

Advancing our economy, enriching our community





Introducing the **Wisconsin 75**

On behalf of Deloitte, I'd like to extend my congratulations to the 2024 Wisconsin 75. This group of private companies is setting the standard for what's possible when organizations are committed to making an impact that matters.

I'd also like to congratulate our 2024 Distinguished Performers, the Wisconsin private businesses making strides in five crucial areas—sustainability, diversity, succession, community, and innovation.

This year's program theme—"Advancing our economy, enriching our community"—reflects the role the Wisconsin 75 companies and their leaders play in our region's growth. In the following pages, you'll find information about the 75 winning companies, as well as the award judges and our event's keynote speaker, Reince Priebus. Plus, you'll discover highlights from our most recent executive leadership survey.

Every year, the Wisconsin 75 serve as examples of what can be accomplished in our great state of Wisconsin. May their success today inspire other Wisconsin organizations in advancing our local economy and enriching the communities in which we live.

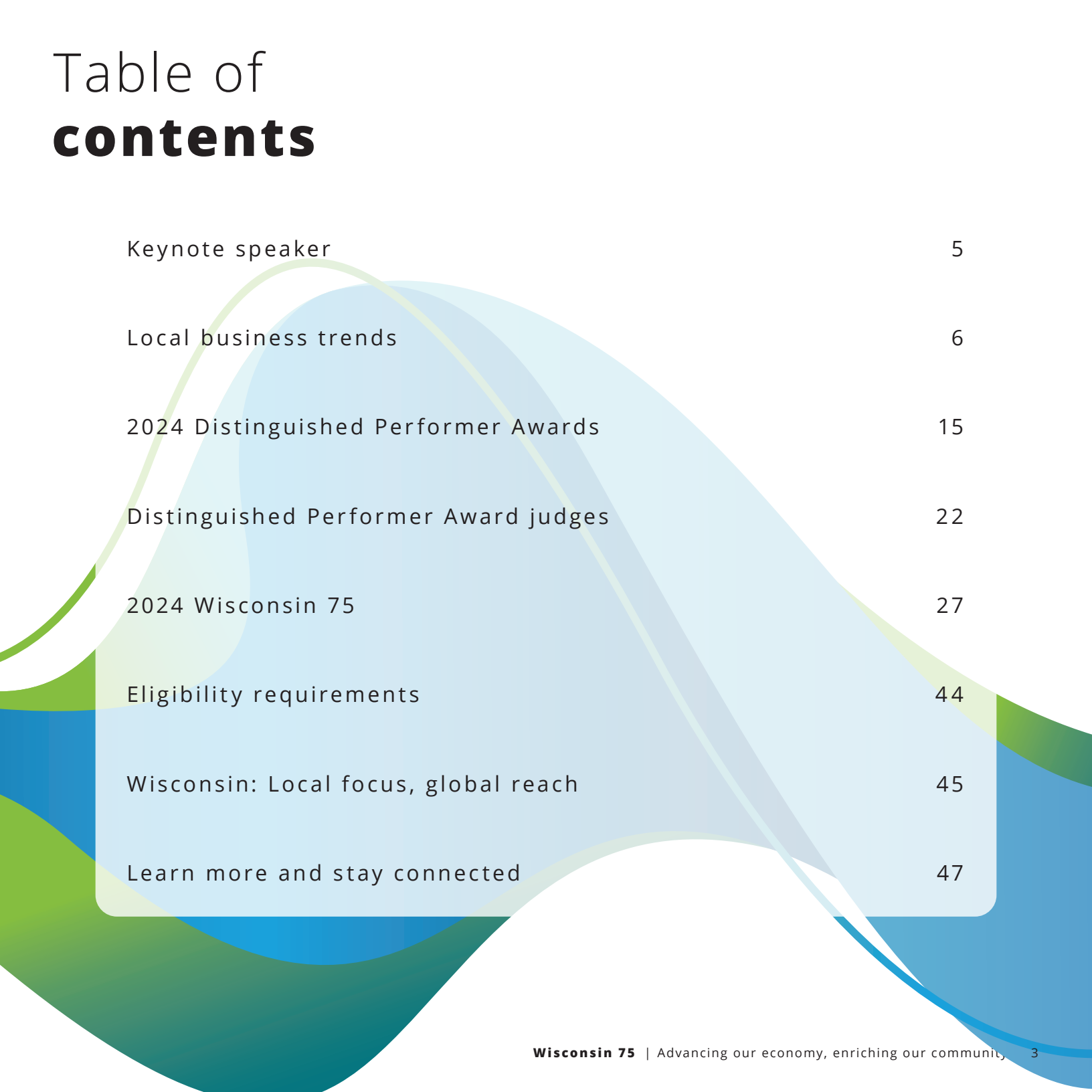
Sincerely,

P.J. DiStefano

Wisconsin Managing Partner
Deloitte LLP



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Keynote speaker



Reince Priebus

White House
Chief of Staff (2017)

Chairman of Republican
National Committee
(2011–2017)

Political Analyst,
ABC News

Reince Priebus was named White House Chief of Staff shortly after the 2016 campaign.

Prior to managing the White House staff, Priebus served as the longest-serving chairman of the Republican National Committee in modern history. He oversaw a dramatic turnaround of the RNC, securing its finances, repairing its operations, and rebuilding its ground game. By welcoming new voters and harnessing the power of new technologies, Priebus built an infrastructure needed for GOP victories. He left the RNC the winningest chairmen of either political party in American history. He was named by *Time Magazine* as one of the 100 most influential people in the world in 2016 and 2017.

Before serving as RNC chairman, Priebus was the most successful chairman of the Republican Party of Wisconsin. Priebus created the framework for one of the most historic election cycles Wisconsin has ever experienced. During his tenure, the state's Republicans elected Ron Johnson to the Senate, elected Scott Walker as Governor, gained two additional US House seats, and took back both the state Assembly and Senate, defeating the democratic leaders of both those chambers.

Priebus is a regular political commentator for major news channels and is an officer in the US Navy Reserves. Prior to his role at CBS News, he served as a visiting Fellow at the Institute of Politics at Harvard Kennedy School. Priebus and his wife, Sally, have two young children, Jack and Grace. He was raised in Kenosha, Wisconsin, and is a die-hard Packers fan.

Local business trends: **2024 Wisconsin 75**

For the 22nd year, Deloitte is recognizing 75 of Wisconsin's largest private companies for their contributions to the local economy and community.

