



# 2018 Distinguished Performer Award winners



## Community

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

**American Family Insurance**



## Diversity

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

**CUNA Mutual Group**



## Innovation

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

**Northwestern Mutual**



## Succession

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

**IEWC**



## Sustainability

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

**Menasha Corporation**



## Talent

The Talent award recognizes a company's commitment to its employees by encouraging well-being, professional development, and empowerment to own your career.

**Promega Corporation**

# 2018 Distinguished Performer: Community

## American Family Insurance



American Family's philanthropic philosophy is focused on strategic community investments to solve issues. The company's passions include education, children and helping families in poverty.

The American Family Insurance Dreams Foundation awards grants to nonprofits, matches employee and agent gifts to charities of their choice and awards college scholarships to employees' children. Since 2016, the foundation and American Family Insurance have made grants of \$8.7 million, matched \$4.7 million in employee and agent donations and given more than 250 scholarships of \$2,500 annually, renewable for four years.

In 2017, the Dreams Foundation made its largest gift to date, \$1.3 million in support of Madison College's south campus project aimed at helping address significant issues on the south side of Madison including racial, economic and educational disparities, as well as help stimulate economic development.

Also in 2017, American Family Insurance became the first presenting sponsor in the history of Summerfest. The sponsorship includes certain physical improvements at the Summerfest grounds and a grant program

that will award \$2,500 to six Milwaukee County non-profit organizations that support student participation in music.

In June of 2018, The Steve Stricker American Family Insurance Foundation hosted the third American Family Insurance Championship, a PGA TOUR Champions event. In its first two years, the event raised \$2.7 million for charity.

Also this year, American Family will complete construction of a new building, Spark, near downtown Madison. The building will be an innovation and entrepreneurial hub, bringing together teams from American Family and Starting Block Madison, an ecosystem of startups.

Out of the company's Innovation team and its affiliate, direct-sales insurance company, The General, came Moonrise. Moonrise, based in Chicago and launched in January 2018, makes it easy for companies looking for a reliable hourly workforce to find workers looking for that additional shift to make ends meet. "Moonrisers" are paid at the end of each shift using a debit card. Already, more than 200 people are receiving shiftwork through Moonrise and more are being added every day.

These are only a portion of the ways American Family supports communities. They are proud to help people achieve their dreams and their meaningful investment in individuals and communities in Wisconsin and around the country will continue for years to come.

**"Our mission to inspire, protect and restore dreams is the foundation from which we operate our business and central to our efforts in advancing the quality of life for those most in need. We're proud that our support improves lives in Wisconsin and across the country, and we're constantly evolving to make our partnerships with communities even stronger."**

**Jim Buchheim**

Vice President of Communications

# 2018 Distinguished Performer: Diversity

## CUNA Mutual Group



Embracing differences and promoting equity for everyone is one of CUNA Mutual Group's founding principles. CUNA Mutual Group focuses on creating an inclusive, equitable, and diverse company culture that reflects the customers they serve, the partners they work with and the communities they reside in.

As part of an enterprise-wide diversity, equity and inclusion (DEI) strategy, CUNA Mutual Group developed a long-term focus and plan that includes a robust employee training curriculum, investment in resources, and leadership development programs all covering areas such as race, gender, inclusion, discrimination and implicit bias. Since its inception two years ago, CUNA Mutual Group has made continuous progress and improvements on this journey, understanding there is more work to do.

