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Mid-State Insurance Named 2025 Business of the Year by the Mequon-Thiensville Chamber of Commerce

Mequon, WI – November 2025 – The Mequon-Thiensville Chamber of Commerce has named **Mid-State Insurance** its **2025 Business of the Year**, honoring the company's decades of trusted service, strong community involvement, and team-driven culture.

Founded in 1986 by **Joe LaBarbera**, Mid-State Insurance began humbly in Joe's parents' home with one goal: to serve individuals and small businesses with integrity, expertise, and personal attention. Today, nearly four decades later, Mid-State represents close to **100 insurance providers**, serves over **3,000 clients statewide**, and continues to thrive on that same mission of care and connection.

"Our employees are the heart of who we are," said **Joe LaBarbera**, Founder and President. "Their dedication to clients, their kindness, and their willingness to go above and beyond are what allow us to make a meaningful impact — both in our industry and in our community."

In 1995, Mid-State relocated to Mequon, and in 2005, Joe built a new office on Mequon Road — a lasting symbol of the company's growth and its deep investment in the community.

Recognized Excellence

Mid-State Insurance's commitment to quality service and workplace culture has been recognized statewide. The company earned the **Diamond Achiever Award for Wisconsin** from Frankenmuth Insurance and was named one of **Milwaukee's Best Places to Work** in 2024 by the *Milwaukee Business Journal*.

Joe's longstanding leadership with the Mequon-Thiensville Chamber includes serving as **President from 2000 to 2001**, while **Erica Joyce**, Mid-State's Commercial Lines Manager,

continues that legacy as a current Chamber board member, Young Professionals leader, and ambassador.

Community Commitment

At Mid-State, community involvement is an extension of the company's values — and its people. Employees are encouraged to use flexible PTO to volunteer locally, reflecting a culture where giving back is part of daily life.

The company's **Annual Holiday Give-Back**—now in its 11th year—has become a local tradition, uniting hundreds of participants to collect toys, toiletries, gift cards, and essentials for families in need. Donations benefit **Advocates of Ozaukee**, and Joe and his team go all out, transforming their Mequon lawn into a festive display complete with handmade holiday characters.

Mid-State also proudly supports community events such as **Family Fun Fest**, **Downtown Thiensville's Eats & Beats**, **Gathering on the Green**, and the **Chamber's Annual Golf Classic**.

A People-First Success Story

From a one-person home office to a thriving, award-winning agency, Mid-State Insurance's success is a testament to the power of people — both the employees who provide exceptional service and the community that supports them.

"With every client interaction and every volunteer effort, our team leads with heart," said LaBarbera. "That's what makes Mid-State special — we take care of our clients the same way we take care of our community."

About Mid-State Insurance

Founded in 1986, Mid-State Insurance provides personalized insurance and risk-management solutions for individuals, families, and businesses across Wisconsin. Built on trust, service, and community, the agency represents nearly 100 insurance companies and serves more than 3,000 clients.

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