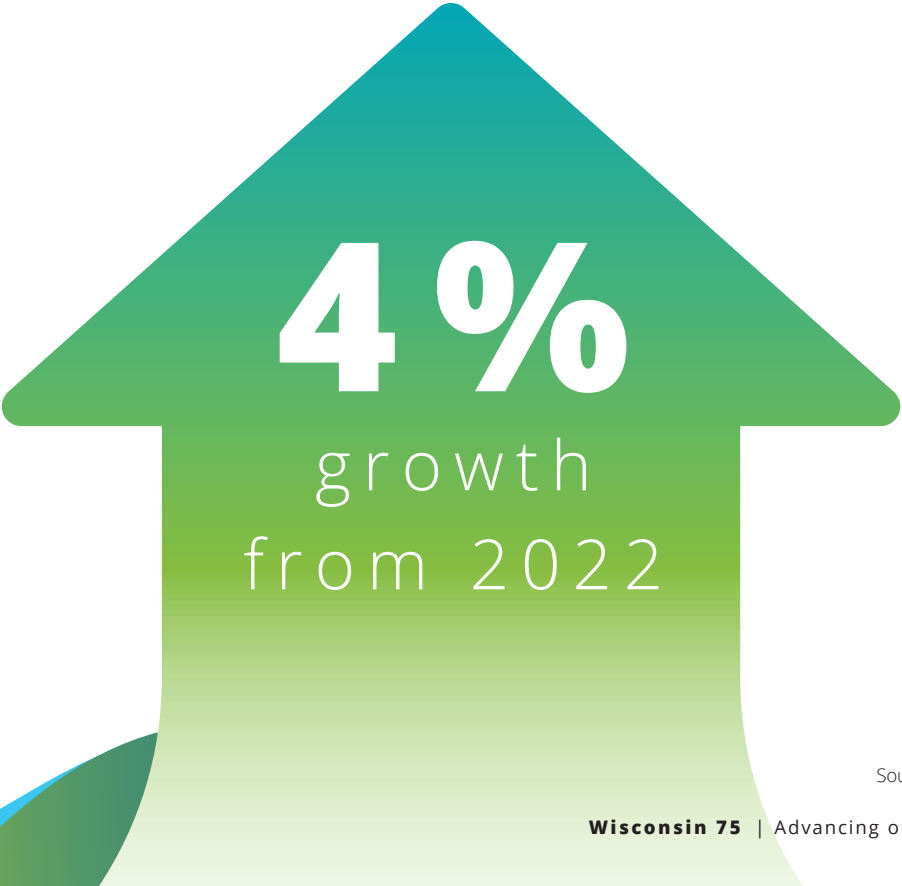
The WI75 employs more than

321,000
people



\$231B

2023 revenue



4%

growth
from 2022

Source: Wisconsin 75 Survey, inclusive of 83 respondents

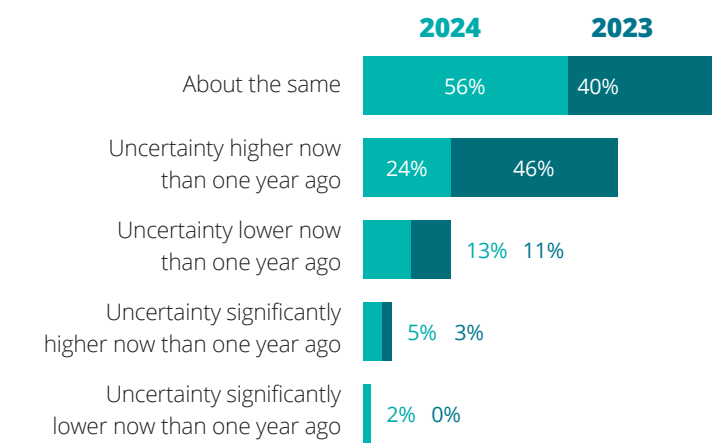
Growth in an ever-changing business environment

The Wisconsin 75 remain confident in their ability to realize continued success driven by a focus on growing existing markets and improving productivity. Taxes and interest rates are among the areas businesses feel they need support and change from the government.

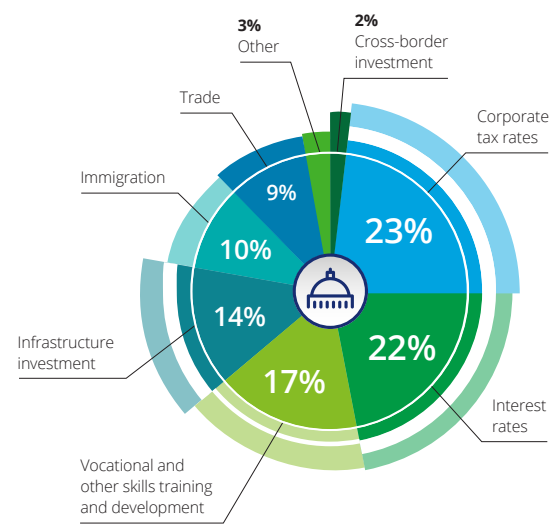
To what extent do you expect the following key metrics of your business will change over the next 12 months?



Compared to 12 months ago, which of the following best describes your level of uncertainty in the factors that drive future business prospects?



What are some issues you believe the government could focus on to most help private companies grow in the next 12 months?



Source: Wisconsin 75 Survey, inclusive of 83 respondents

What is your level of confidence
in the success of your company in the next 12 months?

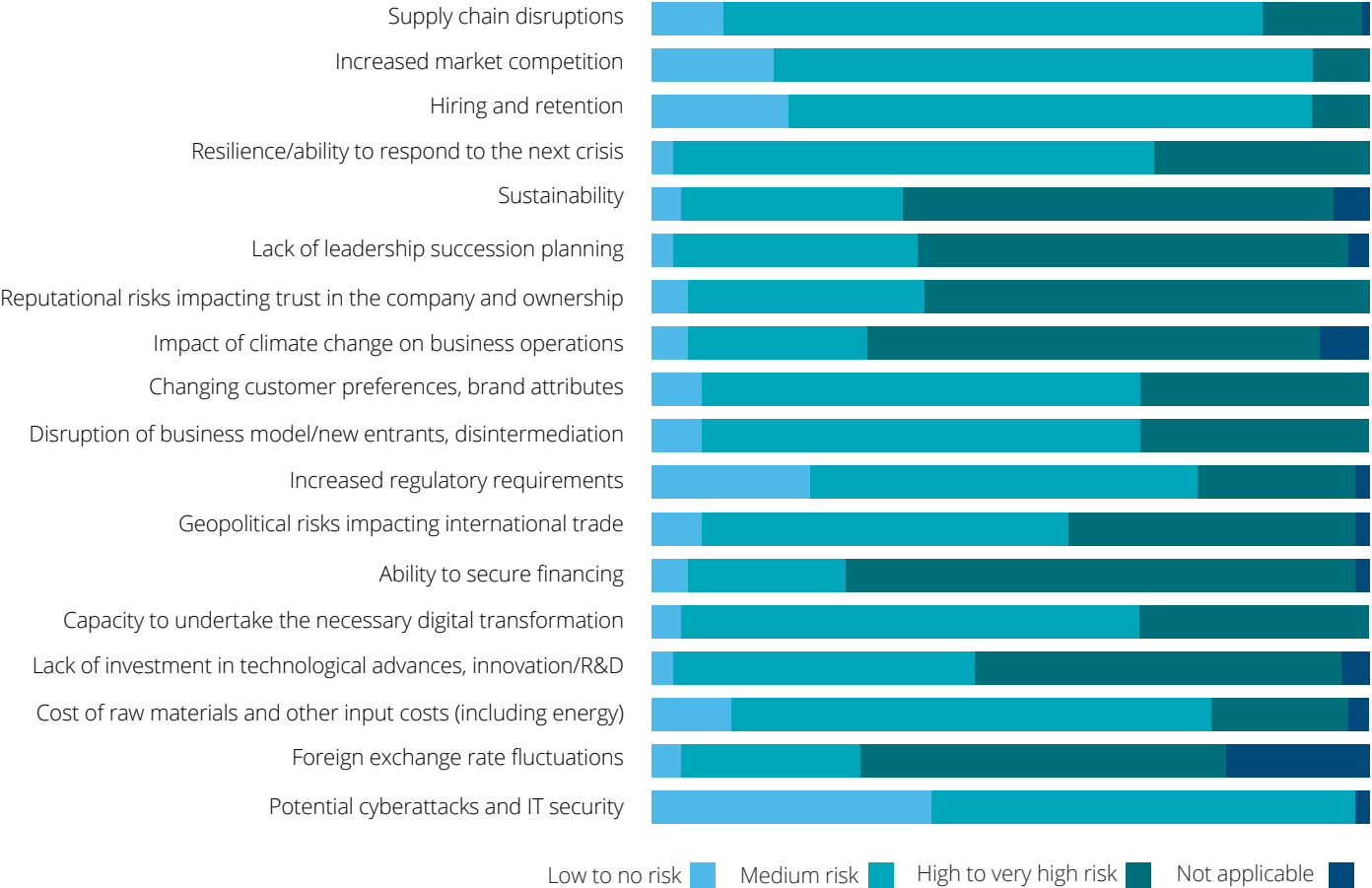
89%

HIGH
CONFIDENCE

With your economic outlook in mind, what are your company's main growth strategies over the next 12 months?



What level of risk do you believe these circumstances may present to your company's growth in the next 12 months?"

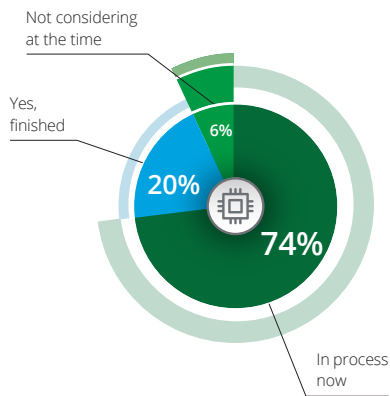


Source: Wisconsin 75 Survey, inclusive of 83 respondents

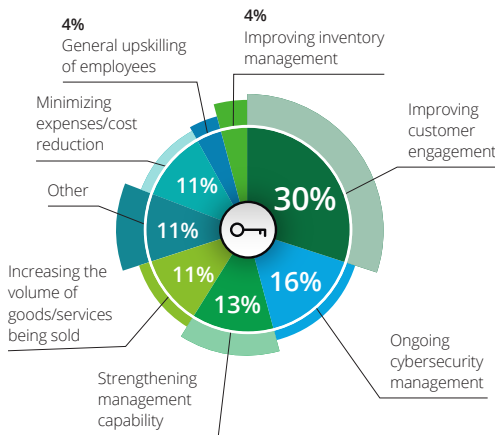
Embracing the future of technology

Investing in technology, particularly in artificial intelligence (AI), is becoming increasingly common for the companies recognized in the Wisconsin 75. Since 2023, there has been a noticeable shift, with nearly 10% more of these companies dedicating resources to AI initiatives. This trend underscores the strategic importance of technology in maintaining competitive advantage, enhancing operational efficiencies, in cybersecurity management, and driving future growth.

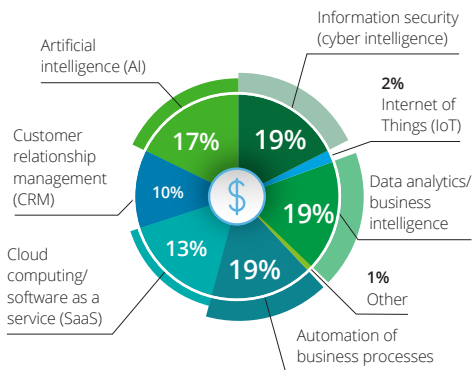
Have you undertaken or are you in the process of undertaking digital transformation?



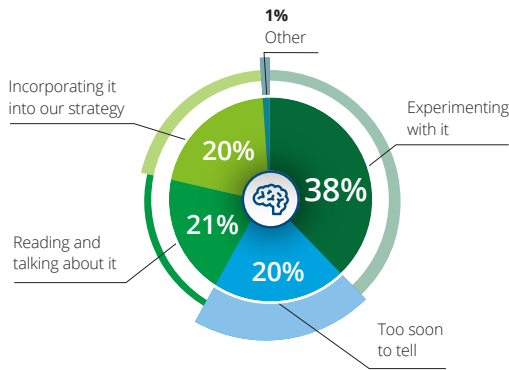
What was the key driver behind your company's digital transformation?



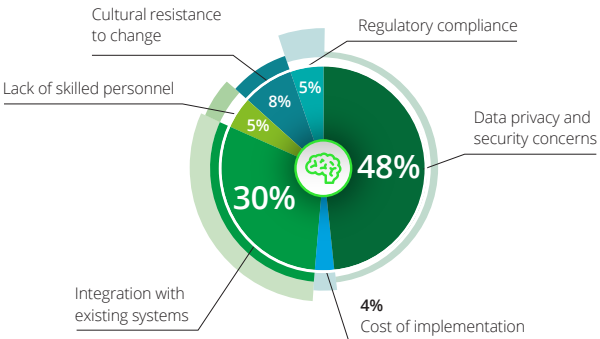
What investments in technology, if any, is your company most likely to make in the next 12 months?



Where is your organization on its GenAI journey?



What are the main challenges you anticipate encountering during the implementation of AI initiatives in your organization?



Source: Wisconsin 75 Survey, inclusive of 83 respondents

How the Wisconsin 75 is using AI



Source: Wisconsin 75 Survey, inclusive of 83 respondents

Talent insights

Wisconsin 75 companies have experienced a significant decline in turnover over the past year, yet some companies are still experiencing turnover of 16-25% or even greater. When asked which areas of business they are struggling to find talent, the Wisconsin 75 responded overwhelmingly with skilled and trade positions, truck drivers, and sales consultants.

To assist with developing the talent pipeline, **60%** of respondents would like local government to:

- 

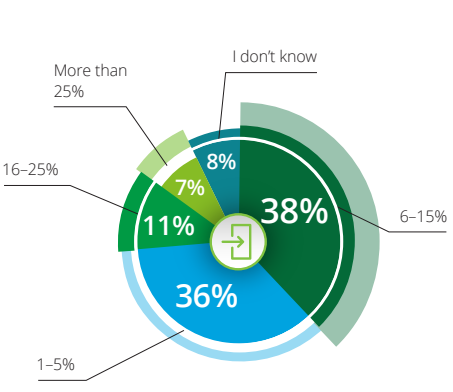
Align education programs with local industry needs
- 

Build a talent pipeline for businesses/match skills with demands
- 

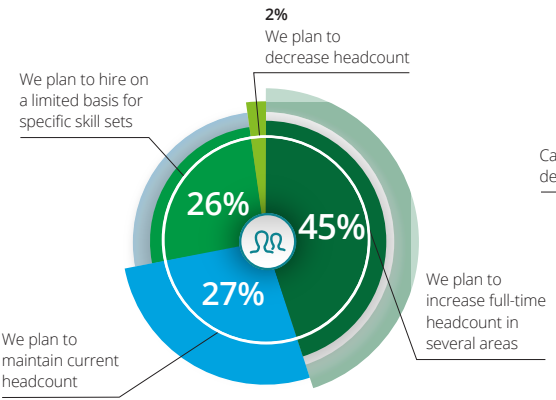
Work on workforce development and job creation for under-skilled individuals
- 

Expand STEM (Science, Technology, Engineering, Math) programs in public schools

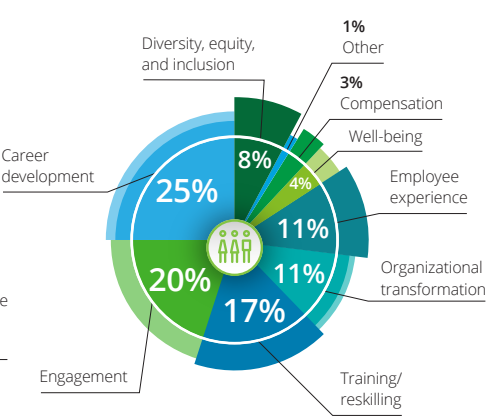
Over the past 12 months, what percentage of your workforce has voluntarily left your company?



Which of the following statements best describes your company's current hiring plans over the next 12 months?



What will be your company's top three workforce priorities over the next 12 months?

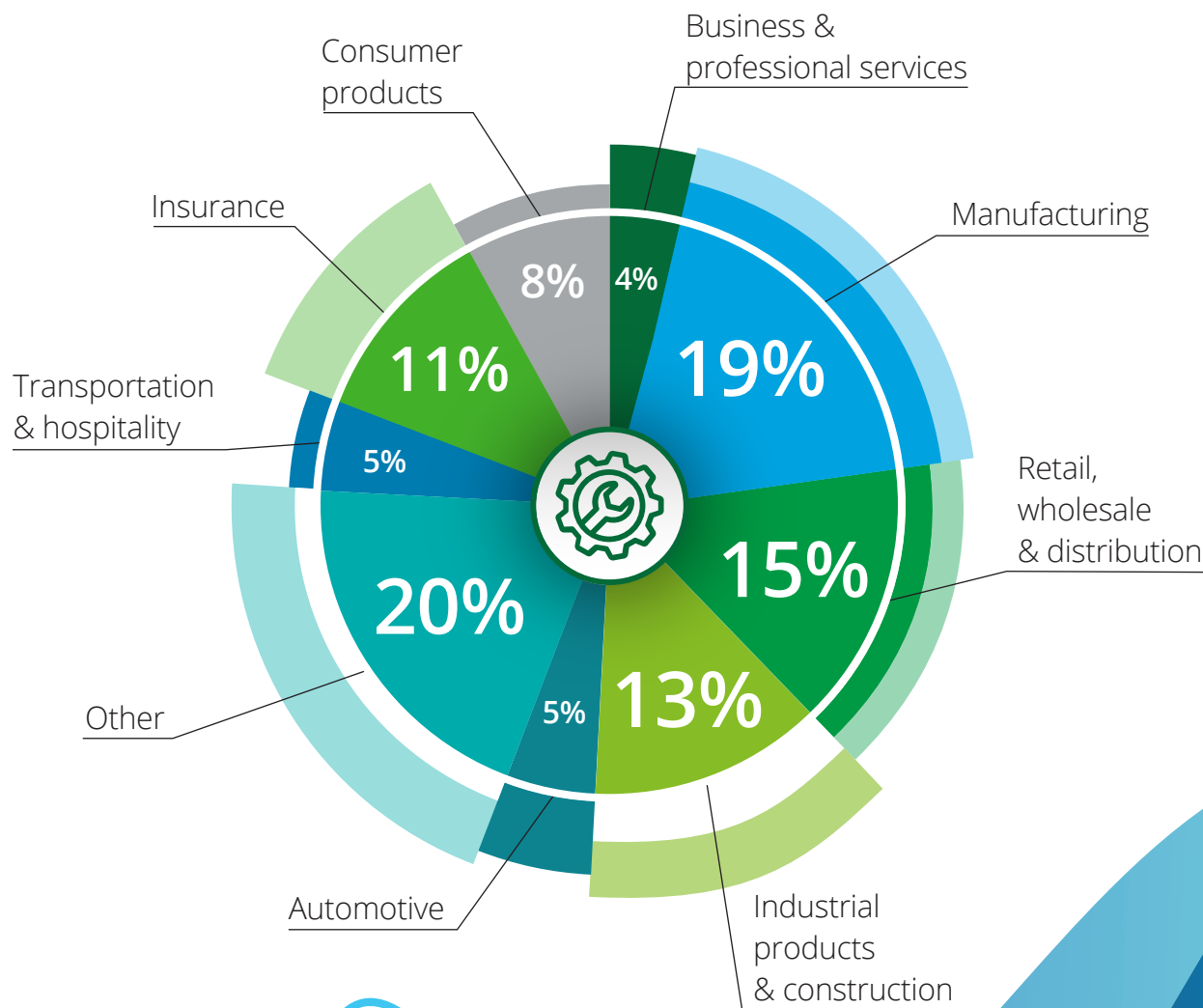


Source: Wisconsin 75 Survey, inclusive of 83 respondents



Industries

What is your company's primary industry?



Source: Wisconsin 75 Survey, inclusive of 83 respondents

2024 Distinguished Performer Awards

Over the past 22 years...

98
28

**companies have received
Distinguished Performer Awards
by an external panel**

**companies have received multiple
Distinguished Performer Awards:**

ABC Supply Co.
American Family Insurance
Ashley Furniture Industries, LLC
Baird
CG Schmidt
Creative Group, Inc.
Green Bay Packaging
Hunzinger Construction Company
Johnson Financial Group
JP Cullen
Kwik Trip
Masters Gallery Foods, Inc.
Menasha Corporation
Miron Construction Co., Inc.

Northwestern Mutual
Promega
QPS Employment Group
Quad
Rockline Industries, Inc.
Sargento Foods Inc.
Schneider
Sentry Insurance
Serigraph, Inc.
Standard Process Inc.
The Boelter Companies, Inc.
The Boldt Company
TruStage
West Bend Mutual Insurance Company

Community



The Community award recognizes a company's efforts or business choices that focus on giving back to the community—especially during the pandemic and these uncertain times.

Diversity, equity & inclusion



The DEI award recognizes an individual or company that optimizes the opportunities found in the intersections among cultures, values, and perspectives—and that has positively impacted the company and/or employees.

Innovation



The Innovation award recognizes an individual or company whose new product and/or service, business processes, or technology has positively impacted how an organization is able to work, do business, or serve customers.

Succession



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

Sustainability



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



2024 Distinguished Performer: **Community**

Menasha Corporation

Menasha Corporation's commitment to giving back to the community began 175 years ago with its founder Elisha D. Smith, a generous industrialist in the Fox Valley. Still owned by the descendants of Smith, Menasha Corporation proudly upholds his legacy of philanthropy. Supporting communities is a core company value, and with 2024 marking its anniversary year, Menasha Corporation is celebrating by giving back.

Earlier this year, Menasha Corporation announced it would be giving \$6 million in grants in 2024, with \$4 million in honor of its 175th anniversary. This includes \$3.7 million in grants to four nonprofit organizations in its founding community in the Fox Valley, and \$350,000 in additional funds for its locations to donate within their communities. Employees launched a **175 Acts of Kindness** challenge in 2024 for fellow employees and shareholders, encouraging community kindness throughout the year and publicizing these acts to highlight the good that can be done.

While Menasha Corporation's community giving is exemplified in 2024, its typical involvement includes, but is not limited to:

Menasha Corporation Foundation:

Approximately \$2 million is donated annually to nonprofits across the United States. In 2023, more than 250 Wisconsin organizations received over \$1.3 million in grants.

College scholarships: Started more than 50 years ago and awarded to dependents of employees.

Matching gifts & dollars for doers:

Employee programs that provide grant dollars to educational institutions on behalf of employees who participate in either program.

Employee & company fundraisers:

Year-round and annual campaigns include participation in United Way's annual pledge campaign. In 2023, the Foundation matched employee pledges and donated more than \$996,000 to a local organization, earning the company a Community Changer Award. Employees also host annual fundraisers with suppliers and customers. In 2023, they raised more than \$700,000 that was donated to five nonprofits.

Menasha Corporation's compassion is embedded in its culture. Its employees and shareholders have chosen to celebrate its 175th anniversary by giving back to the community and showing gratitude for the great work of nonprofits and community initiatives.

Write-ups have been submitted by Distinguished Performer Award recipients.



2024 Distinguished Performer:

DEI

Hunzinger Construction Company

Hunzinger is recognized as a leader with a proven track record of developing and implementing diversity and inclusion plans for 30 years. We have had incredible results with more than \$600 million in contracts awarded directly to M/W/DBE firms. Our commitment is solid and our results unmatched. We know that maximizing participation requires attention to implementation strategies, and we continuously refine our proven practices to ensure diverse contractors/suppliers are gaining a valuable and meaningful opportunity to not only pursue work, but also prosper because of that work. Hunzinger has worked proactively with many of its clients to develop and support effective diversity business utilization programs and

has strong relationships built within the local subcontracting community. One motto at Hunzinger is to always Do the Right Thing, and we are committed to lifting our neighbors, breaking barriers, and fostering strong relationships to make Wisconsin a better place. This is not a new or fashionable effort for us; it is how we do business.

Our community engagement begins with preconstruction and continues until the job is done. Our experience goes back to the WI Center and Miller Park projects where we successfully worked with the owners, their boards, government officials, community members, and subs to develop a strong program. We exceeded the City of Milwaukee

25% Small Business Enterprise (SBE) Program and 40% Residents Preference Program (RPP) goals for the \$400 million Komatsu South Harbor Campus Project. With more than 619,642 hours worked, 378,491 were RPP hours for a total RPP achievement of 61%. For SBE contracting, 42% of the awards went to SBE firms, or \$72,804,766, spent directly with SBEs. Some of our other projects: MKE Bucks Deer District, BMO Harris Bradley Center demolition, MSOE Kern Center, MSOE Viets Field, multiple projects for Summerfest including the \$50 million American Family Amphitheater renovation, Pabst Theater, multiple projects for Harley and JCI, Progressive Community Health Center, Milwaukee Youth Arts Center.

Write-ups have been submitted by Distinguished Performer Award recipients.



2024 Distinguished Performer: **Innovation**

The Boelter Companies, Inc.

For the past 95 years, Boelter's passion for the food service industry has driven us to continuously look for innovative ways to connect people through food and beverage. We thrive on identifying unmet needs of our customers, stepping outside the role of a traditional distributor, and developing unique solutions that improve their operations.

Two recent examples of this are:

The introduction of the EuroBar®. The trend toward high-end craft cocktails continues to increase. Boelter identified an unmet need for a premium underbar cocktail station. By partnering with a Las Vegas-based master mixologist, Boelter assisted in the design

and led the manufacture and successful product launch of the one-of-a-kind, high-end, ergonomically designed EuroBar. To round out our offering to a total bar solution, Boelter partnered with True Manufacturing to create a EuroBar-branded backbar system. Launched in March 2023, EuroBar has had success with casinos, resorts, country clubs, and high-end night clubs. This is Boelter's first manufactured and branded product launch.

The launch of Eleven36—a marketplace for food service operators. Boelter identified a gap with food service operators that want to purchase their equipment and supplies online but still need expertise to make the proper equipment selection and additional

support that existing online distributors do not offer. In January 2023, Boelter acquired an online food service equipment company to rapidly address this growing need in the industry. Within the year, Boelter was able to formally launch Eleven36. Eleven36 fills the gap by providing additional solutions that food service operators need but previously weren't available from online companies. Some examples of Eleven36's unique offering include full, turnkey installation; startup training; and leasing options for equipment. Sales on Eleven36 are ramping up quickly, and we continue to bring innovative online offerings to our customers!

Write-ups have been submitted by Distinguished Performer Award recipients.



2024 Distinguished Performer:

Succession

ETC

Christmas Eve 1975, Fred Foster, an 18-year-old college student, pitched the idea of combining computers and lighting to create a new lighting console. With this statement of determination, ETC was born. One year later, Mega Cue was revealed! From revolutionary products to legendary service, ETC is a story of innovation and dogged determination to do things never seen before, but the story doesn't end there. In 1990, realizing that manufacturing and operations were not his strength, Fred hired Dick Titus to oversee those areas. This turned a boutique console manufacturer into a worldwide leader in

lighting. When Fred was diagnosed with cancer in 2015, his determination to protect and grow ETC was stronger than ever. Fred wanted to ensure that the employees had a real stake in the company's future and established an employee-owned stock option (ESOP) to ensure ETC's independence and strength. In 2015, Fred appointed Julie Cymbalak as COO, and in 2018, four additional vice president roles were created. As Fred said at the time, "Each of our new VPs bring fresh viewpoints to our executive group, which is something we constantly encourage across the entire company."