To date, the company has introduced several innovative programs designed to inform, educate and engage employees on issues related to diversity, equity and inclusion. A few highlighted examples include:

- Expanded employee benefits for new parents and transgender employees such as paternal leave, adoption benefits and domestic partner health benefits.
- Developed extensive training with human resource staff, hiring managers and people leaders to build awareness of how implicit bias may impact hiring decisions, performance and talent reviews.
- Sponsors and runs the FOCUSS Idea Competition in partnership with a Madison-based community leader, several Historically Black Colleges and Universities (HBCUs) and Wisconsin schools to connect with young talent.
- Launched the Inclusion Institute to provide employees with the knowledge, tools and resources needed to infuse the company's diversity, equity and inclusion commitment into their personal and professional lives.
- Launched their Multicultural Center of Expertise (MCOE) to identify how financial behaviors can be driven by culture and background and learn how to adapt services to best serve customers.
- Changed current recruiting and job posting processes at all levels of employment to build a more diverse pipeline of candidates for the hiring process.
- Recently contributed \$20 million to the company's foundation as an endowment to further partner with nonprofit organizations and expand support to organizations that focus on reducing economic and educational gaps.

**"For me, diversity is about recognizing and understanding differences. Inclusion is about creating a welcoming and supportive environment for everyone. Equity is about ensuring we all benefit because of our differences."**

**Robert N. Trunzo**

President and Chief Executive Officer

# 2018 Distinguished Performer: Innovation

## Northwestern Mutual



In the past decade, Northwestern Mutual's focus on innovation has made it possible to transform to a financial services company with leading digital capabilities. With a singular focus on helping clients achieve financial security, Northwestern Mutual is taking ideas and transforming them into new and better ways to meet its clients' needs and goals.

Innovation is more than an activity at Northwestern Mutual – it's a mindset. Employees are encouraged to think big and explore different perspectives. Through the company's digital innovation program, which includes initiatives such as an internal venture fund, hackathons, and ideation campaigns, teams are exploring emerging trends and experimenting to bring ideas to market faster. The program has generated more than \$100 million in business value since its inception nearly a decade ago.

On October 2, the company celebrated the grand opening of its new innovation lab, Cream City Labs, located in its downtown Milwaukee headquarters. The lab represents the company's next step in its innovation journey and is designed to advance ideation, and experimentation for employees and community partners, including local startups and the Northwestern Mutual Data Science Institute.

Beyond advancing innovation within the company, Northwestern Mutual is committed to growing Milwaukee as a tech hub where technology, entrepreneurship, and innovation are core to its success. Northwestern Mutual has launched multiple initiatives to develop and grow the local tech and entrepreneurial communities so that the city and businesses continue to thrive, including:

- Hosting a tech summit that gathered 200+ leaders in the local business, academic, government, and technology communities to discuss attracting and retaining tech talent
- Committing \$80 million to launch three venture funds
- Funding the gBETA accelerator program
- Sponsoring Startup Milwaukee Week
- Launching the Northwestern Mutual Data Science Institute, a \$40 million program, in partnership with Marquette University and UWM

All these initiatives help drive conversation around innovation in the community and attract top tech talent needed for the future.

**"Advancing technology and innovation are key to the success of our community and company. We're committed to providing our employees with the skills, opportunities and space to innovate and embrace an entrepreneurial mindset as we work to transform how people experience financial security."**

**Karl Gouverneur**

Vice President of Digital Workplace, Corporate Solutions and Head of Digital Innovation

# 2018 Distinguished Performer: Succession

IEWC



IEWC faced an impending dilemma: three long-tenured leaders had all shared plans to retire. The CEO of 19 years, the COO, and Senior VP of Global Sales all would step down within five months of each other. Before identifying successors, IEWC leadership knew that they must determine the core values and culture that define IEWC, as well as a vision for what IEWC needed to be in the future to sustain success.

By engaging the organization in extensive discussions before initiating the search, IEWC identified clear criteria for its next CEO: The individual must be a champion of the newly articulated values, culture, and vision. Internal candidates were identified and placed on development plans that included stretch assignments. Concurrently, a search firm identified external candidates.

Ultimately, this process was about more than naming a new CEO and leadership team, and the approach benefited individuals as well as the company. Employees expanded their professional experience through involvement in succession planning, participation in development plans for high-potential leaders, or by helping to codify the company's culture, values, and vision. IEWC benefited from the stretch assignments given to leaders, who brought fresh perspectives and new energy to the teams they were promoted to lead. The essential competencies identified for new C-level management were also incorporated into current management roles as well as future hiring and development. This exercise also strengthened morale by clearly defining values and vision, ensuring that all employees understand where IEWC intends to go and how it will get there.

