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WISCONSIN
75

**Powering economies,
strengthening communities**

2025



Introducing the Wisconsin 75

On behalf of Deloitte, I'd like to extend my congratulations to the 2025 Wisconsin 75. Each year, this event provides us with a unique opportunity to honor Wisconsin's largest privately held companies—organizations that are the backbone of our state's economy.

I'd also like to congratulate our 2025 Distinguished Performers, the Wisconsin private businesses making strides in five essential areas—community, culture, innovation, leadership, and sustainability.

This year's program theme, "Powering economies, strengthening communities," resonates deeply with the spirit of Wisconsin's business leaders. Your innovation, resilience, and commitment not only help drive economic growth but also aid in fostering vibrant, inclusive communities across our state. The companies represented on the Wisconsin 75 exemplify some of the best of Wisconsin—demonstrating how business success and community impact can go hand in hand.

In the following pages, you'll find information about the 75 companies, as well as the judges and our event's keynote speaker, Shahira Knight. Plus, you'll discover highlights from our most recent executive leadership survey.

As we recognize the Wisconsin 75, we also celebrate the countless ways you invest in your people, support local initiatives, and help build a brighter future for all. Your leadership inspires us and sets a powerful example for generations to come. We are proud to celebrate your companies and look forward to the continued positive impact you will make in Wisconsin.

Sincerely,

P.J. DiStefano
Wisconsin Managing Partner
Deloitte LLP



Table of *contents*

Keynote speaker	6
Local business trends	8
2025 Distinguished Performer Awards	19
Distinguished Performer Award judges	26
2025 Wisconsin 75	31
Eligibility requirements	49
Wisconsin: Local focus, global reach	50
Learn more and stay connected	53



Keynote speaker



Shahira Knight

Managing Principal of Deloitte's
Policy & Government Relations (PGR)

Shahira is the Managing Principal of Policy & Government Relations (PGR) for Deloitte LLP.

Shahira has nearly 25 years of experience in public policy and government affairs. Prior to joining Deloitte, she held several senior leadership roles in government, including Director of White House Legislative Affairs, Deputy Director of the White House National Economic Council, and Senior Policy Advisor at the House Ways and Means Committee. In these roles, Shahira helped develop and draft legislative policy proposals on a wide range of issues, including tax, energy, and health care.

During her time in the private sector, Shahira worked in the public affairs and policy groups of Fidelity Investments and the Securities Industry and Financial Markets Association (SIFMA).

Shahira served on the Fulbright Foreign Scholarship Board and was a Pritzker Fellow at the University of Chicago Institute of Politics.

She received her BA in economics from the University of Virginia and her MA in economics from George Mason University.



Local business *trends:* 2025 Wisconsin 75

For the 23rd year, Deloitte is recognizing Wisconsin's 75 largest private companies.



The WI75 employs more than
276,000
people

Driving Wisconsin Forward:

\$227B

in 2025 revenue
generated by the Wisconsin 75

Thriving in a *dynamic* economy

The Wisconsin 75 remain highly confident in their ability to realize continued success driven largely by a focus on growing existing markets and improving productivity. The surveyed businesses identified a competitive tax environment and the development of a skilled talent pipeline as the most important areas for government action in the coming five years.

The Wisconsin 75 companies believe that the interplay between rising costs, evolving pricing strategies, and ongoing capital investments is shaping both revenue outlooks and profit expectations for the year ahead.

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

Capital investment	2025	2024	Price	2025	2024	Profits	2025	2024
Decrease	12%	5%	Decrease	2%	8%	Decrease	12%	17%
Increase	29%	38%	Increase	76%	48%	Increase	45%	58%
Stay the same	59%	57%	Stay the same	22%	44%	Stay the same	43%	25%

Cost of goods	2025	2024	Revenues	2025	2024
Decrease	2%	7%	Decrease	10%	20%
Increase	88%	65%	Increase	68%	67%
Stay the same	10%	28%	Stay the same	22%	13%

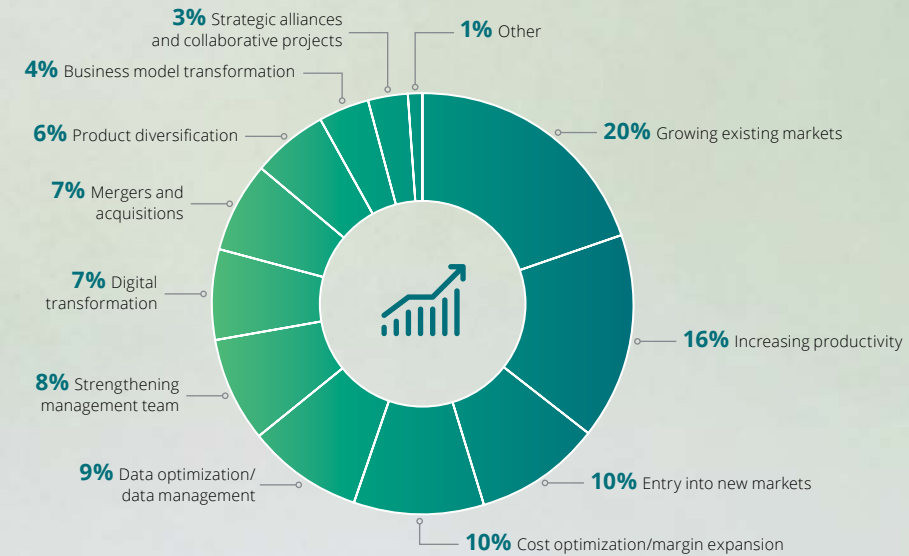
Compared to one year ago, which of the following best describes your level of uncertainty in the factors that drive future business prospects?

	2025	2024
About the same	24%	56%
Uncertainty higher now than one year ago	59%	24%
Uncertainty lower now than one year ago	3%	13%
Uncertainty significantly higher now than one year ago	12%	5%
Uncertainty significantly lower now than one year ago	2%	2%

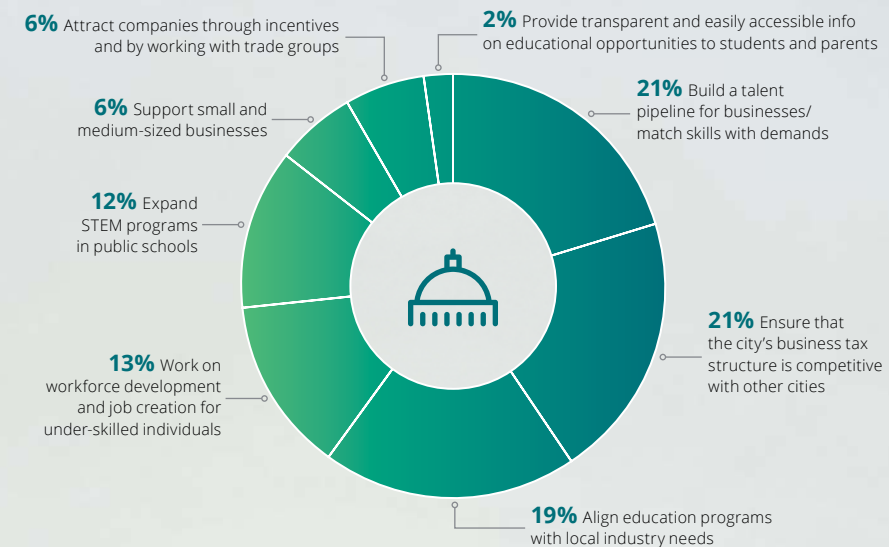
What is your level of confidence in the success of your company in the next 12 months (based on revenue, profitability, and growth potential)?



