



## “Most-admired” companies lead development effort

WHEN **FORTUNE** magazine earlier this year announced the results of its survey to discover the “most admired” companies in various industries, it was no surprise that five Milwaukee-area companies were singled out.

Visitors to Milwaukee, along with residents, benefit from the contributions made by leading companies to the area’s quality of life and economic vitality. Illustrations of those contributions extend from Summerfest, the world’s largest music festival, to major league sports and an arts community that is second to none.

Fortune’s 2007 “most admired” list, along with the business publication’s annual Fortune 500 ranking of the nation’s largest corporations, are among the development tools being used by the Milwaukee 7, a new business coalition designed to elevate the seven-county region of Southeastern Wisconsin in the eyes of corporations seeking to relocate or expand.

Milwaukee 7 highlights the fact that the metro area is home to six Fortune 500 corporations, the same number as San Francisco and Pittsburgh and more than Cleveland, Denver and Seattle. Two additional Fortune 500 companies are based elsewhere in the seven counties of Southeastern Wisconsin, as are eight of **Forbes** magazine’s 500 largest privately held companies.

In addition to the five companies on Fortune’s “most admired” list, Southeastern Wisconsin boasts three of Fortune’s 100 “best companies to work for” – S.C. Johnson & Son, the worldwide

leader in household products based in Racine; Robert W. Baird & Co., the Milwaukee financial services company; and Quad/Graphics, one of the world’s largest printers based in Sussex.

Edward J. Zore, president and CEO of the “most admired” life and health insurer – Northwestern Mutual – also serves as incoming co-chair of the Milwaukee 7. Zore is pleased that the “most admired” rankings put Milwaukee companies in the spotlight.

“The ‘most admired’ survey shows that Milwaukee provides a great environment for developing corporations that thrive,” Zore says. “When you see the number of companies headquartered here and the range of industries they represent, it’s clear that Milwaukee is a leader in both quality of life and economic strength.”

In this special section of **KEY Milwaukee**, we’re pleased to highlight the five Milwaukee area companies ranked by analysts and their peer companies as “most admired.” And we add a sixth company, which has a major presence here and is ranked as the “most admired” of all companies in the U.S. We hope you find it good reading, whether or not you are thinking of relocating in Southeastern Wisconsin.

**Roger Stafford**  
**KEY Milwaukee**

*Choosemilwaukee.com, Milwaukee 7’s extensive Web site, is displayed on the screen in the picture above. For further information on the development effort, visit the site or call Kathy McLees, resource coordinator, at 414-287-4177.*

# Home-grown leaders earn “most-admired” recognition

IF A CITY is known by the company it keeps, Milwaukee’s reputation is extremely sound. Once known primarily for smokestacks and breweries, the area now serves as the world headquarters for a diverse group of corporations that are among the “most admired” in their industries.

Five companies on **FORTUNE** magazine’s 2007 list of “most admired” call Milwaukee their international headquarters, a defining measurement being used by the Milwaukee 7 economic development program to attract other corporations and highly skilled workers to Southeastern Wisconsin.

These are the companies that earned the admiration of industry peer companies and analysts in 2007:



*Northwestern Mutual lighted its office tower in March to let everyone know that the historic Milwaukee company is celebrating the 150th anniversary of its founding.*

## Northwestern Mutual

Every year since Fortune began compiling its “most admired” list in 1983, this historic Milwaukee insurer has occupied the top spot in the life and health insurance ranking. Currently celebrating its 150<sup>th</sup> year, Northwestern Mutual maintains campus-like presences in downtown Milwaukee near Lake Michigan and in suburban Franklin.

Northwestern Mutual earlier this year became the first mutual company to surpass \$1 trillion of life insurance in force. The company also

reported \$4.6 billion in dividends for participating policyholders during 2007, a total that again is expected to be the highest in the U.S. life insurance industry.

For the fourth consecutive year, Northwestern Mutual led its industry in the customer satisfaction survey conducted by the University of Michigan School of Business and the American Society for Quality. And **Business Week** magazine ranked the company’s sales program as one of the nation’s “50 best places to launch a career.”



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*This is the way Manpower Inc's new world headquarters will look this fall when it opens along the Milwaukee River in the heart of downtown Milwaukee.*

## Manpower Inc.

Launched here in 1948, this international employment services company was at the forefront of the development of the temporary help industry. Currently building a new headquarters in downtown Milwaukee, Manpower maintains 4,400 offices in 73 countries and territories. In 2006, the company placed 4.4 million people into permanent, temporary and contract positions.