**"For IEWC, we saw the succession process as far more than just hiring a new CEO. It was an opportunity to engage our whole organization and make this an opportunity to define our company's values and culture, as well as our vision for what our business needs to become to thrive in the future. That foundation provided a clear direction when identifying the right leadership candidates."**

**Michelle Osman**  
Chief Operating Officer

# 2018 Distinguished Performer: Sustainability

## Menasha Corporation



A leading corrugated and plastic packaging manufacturer and supply chain solutions provider, Menasha Corporation has evolved over 169 years by successfully adapting to change and re-imagining its future by operating responsibly and delivering value. Its responsible business practices include quantifying environmental performance, continuously working toward aggressive reduction goals, minimizing environmental impact, and operating efficiently. Exponential growth in scale and geographic footprint since 2013 has required an even stronger focus on balancing growth and minimizing the environmental impact of its actions.

### Water, Waste and Emissions Reductions

Over the last five years, Menasha Corporation's geographic footprint increased by 46%. Rather than increase water usage, it achieved an astonishing 87% reduction in gallons of water used by setting aggressive, voluntary conservation goals. One plant achieved 100% water and oil separation process with 98% of the separated oil recycled and re-used.

Since 2013, the company has reduced waste by 7.12% through a variety of continuous improvement and Lean Transformation approaches. The company's plastics business'

entire product line of reusable plastic containers and pallets is based on a circular "make, use, return" manufacturing model, allowing a pallet or container to be reused many times before the end of its useful life. One corrugated plant reduced 45,000 lbs. of paper waste in 2017—the lowest yearly average for corrugator waste—and another saved 125,000 pounds of waste paper.

Menasha Corporation reduced its carbon emissions by 4% (per metric ton of CO<sub>2</sub>e per ton of production) since 2013, even with acquisitions and facility expansions. Over the past 18 months, three new eco-friendly presses were installed at packaging facilities, and a line of plastic containers was redesigned resulting in a gain of up to 20% in shipping density for automakers and tier suppliers. Menasha Corporation reports its emissions to the Carbon Disclosure Project every year.

### Sustainability Certifications and Awards

Menasha Corporation was recognized as a Green Master by the Wisconsin Sustainable Business Council for seven consecutive years and was named a Top Green Provider for four consecutive years by Food Logistics Magazine. Additional certifications include the ISTA-6 Series Amazon; Wisconsin DNR

Green Tier Program; Forest Stewardship Council; Sustainable Forestry Initiative; the Programme for the Endorsement of Forest Certification; Energy Star®; and a LEED Gold® certification for its headquarters building in Neenah, Wisconsin.

Menasha Corporation reports its sustainable activities and accomplishments in an annual Corporate Social Responsibility Report found at [www.menashacorporation.com](http://www.menashacorporation.com).

**"The tenets of a responsible company—one that builds economic value, practices environmental stewardship, is accountable to customers, and cares for its employees and communities—are fundamental to who we are and can be seen across numerous actions we take as a company."**

**James M. Kotek**

President and Chief Executive Officer

# 2018 Distinguished Performer: Talent

## Promega Corporation



Promega understands that it is their people who enable the company to move forward. Their culture emphasizes self-actualization, nurtures creativity, and prioritizes health and well-being. Employees are given flexibility in how they work that acknowledges the individual differences of each employee. Their 19 worldwide locations provide support in ways that meet the specific needs of each region and encourage employees to achieve a balance of work-home integration.

