

Rank	Company	Type	City	Sales (\$millions)	Wis. Empl.	Total Empl.	Description
1	Johnson Controls Inc.	Public	Milwaukee	\$27,833.2	NA	125,700	Auto parts, building controls, batteries
2	Northwestern Mutual Life Insurance Co.	Private	Milwaukee	\$17,806.3	2,861	4,000	Life and health insurance
3	Manpower Inc.	Public	Milwaukee	\$14,930.0	900	2,027,100	Staffing services
4	Kohl's Corp.	Public	Menomonee Falls	\$11,700.6	NA	95,000	Department stores
5	GE Healthcare Subsidiary of General Electric	Public	Waukesha	\$10,200.0	2,348	27,800	Medical equipment
6	American Family Insurance Group	Private	Madison	\$6,606.8	8,328	(same)	Property and casualty insurance
7	S.C. Johnson & Son Inc.	Private	Racine	\$6,500.0	10,741	12,000	Cleaning products and housewares
8	Menard Inc.	Private	Eau Claire	\$6,000.0	NA	27,000	Home improvement, retail
9	Harley-Davidson Inc.	Public	Milwaukee	\$5,015.2	7,101	9,580	Motorcycles and small engines
10	Rockwell Automation Inc.	Public	Milwaukee	\$5,003.2	4,000	21,000	Industrial automation products
11	WPS Resources Corp. Parent of Wisconsin Public Service	Public	Green Bay	\$4,890.6	3,064	(same)	Electric utility
12	Roundy's Inc. Parent of Rainbow Foods, Pick 'n Save, Copps	Private	Milwaukee	\$4,777.3	15,000	21,855	Grocery stores
13	Miller Brewing Co. Subsidiary of SAB Miller plc, London	Public	Milwaukee	\$4,300.0	1,500	(same)	Brewery
14	Fiserv Inc.	Public	Brookfield	\$3,729.7	12,400	22,000	Transaction, credit and collections
15	Wisconsin Energy Corp. Parent of We Energies	Public	Milwaukee	\$3,431.1	5,471	5,655	Electric utility
16	ShopKo Stores Inc. (Going private)	Public	Green Bay	\$3,179.9	7,700	22,800	Discount and variety retail stores
17	JohnsonDiversey Inc.	Private	Sturtevant	\$3,169.3	10,340	12,000	Commercial cleaning products
18	Kohler Co.	Private	Kohler	\$3,000.0	19,566	25,000	Plumbing fixtures, lodging
19	Alliant Energy Corp. Parent of Interstate Power and Light, Wisconsin Power and Light	Public	Madison	\$2,958.7	8,779	(same)	Electric utility
20	Briggs & Stratton Corp.	Public	Wauwatosa	\$2,654.9	3,277	9,073	Gas engines for various equipment
21	Humana Insurance Co. Subsidiary of Humana Inc.	Public	Green Bay	\$2,491.0	3,200	13,700	Health insurance
22	CUNA Mutual Group	Private	Madison	\$2,416.0	2,960	5,000	Financial services
23	Snap-on Inc.	Public	Pleasant Prairie	\$2,407.2	7,731	11,500	Lawn and garden equipment, tools
24	Schneider National Inc.	Private	Green Bay	\$2,400.0	18,998	19,500	Truckload carriers
25	Lands' End Subsidiary of Sears Holdings Corp., Hoffman Estates, Ill.	Public	Dodgeville	\$2,268.5	14,633	(same)	Catalog and mail-order clothing

Rank	Company	Type	City	Sales (\$millions)	Wis. Empl.	Total Empl.	Description
26	Oshkosh Truck Corp.	Public	Oshkosh	\$2,262.3	5,392	6,820	Heavy trucks, military vehicles
27	Aurora Health Care Inc.	Private	Milwaukee	\$2,256.2	18,000	(same)	Healthcare provider
28	Sentry Insurance	Private	Stevens Point	\$2,213.3	1,388	3,900	Property and casualty insurance
29	Schreiber Foods Inc.	Private	Green Bay	\$2,200.0	1,724	4,500	Cheese processor
30	University of Wisconsin System	Private	Madison	\$2,154.6	27,927	(same)	University system
31	The F. Dohmen Co.	Private	Germantown	\$2,141.0	950	(same)	Pharmaceuticals distribution
32	Quad/Graphics	Private	Sussex	\$2,000.0	8,000	12,000	Commercial printing
33	The Manitowoc Company	Public	Manitowoc	\$1,964.1	3,154	7,600	Cranes, shipyards, ice makers
34	ABC Supply Co. Inc.	Private	Beloit	\$1,792.5	NA	4,128	Building materials
