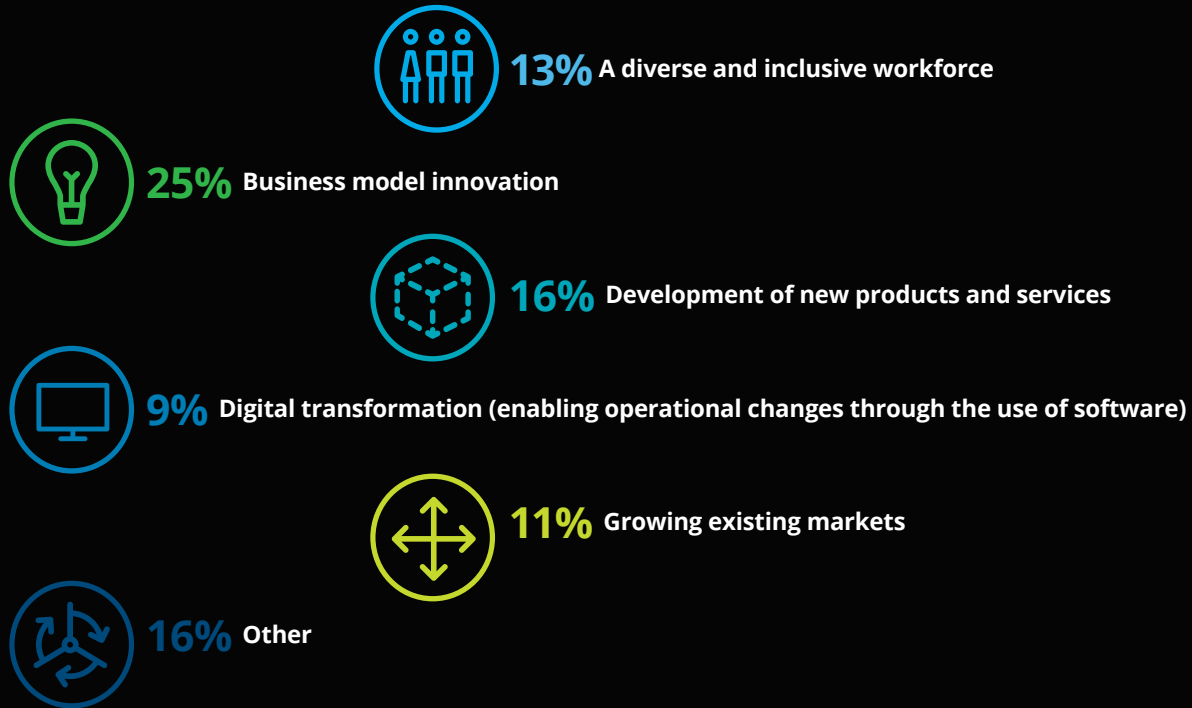
At roughly what capacity is your company currently operating (company revenue)?



What are your company's main growth strategies over the next 12 months?



What do you believe is your company's main competitive advantage?



Which, if any, investments in its employees is your company most likely to make in the next 12 months?

36%
Training

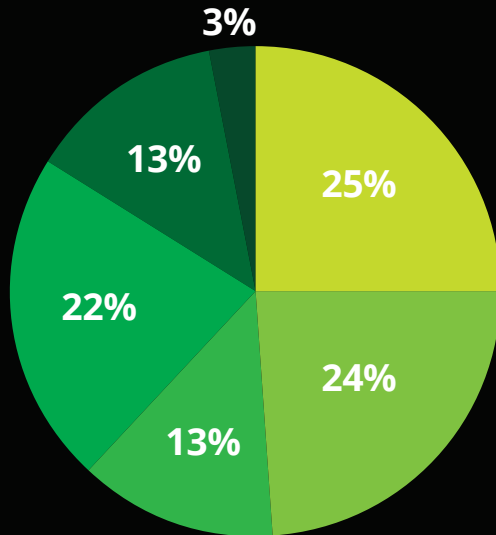
31%
Leadership development

16%
Recruiting

13%
Increase in full-time employees



Which, if any, of the following strategies is your company adopting to attract and retain workers?



- Developing new talent strategies to attract, recruit, and retain an inclusive workforce
- Driving a culture of open and transparent communication with leadership
- Enhancing learning and development — experiential format using case studies, simulation and experiential learning, gamification technologies, and cognitive skills
- Increasing focus on flexibility and well-being programs
- Promoting company commitment to social responsibility
- Other

What are your priorities regarding managing your workforce during the current crisis?



31%
Safety



28%
Well-being



19%
Flexibility

Please indicate your level of agreement with the following statement: Culture is strategically important to the success of my company.