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



Which of the following initiatives do you believe your state/local government should prioritize over the next five years to improve economic, industrial, and talent development?



What do you think is the likelihood that your company will participate in an acquisition or become a merger target in the next 12 months?

	2025	2024
Likely	23%	29%
Not actively looking but would consider a deal	37%	33%
Not likely	40%	38%

Technology for growth and resilience

Investing in technology continues to be a cornerstone for the companies recognized in the Wisconsin 75. This year, there has been an increase in the adoption of advanced technologies, with a notable 23% of companies prioritizing customer engagement improvements through digital means. Additionally, 14% of these companies are focusing on increasing the volume of goods and services sold, leveraging technology to streamline operations and enhance productivity. The emphasis on minimizing expenses and cost reduction has also risen to 29% among these companies, highlighting the strategic role technology plays in driving operational efficiencies.

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

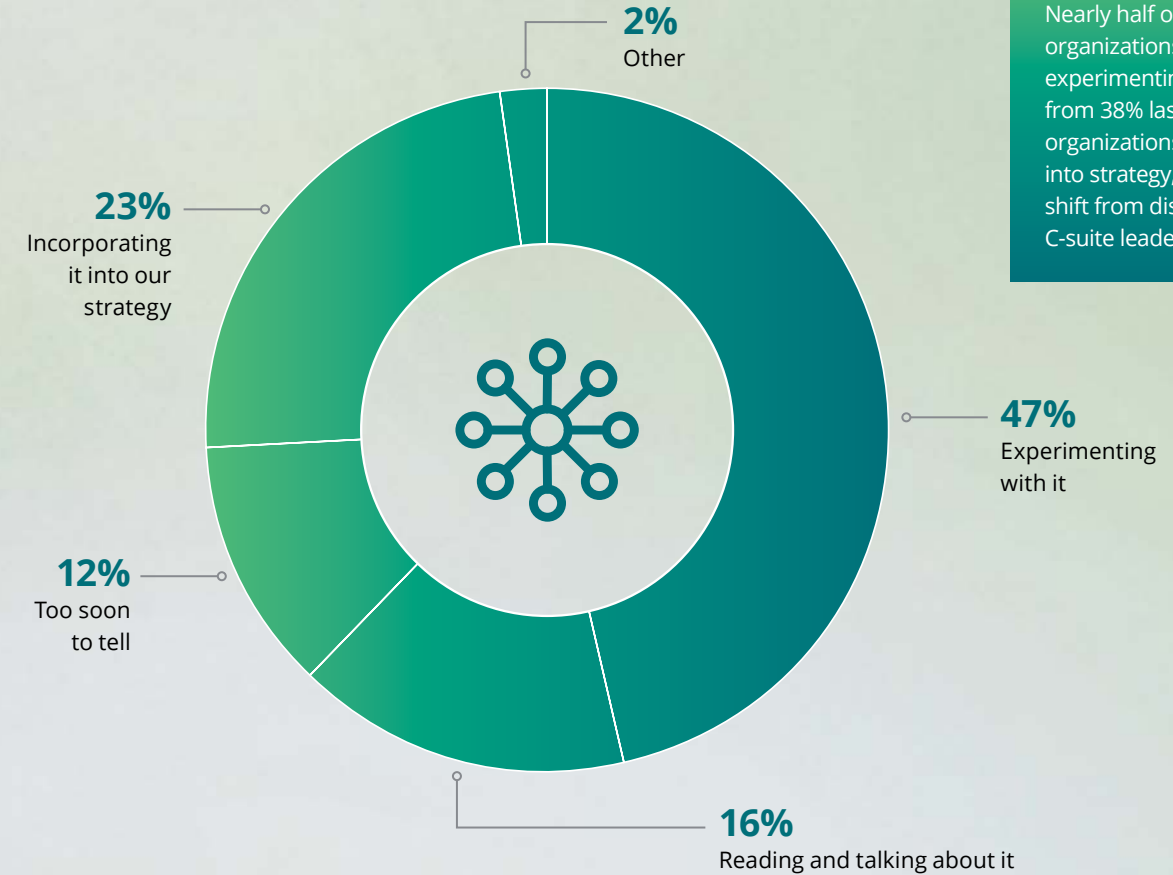
	2025	2024
In process now	81%	73%
Yes, finished	14%	20%
Not considering at the time	5%	7%

Many of the Wisconsin 75 organizations are either undertaking or actively considering digital transformation initiatives, with cost reduction emerging as a key driver behind these efforts.

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

	2025	2024	
Minimizing expenses/cost reduction	29%	30%	Improving customer engagement
Improving customer engagement	23%	16%	Ongoing cybersecurity management
Increasing the volume of goods/services being sold	14%	13%	Strengthening management capability
Other	14%	11%	Increasing the volume of goods/services being sold
Strengthening management capability	5%	11%	Minimizing expenses/cost reduction
Ongoing cybersecurity management	5%	11%	Other
General upskilling of employees	5%	3%	General upskilling of employees
Improving inventory management	4%	3%	Improving inventory management

Where is your organization on its GenAI journey?



Nearly half of the Wisconsin 75 organizations (47%) are now actively experimenting with GenAI—up from 38% last year—while more organizations are incorporating GenAI into strategy, reflecting a decisive shift from discussion to action among C-suite leaders.