35	MGIC Investment Corp.	Public	Milwaukee	\$1,733.5	1,200	(same)	Mortgage guaranty insurance
36	Ashley Furniture Industries Inc.	Private	Arcadia	\$1,700.0	3,200	9,000	Home furniture manufacturer
37	Marshall & Ilsley Corp.	Public	Milwaukee	\$1,665.8	10,824	13,345	Banking services
38	A.O. Smith Corp.	Public	Milwaukee	\$1,653.1	115	16,600	Motors and motor drives, related products
39	Kwik Trip Inc.	Private	La Crosse	\$1,651.1	6,500	(same)	Convenience stores
40	CNH Capital America LLC <small>Subsidiary of CNH Global, Amsterdam</small>	Private	Racine	\$1,593.3	2,000	17,700	Financial services
41	Employers Insurance Company of Wausau <small>Subsidiary of Liberty Mutual, Boston</small>	Private	Wausau	\$1,551.7	1,500	(same)	Workers' compensation insurance
42	Modine Manufacturing Co.	Public	Racine	\$1,543.9	5,470	9,008	Auto parts manufacturing
43	Banta Corp.	Public	Menasha	\$1,523.3	3,582	8,400	Commercial printing
44	Assurant Health <small>Subsidiary of Assurant, New York</small>	Public	Milwaukee	\$1,502.7	1,847	2,700	Healthcare plans
45	Foremost Farms USA Cooperative <small>Brands include Golden Guernsey Dairy, Morning Glory Farms</small>	Private	Baraboo	\$1,442.8	1,350	1,487	Dairy products
46	Joy Global Inc.	Public	Milwaukee	\$1,432.2	4,692	7,700	Construction, mining and heavy equipment
47	Spectrum Brands <small>Formerly Rayovac, headquarters in Atlanta</small>	Public	Madison	\$1,417.2	530	6,500	Manufactures batteries, razors, flashlights
48	Plexus Corp.	Public	Neenah	\$1,228.9	5,166	6,000	Contract electronics manufacturing
49	Packerland Packing Co. Inc. <small>Subsidiary of Smithfield Foods Inc., Va.</small>	Public	Green Bay	\$1,172.2	1,550	4,000	Meat products
50	General Casualty Insurance Cos. <small>Subsidiary of Winterthur, Zurich, Switzerland</small>	Public	Sun Prairie	\$1,059.6	600	(same)	Property and casualty insurance

Rank	Company	Type	City	Sales (Millions)	Wis. Empl.	Total Empl.	Description
51	Sensient Technologies Corp.	Public	Milwaukee	\$1,047.1	410	3,728	Flavorings, spices, food ingredients
52	Wausau Paper	Public	Mosinee	\$1,040.7	2,010	3,200	Printing, writing and specialty papers, towel & tissue
53	Famous Footwear Subsidiary of Brown Shoe Co., St. Louis	Public	Madison	\$1,033.7	672	9,500	Shoe stores
54	Menasha Corp.	Private	Neenah	\$1,025.0	2,553	5,283	Packaging and container manufacturing
55	School Specialty Inc.	Public	Greenville	\$1,002.5	2,800	(same)	Office products, retail and distribution
56	Appleton (Formerly Appleton Papers Inc.)	Private	Appleton	\$989.5	3,406	(same)	Carbonless, thermal and coated papers
57	Associated Banc-Corp	Public	Green Bay	\$977.4	5,158	(same)	Banking services
58	Blue Cross & Blue Shield United of Wis. Subsidiary of Wellpoint Inc., Ind.	Public	Milwaukee	\$970.0	2,200	38,000	Healthcare plans
59	Extendicare Health Services Inc. U.S. division of Extendicare Inc., Canada	Private	Milwaukee	\$947.9	3,500	22,157	Long-term care facilities
60	Stora Enso North America Corp. Subsidiary of Stora Enso Oyj, Finland	Private	Wisconsin Rapids	\$895.6	5,650	6,050	Coated and supercalendered papers
61	TDS Telecom Subsidiary of Telephone and Data Systems, Chicago	Public	Madison	\$882.8	1,691	3,220	Telecommunications
62	Everett Smith Group Ltd.	Private	Milwaukee	\$825.0	3,839	6,142	Financial services
63	Journal Communications Inc.	Public	Milwaukee	\$820.8	1,822	4,100	Newspapers, radio, TV
64	Brady Corp.	Public	Milwaukee	\$816.4	4,122	4,500	Labels and signs, software