8%
Strongly disagree

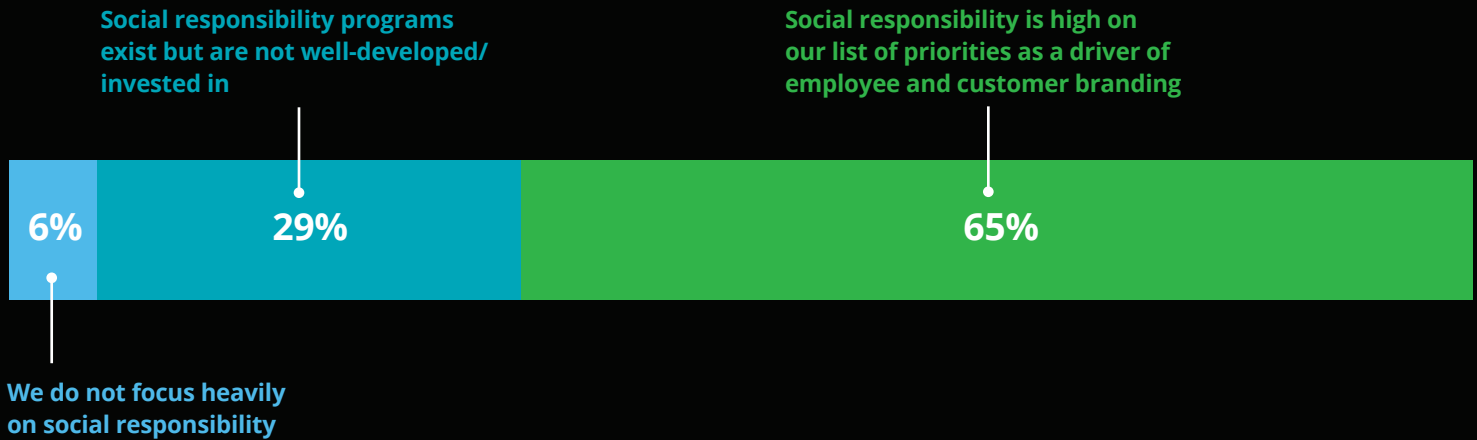


15%
Agree



77%
Strongly agree

Please select the best description of your company's social responsibility programs.



What investments in technology, if any, is your company most likely to make in the next 12 months?



16% Automation of business processes



12% Cloud computing/software as a service



11% Data analytics/business intelligence



11% Information security/cyber intelligence

Industries at a glance



- Automotive: **9%**
- Banking and capital markets: **1%**
- Consumer products: **15%**
- Industrial products and construction: **15%**
- Insurance: **12%**
- Investment management: **1%**
- Life sciences: **1%**
- Mining and metals: **1%**
- Oil, gas, and chemicals: **3%**
- Other: **15%**
- Power and utilities: **1%**
- Real estate: **1%**
- Retail, wholesale, and distribution: **16%**
- Technology: **4%**
- Transportation, hospitality, and services: **4%**

2020 Distinguished Performer Award winners

In 2008, the Recognition Awards became the Distinguished Performer Awards.



89

companies have received Distinguished Performer awards

7

companies have received multiple Distinguished Performer awards:

- American Family Insurance Co. **(4)**
- ABC Supply Co, Inc. **(3)**
- Cuna Mutual Group **(3)**
- Kwik Trip, Inc. **(3)**
- Hunzinger Construction Co. **(4)**
- Sargento Foods, Inc. **(4)**
- West Bend Mutual Insurance Company **(3)**

2020 Distinguished Performer award winners



Community

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

Winner: Sentry Insurance



Inclusion

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

Winner: American Family Insurance group



Innovation

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

Winner: Stella & Chewy's



2020 Distinguished Performer: Community

Sentry Insurance

At Sentry, community involvement isn't just a corporate goal; it's the culture. Generations of hard-working, dedicated people have made Sentry what it is today: a thriving mutual company built on lasting relationships. As a mutual company, we believe we have a responsibility of service to others: service to customers, fellow employees, and communities.

Through conversations with community leaders, Sentry identifies areas of need that it can help address. Its giving and community partnerships are focused on education, workforce development, United Way, building more equitable communities, and the Maui community that's host to the PGA TOUR's Sentry Tournament of Champions.

Meeting community needs: In 2020, the Sentry Insurance Foundation is on pace to give nearly \$7 million to support nonprofits in its communities—\$1 million specifically to support COVID-19 relief efforts.

Education and workforce development: Since 2009, the Foundation has given \$15 million in technology grants to public and private school districts in Stevens Point to ensure students are “best in class” and prepared for the future. Sentry also provides \$500,000 in college scholarship opportunities annually and has established two information technology co-ops with students working alongside Sentry associates on real-world projects.

In 2019, the Sentry Foundation committed \$2 million to endow the Sentry Deanship at the Medical College of Wisconsin-Central Wisconsin campus to expand training programs for medical students and help ensure everyone has access to high-quality health care providers.

Sentry has given \$4 million to the University of Wisconsin-Stevens Point to develop a data analytics program to meet the needs of local employers from multiple industries and address a growing data analytics talent gap.

Investing in quality of life: The Sentry Foundation has donated \$1.5 million to the Stevens Point Curling Club to help create a state-of-the-art curling center. The center will provide families with a much-needed recreational activity during winter months and serve as a destination for curling events that will draw visitors to the community.

The Foundation also made a \$125,000 donation to the University of Wisconsin-Stevens Point for a Green Circle trailhead facility in Schmeekle Reserve that will serve as a gateway for visitors exploring the 27-mile trail.

Gift-matching program: In 2019, the Sentry Foundation matched \$525,000 in employee, retiree, and board member personal gifts to nonprofit organizations.



“For generations, Sentry has demonstrated commitment and deep responsibility to improving the communities where we live and work. Doing so reflects the people and values that make our hometown of Stevens Point special. Our associates’ generosity reflects their community mindfulness and the trust they have in the vitality and strength of Sentry, which they’ve helped build and maintain year after year. But they don’t just donate their dollars. They give of their time and talents, too.”

Pete McPartland
Chairman of the board, president, and CEO

2020 Distinguished Performer: Inclusion

American Family Insurance group



At American Family Insurance, we believe diversity, equity, and inclusion means providing opportunity to our employees, American Family agency owners, customers, and communities. It also means opportunity for us ... because having an inclusive culture and diverse teams leads to greater innovation, stronger business results, and more impactful community partnerships.

Our Inclusive Excellence Division works to ensure an inclusive culture through advocacy and education. The division sponsors a large network of diverse employee Business Resource Groups that provide support for their members, promote dialogue on diversity across the company, and provide insights to business decisions.

We have increased racial and gender diversity in our executive leadership and board of directors. Our board oversees our diversity, equity, and inclusion work, strengthening its knowledge in the process. In 2019, the board convened for a tour at the Legacy Museum and the National Memorial for Peace and Justice and for a discussion with leaders of the Equal Justice Initiative in Montgomery, Alabama.

We believe increasing racial and ethnic diversity is so crucial to our business that it is one of our top three strategic goals. Our efforts include internship and recruitment programs with Historically Black Colleges and

Universities and other universities with higher percentages of diverse students. Students who successfully complete their internships are often offered permanent employment, allowing them to move into a position when an opening occurs.

