



LARGEST EMPLOYERS CHARGE AHEAD

Dane County's largest employers are still growing, innovating, and sneering at forecasts of recession.

BY JOE VANDEN PLAS

A funny thing happened on the way to the recession — Greater Madison employers said thanks but no thanks — but while growth will always remain a challenge with a never-ending labor shortage, the continuing resilience of members of our Largest 100 Employers list is nothing short of remarkable.

As always, the list changes with each new iteration. UW Health, which is in expansion mode, has taken back the top spot over No. 2 Epic, the electronic medical records maker, which is in the midst of another growth spurt and campus expansion. Meanwhile, others keep making their mark on the innovation front, as evidenced by Exact Sciences Corp.'s recent launch of the Riskguard hereditary cancer test, which uses an individual's blood or saliva sample to determine gene-specific and familial risks for 10 common cancers.

We contacted two organizations — Agrace and Hooper Corp. — that have been climbing the ladder, and another — Madison Gas and Electric — that has maintained its position near the top of the list by meeting a historic demand for clean energy.

GRACEFUL TRANSFORMATION

It might sound odd to note that death is one of the most important parts of life, but that realization guides much of what Agrace (No. 17) does for hospice patients and their loved ones.

“We only get one chance to do this,” notes Lynne Sexten, president and CEO of Agrace since 2012. “We can't entice the customer to come back and try this again.”

What Agrace does is provide hospice, supportive, and nonmedical personal care, adult day services, and grief support for families, but that wasn't always the case. Among the most important growth-promoting strategic decisions the organization has made during

Shawn Harper

Service and geographic expansion have enabled Agrace to grow impressively under the direction of Lynne Sexten.

Sexten's tenure relate to service expansion, including age-at-home, and geographic expansion to underserved areas. In that time, Agrace has added four complementary health services and has expanded its service area from five to 19 counties.

Very early in Sexten's tenure, it was apparent that there was a large discrepancy between how people accessed end-of-life care in Dane County and the rural, outlying communities. The latter had poor access to hospice care, and according to Sexten, "making the hard decision to get ourselves out into these rural communities and begin to provide hospice care more readily" has enabled Agrace to narrow that gap.

Another example is that for a number of years, Agrace watched anywhere from 800 to 1,000 people seek its hospice services but had to turn them away because they weren't yet eligible for hospice. In response, the organization created a supportive care program, which is not hospice because the people affected are not terminally ill but have a serious chronic illness that negatively impacts their quality of life. So, Agrace works in the home alongside their physicians to help improve their quality of life.

Another decision was made after watching family caregivers of its hospice and palliative care patients become exhausted by their caregiving duties. There weren't enough community resources available to give them a break, and so Agrace created its age-at-home and adult day programs.

All of these new programs have been the product of watching, listening, and getting to know patients and families to gain an understanding of what they need. "There's a theme in all of these, and that is what we see happening in our patients' lives," Sexten notes. "We try to build programs that that make their struggles easier."

Interwoven through the new programmatic approach was bridge building with minority communities across Agrace's service area. Sexten called this outreach a concerted effort to understand these communities and "make sure that we were providing our services in a manner that comported with their culture." At the same time, the organization focused on internal diversity, equity, and inclusion so that its employees were more reflective of service-area demographics.

Sexten noted there are differences in the way various cultures approach end-

of-life care. In the Hmong community, for example, family caring for the elderly is a very important part of their culture, and the notion of having outsiders come in and help is, in some ways, contrary to their cultural beliefs. That required Agrace to gain trust as a partner while respecting their cultural norms, and then introduce things that help someone's end-of-life journey be more peaceful and less painful.

Sexten's previous executive experience at Meriter Hospital (now UnityPoint Health-Meriter) and health systems in Maryland helped prepare her for hospice management. She came to Agrace with a broader perspective of the entire health care continuum and had a keener understanding of the pain points that hospitals experience, which helped Agrace build workflows and processes for the first and only time it serves hospice patients.

"One of the things that we hear so often from families and patients, once they've invited us in and they let their guard down to work alongside them, is 'if I had only known what you guys could do for us, we would have done this much sooner.' I often say if I had a nickel for every time someone said that to us, I'd be a wealthy woman."

POWER PLAY

Jeff Keebler acknowledges that Madison Gas and Electric (No. 19) is a different type of company in that it's not trying to sell a product or market an invention. As an electric and gas utility, its job is to serve customers in the most efficient way possible, and its net-zero

carbon goal, established early in Keebler's tenure, is well aligned with that.