Highlights include:

- Employee feedback from surveys and monthly employee sessions indicate their greatest satisfaction comes from working with great people, having managers/leaders with high integrity and being a part of a great organization. Employees are proud to say they work at Promega.
- Providing employees with variety of spaces that gives them the opportunity to work in a creative “third space”, exercise, meditate or grab a bite to eat. Throughout Promega, there are places to discover stories, history and whimsy.
- Cultivating emotional and social intelligence (ESI) by offering ProMindful programs, offering a breadth of mindful practices; a 3-week ProMindful Parenting course; and “bootcamps” to teach ESI skills and enrich the Promega culture of well-being.
- Utilizing the “3 Conversations” approach to facilitate individual development plans, personalized growth goals and a listening session to understand the needs and threats to retaining the talent in the company.
- Leadership training via professional development courses, forums and roundtables.
- The Scientific Training team designs, develops and implements product and sales trainings for employees around the globe, which are delivered in live and virtual classrooms.
- Branches in Korea, Japan, and Germany offer employees English lessons to improve communication across the company and with clientele.
- Building relationships and connections through a multitude of team-building activities and employees joining together to share in hobbies.

- Prioritizing employee health and well-being and offering resources and benefits to support employee wellness through fitness and health care facilities, wellness programs and benefits packages.
- Supporting employees during times of need with the installment of the Caregiver Leave program for employees to care for aging parents, ill spouses, children with medical needs, or time off to bond with a newborn/ newly adopted child without sacrificing their own paid sick leave or vacation.

**“This year, Promega celebrates its first 40 years. And while we’ve landed in places unimagined four decades ago, there’s been a common theme in our work that revolves around relationships. At Promega, this connection starts with employees. Innovations begin with an individual who has an idea that he or she is passionate about. It seems the more we open up to these individual passions and let go of a singular approach, the more connected we become to something that brings meaning to all of us.”**

**Bill Linton**

President & CEO, Promega Corporation



# 2018 Wisconsin 75

Wisconsin 75 | Company highlights

Rank	2018 Wisconsin 75 companies		Location	No. of years	Distinguished Performer award winner
1	Northwestern Mutual		Milwaukee	6	Innovation
2	S.C. Johnson & Son, Inc.		Racine	16	
3	American Family Insurance		Madison	6	Community
4	ABC Supply Co. Inc.		Beloit	16	
5	Kohler Co.		Kohler	13	
6	U.S. Venture, Inc.		Appleton	16	
7	Ashley Furniture Industries, Inc.		Arcadia	10	
8	Kwik Trip, Inc.		La Crosse	9	
9	Schreiber Foods		Green Bay	2	
10	Uline		Pleasant Prairie	9	

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Rank	2018 Wisconsin 75 companies		Location	No. of years	Distinguished Performer award winner
11	Quad/Graphics, Inc.		Sussex	16	
12	CUNA Mutual Group		Madison	3	Diversity
13	Sentry Insurance		Stevens Point	11	
14	Epic		Verona	2	
15	Michels Corporation		Brownsville	2	
16	Menasha Corporation		Neenah	16	Sustainability
17	Green Bay Packaging, Inc.		Green Bay	16	
18	Baird		Milwaukee	14	
19	Acuity Insurance		Sheboygan	12	
20	Sargento Foods Inc.		Plymouth	16	

# 2018 Wisconsin 75

Wisconsin 75 | Company highlights




Rank	2018 Wisconsin 75 companies		Location	No. of years	Distinguished Performer award winner
21	West Bend Mutual Insurance Company		West Bend	13	
22	Charter Manufacturing		Mequon	16	
23	Bergstrom Automotive		Neenah	16	
24	Masters Gallery Foods		Plymouth	16	
25	Miron Construction Co., Inc.		Neenah	10	
26	Trek Bicycle Corporation		Waterloo	16	
27	The Boldt Company		Appleton	16	
28	Johnsonville, LLC		Sheboygan Falls	8	
29	The DeLong Co., Inc.		Clinton	16	
30	Boucher Group, Inc.		Greenfield	16	