Our philanthropic arm, the American Family Insurance Dreams Foundation, partners with universities and technical colleges on academic programs, projects, and scholarships that allow economically underrepresented students to pursue their educational dreams while also making them aware of our company as a possible career destination.

The American Family Insurance Institute for Corporate and Social Impact oversees one of the country's first social-impact venture capital funds. The fund has already invested nearly \$12 million in startups that are building scalable approaches to challenges like resilient communities, economic opportunity for the previously incarcerated, equity in learning and academic achievement, and healthy youth development. The Institute also has numerous community partnerships to help close equity gaps.

We've made progress, but we also know there is a lot more to do. We plan to continually expand on our deep commitment to diversity, equity, and inclusion throughout our business and communities we serve.

“Making a commitment to diversity, inclusion, and equity is easy. But making good on that commitment requires it to be part of your corporate strategy and that you act on it deliberately and boldly. We are in this for the long term because of its far-reaching benefits to our company, our community, and all those we employ and serve.”

Jack Salzwedel
CEO

2020 Distinguished Performer: Innovation

Stella & Chewy's



Stella & Chewy's has traditionally been recognized as a leader and innovator since company founder, Marie Moody, created frozen and freeze-dried raw dog food, and over the past three years, the brand has successfully expanded to offering full lines of product for both dogs and cats. The new food lines stay true to Stella & Chewy's brand promise: provide the highest quality of natural pet food with an emphasis on nutrition, palatability, safety, and convenience, and have enabled the company to expand into broader food categories.

"This is such an honor to be recognized for the product innovation our company has been successfully implementing over the past few years," said Marc Hill, CEO of Stella & Chewy's, "and I'm happy to say this is just the beginning, as our successful innovation helped us to become the No. 2 brand in neighborhood pet stores."

2020 has been an aggressive year, with the launch of many new product lines, including the introduction within the dry food category of Stella Essentials, a new sub-brand that compliments the already established baked

kibble business, and Marie's Kitchen, which is new to the frozen food category. Pet parents have new treat options to select from, including new recipes of the top-selling Wild Weenies and Crav'n Bac'n Bites, which has already proven to be a hit. The company continues to expand products within the cat food category by releasing a new wet food line, Carnivore Cravings.

Since 2017, Stella & Chewy's has launched 171 highly incremental exclusive new products into neighborhood pet stores, and this past year alone, it launched 43 new products and helped drive Stella & Chewy's as one of the top pet food brands in neighborhood pet stores.

In addition to extensive product expansion, the company has also seen a 41% employee-base growth over the past four years, and in 2021, it plans to expand its main plant by 140,000 sq. ft.

"Even during the most uncertain times, Stella & Chewy's continues to experience growth," said Hill. "We are incredibly grateful to be a trusted brand both within the industry and with pet parents."

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Marc Hill
CEO

Wisconsin 75 Distinguished Performer program judges



Kaushal Chari, Ph.D.
Sheldon B. Lubar Dean
Lubar School of Business
University of Wisconsin-
Milwaukee

Kaushal Chari currently serves as the Sheldon B. Lubar Dean and as professor of information technology management at the Lubar School of Business, University of Wisconsin-Milwaukee.

He came to UWM from the University of South Florida's Muma College of Business, where he was the associate dean for research and professional programs and professor of information systems and decision sciences. His work related to software engineering, analytics, and information systems has been published in a number of academic journals, including *Management Science*, *Information Systems Research*, *INFORMS Journal on Computing*, *MIS Quarterly*, and *IEEE Transactions on Software Engineering*. Chari earned his PhD and MBA from the University of Iowa and his bachelor's degree in mechanical engineering from the Indian Institute of Technology Kanpur. He is a member of the Rotary Club of Milwaukee and serves on the board of Junior Achievement of Wisconsin.



Caroline V. Krider
Senior vice president and
Milwaukee market leader
U.S. Bank

Caroline is the SVP, relationship manager, and Milwaukee market leader, Global Industrials & Services and has been with U.S. Bank and its (First Wisconsin & Firststar) predecessors for more than 35 years. She currently manages a portfolio of about 25 large corporate relationships in Wisconsin.

Krider serves on the executive committee and is the nominating committee chair of the Zoological Society of Milwaukee. In addition, Caroline is on the boards of REDgen, IMPACT/2-1-1, and the Wisconsin Humane Society, where she has volunteered for nearly two decades. She previously served on the boards of the American Lung Association of Wisconsin, the American Lung Association of the Upper Midwest, and the St. Francis Children's Center, where she served in various leadership roles. Other affiliations include Professional Dimensions and TEMPO Milwaukee.

In addition to numerous U.S. Bank awards, Krider has received the *Milwaukee Business Journal* 2014 Women of Influence award, the Wauwatosa Public Library Foundation Arthur B. Kohasky Leadership Award, the Zoological Society of Milwaukee 2014 "Pan paniscus" conservation award, and the Wisconsin Humane Society's 2012 Volunteer of the Year award.

Caroline is FINRA licensed and is a graduate of Denison University, Marquette University's Graduate School of Management, and the Pacific Coast Banking School.



Derek Tyus

Vice president and
chief investment officer
West Bend Mutual
Insurance Company






Derek is vice president and chief investment officer of West Bend Mutual Insurance Company. He has been with West Bend since 2016.

Before joining West Bend, Derek was a director for Northwestern Mutual Wealth Management Company in Milwaukee, Wisconsin. He has been in the insurance industry for 22 years, holding investment positions in private debt and equity, real estate, wealth management, and strategy and administration.






Derek is a graduate of Marquette University and received his MBA from the Ross School of Business at the University of Michigan. Derek is currently a member of the CFA Institute and the CFA Society of Milwaukee. He serves on the board of various organizations, including the Greater Milwaukee Foundation, Zoological Society of Milwaukee, and Siebert Lutheran Foundation.