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

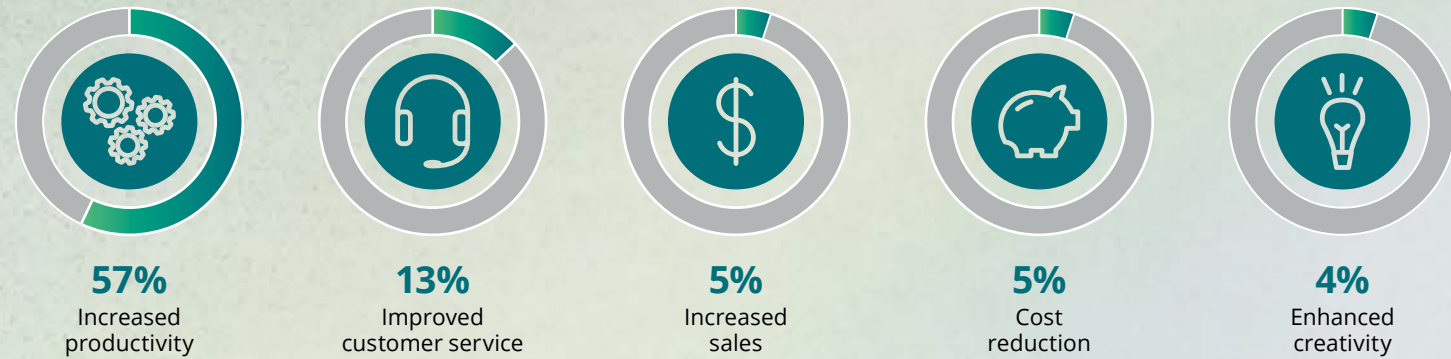
	2025	2024
Data privacy and security concerns	41%	49%
Integration with existing systems	29%	30%
Cost of implementation	11%	3%
Lack of skilled personnel	7%	5%
Cultural resistance to change	7%	8%
Regulatory compliance	5%	5%

How Wisconsin 75 companies are realizing value from *GenAI*

Wisconsin 75 companies are already seeing tangible value from Generative AI. The most frequently cited benefit is increased productivity (57%), followed by improved customer service (13%), increased sales (5%), and cost reduction (5%). These results closely mirror national trends identified in Deloitte's "State of Generative AI in the Enterprise" report, where productivity gains and process automation are leading GenAI use cases.

This alignment demonstrates that Wisconsin's largest companies are not only keeping pace with national innovation but also leveraging GenAI to drive real business outcomes.

What practical benefits has your organization experienced or expects to experience from GenAI?



Talent insights

Wisconsin 75 companies have experienced stability in turnover over the past year; notably there was a slight decrease in the number of companies reporting moderate turnover (16%–25%). 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 IT and technology roles.

To strengthen economic and talent development, majority of respondents recommend local government focus on five key areas:

- Align education programs with local industry needs
- Build a talent pipeline for businesses/match skills with demands
- Ensure that the city's business tax structure is competitive with other cities
- Expand STEM (science, technology, engineering, math) programs in public schools
- Work on workforce development and job creation for under-skilled individuals

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

	2025	2024
We plan to increase full-time headcount in several areas	51%	45%
We plan to hire on a limited basis for specific skill sets	16%	27%
We plan to maintain current headcount	31%	26%
We plan to decrease headcount	2%	2%

Survey results show that 52% of companies plan to increase full-time headcount in several areas (up from 45% in 2024) and only 16% expect to hire on a limited basis for specific skill sets (down from 27%). There's a notable shift in priorities: Employee experience has surged as a top workforce focus, rising from 11% in 2024 to 26% in 2025.

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

	2025	2024
Career development	26%	25%
Employee experience	26%	11%
Training/reskilling	16%	17%
Retention	13%	N/A
Organizational transformation	7%	11%
Well-being	6%	4%
Compensation	3%	3%
Other (succession, recruiting)	2%	1%
Change the nature of work	2%	0%
Diversity, equity, and inclusion	0%	8%

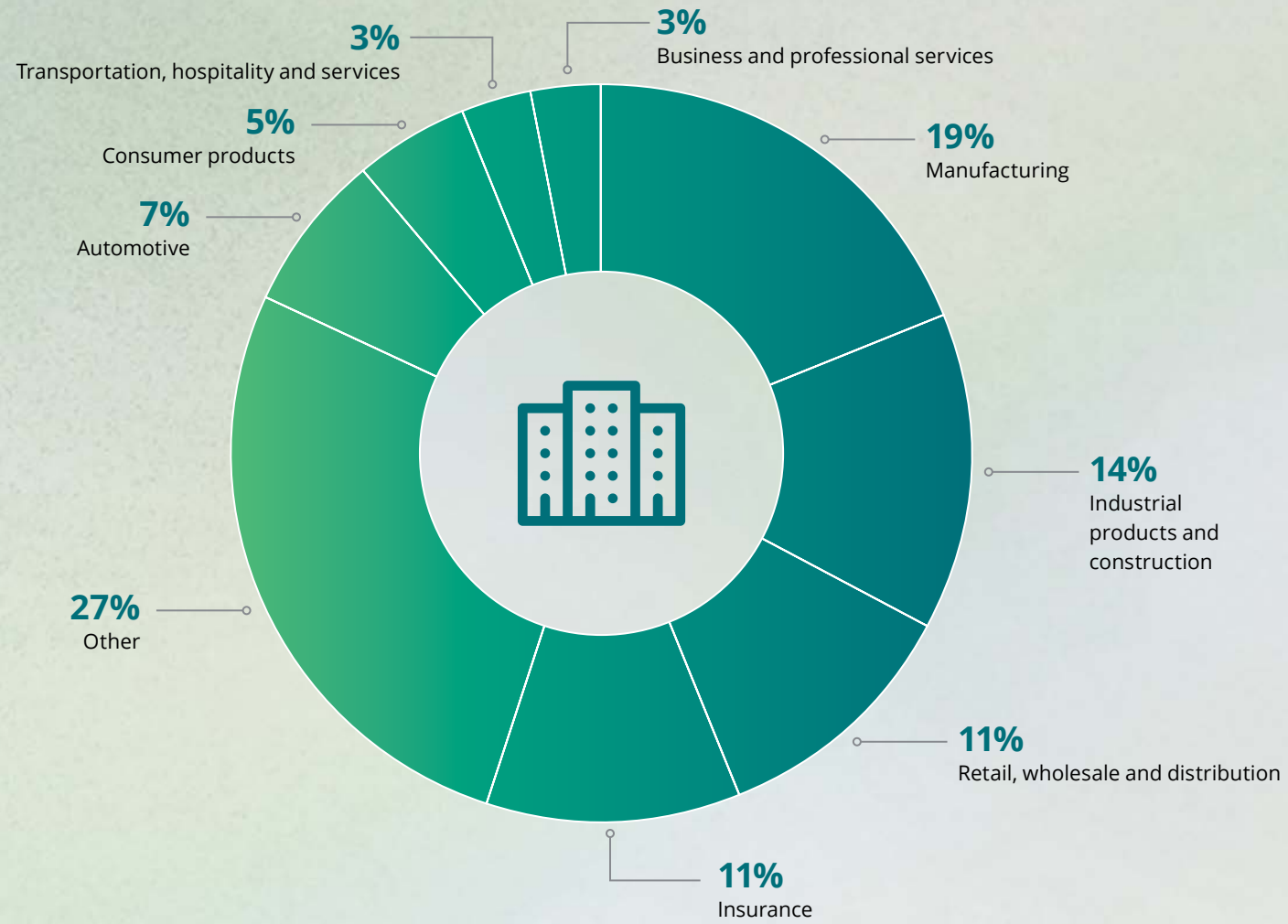
For the next 12 months, which one of the following statements best describes your company's in-person working policy for office workers?