Manpower's quarterly employment outlook surveys, long considered barometers for current and future employment trends in the U.S., now have been expanded to create the world's most extensive forward-looking surveys, watched carefully by employers and reported promptly by the financial press here and abroad.



*President George W. Bush delivers a policy speech on energy at Johnson Controls.*

## Johnson Controls, Inc.

An international leader in battery technology and building controls, Johnson Controls ranked first in the automotive components "most admired" list for the second consecutive year.

President George W. Bush last year toured the company's battery development lab adjacent to

its headquarters in suburban Glendale as part of his national energy initiative.

Founded by the inventor of the electric room thermostat, Johnson Controls has been consistently recognized for its diversity programs. International recognition came last year from the World Diversity Leadership Council, which cited the company for its unique program of collaboration with suppliers in diverse urban communities.



*Kohl's Corp. is rapidly expanding the number of its family-focused specialty department stores and also the products offered through agreements with Polo Ralph Lauren Corp., Tony Hawk footwear and Daisy Fuentes, among others..*

## Kohl's Corp.

Ranked this year among the "most admired" department store retailers, Kohl's is based in suburban Menomonee Falls and is one of the most widely known of the area's consumer brands.

Recognized as one of the fastest-growing department store chains in the U.S., Kohl's currently operates 834 stores in 46 states and by the end of 2007 will have opened 100 new stores. Dating back only to 1962, Kohl's was acquired by a group of investors led by senior management in 1986 and became a public company in 1992, ushering in a period of rapid growth throughout the U.S.

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*Fiserv CEO Jeff Yabuki, along with company officers, opens trading on the NASDAQ Stock Market to celebrate the company's 20th year as a public company and to kick off Fiserv 2.0, the company's long-term growth strategy.*

## Fiserv, Inc.

Based in suburban Brookfield, Fiserv is an innovator in providing financial information management technology to the banking, insurance and health industries.

Fiserv acts as the "central nervous system" for many financial institutions. Using a debit card or making a payment through an electronic bill payment system is likely done via Fiserv technology and solutions.

Like Milwaukee's other "most admired" companies, Fiserv was well ahead of its time when it began providing services to banks and thrifts in the Midwest in 1984. The company today serves more than 18,000 clients worldwide, including banks, credit unions, financial planners and investment advisers, insurance companies and agents, self-insured employers, lenders and savings institutions. The company recently added solutions to protect against money laundering, fraud and financial crime.

With 23,000 employees, Fiserv was ranked as the largest provider of information technology services to the financial services industries in 2004, 2005 and 2006 Fin Tech 100 surveys.

## GE Healthcare

Adding to the Milwaukee area's emergence as a 21<sup>st</sup> century city is the significant presence of the company rated the "most admired" company of all in the surveys by Fortune in 2007.

While not based here, General Electric Co. maintains a significant presence in the Milwaukee area with its cutting-edge GE Healthcare manufacturing, marketing and management facilities in Waukesha and Milwaukee counties, as well as its global healthcare education institute in Waukesha for both leadership and technical training.

GE's worldwide leadership in medical imaging has stimulated research and development throughout the area, resulting in a number of start-up ventures. Among the major efforts to stimulate further growth is the Center for Advanced Technology and Innovation, which is designed to transform research discoveries into marketable products.

The Fairfield (Conn.) based General Electric ranked 6th in the 2007 FORTUNE 500 ranking. Its president, Jeffrey R. Immelt, headed the GE Healthcare operation in Waukesha before succeeding Jack Welch as chairman and chief executive officer. Under Immelt's leadership, GE advanced to the top of the 2007 "most-admired" list.



*Located in the heart of Milwaukee County's Research Park in Wauwatosa, GE Healthcare's newest Southeastern Wisconsin facility is home to more than 2,000 employees.*

All five of the "most admired" companies based in the Milwaukee area are ranked in the FORTUNE 500 listing of the largest U.S. corporations. Johnson Controls ranked 67 in the recently-released Fortune 500. Northwestern Mutual ranked 112, Manpower 131, Kohl's 152 and Fiserv 486. Other Milwaukee-area firms in the 2007 Fortune 500 are Harley-Davidson (369), Rockwell Automation (416) and Marshall & Ilsley (441).



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