2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 01	Northwestern Mutual For more than 160 years, Northwestern Mutual has been empowering clients to make smart financial choices to live their dreams today, as well as tomorrow, through a unique approach to financial planning. Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to give clients access to everything they need to successfully navigate their financial lives.	Milwaukee	8	John Schlifske
 Inclusion	American Family Insurance group Distinguished Performer award winner American Family Insurance group inspires, protects, and restores dreams through our insurance products, exceptional service, and creative investments and partnerships to address societal challenges. The group sells American Family—brand products in 19 states and serves customers nationally through our subsidiary operating companies: CONNECT, The General, Homesite, and Main Street America.	Madison	8	Jack Salzwedel
 03	ABC Supply Co. Inc. ABC Supply Co. Inc. is the largest wholesale distributor of roofing in the United States and one of the nation's largest wholesale distributors of select exterior and interior building products. Since its founding by Ken and Diane Hendricks in 1982, ABC Supply's sole focus has been serving professional contractors.	Beloit	18	Keith Rozolis
 04	SC Johnson SC Johnson is a family company dedicated to innovative, high-quality products, excellence in the workplace, and a long-term commitment to the environment and the communities in which it operates. Based in the United States, the company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, pest control, and shoe care, as well as professional products.	Racine	18	Fisk Johnson
 05	U.S. Venture, Inc. U.S. Venture, Inc. is an innovative leader in the distribution of petroleum and renewable energy products, lubricants, tires, and parts and in using data-driven insights to manage energy and information in the global movement of goods. Company divisions include U.S. Oil, U.S. AutoForce®, U.S. Lubricants, U.S. Gain, Breakthrough, and IGEN.	Appleton	18	John Schmidt






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 06	Kohler Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile, and home interiors and is international host to award-winning hospitality and world-class golf destinations.	Kohler	15	David Kohler
 07	Kwik Trip Kwik Trip is a family-owned company that serves customers with more than 700 convenient, clean retail stores and also produces more than 80% of the products featured in the stores supplied by its own commissary, bakery, dairy, and distribution center located in La Crosse, Wisconsin.	La Crosse	11	Donald P. Zietlow
 08	Ashley Furniture Industries, Inc. Ashley Furniture Industries, Inc. (Ashley) feels that every person deserves more value for their money. Established in 1945, Ashley is one of the largest manufacturers of home furnishings in the world. From design through fulfillment, Ashley is committed to delivering the world's best home furnishing values, selection, and service and earning the loyalty and trust of its customers every day.	Arcadia	12	Todd Wanek
 09	Uline Uline, a family-owned business, is the leading distributor of shipping, industrial, and packaging materials to businesses throughout North America. For more than 40 years, Uline has stayed committed to providing the highest levels of service and quality products to its customers.	Pleasant Prairie	11	Dick Uihlein
 10	Schreiber Foods Schreiber Foods nourishes people around the world. Its more than 8,000 employees and presence on four continents enables it to be an essential ingredient and customer-brand leader partnering with the best retailers, restaurants, distributors, and food manufacturers in the world—all while enriching lives around the globe.	Green Bay	4	Ron Dunford






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 11	Schneider Schneider is a premier provider of transportation and logistics services, offering one of the broadest portfolios in the industry: regional and long-haul truckload, expedited, dedicated, bulk, intermodal, brokerage, warehousing, supply chain management, and port logistics. schneider has been safely delivering superior customer experiences and investing in innovation for 80+ years.	Green Bay	15	Mark Rourke
 12	CUNA Mutual Group CUNA Mutual Group is a financially strong insurance, investment, and financial services company that believes a brighter financial future should be accessible to everyone. Through its products and solutions, CUNA works to enable an equitable pathway to financial stability and success—and improve the lives of those it serves.	Madison	5	Robert N. Trunzo
 13	Quad Quad (NYSE: QUAD) is a worldwide marketing solutions partner dedicated to creating a better way for its clients through a data-driven, integrated marketing platform that helps reduce complexity, increase efficiency, and enhance marketing spend effectiveness. Quad provides its clients with unmatched scale for client on-site services and expanded subject expertise in marketing strategy, creative solutions, media deployment (which includes a strong foundation in print), and marketing management services.	Sussex	18	Joel Quadracci
 14 Community	Sentry Insurance Distinguished Performer award winner Sentry Insurance is one of the largest and financially strongest mutual companies in the United States. With a policyholder surplus of about \$6 billion, Sentry is rated A+ (superior) by A.M. Best. Sentry offers commercial property and casualty insurance, workers' compensation, commercial auto, trucking, annuities, life, and 401(k) programs.	Stevens Point	13	Pete McPartland
 15	Epic Epic develops health care software to help people get well and stay well. Health systems in all 50 states and 14 countries use its software, and more than 250 million patients worldwide have a record in Epic.	Verona	4	Judy Faulkner