Over the years, many passionate people have joined ETC, including Fred's children, Kate and James Foster and wife, Susan. The Fosters' desire to continue Fred's legacy has been inspirational to the company as it navigated the loss of Fred in 2019. Per Fred's wishes, Susan was named chairman of the board and Dick was named CEO, but ETC's story of planning for the future was far from over. In late 2023, James Foster led the discussion to change the ESOP model for ETC. In February 2024, it was announced that ETC is now 100% employee owned, with the shareholders selling their remaining shares. This act further solidifies ETC's culture of employees coming first.

Write-ups have been submitted by Distinguished Performer Award recipients.



2024 Distinguished Performer: **Sustainability**

Krueger International, Inc.

KI is committed to reducing the environmental impact of both our processes and our products. The best way to simplify KI's approach is to think about it in three primary ways: operations and manufacturing, material safety, and product life cycle.

Operations and manufacturing

In 2023, KI reduced our GHG emissions by 17% and energy consumption by 23.1% using a baseline year of 2017.

Material safety

Our Design for the Environment (DfE) team (a cross-functional group) conducts a full material analysis when considering new product or refining existing products.

Product life cycle

KI offers instructions to disassemble and recycle individual product components—we will help to remove, repurpose, resell, and recycle out products when you no longer need them.

Understanding sustainable eco-friendly furniture

KI Furniture embodies a philosophy of responsible consumption and environmental stewardship. Other benefits include durability and longevity, low-impact materials, reduced carbon footprint, energy reduction in manufacturing and transportation carbon emissions, and transparency.

Benefits of choosing KI's sustainable eco-friendly furniture

Sustainable furniture, produced with eco-friendly materials and ethical manufacturing practices, offers numerous benefits.

Sustainable materials: Crafted from renewable or recycled materials, reducing the demand for virgin materials.

Improved indoor air quality: Made from non-toxic materials that provide better indoor air quality and tested to further transparency.

Ethical manufacturing practices: We utilize these practices by following a "code of conduct," ensuring fair wages, safe working conditions, and respect for workers' rights.

Design for flexibility: Can help with efficiently allowing for optimal space utilization.

Promotion of circular economy: Where resources are reused, recycled, or repurposed to minimize waste and maximize resource efficiency.

You can read more about our sustainability efforts in our **2023 Social Responsibility Report**.

Write-ups have been submitted by Distinguished Performer Award recipients.



Wisconsin 75

Distinguished Performer
Award judges



**Kaushal Chari,
PhD**

Sheldon B. Lubar Dean,
Lubar College 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 College of Business, University of Wisconsin-Milwaukee. He also serves (or served) on the boards of nonprofits including Junior Achievement of Wisconsin, Rotary Club of Milwaukee, and FIA of Tampa Bay. Dr. Chari was appointed as a member of Wisconsin Governor’s Task Force on Workforce and Artificial Intelligence. Dr. Chari has engaged with businesses as a board member, consultant, or advisor.

He is the winner of numerous awards including the Community Champion for Entrepreneurship Award from the Global International Entrepreneurs Organization (TiE) and the Design Science Award given by the INFORMS Information Systems Society. He has been recognized as a Notable Leader in Higher Education by BizTimes in 2023. Dr. 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.



Caroline V. Krider

SVP, Relationship Manager &
Milwaukee Market Leader, Global
Industrials & Services

U.S. Bank

Caroline Krider is the SVP, Relationship Manager & 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 approximately 20 large corporate relationships in Southeastern Wisconsin and Northern Illinois.

Krider serves on the nonprofit boards of REDgen (Development co-Chair) and the Zoological Society of Milwaukee (Executive Committee, Conservation Committee Chair, and past Board Chair). She previously served on the boards of the American Lung Association of Wisconsin, the American Lung Association of the Upper Midwest, IMPACT/2-1-1, the St. Francis Children's Center, and Wisconsin Humane Society where she served in various leadership roles. Other affiliations include Professional Dimensions, TEMPO Milwaukee, and serving as an annual judge and presenter for Deloitte's "Wisconsin 75" awards.

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

Caroline is FINRA licensed (63 & 79) and is a graduate of Denison University (BA, Economics), Marquette University's Graduate School of Management, and the Pacific Coast Banking School.



Derek L. Tyus

Executive Vice President &
Chief Financial Officer
Versiti, Inc.

Derek Tyus is the Executive Vice President and Chief Financial Officer at Versiti, Inc. In this role, he provides leadership of the Finance function, Information Services (IS), the Continuous Improvement Center of Excellence, Facilities & Supply Chain, and Corporate Development. Prior to this role, Derek was the Senior Vice President and Chief Investment Officer of West Bend Insurance Company, a super-regional property and casualty insurance carrier, where he oversaw a \$3 billion portfolio.

He has served in numerous roles with increasing responsibility over the course of his career at several organizations including Arthur Andersen, SC Johnson, and Northwestern Mutual. Derek is actively involved in the community, serving on several for-profit and nonprofit boards including Waterstone Financial, Inc., Greater Milwaukee Foundation, and Siebert Lutheran Foundation.



Presenting the
2024 **Wisconsin 75**

Rank	Company		Location
01		Northwestern Mutual has been helping people and businesses achieve financial security for more than 166 years. Through a comprehensive planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important.	Milwaukee
02		ABC Supply Co., Inc. is the largest wholesale distributor of roofing and other select exterior and interior building products in North America. Since its founding by Ken and Diane Hendricks in 1982, ABC Supply's sole focus has been serving professional contractors and builders.	Beloit
03		Since 1927, American Family Insurance has been serving customers, inspiring, protecting, and restoring dreams through our insurance products, exceptional service, community investment, and creative partnerships to address societal challenges. We act on our belief in diversity and inclusion by constantly evolving to meet customer needs and preferences. American Family Insurance is the nation's 12th largest property/casualty insurance group, ranking No. 243 on the Fortune 500 list, and includes CONNECT, powered by American Family Insurance, The General, Homesite, and Main Street America.	Madison
04		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
05		For more than 70 years, U.S. Venture, Inc. has been recognized as an innovative leader in the distribution of renewable and traditional energy products, lubricants, tires, and parts, and using data-driven insights to manage energy and information in the global movement of goods. Through the values lived by its businesses, U.S. Energy™, U.S. AutoForce, Breakthrough®, U.S. Lubricants, and IGEN®, U.S. Venture seeks new ways to drive business success while being steadfast in its commitment to making the world a better place.	Appleton

Write-ups have been submitted by 2024 WI75 companies.

Rank	Company	Location
06	 Kwik Trip is a family-owned company that serves customers with more than 880 convenient, clean retail convenience 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
07	 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, we've stayed committed to providing the highest levels of service and quality products to our customers.	Pleasant Prairie
08	 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 an international host to award-winning hospitality and world-class golf destinations.	Kohler
09	 Schreiber Foods strives to do good through food every day. Based in North America, we're a customer-brand leader in cream cheese, natural cheese, processed cheese, beverages, and yogurt. Our more than 10,000 employees and presence on five continents enables us to be an essential ingredient in our customers' success. With annual sales of more than \$7 billion, we partner with the best retailers, restaurants, distributors, and food manufacturers around the globe. We also recognize our responsibility to do good in the world and are driven to make a difference in everything we do.	Green Bay
10	 Ashley Furniture Industries, LLC (Ashley) feels that everyone 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 value, selection, and service, and earning the loyalty and trust of its customers every day.	Arcadia

Write-ups have been submitted by 2024 WI75 companies.

Rank	Company		Location
		Schneider	Green Bay
11		Schneider is a premier multimodal provider of transportation, intermodal, and logistics services. Offering one of the broadest portfolios in the industry, Schneider's solutions include regional and long-haul truckload, expedited, dedicated, bulk, intermodal, brokerage, warehousing, supply chain management, port logistics, and logistics consulting. Schneider has been safely delivering superior customer experiences and investing in innovation for nearly 90 years—Always Delivering, Always Ahead.	
		TruStage	Madison
12		TruStage™ is a financially strong insurance, investment, and technology provider, built on the philosophy of people helping people. We believe a brighter financial future should be accessible to everyone, and our products and solutions help people confidently make financial decisions that work for them at every stage of life. With a culture rooted and focused on creating a more equitable society and financial system, we are deeply committed to giving back to our communities to improve the lives of those we serve. For more information, visit www.trustage.com .	
		Sentry Insurance	Stevens Point
13		Headquartered in Stevens Point, Wisconsin, Sentry Insurance is a part of one of the largest and most financially secure mutual insurance groups in the United States, holding a Financial Strength Rating of A+ (superior) from A.M. Best, current as of June 2023. Sentry and its subsidiaries and affiliates sell property and casualty insurance, life insurance, annuities, and retirement programs for businesses and individuals throughout the country.	
		Epic	Verona
14		Epic develops software to help people get well, help people stay well, and help future generations be healthier. More than 305 million patients have a current electronic record in Epic. Our software is used in 16 countries in academic medical centers, community hospitals, hospice, children's organizations, dental clinics, payers, specialty diagnostics laboratories, and more.	

Write-ups have been submitted by 2024 WI75 companies.

Rank	Company		Location
		Michels Corporation	Brownsville
15		The Michels Family of Companies is a global, diversified energy and infrastructure construction contractor serving the energy, energy transition, civil, marine, renewables, transportation, and water & wastewater industries. A sampling of our services includes pipeline, power, horizontal directional drilling, direct pipe, cured-in-place pipe, spray-in-place pipe, tunneling, gas distribution, marine, foundations, paving, and communications network construction.	
		Quad/Graphics, Inc.	Sussex
16		Quad is a global marketing experience company that helps brands make direct consumer connections, from household to in-store to online. Supported by technology and data-driven intelligence, Quad uses its suite of media, creative, and production solutions to streamline the complexities of marketing and remove friction from wherever it occurs in the marketing journey. Quad tailors its uniquely flexible, scalable, and connected solutions to clients' objectives, driving cost efficiencies, improving speed to market, strengthening marketing effectiveness, and delivering value on client investments.	
		Baird	Milwaukee
17		Baird is an employee-owned, international wealth management, asset management, investment banking/capital markets, and private equity firm with offices in the US, Europe, and Asia. Baird has 5,100 associates serving the needs of individual, corporate, institutional, and municipal clients and \$430 billion in client assets as of December 31, 2023.	
		Menasha Corporation	Neenah
18		Menasha Corporation is a leading corrugated and plastic packaging manufacturer, contract services resource, and supply chain solutions provider. Headquartered in Neenah, Wisconsin, Menasha Corporation has two primary operating companies: Menasha Packaging Company and ORBIS Corporation. Together, Menasha Corporation's companies manufacture products and provide services that are used by major food, beverage, consumer products, health care, pharmaceutical, industrial, and automotive companies.	
		Acuity Insurance	Sheboygan
19		Acuity Insurance, headquartered in Sheboygan, Wisconsin, insures nearly 150,000 businesses, including nearly 350,000 commercial vehicles, and more than 550,000 homes and private passenger autos across 32 states. Acuity employs more than 1,600 people.	

Write-ups have been submitted by 2024 WI75 companies.

Rank	Company		Location
20	 GREEN BAY PACKAGING	Green Bay Packaging Green Bay Packaging Inc. is a family-owned, vertically integrated company consisting of corrugated container plants, a folding carton facility, recycled and virgin containerboard mills, pressure-sensitive label roll stock plants, timberlands, a paper slitting operation, and a sawmill facility. Headquartered in Green Bay, Wisconsin, Green Bay Packaging Inc. employs more than 4,700 team members and operates 41 facilities in 16 states, each with a dedication to innovative development of its products and forestry resources, with a focus on safety, sustainability, quality, and continuous improvement.	Green Bay
21	 WEST BEND®	West Bend Insurance Company For more than 130 years, West Bend Insurance Company has been a trusted provider of insurance solutions for homeowners, automobile owners, and business proprietors alike. We foster meaningful connections and operate on the foundation of our core values of excellence, integrity, and responsibility. Our goal is to be the company of choice for associates, agents, and policyholders. We're committed to delivering outstanding service, and our associates' unwavering dedication forms the bedrock of The Silver Lining® ethos, where we truly believe The Worst Brings Out Our Best®.	West Bend
22	 Quartz	Quartz Quartz is a Wisconsin-based, provider-owned health insurance company dedicated to ensuring all of our members have access to a life well-lived. For more than 40 years, we've provided our Wisconsin neighbors access to exceptional doctors, hospitals, and affordable health care programs. Alongside our provider partners, we proudly serve members in communities across Illinois, Iowa, Minnesota, and Wisconsin.	Madison
23	 TREK	Trek Trek Bicycle is a bicycle and cycling product manufacturer, distributor, and retailer under brand names Trek, Electra, Bontrager, and Diamant Bikes.	Waterloo
24	 CHARTER	Charter Manufacturing Charter Manufacturing is a fourth-generation family-owned metals manufacturing company fueled by our will to grow and an unwavering commitment to our employees, customers, and the communities in which we operate. Our businesses include Charter Arrowcast, Charter Dura-Bar, Charter Steel, and Charter Wire.	Mequon

Write-ups have been submitted by 2024 WI75 companies.

Rank	Company	Location
25	 Sargento With more than 2,500 employees and net sales of \$1.7 billion, Sargento is a family-owned company that has been a leader in cheese for more than 70 years. Founded in 1953 in Plymouth, Wisconsin, Sargento is proud to be the company that successfully introduced America to pre-packaged sliced and shredded natural cheeses and cheese blends. Today, Sargento is still based in Wisconsin, where it makes and markets amazing, high-quality shredded, sliced, and snack natural cheese products. Company leadership lives to serve local communities and employees, whom they refer to as the Sargento Family.	Plymouth
26	 Miron Construction Co., Inc. Miron Construction Co., Inc., the largest building contractor in Wisconsin, provides preconstruction, construction management, design-build, industrial, and general construction services nationwide. The forward-thinking, fast-growing, 106-year-old private company is headquartered in Neenah, Wisconsin, with regional offices located throughout Wisconsin and in Cedar Rapids, Iowa, and Marquette, Michigan. As one of the nation's premier construction firms, Miron strives to exceed client expectations and bring their dreams to life by integrating sustainability and innovation into their projects.	Neenah
27	 The Boldt Group The Boldt Group is a family of companies driven to transform the built environment and beyond, through innovation, Lean methodology, and continuous process improvement. Headquartered in Appleton, Wisconsin, our employee- and family-owned businesses focus on creating extraordinary opportunities for employees, partners, customers, and communities. The Boldt Group companies serve customers nationwide.	Appleton
28	 Masters Gallery Foods, Inc. Founded in 1974, Masters Gallery Foods is a family-owned cheese packaging and distribution company with facilities in Plymouth and Oostburg, Wisconsin. The company services private brand retail and food service customers, along with wholesale distributors, throughout the United States. Masters Gallery provides bulk cheese to converters, food manufacturers, and cheese ingredient users worldwide. The company is dedicated to providing premier cheese products with the highest standards of customer service and quality, while enhancing the lives of its employees, partners, and communities.	Plymouth

Write-ups have been submitted by 2024 WI75 companies.

Rank	Company	Location
29	 Bergstrom Automotive Bergstrom Automotive, headquartered in Neenah, Wisconsin, is one of the top 75 automotive retailers in the United States and the largest in Wisconsin. The company employs more than 2,350 team members and sells and services 34 brands in 35 facilities located throughout Wisconsin.	Neenah
30	 The DeLong Co., Inc. The DeLong Co., Inc. is a 6th generation, family-owned business, headquartered in Clinton, WI. The company operates 38 US locations and comprises six divisions: grain, exports, agronomy, seed, transportation, and wholesale feed. The DeLong Co. is the largest US container exporter of agricultural products and third-largest exporter of all containers. The company owns the new Agricultural Maritime Export Facility in Milwaukee. In 2023, the company launched its Grown Climate Smart program, which distributes USDA climate smart incentives to growers who embrace climate-smart farm practices.	Clinton
31	 Findorff Findorff is a Wisconsin-based construction firm with offices in Madison, Milwaukee, and Wausau. Since 1890, Findorff has delivered award-winning craftsmanship to local communities around the state. Findorff is dedicated to building with purpose and going beyond for partners and clients across corporate, education, health care, multifamily, and science and technology industries. Recognized as 2023 Builder of the Year by <i>The Daily Reporter</i> and a Top Green Contractor in the Midwest, Findorff remains committed to completing projects on time, within budget, and with purpose.	Madison
32	 Stoughton Trailers Stoughton Trailers is a top 5 manufacturer of semi-truck trailers in North America. The family-owned company designs, manufactures, and markets dependable semi-truck trailers, agricultural trailers, and intermodal chassis used for over-the-road trucking. The Stoughton, Wisconsin-based company provides one-stop build, finance, rental, parts, and fleet solutions. Our customers include some of the most recognizable names in the trucking, retail, and logistics business.	Stoughton

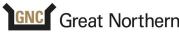
Write-ups have been submitted by 2024 WI75 companies.

Rank	Company	Location
33	 Walbec Group Walbec produces high-quality construction materials and delivers unparalleled professional design, engineering, and construction services with its six companies: Payne and Dolan, Northeast Asphalt, Zenith Tech, Parisi, Premier Concrete, and Construction Resources Management. Our customers challenge us to deliver cost-effective, expert solutions for infrastructure design, engineering, and construction needs. While we are often associated with state, municipal, and federal projects, we also complete numerous site projects for public and private organizations across various industries.	Waukesha
34	 SECURA Insurance SECURA Insurance, headquartered in Neenah, Wisconsin, is a regional group of property-casualty insurance companies operating in 13 states. Approximately 550 independent insurance agencies represent the group, which provides a broad range of competitive commercial, agribusiness, farm, nonprofit, and special events products. SECURA is known for providing exceptional service to its agents and policyholders since 1900.	Neenah
35	 Faith Technologies Incorporated (FTI) Faith Technologies Incorporated (FTI) is a dynamic organization comprising of construction, engineering, manufacturing and renewable energy experts. We create success for our partners and team members through innovation and expertise, rethinking how energy is designed, applied, and consumed and providing solutions that go beyond the ideas of today. With expertise across all our divisions—Faith Technologies, EnTech Solutions, and Excellerate—we are one connected company, bringing our partners' visions to life to ensure a sustainable future.	Menasha
36	 Brakebush Brothers, Inc. Headquartered in Westfield, Wisconsin, Brakebush Brothers, Inc. has been family owned since its inception in 1925. Brakebush Brothers, Inc. is a value-added processor of more than 200 innovative varieties of great-tasting chicken products. Constant process improvements and product innovation ensures Brakebush can provide superlative products for an array of consumers and occasions.	Westfield
37	 Boucher Automotive Group In 1977, Boucher opened his first dealership in West Allis, and today Boucher owns and operates 18 dealerships in Southeastern Wisconsin. The dealerships are run by Gordie Boucher's sons, Frank Boucher and Gordie Boucher, Jr., and his daughter Julie Boucher Sellars. The Boucher Auto Group employs more than 1,200 hard-working people and has always had a strong presence giving back to the Wisconsin community.	Greenfield

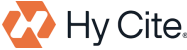
Write-ups have been submitted by 2024 WI75 companies.

Rank	Company		Location
38		HYDRITE	Brookfield
39		AriensCo	Brillion
40		Krueger International, Inc.	Green Bay
41		JX Enterprises, Inc.	Hartland

Write-ups have been submitted by 2024 WI75 companies.

Rank	Company		Location
		Lakeside Foods	Manitowoc
42		Lakeside Foods is a premier supplier of high-quality foods to the retail, food service and industrial sectors. Since beginning in 1887 as a pea canning plant, Lakeside Foods has expanded to 14 production facilities producing canned and frozen vegetables, canned dry beans, meats and sausages, appetizers, desserts, and pet food. The company remains family owned and based in Manitowoc.	
		J.P. Cullen & Sons, Inc.	Janesville
43		In five generations, we have grown into a \$400+ million, full-service construction company with more than 750 employees. Through decades of working in the education, health care, commercial, industrial, and historic restoration markets, we have refined our skill set allowing us to consistently deliver the high-quality results our clients expect.	
		Great Northern Corporation	Appleton
44		With nearly 1,500 employees at 11 locations in the US, Great Northern services customers in the United States, Canada, Mexico, Europe, and parts of South America. Great Northern is a leading developer and manufacturer of creative solutions for packaging, shipping, merchandising and distributing products for industrial, commercial, and retail customers. Great Northern is one of the country's largest independent producers of corrugated packaging.	
		Promega	Madison
45		Promega Corporation is a leader in innovative solutions and technical support for the life sciences industry. With a portfolio of more than 4,000 products, Promega supports diverse fields such as cell biology; DNA, RNA, and protein analysis; drug development; human identification; and molecular diagnostics. Over the past 45 years, Promega tools and technologies have become essential in academic and government research, forensics, pharmaceuticals, clinical diagnostics, and environmental testing. Headquartered in Madison, Wisconsin, Promega operates in 16 countries with more than 50 global distributors.	
		RJ Schinner	Menomonee Falls
46		For more than 70 years and four generations, RJ Schinner has been a family-owned and operated leader in the wholesale distribution industry servicing the food service, lodging, grocery, janitorial, and office supply markets. RJ Schinner is the largest independent redistributor in the United States. Our customers benefit from our enhanced flexibility and quick-to-market operation.	

Write-ups have been submitted by 2024 WI75 companies.

Rank		Company	Location
47		Palermo Villa, Inc., d.b.a. Palermo's Pizza Palermo Villa, Inc. has been making quality pizza in Milwaukee for more than 60 years. Products include Palermo's, Screamin' Sicilian, Urban Pie Pizza Co., Connie's Pizza, Surfer Boy, and Funky Fresh Spring Rolls—all manufactured under the Palermo Family of Brands. Palermo's is also the nation's leading producer of private label retail brands.	Milwaukee
48		Fox World Travel Fox World Travel is a leading global travel management company headquartered in the US with 64 years of success serving corporate, meeting, and leisure travelers. Our 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
49		Hy Cite Since 1959, Hy Cite has provided product development and distribution, financing, and customer service to distributors and customers of its well-known cookware brands in more than 20 countries. Headquartered in Wisconsin, Hy Cite has eight corporate offices and eight distribution centers across North and South Americas. We help people better nurture their families by creating exceptional kitchenware and making it attainable to all. We accomplish it with a dedicated team of employees who accelerate the success of our entrepreneurial distributors with innovative service and support.	Middleton
50		Roehl Transport Roehl Transport is one of the safest trucking companies in North America. The company 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.	Marshfield
51		Hooper Corporation Hooper is a well-respected electric power and mechanical contractor headquartered in Wisconsin serving both commercial and residential clients. From constructing substations and high-voltage lines for utility partners, to fabricating and installing complex plumbing, process piping, fire protection, and HVAC systems, Hooper helps connect people to the resources they need.	DeForest

Write-ups have been submitted by 2024 WI75 companies.

Rank	Company		Location
52		J. F. Ahern Co.	Fond du Lac
53		IEWC	New Berlin
54		Ewald Automotive Group, LLC	Delafield
55		ETC	Middleton
56		Werner Electric Supply	Appleton

Ahern is a reputable mechanical and fire protection contractor that specializes in HVAC, plumbing, controls, sprinkler, extinguisher, alarm, and fabrication services for construction and service projects. The company has been in operation since 1880 and boasts a workforce of more than 1,700 highly skilled employees who serve commercial and industrial clients in Wisconsin and across the US. Ahern has extensive knowledge and experience in handling new construction, retrofit, servicing existing facilities, and providing modular prefabrication solutions that help minimize your project risk.

IEWC is a global distributor of wire and cable products, a manufacturer of custom fiber assemblies, and a provider of value-add solutions that advance a connected world. With 21 locations in 11 countries, IEWC serves a wide range of OEM and infrastructure customers including sub-assemblers, installers, and contract manufacturers in multiple industries including electric vehicle, automotive, telecom, datacenters, industrial automation, aerospace & defense, and building systems.

Ewald Automotive Group was founded in 1964 by Emil Ewald and is now owned by his sons Craig, Brian, and Tom along with the third generation of owners Eric, Jay, and Brett Ewald. With our 450 associates, Ewald Automotive Group is a leader in providing transportation solutions through the sale of new and used vehicles along with service, parts, and body shop repairs.

ETC is a Wisconsin-based manufacturer of lighting and rigging control systems for entertainment, architectural, and commercial applications. ETC is recognized for lighting and rigging installations all over the world, from opera, theatre, and schools to museums, conference centers, and public monuments. Our company foundation is innovation in product design and manufacturing, combined with relentless dedication to making our customers successful. The key to our success is focus on the ETC community and the excellence of individual employee contributions.

Werner Electric Supply is a provider of electrical products and services for diverse OEMs, contractors, industrial companies, and integrators. With 500 dedicated employees across 11 locations in Wisconsin and Michigan's Upper Peninsula, Werner Electric has continued to adapt its offerings through strategic partnerships, leading industry knowledge, and exceptional customer support.