	2025	2024
Hybrid, in-office and at home, flexible days	60%	71%
Fully in office	31%	21%
Other	7%	6%
N/A	2%	2%

Wisconsin 75 organizations are increasingly reevaluating their workplace models, with many seeking a balance between flexibility and in-person collaboration to drive engagement and performance.

Industries

What is your company's primary industry?





2025 Distinguished Performer *Awards*

Over the past 23 years...

100

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

29

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

Husco

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.

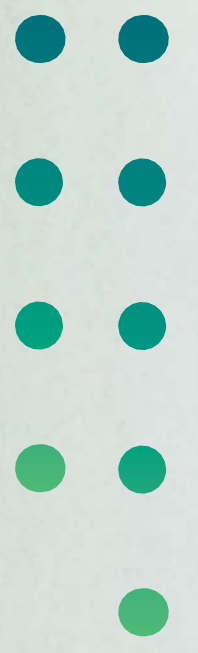
Standard Process Inc.

The Boelter Companies, Inc.

The Boldt Company

TruStage

West Bend Mutual Insurance Company



Commitment to Sustainability

The Commitment to Sustainability award recognizes a sustainable corporation that balances economic growth and environmental management.



Inclusive Culture

The Inclusive Culture award recognizes an individual or company that demonstrates a commitment to fostering an inclusive culture—helping people to thrive and reach their potential.



NextGen Leadership

The NextGen Leadership award recognizes a company that has successfully transitioned to next-generation leadership, ensuring continuity and future growth.



Community Champion

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



Innovation

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



2025 Distinguished Performer: *Commitment to Sustainability*

Ashley Furniture Industries, LLC

Ashley is committed to being an environmental leader through comprehensive initiatives including waste management, recycling, energy reduction, and conservation efforts. Its sustainable practices span facility operations, product creation, and direct environmental impact.

Energy efficiency and facility management

Ashley implements energy-saving measures across facilities, including highly reflective interior paint, LED lighting systems, and energy-efficient white membrane roofing. In recent years, Ashley has installed more than 45,000 solar panels across US manufacturing and distribution facilities, generating approximately 25 million kWh annually.

Waste management and recycling

Ashley maintains a robust recycling program while actively working to minimize waste generation. In the past year, Ashley has recycled tens of thousands of tons of materials including wood, cardboard, and polyfoam, along with hundreds of tons of plastic and metal. These efforts significantly reduce the company's environmental footprint while promoting resource conservation.

Growing a greener future

Ashley's environmental commitment extends beyond its facilities through an ambitious tree-planting initiative. Ashley partners with local communities, employees, and students to plant thousands of trees annually, enhancing habitats today while creating green spaces for future generations. Employee participation in planting events fosters environmental responsibility and strengthens community bonds.

Industry leadership

Ashley Furniture believes that business success and environmental stewardship go hand in hand. Through continuous innovation in sustainability practices and direct action, Ashley remains committed to practices that benefit its facilities, employees, customers, products, and the environment.

2025 Distinguished Performer: *Community Champion*

Husco

Husco commits at least 10% of pretax profits annually to charitable causes. In 2023, this amounted to more than \$25.6 million in donations, with \$24.4 million directed to Wisconsin-based organizations that directly support the communities where employees live and work.

Education as a catalyst

Ninety-five percent of Husco's charitable giving supports K-12 education. Significant investments have been made in St. Augustine Preparatory Academy to expand opportunities for Milwaukee students. Husco provides scholarships for minority students, children of employees, and participants in the Husco Scholars program, which combines paid work experience with full tuition support. A \$2 million gift to Georgia Tech established a Fluid Power Chair, unlocking a \$25 million government grant and advancing hydraulic R&D in the US.

In 2024, Husco matched \$600,000 in employee donations to United Way, resulting in \$1.2 million in total contributions. Husco employees also contributed 489 volunteer hours to initiatives such as Hunger Task Force, Habitat for Humanity, Green Power Garden, and Toys for Tots, demonstrating that Husco's commitment extends beyond financial support.

Leadership at Husco means more than professional excellence. More than 35 Husco leaders actively serve in roles at over 65 nonprofit organizations, including

United Way of Waukesha County, Family Services of Waukesha, and the Waukesha County Business Alliance. At Husco, it means stepping up, giving back, and working to shape stronger, more resilient communities.

Husco's impact extends worldwide. In India, 67,583 items were distributed to 3,091 students across 28 schools. In England, Husco supported more than 180 families with holiday gifts. Globally, Husco employees volunteered 2,597 hours to charitable causes in 2024 alone.

A culture of giving

Philanthropy is woven into Husco's culture. From Wisconsin to communities around the world, Husco is proud to uplift others through sustained, meaningful action.

Husco believes that business success is inseparable from community well-being. By aligning values with action, Husco strives to create lasting change—empowering employees, strengthening neighborhoods, and inspiring others to lead with purpose.

2025 Distinguished Performer: *Inclusive Culture*

Miron Construction Co., Inc.

At Miron Construction Co., Inc., inclusion is not a program; it's a principle embedded in the company's DNA. While known for its innovation in construction technology and project delivery, Miron is equally committed to cultural innovation and belonging across all levels of the organization and industry.

Miron's inclusive culture is built on continuous learning, allyship, and intentional action. In 2020, the company launched a comprehensive strategy that began with recruiting from underrepresented communities and evolved into deeper internal transformation. The company's Allyship at Work workshops have empowered employees to take real, measurable action—speaking up and advocating for colleagues.

In tandem, Miron's commitment is redefining what leadership looks like in construction. Employees collaborate, mentor, and grow together, advancing a culture of support and shared success.

Miron is a proud Impact Champion of AGC's Culture of CARE and a signatory of the Million Women in Construction pledge. It also offers Be More Than a Bystander training to give employees tools to challenge harassment and bias, reinforcing its people-first, zero-tolerance culture. By making allyship a daily habit, investing in change, and creating inclusive pathways for all, Miron is building more than structures—it's building a future where everyone belongs and thrives.

2025 Distinguished Performer: *Innovation*

Faith Technologies Incorporated (FTI)

Innovation isn't just a single brand or department at Faith Technologies Incorporated (FTI); it's a mindset that shapes everything FTI does. Thinking beyond the conventional guides of its actions drives its culture and fuels its growth. Progress is rooted in a commitment to doing things differently and, whenever possible, doing them better.

In 2024, FTI achieved significant revenue and workforce growth, closing the year with 3,735 team members and targeting more than 4,500 by the end of 2025. Its Excellerate® brand launched the eSkid, a ready-to-install electric vehicle (EV) charging solution that reduces site disruption and delivers up to one megawatt of capacity, with future models expected to reach 2.5 megawatts. FTI also introduced Zero 60™, a national EV charging brand that brings reliable renewable energy to locations where drivers already go.

FTI's focus on innovation extends to safety. Under CEO Mike Jansen's leadership, FTI eliminated fixed-blade knives from jobsites and advanced its Ladders Last initiative, both rooted in proactive risk elimination. The Stop Work

Responsibility initiative empowers every team member to halt unsafe work, reinforcing that safety is a shared daily practice. Monthly M3 meetings and daily ClickSafety quizzes help keep safety front and center.

FTI's Culture of Care supports the mental and physical well-being of all team members. Through enhanced benefits like Lyra and Personify Health, FTI offers access to personalized tools and licensed professionals. This commitment earned FTI the Platinum Bell Seal for Workplace Mental Health from Mental Health America for the fourth consecutive year.

FTI is also leading in sustainability. FTI's Excellerate facility in Little Chute, Wisconsin, generates 4.3 megawatts of solar power, and its new Olathe, Kansas, facility will soon add 2.16 megawatts. These systems reflect FTI's belief that the best way to lead is by example.

As FTI continues to grow, it expects to stay focused on creating innovative solutions that benefit its clients, its team, and the planet.

2025 Distinguished Performer: *NextGen Leadership*

Hy Cite Enterprises, LLC

At Hy Cite, the journey toward next-generation leadership has been marked by vision, legacy, and a deep commitment to shared success. Peter O. Johnson, Sr. founded the company in 1959. In 2000, two of his sons, Peter Johnson, Jr. and Erik Johnson, took the reins and continued to build upon the foundation created by their father. In a bold and future-focused step, Hy Cite became an Employee Stock Ownership Plan (ESOP) in 2024—a move to solidify its trust and commitment to its dedicated workforce and to ensure Hy Cite can operate independently for many generations to come. Becoming an ESOP was done to empower every employee to think and act like an owner, reinforcing a culture of accountability, purpose, and shared achievement.

This important evolution honors the legacy of the past while ensuring Hy Cite is well positioned to seize the opportunities of tomorrow. Hy Cite believes it is not just preparing the next generation of leaders—it is the next generation. And together, as employee owners, Hy Cite is invested in the success of one another and the future of the company it proudly calls its own.

At Hy Cite, next-generation leadership is more than a transition—it's a transformation powered by its people and driven by its unwavering belief in potential. Through the ESOP model, every employee is more than a contributor—they're an owner. That sense of ownership builds pride, accountability, and a united commitment to Hy Cite's shared goals.

Hy Cite leads with purpose, creating space for every voice to be heard and every action to matter. Leadership isn't defined by a title; it's a mindset embraced across the organization. By putting people first, Hy Cite empowers bold, collaborative leaders to rise and drive meaningful impact that reaches far beyond traditional boundaries.

With innovation guiding Hy Cite and shared success as its destination, it is not just building a company; it's building a legacy grounded in vision and strengthened by the people who shape it every day.

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 and Firststar) predecessors for more than 40 years. She currently manages a portfolio of approximately 20 large corporate relationships in Southeastern Wisconsin and Northern Illinois.

Caroline 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 the Wisconsin Humane Society where she served in various leadership roles. She is also affiliated with TEMPO Milwaukee.

In addition to numerous U.S. Bank awards, Caroline 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 and 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, 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 2025
WISCONSIN 75












Rank	Company	Location
1	 Northwestern Mutual Northwestern Mutual has been helping people and businesses achieve financial security for more than 165 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
2	 American Family Insurance Since 1927, American Family Insurance has been inspiring, protecting and restoring customer dreams through our insurance products, exceptional service, community investments, and partnerships. We're the nation's 12th-largest property/casualty insurance group, with 13,000 employees. We're ranked 202 on the Fortune 500 list with an AM Best A+ credit rating and a "Standing the Test of Time" distinction. We sell American Family-brand products through exclusive agency owners in 19 states. The group also includes CONNECT, powered by American Family Insurance, Homesite, and Main Street America.	Madison
3	 ABC Supply Co., Inc. 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 in 1982 by Ken and Diane Hendricks, ABC Supply's sole focus has been serving professional contractors and "making it easy" for them to do their jobs by offering the products, support, and services they need.	Beloit
4	 S.C. Johnson & Son, Inc. 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
5	 U.S. Venture, Inc. 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, using data-driven insights to manage energy and information in the global movement of goods. Through the values lived by its family of brands, 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






Rank	Company	Location
6	 Kwik Trip Kwik Trip is a family-owned company that serves customers in 900 locations with convenient, clean retail stores and also produces and distributes more than 80% of the products featured in the stores supplied by its own commissary, bakeries, dairy, and distribution center located in La Crosse, Wisconsin. The company is known for sharing 40% of the pretax profits with all coworkers every year. In 2025, Kwik Trip will open an additional distribution center in DeForest, Wisconsin.	La Crosse
7	 Uline Uline, a family-owned business, is the leading distributor of shipping, industrial, and packaging materials to businesses throughout North America. For more than 45 years, we've stayed committed to providing the highest levels of service and quality products to our customers.	Pleasant Prairie
8	 Ashley Furniture Industries, LLC Ashley Furniture Industries, LLC (Ashley) feels that everyone deserves more value for their money. Established in 1945, Ashley is the largest manufacturer 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
9	 Schreiber Foods 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 enable 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	 TruStage TruStage™ is a financially strong insurance and financial services provider, built on the philosophy of people helping people, meeting the needs of middle-market consumers and the businesses that serve them. 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 focused on creating a more equitable society and financial system, we are committed to giving back to our communities and improving the lives of those we serve today, and tomorrow.	Madison






Rank	Company	Location
11	 <p>Epic Epic develops software to help people get well, help people stay well, and help future generations be healthier. More than 325 million patients have a current electronic record in Epic. Our software is used in 16 countries in academic medical centers, community hospitals, children's organizations, dental clinics, payers, specialty diagnostics laboratories, and more.</p>	Verona
12	 <p>Sentry Sentry Insurance is part of one of the strongest and most financially secure mutual insurance group in the United States, holding a Financial Strength Rating of A+ (superior) from AM Best, as of June 2024. Sentry and its subsidiaries offer property and casualty insurance, life insurance, annuities, and retirement programs for businesses and individuals nationwide. Headquartered in Stevens Point, Sentry employs 6,130 associates across the country.</p>	Stevens Point
13	 <p>MICHELS Established in 1959 in Brownsville, Michels is an international leader in energy and infrastructure construction. Through organic growth, strategic acquisitions, and an understanding of our customers' current and future needs, Michels has expanded into the civil, energy, energy transition and renewables, foundations, marine, mission critical, transportation, and water and wastewater industries. Our Core Values of safety, environment, dedication and teamwork, integrity, social responsibility, and sustainable operations guide our actions, regardless of the type of work being performed.</p>	Brownsville
14	 <p>BAIRD 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 more than 5,300 associates serving the needs of individual, corporate, institutional, and municipal clients and \$490 billion in client assets, as of December 31, 2024.</p>	Milwaukee
15	 <p>Acuity Insurance Acuity Insurance is a leading provider of insurance solutions, delivering exceptional coverage and customer service to individuals and businesses in 32 states. With more than \$3 billion in annual written premium, the insurer manages assets exceeding \$7 billion. Headquartered in Sheboygan, Acuity employs nearly 1,800 people.</p>	Sheboygan

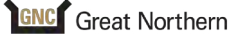




Rank	Company	Location
16	 <p>Quad Quad is a marketing experience company that helps brands make direct consumer connections, from household to in-store to online. We do this through our MX Solutions Suite, a comprehensive range of marketing and print services that integrate creative, production, and media solutions. Supported by technology and data-driven intelligence, we simplify the complexities of marketing by removing friction. We tailor our solutions to each client's objectives, driving cost efficiencies, improving speed-to-market, strengthening marketing effectiveness, and delivering value on client investments.</p>	Sussex
17	 <p>Green Bay Packaging Inc. Started in 1933, 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, and a sawmill facility. Headquartered in Green Bay, Green Bay Packaging Inc. employs more than 5,400 team members and operates 46 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.</p>	Green Bay
18	 <p>Quartz Quartz is a local, community-based health insurance company dedicated to providing access to innovative, high-quality, and affordable health care. We proudly serve nearly 360,000 customers in parts of Illinois, Iowa, Minnesota, and Wisconsin. We are provider-owned by the integrated health care delivery systems of Gunderson Health System, UW Health, UnityPoint Health, and Advocate Aurora Health. Our commitment is to ignite the power within us all to create a life well-lived, so that our neighborhoods shine brighter.</p>	Madison
19	 <p>West Bend Insurance Company For more than 130 years, West Bend Insurance Company has delivered trusted insurance solutions for home, auto, and business. Renowned for its strong agency relationships and commitment to integrity, West Bend combines ethical underwriting with fast, fair claims service. With property, casualty, and workers' compensation offered in 14 states, and surety coverage available nationwide, the company continues to earn the respect of its independent agency network by building policyholder trust—because The worst brings out our best®, and that's The Silver Lining®.</p>	West Bend
20	 <p>Trek Trek Bicycle is a bicycle and cycling product manufacturer, distributor, and retailer under brand names Trek, Electra, Bontrager, and Diamant Bikes.</p>	Waterloo






Rank	Company	Location
21	 <p>Johnsonville Founded in 1945 by Ralph F. and Alice Stayer as a small butcher shop, Johnsonville is now the leading national sausage brand, with more than 80 varieties sold across 40-plus countries and served in over 75 sports stadiums in the US. The company remains family-owned and privately held, employing nearly 4,000 sausage-obsessed team members globally.</p>	Johnsonville
22	 <p>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 serves private brand retail and food service customers, as well as wholesale distributors across the United States. Additionally, Masters Gallery Foods provides bulk cheese to converters, food manufacturers, and cheese ingredient users worldwide. The company is committed to providing high-quality cheese products and exceptional customer service, while positively impacting the lives of its employees, partners, and communities.</p>	Plymouth
23	 <p>Miron Construction Co., Inc. Miron Construction Co., Inc., one of the largest building contractors in Wisconsin, provides innovative preconstruction, construction management, design-build, industrial, and general construction services to various markets nationwide. The 107-year-old private company is headquartered in Neenah with regional offices located throughout the state and in Cedar Rapids, Iowa, and Marquette, Michigan. As one of the nation's premier construction firms, Miron strives to exceed expectations and bring dreams to life by staying grounded, thinking big, rallying together, digging deep, and building legacies.</p>	Neenah
24	 <p>Bergstrom Automotive Bergstrom Automotive, headquartered in Neenah, is one of the top 50 automotive retailers in the United States and the largest in Wisconsin. The company employs more than 2,400 team members and sells and services 33 brands in 37 facilities located throughout Wisconsin.</p>	Neenah
25	 <p>Sargento With more than 2,500 employees and multibillion in net sales, Sargento is a family-owned company that has been a leader in cheese for 72 years. Founded in 1953 in Plymouth, 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 manufactures and markets amazing shredded, sliced, and snack natural cheese products, as well as ingredients. Sargento leadership lives to serve local communities and employees, whom they refer to as the Sargento Family.</p>	Plymouth


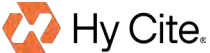



Rank	Company	Location
26	 <p>Charter Manufacturing Charter Manufacturing (chartermfg.com) is a family-owned group of differentiated metals manufacturing businesses founded in 1936. Headquartered in Mequon, the company employs more than 2,300 employees across its corporate location and businesses, including Charter Arrowcast, Charter Dura-Bar, Charter Steel, Charter Wire, and Niles Iron & Metal. The Will to Grow drives Charter's success, with dedicated employees committed to continuous improvement and an entrepreneurial spirit that thrives with the Charter Family.</p>	Mequon
27	 <p>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 brands—Faith Technologies®, EnTech Solutions™ and Excellerate®—we are one connected company, bringing our partners' visions to life to ensure a sustainable future.</p>	Menasha
28	 <p>The DeLong Co., Inc. Since 1913, The DeLong Co., Inc. has been a pioneer in the agricultural industry, delivering best-in-class services in grain trading, exports, agronomy, seed, crop insurance, transportation, and wholesale operations across the United States. With a six-generation legacy rooted in commitment to customers and communities, the DeLong family continues to uphold core values of integrity, family, innovation, growth, and quality. Today, The DeLong Co. is the largest exporter of containerized agricultural products and ranks as the fourth-largest US exporter of total containerized goods.</p>	Clinton
29	 <p>The Boldt Group, Inc. The Boldt Group, Inc. is a family of companies driven to transform the built environment and beyond through innovation, Lean methodology, and continuous process improvement. Headquartered in Appleton, our employee- and family-owned businesses focus on creating extraordinary opportunities for employees, partners, customers, and communities. The Boldt Group of companies serve customers nationwide.</p>	Appleton






Rank	Company	Location
30	 <p>Walbec Group Walbec produces high-quality construction materials and delivers unparalleled professional design, engineering, and construction services with its six companies, including 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 many site projects for public or private organizations spanning various industries.</p>	Waukesha
31	 <p>Brakebush Founded in 1925 in Westfield, Brakebush Brothers began with a single truck and has grown into a national leader in further-processed chicken. Still family-owned, we serve a wide range of customers—including restaurants, schools, health care, and the US military—through five plants and a private transportation fleet. With nearly 3,000 employees, we remain committed to quality, innovation, and integrity.</p>	Westfield
32	 <p>Findorff Founded in 1890, Findorff is an employee-owned construction company building in Wisconsin and throughout the United States. Driven to create memorable spaces in multiple industries, including corporate, education, health care, multifamily, and science and technology, Findorff is passionate about going beyond for clients, partners, and communities. Findorff takes pride in delivering extraordinary craftsmanship and character to every job.</p>	Madison
33	 <p>SECURA Insurance SECURA Insurance, headquartered in Neenah, 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, and is rated A (Excellent) by AM Best. It is also a certified Great Place to Work.</p>	Neenah
34	 <p>Boucher Automotive Group Boucher Auto Group is a family-owned automotive dealership group based in Wisconsin, known for its wide selection of new and used vehicles, exceptional customer service, and community involvement. Founded in 1977, Boucher represents many top automotive brands, including Ford, Chevrolet, Hyundai, Nissan, and more across multiple locations. The Boucher Auto Group provides comprehensive services such as sales, financing, maintenance, and repairs. Its “We Ride With You Every Mile” slogan reflects a dedication to building lasting relationships with customers throughout their vehicle ownership journey.</p>	Greenfield






Rank	Company	Location
35	 <p>JP Cullen JP Cullen is a fifth-generation, family-owned business. Since 1892, we have taken on the most challenging government, education, health care, science and technology, commerce, industrial, arts and entertainment, and historic restoration projects across Wisconsin, Illinois, and Iowa. Today we are an \$850 million-plus full-service preconstruction and construction company with 750 employees, managing projects from \$1,000 to more than \$100 million in size—from new construction to additions and renovations to specialized work.</p>	Janesville
36	 <p>Hydrite Hydrite is one of the largest independent providers of chemicals and related services in the United States boasting a network of manufacturing facilities, warehouses, and laboratories with more than 1,000 employees. Hydrite is distinguished for its excellence in chemical manufacturing and distribution, paired with an unmatched level of technical expertise specializing in food and dairy sanitation, organic processing, liquid sulfites, foam control, and water treatment. Hydrite upholds core values centered on safety and quality, people, integrity, innovation, and responsible growth.</p>	Brookfield
37	 <p>Russ Darrow Automotive Group Russ Darrow Group, Inc. operates franchised automobile dealerships that are engaged in the sale and leasing of new and pre-owned vehicles, collision repair, parts, and service and maintenance repairs, and is a used vehicle finance company as well as nationwide fleet and leasing company.</p>	Menomonee Falls
38	 <p>KI KI is a manufacturer and marketer of innovative furniture and architecture wall systems solutions for education, health care, government, and corporate markets. The employee-owned company is headquartered in Green Bay and operates sales offices and manufacturing facilities in the United States, Canada, Latin America, and Europe. KI tailors products and service solutions to the specific needs of each customer through its unique design and manufacturing philosophy.</p>	Green Bay
39	 <p>Fox World Travel Fox World Travel is a leading global travel management company headquartered in the US with 65 years of success serving corporate, meeting, and vacation 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.</p>	Oshkosh






Rank	Company	Location
40	 Great Northern With more than 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.	Appleton
41	 Promega Promega is a global life sciences company headquartered in Madison. Since 1978, it has developed tools that support scientists in molecular biology, clinical diagnostics, forensics, and more. With more than 4,000 products used in 100+ countries, Promega operates branch offices and manufacturing sites worldwide. The company's technologies drive discovery, improve health, and address global challenges through an innovative culture and a commitment to purpose-driven science.	Madison
42	 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, 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
43	 RJ Schinner 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 supply, 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.	Menomonee Falls
44	 JX Truck Center JX Enterprises, a third-generation family-owned business, has served the transportation industry for 55 years. It operates 27 JX Truck Centers across the Midwest, offering transportation solutions. Business units include Amcan Truck Parts, Alltrux Truck & Trailer Parts, Total Appearance, Marquette Mountain Resort, and the JX Gives Back Family Foundation.	Hartland




Rank	Company	Location
45	 Lakeside Foods Lakeside Foods is a premier supplier of high-quality frozen and canned foods to the retail, food service, and industrial sectors. Since its beginning in 1887 as a small pea-canning plant, Lakeside Foods has expanded to 14 production facilities, producing canned and frozen vegetables, canned meat, smoked sausage, canned beans, frozen desserts, appetizers, and canned pet food distributed in 14 countries. Lakeside Foods manages its vegetable growing operations through regional farmers, ensuring food quality and freshness from farm to table. The company is family owned and based in Manitowoc.	Manitowoc
46	 Stoughton Trailers Stoughton Trailers is a top five 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-based company provides one-stop build, finance, rental, parts, and fleet solutions. Our customers include the most recognizable names in the trucking, retail, and logistics business.	Stoughton
47	 J. F. Ahern Co. Ahern is a mechanical and fire protection contractor specializing in HVAC, plumbing, building controls, sprinkler, extinguisher and alarm, and industrial fabrication for construction and service projects. Founded in 1880 and celebrating 145 years of serving clients and communities, the company has more than 1,700 employees servicing commercial and industrial customers across the United States.	Fond du Lac
48	 Hooper Corporation Hooper is a well-respected electric power and mechanical contractor 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
49	 Ewald Automotive Group, LLC Ewald Automotive Group, founded in 1964, is owned and operated by Craig, Brian, Tom, Eric, Jay, and Brett Ewald together with their 450 associates. The company is a leader in "Making It Easy" to provide transportation solutions through the sale and leasing of new and pre-owned vehicles, service repair of all makes and models, parts and accessory sales, and auto/truck collision repair and painting. Located in Southeast Wisconsin's Metro Milwaukee area, it operates 10 dealerships representing Chrysler, Jeep, Dodge, Ram, Chevrolet, Buick, GMC, Hummer, VW, KIA, and Airstream nameplate brands.	Delafield



Rank	Company	Location
50	 <p>Husco Husco is a global leader in precision engineering and manufacturing, delivering innovative hydraulic and electromechanical solutions that power industries and improve lives. Headquartered in Wisconsin, we are committed to operational excellence, innovation, and empowering our people. Beyond business, Husco actively supports local communities through charitable giving and volunteerism, reinforcing our belief that strong communities build strong companies.</p>	Waukesha
51	 <p>Hy Cite Enterprises, LLC Founded in 1959 and based in Middleton, Hy Cite's mission is to help families thrive by creating exceptional kitchenware and making it accessible to all. With more than 1,400 employees across seven countries—including the US, Mexico, and South America—we support 8,000+ independent distributors committed to delivering quality products and service. We lead in direct selling through an outstanding business opportunity rooted in ethical practices. In 2024, we ranked 23rd on the DSN Global 100 List. Hy Cite champions family well-being and leaves a lasting impact in every community we serve.</p>	Middleton
52	 <p>Roehl Transport Roehl Transport is one of North America's safest trucking companies, as recognized by the American Trucking Associations. 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.</p>	Marshfield
53	 <p>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.</p>	Neenah
54	 <p>IEWC IEWC is a global provider of wire, cable, and custom connectivity solutions that advance a connected world. Through its OEM, Infrastructure, and Controls divisions, IEWC provides wire distribution, engineered solutions, and value-add services to manufacturers and installers across industrial automation, power distribution, medical technology, telecom, data centers, and beyond. Backed by more than 60 years of supply chain expertise and a culture of innovation, IEWC partners with customers worldwide to solve complex challenges and accelerate their growth.</p>	New Berlin