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 16	Michels Corporation <p>Michels Corporation is a leading energy and infrastructure contractor in North America, headquartered in Brownsville, Wisconsin, and has more than 40 facilities across North America. Michels is committed to supporting America's prosperous future by constructing safe, reliable infrastructure solutions to serve the public's energy, water and wastewater, and transportation needs. Michels is ranked No. 27 on ENR's Top 400 Contractors list for 2020 and offers construction, engineering, and procuring services to keep pace with the growing demand in the energy, transportation, telecommunications, and utility construction industries.</p>	Brownsville	4	Patrick Michels
 17	Menasha Corporation <p>Headquartered in Neenah, Wisconsin, Menasha Corporation is a leading corrugated and plastic packaging manufacturer, contract services resource, and supply chain solutions provider. Menasha Corporation has two primary operating companies: Menasha Packaging Company and ORBIS Corporation. Together, the companies manufacture products and provide services that are used by major food, beverage, consumer products, health care, pharmaceutical, industrial, and automotive companies.</p>	Neenah	18	James M. Kotek
 18	Baird <p>Baird is an employee-owned, international wealth management, asset management, investment banking and capital markets, and private equity firm with offices in the United States, Europe, and Asia. Baird has about 4,600 associates serving the needs of individual, corporate, institutional, and municipal clients and more than \$305 billion in client assets as of December 31, 2019.</p>	Milwaukee	16	Steve Booth
 19	Green Bay Packaging <p>Green Bay Packaging Inc. (est. 1933) is a privately owned, vertically integrated company consisting of corrugated container plants, folding cartons, recycled and virgin linerboard mills, pressure-sensitive label roll stock, specialty converting operations, timberlands, and a sawmill. Headquartered in Green Bay, Wisconsin, GBP manufactures in 14 states, including 12 facilities in Wisconsin.</p>	Green Bay	18	Will Kress
 20	Acuity Insurance <p>Acuity Insurance, headquartered in Sheboygan, Wisconsin, insures more than 100,000 businesses, including 300,000 commercial vehicles, and nearly a half million homes and private passenger autos across 28 states. Rated A+ by A.M. Best and S&P, Acuity employs more than 1,400 people.</p>	Sheboygan	14	Ben Salzmann






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 21	<p>West Bend Mutual Insurance Company</p> <p>For more than 125 years, West Bend Mutual Insurance Company has been a top property and casualty insurance company in the country and a stabilizing force in its communities. Believing “The Worst Brings Out Our Best,” it delivers its core values of excellence, integrity, and responsibility in its service, its relationships, and community support.</p>	West Bend	15	Kevin Steiner
 22	<p>Sargento Foods Inc.</p> <p>Sargento Foods is a family-owned company with a passion for cheese. Founded in 1953 in Plymouth, Wisconsin, Sargento is a leading manufacturer, packager, and marketer of natural cheese. It is proud to be the company that successfully introduced America to prepackaged sliced and shredded natural cheeses and cheese blends. With net sales of more than \$1 billion, the company continues to thrive by putting innovation at its core and hiring good people and treating them like family. Today, more than 2,000 employees are part of its “Sargento Family.” In addition, it considers all individuals who contribute to the success of Sargento to be stakeholders, including employees, customers, vendors, and neighbors in its four Wisconsin communities of Plymouth, Kiel, Hilbert, and Elkhart Lake.</p>	Plymouth	18	Louie Gentine
 23	<p>Masters Gallery Foods</p> <p>Masters Gallery Foods is a family-owned cheese packaging company with two state-of-the-art production facilities located in Wisconsin. The company services private label, retail, and food service customers around the world and maintains one of the largest privately held cheese inventories in the United States.</p>	Plymouth	18	Jeff Gentine
 24	<p>Bergstrom Automotive</p> <p>Bergstrom Automotive, headquartered in Neenah, Wisconsin, is one of the top 50 automotive retailers in the United States. The company employs more than 1,600 team members and is focused on delivering outstanding guest service. The Bergstrom organization sells and services 35 brands in 32 facilities located throughout Wisconsin.</p>	Neenah	18	John F. Bergstrom
 25	<p>Miron Construction Co., Inc.</p> <p>Miron Construction Co., Inc., the largest building contractor in the state of Wisconsin, provides innovative preconstruction, construction management, design-build, industrial, and general construction services nationwide. The forward-thinking, fast-growing, more-than-100-year-old private company is headquartered in Neenah, Wisconsin, with regional offices throughout Wisconsin and in Cedar Rapids, Iowa.</p>	Neenah	12	David G. Voss, Jr.






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 26	Charter Manufacturing Charter Manufacturing is a family-owned metals manufacturing and metals-based engineered solutions business founded in 1936. Headquartered in Mequon, Wisconsin, the company employs more than 1,000 employees in Wisconsin at its corporate office and across three businesses: Charter Automotive, Charter Steel, and Charter Wire. The will to grow drives Charter's success, with dedicated employees committed to continuous improvement and an entrepreneurial spirit that thrives within the Charter family.	Mequon	18	John W. Mellows
 27	The DeLong Co., Inc. The DeLong Co., Inc. is a sixth-generation, family-owned agricultural business, headquartered in Clinton, Wisconsin. The company operates 35 US locations and comprises six divisions: agronomy, seed, grain, exports, transportation, and wholesale feed. The DeLong Co. is the largest US container exporter of agricultural products. In 2019, it was listed as the fourth largest US container exporter, according to the <i>Journal of Commerce</i> .	Clinton	18	David DeLong
 28	Johnsonville Wisconsin-based Johnsonville LLC has grown from a small-town butcher shop to become the No. 1 national sausage brand. Johnsonville products are enjoyed in 45 countries around the globe. Founded in 1945 by the late Ralph F. and Alice Stayer, Johnsonville remains privately owned and operated today.	Sheboygan Falls	10	Nick Meriggoli
 29	Church Mutual Insurance Company Church Mutual Insurance Company serves religious institutions of all denominations, public and private K-12 schools, colleges and universities, senior living facilities, camps and conference centers, and nonprofit and human services organizations throughout the United States. Church Mutual markets most lines of commercial property and liability insurance.	Merrill	6	Richard V. Poirier
 30	Charter NEX Films and Next Generation Films Charter NEX Films and Next Generation Films are two of the leading global manufacturers of high-quality, engineered blown and cast films solutions serving the food, flexible packaging, medical, and consumer products markets. These two companies merged in May 2019 and will launch officially as one company in November 2020.	Milton	Brand-new!	Kathy Bolhous






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 31	The Boldt Company The Boldt Company provides facilities solution services to customers in a variety of power, health care, industrial, and institutional markets. Boldt has a national reputation for being a leader in Integrated Lean Project Delivery® and one of the safest companies in America. Headquartered in Wisconsin, Boldt has 14 offices throughout the nation.	Appleton	18	Tom Boldt
 32	Faith Technologies Faith Technologies is an energy expert and national leader in electrical planning, engineering, design, and installation. Faith leads industry change through investments in technology; strategic project consulting; and process engineering focused on productivity, value, and safety, driving growth and development through continual investment in employees' skills, leadership, and career development.	Menasha	2	Mike Jansen
 33	Boucher Automotive Group The Boucher Automotive Group owns and operates 20 automotive dealerships via 30 new car franchise operations throughout Wisconsin. Each location provides new and used vehicle sales, automotive service, parts, and financing. In addition, the group also maintains five automotive collision centers, as well as a central accounting center and in-house advertising agency.	Greenfield	18	Frank Boucher
 34	SECURA Insurance SECURA Insurance operates through independent insurance agents to provide a broad range of commercial, personal, farm, nonprofit, and special events products in 12 states. Founded in 1900, SECURA is rated A (Excellent) by A.M. Best. The carrier is a Ward's Top 50 company and a certified Great Place to Work®.	Neenah	8	Dave Gross
 35	Hydrite Chemical Co. Hydrite Chemical Co., established in 1929, is one of the nation's largest independent providers of chemicals and services, including manufacturing. The company takes time to listen to customers so it can understand their processes completely, then works with the customer at every step, utilizing its experience to provide the proper solutions. Customers have lowered their overall costs by choosing Hydrite as their chemical supplier. While some companies are centralized, Hydrite operates facilities close to customers, giving them the convenience, responsiveness, and attention they deserve. Only Hydrite offers these advantages and one of the largest product lines in the industry. Hydrite Chemical Co.'s mission is to empower employees to be accountable and responsible for their efforts and attitudes to guarantee 100% customer satisfaction.	Brookfield	15	Paul Honkamp






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 36	AriensCo Based in Brillion, Wisconsin, AriensCo is a privately owned manufacturer of outdoor power equipment for both consumer and commercial markets. Established in 1933, the company manufactures equipment under the Ariens®, Gravely, Countax®, and Westwood® brand names.	Brillion	9	Dan Ariens
 37	JX Enterprises, Inc. JX Enterprises has 24 heavy- and medium-duty truck dealerships in the Midwest. JX is committed to providing customers a complete trucking experience, offering full-maintenance leasing, flexible financing and fleet management to world-class parts and service, and new and preowned truck sales.	Hartland	15	Eric Jorgensen
 38	Great Northern Great Northern is a leading developer and manufacturer of packaging, shipping, merchandising (retail displays), and distribution creative solutions for industrial, commercial, and retail customers. With more than 1,300 employees, Great Northern services customers in the United States, Canada, Mexico, Europe, and parts of South America. Great Northern is one of the country's largest independent producers of corrugated packaging.	Appleton	Brand-new!	John Davis
 39	Mayville Engineering Company, Inc. (MEC) MEC, headquartered in Mayville, is the nation's largest metal fabricator and is a publicly traded, employee-owned company. With a total of 20 manufacturing facilities in seven states and more than 2,000 employee shareholders, MEC is well-positioned for further significant growth and is proud to call Wisconsin "home".	Mayville	17	Robert D. Kamphuis
 40	Fox World Travel Fox World Travel is a leading global travel management company headquartered in the United States with nearly 60 years of success serving corporate, meeting, and leisure travelers. Its focus on the traveler experience has led to sustained growth, industry recognition, and long-term partnerships with national and multinational organizations around the globe.	Oshkosh	4	Chip Juedes






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 41	<p>Lakeside Foods</p> <p>Lakeside Foods is a premier supplier of high-quality frozen and canned vegetables and food products to the retail, food service, and industrial sectors. Since beginning in 1887, Lakeside has expanded to 13 processing facilities and distributes its products in 14 countries. The company is family-owned and based in Manitowoc.</p>	Manitowoc	15	Glen Tellock
 42	<p>Promega Corporation</p> <p>Promega is a global biotechnology company that develops and manufactures the reagents and instrumentation life scientists use to gain insight from the basic building blocks of life: DNA, RNA, and proteins. These tools are used in a myriad of applications worldwide, including COVID-19 testing and research.</p>	Madison	3	Bill Linton
 43	<p>Husco International</p> <p>Husco is a privately owned company specializing in high-performance hydraulic and electromechanical components. It has more than 30 years of experience designing and manufacturing components for automotive and off-highway applications and prides itself on our collaborative relationships with its customers.</p>	Waukesha	11	Austin Ramirez
 44	<p>Roehl Transport, Inc.</p> <p>Roehl Transport, Inc. and its affiliates provide transportation services for commodities and consumer goods using temperature-controlled, van, flatbed, curtainside, and specialized trailers. Roehl picks up and delivers in the 48 contiguous states and Canada.</p>	Marshfield	8	Richard Roehl
 45	<p>Ewald Automotic Group, LLC</p> <p>Ewald Automotive Group was founded in 1964 by Chairman Emil Ewald and is now owned and operated by his sons Craig, Brian, and Thomas Ewald, along with the third generation of owners, Eric, Jay, and Brett Ewald. With its 450 associates, Ewald Automotive Group is a leader in providing transportation solutions through the sale of new and used vehicles, service, parts, and body shop repairs.</p>	Delafield	18	Craig Ewald