MGE generates and distributes electricity to 161,000 customers in Dane County and purchases and distributes natural gas to 173,000 customers in seven south-central and western Wisconsin counties. Keebler, who serves as MGE's chairman, president, and CEO, prefers not to use the term buy-in when discussing customer enthusiasm for net-zero, but he knows the related goals — 80% carbon reduction by 2030 (using 2005 as the baseline), and then net-zero carbon electricity by 2050 — is important to them. Having already reduced carbon emissions 39% from 2005 levels, MGE is gaining on the 2030 goal with a combination of solar, wind, and "dispatchability" projects involving natural gas and battery technology. Reaching the 2050 goal will require some type of technological improvement that Keebler is confident will come.

"I can tell you with current technology and cost structures that we will hit our 80% carbon reduction goal by 2030," he states. "What I don't know is exactly the technology or exactly the cost structures that are going to be around to hit our goal for net zero by 2050. All that means is just like when we set our initial 2030 goal, which we set that back in 2015, we didn't know exactly what the cost and technology was going to be, but we knew it was going to develop and we're expecting the same thing between now and 2050."

Reaching the longer-term goal will certainly include more solar and more wind, and Keebler anticipates substantial



MGE

technological improvements in battery technology. Right now, most batteries have four-hour battery lives and that's not sufficient, so MGE is testing a new type of battery with the co-owners of the Columbia Energy Center, located south of Portage, Wisconsin. "We're testing it on the Columbia site. We call it the Energy Dome and it's a technology that basically can create power by shifting an air process from a gas state to a liquid state, and so we think those things are going to come," Keebler states. "We also know there are other things out there. Hydrogen technology, renewable natural gas technology, carbon capture technology, [and] people are talking about nuclear technology — that may come too. So, we need technology to improve between 2030 and 2050, and we expect that that's going to happen."

Some technological improvements have already been implemented, such as the bifacial solar panels used at MGE's new 6-megawatt Tyto Solar installation in Fitchburg and several previous installations. Bifacial solar panels produce energy from both sides of the panel, which produces more energy without reducing the useable life of the panels. Over the course of one year, they provide a 30% increase in output from a solar facility over monofacial panels.

Add to that the continuing electrification of transportation, including public transit with the late 2024 opening of bus rapid transit; the charging network MGE is building throughout Greater Madison, including multifamily garages and pole-mounted chargers; home-based approaches such as MGE

Connect for smart thermostats; and its work to achieve net-zero methane emissions from its natural gas distribution system by 2035, and it's clear that MGE's carbon reduction goals are being pursued on several fronts.

Meeting the 2030 goal alone will require roughly \$1 billion in investment from 2016–2028, with more investment planned in 2029 and 2030. As Keebler notes, most customers feel that commitment is worthwhile in order for them to have 80% fewer carbon emissions from their electricity than they had in the baseline year of 2005. "Some of that is already included in our rates," he explains, "and then when you think about the investment in wind and solar, those come with no fuel costs. Typically, when you're using something that you're dispatching, you have fuel costs associated with it, but wind and solar don't have fuel costs. So, we get to remove those costs from our existing rate structures. I don't want to leave anyone with the impression that it's \$1 billion net. It's actually lower than that because of the fuel cost savings that we see."

SAFETY FIRST

Steve Lindley, president of Hooper Corp. (No. 13), has a very simple growth strategy, and it doesn't involve mergers and acquisitions to drive growth or expand service or geographic reach. It's about treating its 900-plus employees right.

Hooper is known for mechanical and electric power construction, HVAC, plumbing, and fire protection service — with activity split pretty evenly between the mechanical trades — HVAC, plumb-



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— Jeff Keebler, Madison Gas and Electric



MGE

With the additions of Tyto Solar in Fitchburg and Red Barn Wind Farm in Grant County, Madison Gas and Electric is well on the way to meeting its 2030 carbon-reduction goal.



“It really boils down to whether the people you work with collectively enjoy working with each other. Do they enjoy the culture? Do they like being here? Do they feel valued?”

— Steve Lindley, Hooper Corp.

ing, and fire protection, and process piping — and the power side. The array of services are set up to serve the entire life cycle of a building.

As such, customer relationship building is vitally important, but in order for that to be sustained on a consistent basis, job one is creating a culture of safety. If that sounds like marketing tripe, consider the challenge of recruiting people in the trades — especially at the rate baby boomers are retiring — and consider the high level of importance Hooper must place on safety, especially with its power construction work.

The company is involved with projects from the Epic campus expansion to the West Virginia mountains to Florida’s hurricane country. While there was a distant acquisition — in 1994, Hooper acquired General Heating and Air Conditioning, which now is under the Hooper umbrella — the company focuses on organic growth, long-term partnerships with customers, and providing its field workers with the leadership and skills training, tools and equipment, and facilities (including its new DeForest campus) they need to be successful.

It sounds basic, but the strategy must be executed with more than empty promises. “If we do that right, we get really good people to work here,” he explains. “If we get really good people to work here, we do really good work, and we get more work, and then we can attract more people. So, it’s really a people-centered thing, and then of course to support

that, we have to continue to reinvest in the business.”

All of which results in a better performing business, which is conducted in various geographic regions. Hooper could be building transmission lines in northern Minnesota, downtown Denver, or Key West, Florida. On the mechanical side, it’s constructing another utility structure to power buildings on Epic’s Verona campus with geothermal energy.

The use of multiple trades on health care facilities like Arrowhead Pharmaceutical and UW Health’s East Clinic, or the capital improvements being undertaken by the Madison Metropolitan School District, demonstrate Hooper’s versatility. In addition, there are few local marquee projects that Hooper hasn’t worked on, and its project work includes the Fiserv Forum in Milwaukee, and the Kohl Center, the Spark/StartingBlock building, and the Mead Witter School of Music’s Hamel Music Center in Madison.

The variety of the work, the challenge associated with building in different geographic locations, and the ability to install emerging alternative energy systems add to Hooper’s attractiveness as a place to work. “There isn’t one magic bullet,” Lindley notes. “There’s a whole lot of things that go into that, and you have to be conscious of it all the time ... It really boils down to whether the people you work with collectively enjoy working with each other. Do they enjoy the corporate culture? Do they like being here? Do they feel valued?” **IB**



Without a strong focus on safety, Hooper Corp. would be hard pressed to find the workers it needs to grow its power construction business.

Hooper Corp.

Largest Dane County Employers

Ranked by local full-time equivalent employees

Rank	Company	FT PT	Local Executive	Description
1	UW Health 600 Highland Ave., Madison, WI 53792 (608) 263-6400 uwhealth.org	10,150 6,988	Alan Kaplan CEO	Integrated health system associated with UW-Madison
2	Epic 1979 Milky Way, Verona, WI 53593 (608) 271-9000 epic.com	12,200 0	Judy Faulkner CEO and Founder	Software to help people get well, help people stay well, and help future generations be healthier
3	SSM Health 1808 W. Beltline Hwy., Madison, WI 53713 (608) 250-1075 ssmhealth.com	4,078 1,467	Sue Anderson Regional President	Inpatient, outpatient and post-acute health care services; includes SSM Health at Home and Navitus
4	Exact Sciences Corp. 5505 Endeavor Lane, Madison, WI 53719 (608) 284-5700 exactsciences.com	2,934 0	Kevin Conroy Chairman and CEO	A molecular diagnostics company focused on the earlier detection of cancer
5	American Family Insurance 6000 American Pkwy., Madison, WI 53783 (608) 242-4100 amfam.com	2,364 22	Bill Westrate CEO	Multiline insurance
6	Thermo Fisher Scientific 8551 Research Way, #90, Middleton, WI 53562 (608) 827-9400 thermofisher.com/ppd	2,200 0	Deena Ensenberger Vice President	Global clinical research expertise and comprehensive lab services
7	UnityPoint Health-Meriter 202 S. Park St., Madison, WI 53715 (608) 417-6000 unitypoint.org	820 2,344	James Arnett Market President	Integrated, community health system including hospital, doctors, and clinics; partner of UW Health
8	Labcorp Drug Development 3301 Kinsman Blvd., Madison, WI 53704 (608) 241-4471 lapcorp.com	1,488 ¹ 70	Brian Caveney EVP, President, ED, and Chief Medical Officer	Development and testing for pharmaceutical, biopharmaceutical, chemical, and crop companies
9	Sub-Zero Group Inc. 4717 Hammersley Road, Madison, WI 53703 (608) 271-2233 subzero-wolf.com	1,382 ¹ 0	Jim Bakke CEO	Luxury kitchen appliance manufacturer
10	Stoughton Trailers LLC 416 S. Academy St., Stoughton, WI 53589 (608) 873-2500 stoughtontrailers.com	1,256 0	Bob Wahlin President and CEO	Manufactures over-the-road transportation equipment
11	TruStage 5910 Mineral Point Road, Madison, WI 53705 (608) 238-5851 trustage.com	1,226 22	Terrance Williams President and CEO	Insurance, investment, and technology provider
12	Promega Corp. 2800 Woods Hollow Road, Fitchburg, WI 53711 (608) 274-4330 promega.com	1,194 32	William Linton Chairman and CEO	Manufactures products for scientists in the life sciences, forensic science, and molecular diagnostics
13	Hooper Corp. 6450 Pederson Crossing Blvd., DeForest, WI 53532 (608) 249-0451 hoopercorp.com	950 20	Steve Lindley President	Mechanical and electric power construction, HVAC, plumbing, and fire protection service
14	ETC 3031 Pleasant View Road, Middleton, WI 53562 (608) 831-4116 etcconnect.com	900 23	Dick Titus President and CEO	International manufacturer of entertainment lighting and rigging; architectural lighting and control systems
15	Findorff 300 S. Bedford St., Madison, WI 53703 (608) 257-5321 findorff.com	857 2	Jim Yehle President and CEO	Provides craftsmanship, construction, and general contractor services across the U.S.
16	Zimbrick Inc. 1601 W. Beltline Hwy., Madison, WI 53713 (608) 271-1601 zimbrick.com	804 137	Thomas Zimbrick CEO	Automobile and truck dealership with body shops
17	Agrace 5395 E. Cheryl Pkwy., Madison, WI 53711 (608) 276-4660 agrace.org	720 160	Lynne Sexten President and CEO	Provides hospice, supportive and non-medical personal care; adult day services; grief support
18	TDS Telecommunications LLC 525 Junction Road, Madison, WI 53717 (888) 225-5837 tdstelecom.com	740 10	James Butman President and CEO	Internet, voice, cloud TV, business enterprise systems, data networking services, and VoIP
19	Madison Gas and Electric Co. 623 Railroad St., Madison, WI 53703 (608) 252-7000 (800) 245-1125 mge.com	695 13	Jeffrey Keebler Chairman, President, and CEO	Gas and electric utility
20	AprilAire 1015 E. Washington Ave., Madison, WI 53703 (888) 257-8801 aprilaire.com	679 11	Dale Philippi CEO	Manufactures whole-home, indoor air quality products
21	UW Credit Union 8033 Excelsior Drive, Madison, WI 53717 (608) 232-5000 uwcu.org	648 53	Paul Kundert President and CEO	Statewide full-service financial institution
22	Plastic Ingenuity Corp. 1017 Park St., Cross Plains, WI 53528 (608) 798-3071 plasticingenuity.com	651 5	Dan Kuehn President	Packaging
23	Summit Credit Union 1709 Landmark Drive, Cottage Grove, WI 53527 (608) 243-5000 summitcreditunion.com	577 101	Kim Sponem President and CEO	Full-service financial cooperative, mortgages, business and consumer products
24	JP Cullen 1 S. Pinckney St., #810, Madison, WI 53703 (608) 257-1911 jpcullen.com	603 0	Jeannie Cullen Schultz Co-President and Owner	Construction manager for minor remodels to multimillion dollar construction projects
25	Alliant Energy Corp. 4902 N. Biltmore Lane, Madison, WI 53718 (608) 458-3311 alliantenergy.com	593 11	Lisa Barton President and CEO	Investor-owned public utility; provides electric and natural gas service in Wisconsin and Iowa

¹ Most recently available

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Largest Dane County Employers (continued)

Ranked by local full-time equivalent employees

Rank	Company	FT PT	Local Executive	Description
26	Bell Laboratories Inc. 6551 North Towne Road, Windsor, WI 53598 (608) 241-0202 belllabs.com	560 5	Steve Levy President and CEO	Manufactures commercial and consumer products
27	Dave Jones LLC 2225 Kilgust Road, Madison, WI 53713 (608) 268-7522 davejonesllc.com	554 0	Greg Jones CEO	Plumbing, HVAC, fire protection, and electrical products and services
28	Group Health Cooperative of South Central Wisconsin 1265 John Q Hammons Drive, Madison, WI 53717 (608) 251-4156 ghscsw.com	440 330	Mark Huth President and CEO	Not-for-profit health care organization supplying health care insurance and services
29	Woodman's Markets 3817 Milwaukee St., Madison, WI 53714 (608) 244-6630 woodmans-food.com	364 ¹ 448	Clint Woodman President	Madison East, Madison West, and Sun Prairie grocery stores
30	Catalent Inc. 726 Heartland Trail, Madison, WI 53717 (608) 824-9920 catalent.com	500 ¹ 0	Emily Schirmer General Manager	Biologics contract development and manufacturing
31	Hy-Vee (Madison West) 675 S. Whitney Way, Madison, WI 53711 (608) 277-6735 hy-vee.com	261 697	Jamie Franck Regional VP	Grocery store
32	Springs Window Fashions 7549 Graber Road, Middleton, WI 53562 (608) 836-1011 springswindowfashions.com	458 ¹ 26	Eric Jungbluth President and CEO	Manufactures window treatments and drapery hardware for home and commercial use
33	EVCO Plastics 121 Evco Circle, DeForest, WI 53532 (608) 846-6000 evcoplastics.com	455 30	Dale Evans CEO	Global plastics manufacturer with facilities strategically located throughout the world
34	Oakwood Lutheran Senior Ministries 6205 Mineral Point Road, Madison, WI 53705 (608) 230-4699 oakwoodvillage.net	405 151	Janice Hamilton-Crawford President and CEO	Local, faith-based, not-for-profit with two senior living communities in Madison
35	Charter Communications 2701 Daniels St., Madison, WI 53718 (888) 438-2427 corporate.charter.com	450 0	Melissa Morris Regional Vice President	Broadband connectivity company and cable operator serving customers through its Spectrum brand
36	Clack Corp. 4462 Duraform Lane, Windsor, WI 53598 (608) 846-3010 clackcorp.com	430 ¹ 11	Richard Clack Chairman and CEO	Water-treatment components and custom plastic molding
37	Nord Gear Corp. 800 Nord Drive, Waunakee, WI 53597 (608) 849-7300 nord.com	425 3	Shawn Liverseed CFO	Manufactures and designs gearmotors, speed reducers, inverters and vector drives
38	ABS Global Inc. 1525 River Road, DeForest, WI 53532 (608) 846-3721 absglobal.com	416 ² 19	Nate Zwald COO	Provides bovine genetics, reproduction services and technologies, and uddercare products
39	Baker Tilly US LLP 4807 Innovate Lane, Madison, WI 53718 (608) 249-6622 bakertilly.com	410 ¹ 25	Christine Dahlhauser Managing Partner	Advisory, tax, and assurance firm
40	1901 Inc. 2801 Syene Road, Madison, WI 53713 (608) 308-1901 1901inc.com	383 20	Paul Christensen CEO	Full-service MEPFP and site utilities contractor partnering with industrial, commercial, and residential clients
41	QBE North America 1 QBE Way, Sun Prairie, WI 53596 (608) 837-4440 qbe.com/us	379 ¹ 15	David Mulligan COO	Specialty, commercial, personal, crop, and reinsurance insurer
42	Great Lakes Educational Loan Services Inc./Nelnet 2401 International Lane, Madison, WI 53704 (402) 458-2361 mygreatlakes.org	379 9	Jill Leitl COO	Post-secondary education loan servicing
43	Madison-Kipp Corp. 201 Waubesa St., Madison, WI 53704 (608) 244-3511 madison-kipp.com	380 ¹ 5	Tim Kaderabek President and CEO	System sub-assemblies for the automotive, recreational, and lawn/garden industries
44	Zendesk 25 W. Main St., Madison, WI 53703 (888) 670-4887 zendesk.com	377 ¹ 1	Brent Wegner VP-Finance Operations	Customer experience software company
45	Placon Corp. 6096 McKee Road, Madison, WI 53719 (608) 271-5634 placon.com	377 ¹ 0	Daniel Mohs Chairman and CEO	Designs and manufactures thermoformed and injection-molded plastic packaging for medical, food, and retail
46	Cleary Building Corp. 190 Paoli St., Verona, WI 53593 (608) 845-9700 clearybuilding.com	375 2	Sean M. Cleary President	Designs, manufactures, delivers, and constructs commercial, equine, farm, suburban, and residential structures
47	MilliporeSigma 645 Science Drive, Madison, WI 53711 (800) 244-1173 emdmillipore.com/US/en	375 ¹ 0	Joseph Bergin Operations Leader	Supplies tools for academic labs, biotech, biopharmaceutical manufacturers, and the industrial sector
48	KleenMark Services Corp. 1210 Ann St., Madison, WI 53713 (608) 258-3131 kleenmark.com	222 ¹ 409	Scott Stevenson President and CEO	Commercial cleaning services and janitorial supplies distribution for large facilities with complex cleaning needs
49	Raven Software 8496 Greenway Blvd., Middleton, WI 53562 (608) 833-5791 ravensoftware.com	342 8	Brian Raffel Studio Head	Develops video game software; owned by Activision
50	North American Mechanical Inc. 4401 State Road 19, Windsor, WI 53598 (608) 842-3900 naminc.com	340 ¹ 0	Steve Stumbris President	Mechanical contractor offering HVAC install service, controls, and plumbing

¹ Most recently available

² Estimate

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Largest Dane County Employers (continued)

Ranked by local full-time equivalent employees

Rank	Company	FT PT	Local Executive	Description
51	Telephone and Data Systems Inc. 525 Junction, Middleton, WI 53717 (608) 664-8600 tdsinc.com	324 ¹ 3	LeRoy T. Carlson President and CEO	Wireless, cable and wireline broadband, video, voice, and hosted and managed services
52	Lake Ridge Bank 8301 University Ave., Middleton, WI 53562 (608) 223-3000 takeridge.bank	317 23	James L. Tubbs CEO	A full-service community bank with wealth management and trust services, agricultural lending, and crop insurance.
53	NCG Hospitality 1600 Aspen Commons, #200, Middleton, WI 53562 (608) 836-6060 ncghospitality.com	268 135	Jeff Lenz CEO	Develops, operates and owns premier hospitality properties
54	IFF (International Flavors & Fragrances) 3322 Agriculture Drive, Madison, WI 53716 (608) 883-4362 iff.com	299 0	Eric Hohol Plant Manager	Madison site produces dairy starter cultures, probiotics for human and animal health and other food ingredients
55	National Guardian Life Insurance Co. 2 E. Gilman St., Madison, WI 53703 (800) 548-2962 nglic.com	297 ¹ 6	Kimberly Shaul Interim President and CEO	Independent mutual life insurance company; preneed, individual life and annuities, long-term care, Medicare supplement
56	Symphony Corp. 22 E. Mifflin St., #400, Madison, WI 53703 (608) 294-4090 symphonycorp.com	285 ¹ 3	Ravi Kalla CEO and Founder	Health care technology consulting, analytics, ERP and managed services
57	WPS Health Solutions 1717 W. Broadway, Madison, WI 53708 (608) 977-5000 wpshealthsolutions.com	282 3	Wendy Perkins President and CEO	Federal government health benefits contractor and private health insurance provider
58	Accuray Inc. 1240 Deming Way, Madison, WI 53717 (608) 824-2800 accuray.com	283 0	Suzanne Winter President and CEO	Manufactures and designs image-guided radiotherapy medical devices
59	The Bruce Company of Wisconsin Inc. 2830 Parmenter St., Middleton, WI 53562 (608) 836-7041 brucecompany.com	245 105	Bliss Nicholson CEO	Full-service, bid design-build landscape construction; landscape maintenance, snow removal; fence install; garden center
60	Tri-North Builders Inc. 2625 Research Park Drive, Fitchburg, WI 53711 (608) 271-8717 tri-north.com	275 2	Thomas Thayer President and CEO	Nationwide commercial construction manager and general contractor
61	Wisconsin Distributors 900 Progress Way, Sun Prairie, WI 53590 (608) 834-2337 wisconsin distributors.com	220 118	Casey Trudgeon President	Wholesale beverage distributor across 30 counties in southern Wisconsin
62	Quartz Health Solutions Inc. 2650 Novation Pkwy., Fitchburg, WI 53713 (800) 362-3309 quartzbenefits.com	253 8	Christine Senty President and CEO	Group and individual health insurance plans focused on community-based health care and services for members in Wisconsin
63	Olson Toon Landscaping Inc. 3570 Pioneer Road, Verona, WI 53593 (608) 827-9401 olsontoon.com	245 ¹ 30	Tasha Olson Aaron Olson Al Toon Co-Owners	Full-service design-build landscaping, concrete, pool installation/service, irrigation, tree removal, excavation
64	Nordic 2601 W. Beltline Hwy., #600, Madison, WI 53713 (608) 268-6900 nordicglobal.com	246 ¹ 5	Jim Costanzo CEO	Global health and technology consulting, advisory, staffing, and managed services
65	First Choice Dental Group S.C. 440 Science Drive, #100, Madison, WI 53711 (608) 308-2950 firstchoicedental.com	245 ¹ 0	Kevin Klagos CEO	Dental care
66	Royle Printing Co. 745 S. Bird St., Sun Prairie, WI 53590 (608) 837-5161 royle.com	240 ¹ 3	Chris Carpenter President and CEO	Heatset web and sheetfed printing, finishing, and distribution
67	Stoughton Health 900 Ridge St., Stoughton, WI 53589 (608) 873-6611 stoughtonhealth.com	217 64	Dan DeGroot President and CEO	Community hospital with broad range of inpatient and outpatient services; SSM Health Care of Wisconsin affiliate
68	Dental Health Associates of Madison 2971 Chapel Valley Road, Fitchburg, WI 53711 (608) 284-5400 dhamadison.com	230 20	Amjad Nazzal President	Family dentistry, orthodontics, periodontics and endodontics
69	Ho-Chunk Gaming Madison 4002 Evan Acres Road, Madison, WI 53718 (608) 223-9576 ho-chunkgaming.com/madison	233 2	Daniel Brown Executive Manager	Casino, slot machines, gambling, entertainment, dining, and nightlife
70	Gordon Flesch Co. 2675 Research Park Drive, Fitchburg, WI 53711 (608) 271-2100 (800) 333-5905 gflesch.com	231 4	Patrick Flesch President and CEO	Office technology, managed print, managed IT, managed voice, in-house leasing
71	Journey Mental Health Center Inc. 25 Kessel Court, #105, Madison, WI 53711 (608) 280-2700 journeymhc.org	209 51	Tanya Lettman-Shue CEO	Nonprofit community mental health/substance-use disorder center; provides community-based and clinic-based services
72	MidAmerican Building Services 702 River Place, Monona, WI 53716 (608) 443-6807 midamericanbuildingservices.com	90 398	Rick Harrington Senior EVP and Partner	Locally owned/operated contract janitorial/specialty service for offices buildings, health care, manufacturing
73	West Bend Specialty 1255 Fourier Drive, #500, Madison, WI 53717 (608) 410-3410 thesilverlining.com	220 ¹ 2	Robert Jacques President	Specialty business insurance; division of West Bend Mutual Insurance Co.
74	Costco (Sun Prairie) 2850 Hoepker Road, Sun Prairie, WI 53590 (608) 825-4020 costco.com	175 ¹ 135	Kim O'Brien General Manager	National wholesaler
75	American Girl 612 Burton Blvd., DeForest, WI 53532 (608) 842-7300 americangirl.com	220 0	Jamie Cygielman General Manager and President	Distribution center

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76	CDW 5525 Nobel Drive, #200, Fitchburg, WI 53711 (608) 288-3000 cdw.com	219 ¹ 0	Thomas DeCoster Vice President	Provides integrated information technology for business, government, education, and health care
77	Affiliated Engineers Inc. 5802 Research Park Blvd., Madison, WI 53719 (608) 238-2616 aeieng.com	213 ¹ 15	Greg Quinn Managing Principal	MEP/FP/I&C/T/process engineering consulting, planning, design, and commissioning
78	Automation Components Inc. 2305 Pleasant View Road, Middleton, WI 53562 (608) 831-2585 workaci.com	210 ¹ 22	Troy A. Schwenn Chairman and CEO	Manufactures and distributes peripheral building automation sensors
79	Smart Motors Toyota 5901 Odana Road, Madison, WI 53719 (608) 275-7808 smarttoyota.com	212 15	Mickey Anderson President	New and used vehicle sales and service, body shop; does business as Smart Toyota, Smart Budget, Ball Body Shop
80	Strand Associates Inc. 910 W. Wingra Drive, Madison, WI 53715 (608) 251-4843 strand.com	212 6	Matthew Richards President and CEO	Multidisciplinary engineering firm serving public and private clients
81	District Council of Madison Inc. Society of St. Vincent de Paul 2033 Fish Hatchery Road, Madison, WI 53725 (608) 442-7200 svdpmadison.org	162 131	Julie Bennett CEO and Executive Director	Nonprofit charitable organization; operates seven thrift stores, food pantry, charitable pharmacy, housing support
82	Paradigm 1850 Deming Way, #120, Middleton, WI 53562 (608) 664-9292 myparadigm.com	205 0	Tim Page President	Develops and implements complex customer-facing software for the building materials industry
83	Flad Architects 644 Science Drive, Madison, WI 53711 (608) 238-2661 flad.com	203 4	Laura Serebin CEO/President	Architecture, interior design, planning and consulting, digital practice, sustainable design, and landscape architecture
84	Demco Inc. 4810 Forest Run Road, Madison, WI 53704 (608) 241-1201 demco.com	200 12	Chad Edwards President	Equips schools and libraries with furnishings, space design, learning tools, supplies, and equipment
85	Stevens Construction Corp. 2 Buttonwood Court, Madison, WI 53718 (608) 222-5100 stevensconstruction.com	199 5	Mark Rudnicki President and CEO	General contractor
86	BDO USA 1 Erdman Place, #404, Madison, WI 53717 (608) 836-7500 bdo.com	193 ¹ 14	Bill Pellino Tax Practice Leader	Professional corporation providing assurance, tax, and advisory services
87	Costco (Middleton) 2150 Deming Way, Middleton, WI 53562 (608) 824-3950 costco.com	158 115	Justin Ferguson General Manager	National wholesaler
88	Wisconsin Built Inc. 400 Interpane Lane, Deerfield, WI 53531 (608) 764-8661 (877) 928-4589 wisconsin-built.com	191 3	Dan Petersen CEO and Owner	Manufactures retail store fixtures and architectural millwork
89	Vogel Bros. Building Co. 5460 Fen Oak Drive, Madison, WI 53718 (608) 241-5454 vogelbldg.com	190 0	Peter Vogel President and CEO	Design-build, construction management, and general contractor services
90	M3 Insurance 828 John Nolen Drive, Madison, WI 53713 (608) 273-0655 m3ins.com	186 10	Michael E. Victorson CEO	Insight, advice, and strategies to help clients manage risk, purchase insurance, and provide employee benefits
91	Mead & Hunt 2440 Deming Way, Middleton, WI 53562 (608) 273-6380 meadhunt.com	185 4	Andy Platz CEO	Engineering, architecture, construction, planning, aviation and environmental services
92	Full Compass Systems 9770 Silicon Prairie Pkwy., Madison, WI 53593 (608) 831-7330 fullcompass.com	184 7	Jonathan Lipp Founder and CEO	Professional audio, video, A/V lighting, and musical instruments dealer
93	Cleen Trax Maintenance Inc. 501 Commerce Pkwy., Verona, WI 53593 (608) 228-8729 cleenrtrax.com	142 120	Steen Traxler Owner and President	Full-service commercial janitorial
94	Community Living Alliance Inc. 1414 MacArthur Road, Madison, WI 53714 (608) 242-8335 clanet.org	109 214	Todd Costello Executive Director	Provides personal care, supportive home care, behavioral health, service facilitation, and support brokering
95	Capitol Lakes Retirement Community 333 W. Main St., Madison, WI 53703 (608) 283-2000 retirement.org/madison	135 129	Tim Conroy Executive Director	Continuing care retirement community with luxury apartments and health care
96	BMO 1 W. Main St., Madison, WI 53703 (608) 252-5800 bmo.com	173 14	Jeffrey Ticknor Regional President	Full-service bank
97	TASC (Total Administrative Services Corp.) 2302 International Lane, Madison, WI 53704 (608) 241-1900 tasconline.com	166 20	Pam Reynolds CEO	Tech-enabled financial services company with benefit administration and compliance products
98	Ascendium Education Group Inc. 38 Buttonwood Court, Madison, WI 53718 (608) 733-2500 ascendiumeducation.org	168 12	Richard D. George Chairman, President, and CEO	Post-secondary education loan guaranty and servicing; philanthropic support of post-secondary access
99	Tellurian Inc. 5900 Monona Drive, #300, Madison, WI 53716 (608) 222-7311 tellurian.org	154 ¹ 28	Kevin Florek President and CEO	Treatment for people recovering from alcohol and/or drug addiction
100	Park Bank 1815 Greenway Cross, Madison, WI 53713 (608) 278-2801 parkbank.com	156 15	Ken Lammersfeld CEO	Full-service community bank

¹ Most recently available

FT=full-time employees PT=part-time employees (3 PT=1 FTE) Contact Alaine Keisling at alaine@ibmadison.com with questions about our lists.