# 2018 Wisconsin 75
















Rank	2018 Wisconsin 75 companies		Location	No. of years	Distinguished Performer award winner
31	Church Mutual Insurance Company	<div> <div>PROTECTING THE GREATER GOOD</div> <div> </div> </div>	Merrill	4	
32	Adelman Travel		Milwaukee	15	
33	SECURA Insurance		Appleton	6	
34	Hydrite Chemical Co.		Brookfield	13	
35	Ariens Company		Brillion	7	
36	Russ Darrow Group		Menomonee Falls	4	
37	Ewald Automotive Group, LLC		Delafield	16	
38	JX Enterprises, Inc.		Hartland	13	
39	Fox World Travel		Oshkosh	2	
40	Promega Corporation		Madison	1	Talent

# 2018 Wisconsin 75

Wisconsin 75 | Company highlights

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Rank	2018 Wisconsin 75 companies	Location	No. of years	Distinguished Performer award winner
41	Husco <div></div>	Waukesha	9	
42	Roehl Transport, Inc. <div></div>	Marshfield	6	
43	Windway Capital Corp <div></div>	Sheboygan	13	
44	CG Schmidt, Inc. <div></div>	Milwaukee	8	
45	Lakeside Foods, Inc. <div></div>	Manitowoc	13	
46	The Boelter Companies <div></div>	Waukesha	5	
47	IEWC <div></div>	New Berlin	11	Succession
48	Mayville Engineering Company, Inc. (MEC) <div></div>	Mayville	15	
49	Werner Electric Supply Company <div></div>	Appleton	16	
50	J. F. Ahern Co. <div></div>	Fond du Lac	16	






# 2018 Wisconsin 75

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Rank	2018 Wisconsin 75 companies	Location	No. of years	Distinguished Performer award winner
51	First Supply		Madison	16
52	JP Cullen		Janesville	12
53	Palermo Villa, Inc. dba Palermo's Pizza		Milwaukee	10
54	Gustave A. Larson Company		Pewaukee	15
55	Johnson Financial Group		Racine	13
56	J. J. Keller & Associates, Inc.		Neenah	8
57	Hunzinger Construction Company		Brookfield	9
58	Bauer Built, Inc.		Durand	15
59	Zilber Ltd.		Milwaukee	15
60	River States Truck and Trailer, Inc.		La Crosse	4











# 2018 Wisconsin 75

Wisconsin 75 | Company highlights



Rank	2018 Wisconsin 75 companies	Location	No. of years	Distinguished Performer award winner
61	The Douglas Stewart Company 	Madison	2	
62	QPS Employment Group 	Brookfield	12	
63	Standard Process Inc. 	Palmyra	11	
64	Edward H. Wolf & Sons, Inc. 	Slinger	8	
65	Astronautics 	Milwaukee	13	
66	Everbrite, LLC 	Greenfield	13	
67	Gordon Flesch Company 	Madison	14	
68	Kolbe & Kolbe Millwork Co., Inc. 	Wausau	16	
69	Inpro 	Muskego	3	
70	Derse 	Milwaukee	14	

# 2018 Wisconsin 75

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Rank	2018 Wisconsin 75 companies	Location	No. of years	Distinguished Performer award winner
71	Holz Motors, Inc. <div> <b>HOLZ</b>MOTORS</div>	Hales Corners	16	
72	TASC <div></div>	Madison	3	
73	Badger Truck Center, Inc. <div></div>	Milwaukee	14	
74	Bassett Mechanical <div></div>	Kaukauna	1	
75	Shorewest, REALTORS <div></div>	Brookfield	16	



# Wisconsin 75 criteria

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



## Location

Must be headquartered in Wisconsin.



## Ownership

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



## Sales

Must have a minimum of \$50 million in annual sales revenue. The top 75 companies will be ranked by sales revenue. Parent companies must submit an aggregate figure that includes subsidiaries; do not submit separate forms for each subsidiary. Annual sales revenue should be the amount reported on the company's financial statements. The information provided is kept confidential by Deloitte LLP.



## Type of business

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



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