Rank	Company	Location
57	FIRST SUPPLY 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, we're focused on maintaining the best support staff and most reliable products available to contractors today.	Madison
58	Boelter The Boelter Companies, Inc. Boelter is a family-owned food service and beverage partner providing tailored solutions in kitchen design, equipment, supplies, and branded products for the past 95 years. Boelter serves many of the most successful restaurants, breweries, distilleries, and kitchen operations in the country. Our culture is rooted in a legacy of passion for the industry and dedication to our customers' success through every service and every season.	Waukesha
59	 Jewelers Mutual Jewelers Mutual was founded in 1913 by a group of Wisconsin jewelers to meet their unique insurance needs. Later, consumers began putting their trust in the insurer to protect their jewelry. Today, more than 1 million customers turn to Jewelers Mutual for innovative products, services, and technology solutions. Jewelers Mutual continues to evolve and innovate its insurance and technology solutions to protect and strengthen jewelry businesses and elevate the experience for jewelry customers.	Neenah
60	 Gustave A. Larson Company The Gustave A. Larson Company is a leading distributor of HVAC/R products in the Midwest, Plains, and Mountain states. We excel in providing top-quality products and services promptly and professionally. Beyond a traditional distributor, we offer innovative solutions, personalized services, expertise, and training to help your business grow and succeed. Our success is measured by your success, consistently delivering what you need, when and where you need it.	Pewaukee

Write-ups have been submitted by 2024 W175 companies.

Rank	Company	Location
61	 J. J. Keller & Associates, Inc. Since 1953, our purpose at J. J. Keller & Associates, Inc. has been to protect people and the businesses they run. Today, serving 500,000+ companies across North America, our associates are making a larger impact than ever. Transportation, construction, utility, health care, education, and industrial organizations rely on our expert insights to create safe work environments and simplify complex regulations. They trust our solutions—cloud-based management tools, consulting, managed services, training, PPE, and safety supplies—to safeguard workers, reduce risk, and build operational confidence.	Neenah
62	 Zilber Ltd. Zilber Ltd. is a diversified real estate company that develops, owns, and markets housing, commercial property, and multifamily properties under its Homes by Towne, Towne Island Homes, Zilber Property Group, and Zilber Residential Group brands. Zilber Ltd. is majority-owned by Zilber Family Foundation, a private grantmaking institution dedicated to enhancing the well-being of individuals, families, and neighborhoods.	Milwaukee
63	 Hunzinger Construction Company Hunzinger Construction Company is a fourth-generation family and employee-owned company. Founded in 1907, Hunzinger is a construction manager, general contractor, and design-builder that has constructed some of Wisconsin's most notable projects. Hunzinger is a technical-driven company that embraces sustainability and takes pride in its superior quality craftsmanship and safety record. Hunzinger became an ESOP in 2018.	Brookfield
64	 Stella & Chewy's At Stella & Chewy's, we put pets first; behind everything we do is our mission to help dogs and cats thrive. We are the innovators of frozen raw and freeze-dried raw pet food. Today, we are a full line manufacturer of premium pet food, focused on best-in-class nutrition with high-quality ingredients, offering a range of products including frozen raw, freeze-dried raw, kibble, wet food, and treats. We proudly manufacture our food in our headquarters facility in Oak Creek, Wisconsin. All you need is RAW!	Oak Creek
65	 Johnson Financial Group Johnson Financial Group is a privately held, family-owned, diversified, and comprehensive financial services company. Engaged family ownership, strong values, and committed associates are what clients can expect from Johnson Financial Group today and for generations to come. Our experienced advisors are ready to help individuals, families, and organizations meet a lifetime worth of evolving financial needs in banking and wealth.	Racine

Write-ups have been submitted by 2024 WI75 companies.

Rank	Company		Location
		CG Schmidt	Milwaukee
66		As a fourth-generation, family-owned construction firm, CG Schmidt is a leader in quality construction management, general construction, and design-build services with offices in Milwaukee, Madison, and Arizona. The company creates spaces where children prosper, families unite and grow, lives are changed through medicine, businesses thrive, people gather to worship, and more. CG Schmidt has helped shape the Milwaukee skyline and built exceptional facilities that improve the lives of others in the state of Wisconsin and beyond.	
		MGS	Germantown
67		A global provider of health care manufacturing solutions, MGS provides the right balance to drive vital innovations: robust, vertically integrated global capabilities combined with the strong customer focus and seamless collaboration of an agile partner. That's why we're the global health care manufacturing partner of choice for today's leading pharma, diagnostic, and MedTech companies.	
		Evans Transportation Services Inc*	Delafield
68		The Evans Transportation Services experience has focused on its customers' processes and provider relationships that are vital and necessary to maintain. Instead of being a 3PL partner that demands adherence to new processes and providers, we believe there is tremendous value for our customers when we create a customized transportation solution that blends the vital existing processes and provider relationships with Evans' processes and carrier network.	
		VJS Construction Services*	Pewaukee
69		Based in Pewaukee, Wisconsin, for more than 75 years, VJS Construction Services has served as a leading general contractor, construction manager, and design builder, playing a pivotal role in shaping and revitalizing communities throughout Wisconsin. Its areas of expertise span various sectors, including K-12 education, higher education, senior living, multifamily housing, corporate, civic and community, manufacturing/industrial, aviation, religious, retail and hospitality, and health care markets.	
		QPS Employment Group	Brookfield
70		QPS is an employment solutions firm specializing in industrial, skilled trades, clerical, and professional staffing. QPS was founded in 1985 and has grown from a two-person operation to an employee-owned company whose internal staff now numbers 350 employees in 52 offices in locations in six states across the Midwest, including Wisconsin, Illinois, Iowa, Missouri, Kansas, and Nebraska. QPS has experienced substantial growth over the past 38 years. QPS employs more than 33,000 associate employees annually, working with more than 1,800 corporate customers.	

Write-ups have been submitted by 2024 WI75 companies.

* New to the Wisconsin 75 list.

Rank	Company	Location
71	 The Douglas Stewart Company	Madison
	With more than 70 years of experience, we are committed to advancing your goals through education-market knowledge and expertise. Our relationship-driven philosophy, rooted in exceptional customer service, ensures our mutual successes.	
72	 River States Truck and Trailer, Inc.	La Crosse
	Since 1972, River States Truck and Trailer has been committed to serving customers with quality products, service, 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 principles on which the company was founded.	
73	 Standard Process	Palmyra
	Standard Process is a family-owned company dedicated to making high-quality and nutrient-dense therapeutic supplements for three generations. They apply a holistic approach to how they farm, manufacture and protect the quality of their products. This comprehensive strategy ensures that the clinical solutions deliver complex nutrients as nature intended. It's how they define the whole food health advantage.	
74	 Tweet Garot Mechanical	De Pere
	Tweet/Garot Mechanical is a leading mechanical contracting firm serving customers throughout the United States. Founded in 1897, the company specializes in the design, engineering, fabrication, and installation of plumbing, HVAC, process piping, industrial ventilation, and building automation systems. With more than 120 years of experience and 900 employees, Tweet/Garot provides comprehensive mechanical services to a wide range of industries.	
75	 Inpro Architectural Products	Muskego
	Inpro is an industry leader bringing innovative, new products to market every year that are purposeful and relevant to our customers' needs. Since 1979, we've been a global provider of high-performance, design-forward architectural products for commercial buildings. Our product categories include door + wall protection, washroom systems, expansion joint systems, cubicle curtain + track systems, elevator interiors, architectural signage, and commercial roller shades.	

Write-ups have been submitted by 2024 WI75 companies.

Eligibility **requirements**

A company must meet the following criteria:



Location

Must be headquartered in Wisconsin.



Ownership

Must have a majority ownership (more than 50%) by an individual(s), family, employee stock ownership plan (ESOP), or private equity firm. Public companies (i.e., companies 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.

Wisconsin

Local focus, global reach

Our Wisconsin practice has a long-standing commitment and reputation for excellence that has been earned through the high-quality work and attention we offer to our clients. Our professionals have deep experience that matches the diverse and growing needs of both emerging and developed industries in the region that help make this community so vibrant.

Our professionals represent many perspectives. Some of us have deep roots in the area. Some of us found our way here from afar. But all of us are proud of the central role we play; advising Wisconsin companies of all sizes and maturity as they reach their goals; and building Wisconsin's story of innovation, prosperity, and perseverance.



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Wisconsin 75







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