



# BUSINESS

— OF THE YEAR 2025 —

THURSDAY, DEC. 11, 2025 | 5 – 8 P.M.

PRESENTING PARTNER



*A Professional Services Company*

MAJOR PARTNERS



**WISCONSIN**  
SCHOOL OF BUSINESS  
UNIVERSITY OF WISCONSIN-MADISON

**FAMILY  
BUSINESS  
CENTER**

SUPPORTING PARTNER



**Stafford  
Rosenbaum**  
Attorneys



# AGENDA

**5 to 6 p.m.**

## **REGISTRATION & NETWORKING**

Complimentary beer, wine, and soda. Cash bar for liquor.

**6 to 7 p.m.**

## **DINNER**

Welcoming remarks followed by dinner.

### **Welcoming Remarks:**

**Dave Neill**

Regional Publisher, In Business Madison

**7 to 8 p.m.**

## **AWARDS PROGRAM**

### **Co-Emcees:**

**Brittney Kenaston**

Staff Journalist, In Business Madison

**Matt Vanderloo**

CEO & Principal, SVA - A Professional Services Company

### **Partner Remarks By:**

**Matt Vanderloo**

CEO & Principal, SVA - A Professional Services Company

**Traci Mann**

Market President, Old National Bank

**Sherry Herwig**

Director, Wisconsin Family Business Center

### **Award Presenters:**

**Evan Conroy**

Principal, SVA - A Professional Services Company

**Traci Mann**

Market President, Old National Bank

**Sherry Herwig**

Director, Wisconsin Family Business Center

**8 p.m.**

## **CLOSING**

**Katie Dean**

Editor-in-Chief, In Business Madison

# 2025 FINALISTS

## SMALL BUSINESS

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- Alvarado Real Estate Group
- Blue Plate Catering, Inc.
- Fickett Structural Solutions, Inc.
- Herbal Aspect
- Johnson Generational
- LIFT Consulting
- Madison Development Corporation
- Orthodontic Specialists of Madison
- Seven Hills Striping, Inc.
- Sprinkman Real Estate + Design
- Strategic Brand Marketing, LLC
- Sugar River Trading Company
- SupraNet Communications, Inc.
- SustainableHR PEO, LLC
- Top Tier LLC
- Western Landscape
- William Jon Salon and Spa
- Wisconsin Financial Services Inc.
- Wisconsin Housing Preservation Corp.
- WisMed Assure
- Zodica Perfumery

## MEDIUM BUSINESS

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- McDermott Top Shop
- Standard Imaging, Inc.
- The Alexander Company

## LARGE BUSINESS

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- Dental Health Associates of Madison
- Findorff
- Group Health Cooperative of South Central Wisconsin
- Quartz
- Summit Credit Union
- TASC

## CHARITABLE NONPROFIT

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- Ascendium Education Group
- Canopy Center
- Catalyst for Change
- Children's Theater of Madison
- Felicia's Donation Closet, Inc.
- Focused Interruption, Inc.
- GiGi's Playhouse Madison
- Girls on the Run of South Central Wisconsin
- Maydm
- Mercy Dental Missions
- Ronald McDonald House Charities of Madison
- United Way of Dane County

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# 2025 FINALISTS

(continued)

## FAMILY BUSINESS OF THE YEAR

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- Chocolate Shoppe Ice Cream
- Christofferson Moving & Storage
- Daniels Construction
- ERI Floral
- GenComm
- KennedyC
- NCG Hospitality
- Pellitteri Waste Systems
- Rhyme
- Schumann Printers, Inc.
- Sergenian's Floor Coverings
- Tri-North Builders
- Vera's House of Bridals
- Wind River Payments

## EXECUTIVE OF THE YEAR

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- **Rafeeq Asad**, vice president and director of team development, JLA Architects
- **Ben Camp**, CEO and co-founder, Recovery.com
- **Luke Gugel**, co-founder & executive managing partner, Common Core Marketing
- **Angela Kinderman**, president and CEO, Fitchburg Chamber Visitor + Business Bureau
- **Barry Richter**, president and CEO, Hausmann Group, Inc.
- **Anna Stern**, vice president, Tri-North Builders
- **John Zimdars**, president, The Zimdars Company

PROGRAM BY:

