

Mike Elton

Mike Elton replaced his father, Larry, as president of the 23-year-old company; Larry continues to serve as chief executive officer and chairman of the board.

Elton, 49 earned a bachelor's degree in business from the University of Wisconsin-Madison in 1991. After college, he worked for several years as a marketing analyst for Success Business Industries. In 1995, Elton left success and partnered with his brother, Keith, as the owners and operators of Mike's Ice, a wholesale ice manufacturer and distributor. The brothers sold the company in 1999.

Elton then joined Advantage+ as a collections-department employee. He moved up the corporate ladder from there, advancing to a sales position in 2001 and then to vice president of sales in 2005, the same year he was named to the company's management team.