65	Ministry Health Care Inc. Subsidiary of Marian Health System, Okla.	Private	Milwaukee	\$797.5	12,022	12,375	Healthcare provider
66	Regal-Beloit Corp.	Public	Beloit	\$756.6	5,700	(same)	Motors and motor drives, related products
67	U.S. Oil Co. Inc.	Private	Combined Locks	\$753.0	548	650	Petroleum and petroleum products
68	American Foods Group Inc.	Private	Green Bay	\$749.5	1,500	(same)	Meat packing
69	Covenant HealthCare System Inc. Subsidiary of Wheaton Franciscan Services Inc., Wheaton, Ill.	Private	Milwaukee	\$744.9	9,000	(same)	Healthcare provider
70	American Medical Security Group Inc. Subsidiary of PacifiCare Health Systems Inc., Cypress, Calif.	Public	Green Bay	\$744.0	1,700	(same)	Healthcare plans
71	Actuant Corp. (Formerly Applied Power)	Public	Milwaukee	\$726.9	150	3,600	Industrial machinery and equipment
72	Metavante Subsidiary of Marshall & Ilsley	Public	Milwaukee	\$726.7	3,800	(same)	Financial e-commerce
73	Fresh Brands Inc.	Public	Sheboygan	\$673.1	2,400	(same)	Food wholesale distributor

Rank	Company	Type	City	Sales (\$millions)	Wis. Empl.	Total Empl.	Description
74	APW Ltd.	Private	Wausau	\$667.0	25	5,000	Contract electronics manufacturing
75	Marshfield Clinic	Private	Marshfield	\$663.6	5,000	(same)	Healthcare provider
76	Acuity	Private	Sheboygan	\$620.2	566	730	Property and casualty insurance
77	Bergstrom Corp.	Private	Neenah	\$600.0	1,400	(same)	Automobile dealerships
78	KI	Private	Green Bay	\$600.0	3,500	(same)	Office and business furniture
79	Sta-Rite Industries Inc. <small>Subsidiary of Pentair Inc., Golden Valley, Minn.</small>	Public	Delavan	\$587.6	950	2,350	Fluid-control equipment
80	UW Hospital & Clinics Authority	Private	Madison	\$566.6	6,185	(same)	Healthcare provider
81	Wis-Pak Inc.	Public	Watertown	\$557.1	600	(same)	Bottled and canned soft drinks
82	Green Bay Packaging Inc.	Private	Green Bay	\$551.2	1,504	2,687	Packaging and containers
83	Jockey International Inc.	Private	Kenosha	\$550.0	3,963	5,000	Apparel manufacturer
84	Robert W. Baird & Co. Inc.	Private	Milwaukee	\$544.0	2,168	(same)	Financial services
85	GE Healthcare Information Technologies <small>Subsidiary of General Electric</small>	Public	Milwaukee	\$538.9	700	27,800	Medical equipment
86	Sargento Foods Inc.	Private	Plymouth	\$534.0	1,300	(same)	Dairy products
87	West Bend Mutual Insurance Co.	Private	West Bend	\$531.4	529	626	Property and casualty insurance
88	J.L. French Automotive Castings Inc.	Private	Sheboygan	\$530.0	1,325	3,599	Auto parts
89	WPS Insurance Corp.	Private	Madison	\$528.6	3,397	(same)	Healthcare plans
90	Medical College of Wisconsin Inc.	Private	Milwaukee	\$524.3	2,359	3,131	Medical schooling
91	Alto Dairy Cooperative	Private	Waupan	\$518.4	300	450	Dairy products
92	Milwaukee Electric Tool Corp. <small>Subsidiary of Techtronic Industries Co. Ltd., Hong Kong</small>	Private	Brookfield	\$500.0	350	2,000	Power tools
93	Meriter Health Services Inc.	Private	Madison	\$490.5	3,330	(same)	Healthcare provider
94	Boucher Group Inc.	Private	Greenfield	\$475.9	800	(same)	Automobile dealers
95	Gundersen Lutheran Inc.	Private	La Crosse	\$474.0	5,000	(same)	Healthcare provider
96	Affinity Health System	Private	Menasha	\$474.0	4,300	(same)	Healthcare provider
97	Grede Foundries Inc.	Private	Milwaukee	\$466.5	1,913	4,000	Metal fabrication
98	Froedtert Memorial Lutheran Hospital Inc.	Private	Milwaukee	\$463.7	3,459	(same)	Healthcare provider
99	Jason Inc.	Private	Milwaukee	\$459.1	1,538	3,400	Auto parts
100	Bucyrus International Inc.	Public	South Milwaukee	\$454.2	1,600	1,725	Heavy equipment