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 46	IEWC IEWC advances the way the world connects, stays powered, and drives forward through comprehensive supply chain and logistics solutions for wire, cable, and wire management products. For nearly 60 years, IEWC has been an entrusted partner for thousands of companies in an array of industry verticals, including medical, automotive, industrial automation, telecommunication, and renewable energies. An employee-owned company, IEWC has locations in 11 countries, serving customers in nearly 100 countries.	New Berlin	13	Mike Veum
 47	JP Cullen JP Cullen is a fifth-generation, family-owned, full-service construction management firm that specializes in budgeting, planning, and constructing the tough jobs. Since 1892, JP Cullen has been known as the builder that takes on the projects others can't: the very large, the very complex, or those requiring deep industry-specific expertise. In other words, projects where there's no room for error.	Janesville	14	David Cullen
 48	J. F. Ahern Co. Ahern is a mechanical and fire protection contractor specializing in HVAC, plumbing, building controls, sprinkler, extinguisher and alarm, and fabrication for construction and service projects. Founded in 1880, the company has more than 1,400 employees servicing commercial and industrial customers across the United States. Ahern partners on new construction or retrofit projects, services existing facilities, and provides prefabricated modular systems on projects of all sizes.	Fond du Lac	18	Tripp Ahern
 49	Palermo Villa, Inc. dba Palermo's Pizza Palermo Villa, Inc. has been making high-quality pizza in Milwaukee for 55 years. Products include Palermo's Primo Thin, Palermo's Neighborhood Pizzeria, Screamin' Sicilian, Urban Pie Pizza Co., and Connie's Pizza—all manufactured under the Palermo family of brands. Palermo's is also the nation's leading producer of private label retail brands.	Milwaukee	12	Giacomo Fallucca
 50	Werner Electric Werner Electric Supply provides automation, electrical, and data communication products, services, and training to a wide range of industrial, commercial, and construction customers. Werner Electric Supply employs more than 400 people in 11 locations throughout the state of Wisconsin and the Upper Michigan region. Werner Electric is dedicated to providing improvement in the distribution of high-quality products and services and to the success of its employees, customers, vendors, and the communities it serves.	Appleton	18	Craig Wiedemeier






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 51	Zilber Ltd. Zilber Ltd. is a diversified real estate company that develops, owns, and markets housing, commercial property, and multifamily products under its Homes by Towne, Towne Island Homes, Zilber Property Group, and Zilber Residential Group brands. The company has operations in Arizona, California, Florida, Hawaii, Illinois, Indiana, Texas, and Wisconsin.	Milwaukee	17	James Borris
 52	CG Schmidt Building Milwaukee's skyline for 100 years, our reputation is based on a lifetime of hard work, kept promises, and acting with integrity. Driven by our values, we're proud to be Wisconsin's trusted building partner.	Milwaukee	10	Rick Schmidt
 53	First Supply First Supply has a rich history of service to the building community. Originally incorporated in 1897 as a family-owned supplier of pumps and windmills, this growing company has evolved into the single-source supplier that most Midwestern contractors rely on for plumbing, HVAC, municipal, waterworks, well and septic, builder, PVF, and industrial supplies. Recognized nationally as a leader in the industry, First Supply is focused on maintaining the best support staff and most reliable products available to contractors today.	Madison	18	Joe Poehling
 54	Johnson Financial Group Johnson Financial Group, with offices in Wisconsin, Arizona, and Minnesota, is a privately owned financial services company offering banking, wealth, and insurance solutions through its subsidiaries, Johnson Bank, Johnson Wealth, and Johnson Insurance Services. For 50 years, it has put its clients first by serving as a trusted adviser, with engaged family ownership, strong values, and committed associates firmly rooted in our community, ensuring it is a better place by volunteering and providing support where needed.	Racine	15	Jim Popp
 55	Gustave A. Larson Company The Gustave A. Larson Company is the Midwest, plains, and mountain states' leading wholesale distributor of heating, ventilation, air conditioning, and refrigeration (HVACR) equipment, parts, and supplies from more than 450 different manufacturers. In addition to a full line of equipment, controls, supplies, and replacement parts, each location offers customer educational opportunities, including technical and business training. Family-owned and operated since 1936, the Gustave A. Larson Company's corporate offices are located in Pewaukee, Wisconsin.	Pewaukee	17	Andrew Larson






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 56	Bauer Built, Inc. <p>Over the past 76 years, Bauer Built, Inc. has grown from a small oil delivery company to a Midwestern powerhouse of new and retread tires for commercial, fleet, and agriculture and industrial tires. It provides retail tire and mechanical services, including alignment, brake, and wheel-end work; commercial mechanical repairs; and general repairs for both cars and trucks. This success can be attributed to the vision of the company founder, G. F. “Sam” Bauer, and the family members who later led the business to even greater success.</p>	Durand	17	Jerry Bauer
 57	J. J. Keller & Associates, Inc. <p>J. J. Keller & Associates, Inc. is the nation’s leading provider of regulatory, safety, and compliance solutions. More than 90% of Fortune 1000® companies rely on our expert insights to create safe work environments and simplify compliance. We are committed to helping protect lives and safeguard businesses every day.</p>	Neenah	10	Rustin Keller
 58	MGS Mfg. Group, Inc. <p>MGS is a world-class provider of engineered solutions for the plastics industry. It is a single-source supplier for tooling, , and automation systems and prides itself in combining excellence in integration across all three platforms. It is a global company that serves the health care, automotive, consumer, and electronics industries.</p>	Germantown	5	Paul Manley
 59	The Douglas Stewart Company <p>The Douglas Stewart Company was established in 1950 and has grown to be a leading distributor and business service provider. The organization specializes in servicing more than 4,500 education-focused, value-added resellers and collegiate retailers throughout the United States and Canada. Representing more than 350 manufacturers, it offers a breadth of products, including hardware, software, peripherals, consumer electronics, dorm supplies, makerspace products, and mobile learning solutions.</p>	Madison	4	Charles T Hulan III
 60	Jewelers Mutual Group <p>Jewelers Mutual Group offers products and services nationwide and throughout Canada that enable jewelry businesses to run safe, secure, and successful operations. A quickly growing part of Jewelers Mutual's product portfolio includes consumers who put their trust in Jewelers Mutual to protect their personal jewelry.</p>	Neenah	2	Scott Murphy