Rank	Company	Location
55	 <p>CG Schmidt CG Schmidt is a fifth-generation, family-owned construction management firm founded in 1920. For more than a century, we have built exceptional facilities that improve the lives of others, including schools, hospitals, corporate offices, senior living communities, and multifamily developments. Rooted in our core values of integrity, caring, and excellence, we are trusted by some of the most respected organizations across Wisconsin and beyond. Our collaborative approach, skilled teams, and deep commitment to client success ensure that every project is built with purpose, precision, and pride.</p>	Milwaukee
56	 <p>ETC ETC is a Wisconsin-based manufacturer of lighting and rigging control systems for entertainment, architectural, and commercial applications. We are recognized for our lighting and rigging installations around the world—in opera houses, theaters, schools, museums, conference centers, and public monuments. Our foundation is built on innovation in product design and manufacturing, combined with a relentless dedication to helping our customers succeed. The key to our success lies in our focus on the ETC community and the excellence of each individual employee's contributions.</p>	Middleton
57	 <p>Werner Electric Supply Werner Electric Supply is a provider of electrical and automation products and services that has served Wisconsin for more than 75 years. With almost 500 dedicated employees across 12 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.</p>	Appleton
58	 <p>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, our 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.</p>	Madison
59	 <p>Kriete Truck Centers Kriete Truck Centers has been earning customer trust through honesty and proven expertise for more than 70 years. Currently operating 10 locations across Wisconsin, Kriete offers the full line of Mack, Volvo, Hino, and Isuzu trucks, Autocar terminal tractors, and seven equipment-trailer lines. Kriete also provides parts for all truck makes and models, industry-leading financing and leasing solutions, and a team of skilled service technicians dedicated to maximizing customer success at every turn.</p>	Milwaukee

Rank	Company	Location
60	 <p>Gustave A. Larson Company 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. Our business philosophy is to focus on serving the needs of our customers with a value-added, professional, and enthusiastic attitude. Each of our 54 fully stocked and conveniently located stores carries an extensive inventory of equipment, controls, supplies, and replacement parts to serve our local customers' needs.</p>	Pewaukee
61	 <p>Boelter 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.</p>	Waukesha
62	 <p>Hunzinger Construction Company Hunzinger is a fourth-generation, family and employee-owned company continuously serving the construction industry since 1907. One of Wisconsin's premier construction management/general contracting firms, we are a leader in the field of sustainable building, responsible for 50+ LEED Building Certifications in Wisconsin. Our company motto is "Do the right thing."</p>	Brookfield
63	 <p>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 the Zilber Family Foundation, a private grantmaking institution dedicated to enhancing the well-being of individuals, families, and neighborhoods.</p>	Milwaukee
64	 <p>J. J. Keller & Associates, Inc. Our purpose at J. J. Keller & Associates, Inc. is to protect people and the businesses they run. Serving 500,000+ companies in North America, our associates have a big impact. Transportation, construction, utility, health care, education, and industrial organizations of all sizes rely on our expert insights to create safe work environments and simplify complex government regulations. They trust our solutions—cloud-based management tools, consulting, professional services, training, forms, PPE, and safety supplies—to safeguard workers, reduce risk, and build operational confidence.</p>	Neenah

Rank	Company	Location
65	 <p>Evans Transportation Founded in 1985, Evans is a family-owned, full-service, third-party provider of custom logistics solutions for a diverse range of North American shippers in a range of industries, including automotive, chemicals and plastics, energy and oil, food and beverage, health care, manufacturing, technology, and electronics. A private company based in Wisconsin fueled by more than 40 years of industry experience and an uncommonly dedicated team, Evans is a single-source, end-to-end transportation management provider.</p>	Delafield
66	 <p>MGS A global provider of health care contract development and precision component plastics 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 health care CDMO of choice for today's leading pharma, diagnostic, and medtech companies.</p>	Germantown
67	 <p>Stella and Chewy's LLC Stella and Chewy's is the premier manufacturer of premium dog and cat food and treats. Focusing on the world's finest responsibly sourced animal proteins, 100% organic fruits and vegetables, and fortification with vitamins and minerals, we offer the best complete and balanced diets that help pets thrive.</p>	Oak Creek
68	 <p>LaForce LaForce is a top distributor for commercial doors, frames, security systems, hardware, bathroom stalls, building specialties, and much more. Whether you are a general contractor, facility owner, building manager, maintenance manager, or architect, our team will work with you to provide products and services that are functional, code compliant, and meet the building's arch design and budget. With more than 70 years of experience and reliability, our team can provide expert technical knowledge for door-opening and security solutions for your business, health care facility, school buildings and more.</p>	Green Bay
69	 <p>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's worth of evolving financial needs in banking and wealth.</p>	Racine

Rank	Company	Location
70	 VJS Construction Services Based in Pewaukee for more than 78 years, VJS Construction Services has served as a leading construction manager, general contractor, and design/builder, playing a pivotal role in shaping and revitalizing communities throughout Wisconsin. Our areas of expertise span various sectors including senior living, K-12 education, higher education, multifamily housing, corporate, civic and community, manufacturing/industrial, religious, retail and hospitality, health care, and aviation markets.	Pewaukee
71	 The Douglas Stewart Company, Inc. Education-focused. Relationship-driven. 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.	Madison
72	 The Foth Companies Headquartered in the Green Bay area since 1938, Foth is a full-service science and engineering firm serving public and private industries in three main areas: infrastructure, environment, and production manufacturing. More than 700 employee-members working across 29 locations provide expert guidance throughout all project phases—from planning to construction and integration. We solve our clients' toughest science and engineering challenges to build enduring partnerships and create bright futures.	De Pere

Rank	Company	Location
73	 Astronautics Astronautics is a global leader in the design and manufacture of avionics equipment and systems for aerospace and defense. Our OEM and retrofit products provide aircraft with electronic primary flight, multifunction, engine, and custom displays; connected aircraft and cyber solutions; electronic flight bags; and certified servers for airborne applications. Services include avionics system integration and custom software for critical applications. Astronautics is the parent company of Kearfott, a leader in guidance, navigation, and motion control for sea, land, air, and space applications.	Oak Creek
74	 Tri-North Builders Tri-North is a trusted and national commercial construction partner. Having served the construction industry for more than 40 years, our services include pre-construction, general construction, construction management, design build, cost estimating, self-performed work, LEED consulting, and more. As an employee-owned company, Tri-North places a strong emphasis on team members and their families, as well as fostering a fun, diverse, and interesting workplace.	Fitchburg
75	 Inpro Corporation Inpro is a manufacturing company with an obsessive commitment to protecting the appearance of buildings and the health and safety of people who use them. Inpro is the premier global manufacturer of door and wall protection, washroom systems, expansion joint systems, elevator interiors, privacy systems, commercial window treatments, and architectural signage.	Muskego



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 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 varied 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 focus on their goals, and helping build Wisconsin's story of innovation, prosperity, and perseverance.



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