2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 61	River States Truck and Trailer, Inc. <p>Since 1972, River States Truck and Trailer has been committed to serving customers with high-quality products, services, and solutions for their heavy truck needs. With three full-service dealerships and three satellite locations, River States continues to grow while maintaining the foundation of excellence and principals on which the company was founded and supporting the communities it serves.</p>	La Crosse	6	Joseph T. Laux
 62	Astronautics Corporation of America <p>Astronautics is a global leader in the design, development, and manufacture of secure avionics equipment and systems for the commercial and military aerospace industry. Key products include electronic primary flight and engine displays, connected aircraft and cyber solutions, electronic flight bags, and certified servers for airborne applications.</p>	Oak Creek	15	Dr. Ronald Zelazo
 63	QPS Employment Group <p>QPS Employment Group is a full-service employment firm. QPS specializes in industrial, skilled trades, office and clerical, and professional staffing, with temporary, temp-to-hire, and direct hire capabilities.</p>	Brookfield	14	Scott A. Mayer
 64	Standard Process Inc. <p>Standard Process is a family-owned company dedicated to making high-quality and nutrient-dense therapeutic supplements for three generations. It applies a holistic approach to how it farms, manufactures, and protects the quality of its products. This comprehensive strategy ensures that its clinical solutions deliver complex nutrients as nature intended.</p>	Palmyra	13	Charles C DuBois
 65	Everbrite, LLC <p>Since 1927, Everbrite has produced innovative visual identification solutions to leading companies worldwide. It is an award-winning, certified Women's Business Enterprise and one of the largest full-service commercial sign businesses in the United States. It offers unmatched capabilities that exceed customers expectations through dedicated quality, value, and customer satisfaction.</p>	Greenfield	15	Brian Kuhnau

2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 66	Derse Headquartered in Milwaukee, Wisconsin, Derse is a complete face-to-face marketing agency and exhibit builder with six full-service divisions. For 72 years, Derse has created award-winning exhibits, events, and marketing environments for clients in more than 50 countries.	Milwaukee	16	Brett Haney
 67	Edward H. Wolf & Sons, Inc. Since 1941, Edward H. Wolf & Sons, Inc., a fourth-generation family company, is a supplier of fuel, lubricants, and diesel exhaust fluid (DEF) to the transportation, retail, construction, agricultural, and manufacturing industries. Edward H. Wolf & Sons has a long-standing foundation built on trust and integrity, which supports its employees, customers, and communities.	Slinger	10	Craig Wolf
 68	Gordon Flesch Company The Gordon Flesch Company is one of the largest independent providers of office technology solutions in the nation. Family-owned since 1956, the Gordon Flesch Company employs more than 700 people throughout 23 offices in the Midwest, with its corporate office in Madison, Wisconsin. It delivers unique business process expertise to solve challenging problems and achieve organizational goals. This includes integrating industry-leading software and hardware to build custom solutions that are supported by technical expertise, customer service, and flexible, in-house financial services. In 2019 and 2020, the company has been growing aggressively through acquisition, including the new Elevity Managed IT division and several smaller office technology companies.	Madison	16	Thomas Flesch
 69	Inpro Founded in 1979 and based in Muskego, Inpro® is a global provider of high-performance, design-forward architectural products for building professionals. It makes products with an obsessive commitment to protecting buildings and people, including door and wall protection, washrooms, expansion joint systems, privacy, elevator protection, architectural signage, and commercial window treatments.	Muskego	4	Philip J. Ziegler
 70	Hunzinger Construction Company Hunzinger is a fourth-generation, family- and employee-owned company continually serving the construction industry since 1907. One of Wisconsin's premier construction management and general contracting firms, it is a leader in the field of sustainable building, responsible for more than 50 LEED Building Certifications in Wisconsin. Its company motto is "Do the right thing."	Brookfield	11	John C. Hunzinger

2020 Wisconsin 75

Rank	Company name	Location	No. of years	CEO name
 71	Kolbe & Kolbe Millwork Co, Inc. Since 1946, Kolbe & Kolbe has grown into a nationally recognized leader in the premium window and door industry, selling its broad range of product offerings through hundreds of distributors and dealers across the United States, Canada, and beyond.	Wausau	18	Judith Gorski
 72	Holz Motors, Inc. Holz Motors, Inc. is a family-owned automotive dealership (Chevrolet) since 1914. Originally founded at the farming crossroads of Hales Corners, today Holz Motors, Inc. and Hales Corners are part of the thriving footprint of greater metropolitan Milwaukee. Holz Motors operations were expanded to Watertown, Wisconsin, in 1985, adding another location for Chevrolet, as well as Buick, GMC Truck, and Cadillac. The Hales Corners location is proud to hold distinction as Wisconsin's largest retail seller of new Chevrolets for the past 34 consecutive years.	Hales Corners	18	Doug Nalbert
 73 Innovation	Stella & Chewy's Distinguished Performer award winner Stella & Chewy's are a best-in-class premium nutritional pet food brand. Founded in 2003 and headquartered in Oak Creek, Wisconsin, it strives to provide the highest-quality natural pet food, with an emphasis on nutrition, palatability, safety, and convenience. The company's dog and cat products include frozen patties and morsels, freeze-dried dinners and meal mixers, baked kibble, stews and broths, and treats. Stella & Chewy's proudly created Journey Home Fund, a charity that promotes adult and senior pet adoptions. We have donated more than 1.5 million meals to help feed animals in shelters.	Oak Creek	2	Marc Hill
 74	TASC TASC is the nation's largest privately held, third-party administrator for employee benefits programs. A philanthropy-driven, family-owned business, TASC delivers innovative quality solutions that protect the rights of more than 65,000 sole proprietors, family farmers, and business owners of all sizes all over the country.	Madison	5	Dan Rashkie
 75	Badger Truck & Auto Group Inc. Badger Truck & Auto Group, established in 1965, is a second-generation, family-owned commercial truck dealership with locations throughout southeastern Wisconsin. The company started its business with the Ford franchise and now includes Isuzu, Chevrolet, Buick, Chrysler, Dodge, Jeep, and Ram franchises. Badger Truck & Auto Group has expanded its line of businesses to provide complimentary services to its customers, like snow and ice removal products and truck body upfits.	Milwaukee	16	Paul Schlagenhauf

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 5%) 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 more than 50% 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; do not submit separate forms for each subsidiary. 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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