

Ope!



Welcome to Wisconsin!

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Wisconsin 101

Let's talk all things Wisconsin so you can fully appreciate your time in the Dairyland!



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Wisconsin 101

When you think of Wisconsin what comes to mind?



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Stereotype #1

We're just a bunch of Packers fans.



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Wrong

We're also Brewers, Bucks and Badgers fans.



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3 Professional Sports Teams

Brewers (MLB)

Bucks (NBA)

Packers (NFL)



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Stereotype #2

It's freezing cold all the time.



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Wrong

It's only freezing cold most of the time.



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Four Seasons of Activities

Summer: boating, water sports, waterparks and fishing

Fall: apple orchards and hunting

Winter: ice skating, skiing, sledding and snowmobiling

Spring: biking, hiking and golf

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Up Nort(h)

You know you've made it when you have a cabin up north. In the meantime, make friends with someone who has one.

- Trees thicker
- Lakes more frequent
- Cell service more infrequent



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Stereotype #3

We all have really think accents and say strange words.



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Stereotype #4

- Everyone is so nice.
- Strangers will say hi to you...



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Stereotype #5

Everyone is obsessed with beer and cheese.



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Brew City = Milwaukee

- 1800s wave of German immigration
- Nearly two centuries of brewing beer
- Created iconic beers



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Yes, we love cheese

Our dairy industry also dates back nearly two centuries

WI is the #1 cheese producer

- UW-Madison
- Farmers
- Science
- Technology

(Happy cows come from WI)



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Dairy to die for

- Cheese curds
- Custard

(You're welcome)



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Stereotype #6

Everyone lives on a farm.



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Wisconsin Farms

- 70,000+
- Dairy, corn, oats, beans, dry hay
ginseng & cranberries
- Agriculture is a big industry AND....



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Wisconsin's Top Industries

- Agriculture
- Manufacturing
- Healthcare
- Education
- Tourism



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Wisconsin Fortune 500 Companies

- 8 Total
- Including:
 - Kohl's
 - Northwestern Mutual
 - American Family Insurance



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Not Just Rural Towns

- Milwaukee: 31st largest city
- Madison: 80th largest city
 - Fastest-growing in WI
 - Career opportunities
 - A top public university
 - Isthmus



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Less Known: Lakes

- Minnesota: Land of 10,000 Lakes
 - More 10+ acre lakes
- Wisconsin: Land of 15,000 Lakes
 - More surface area of lakes including our two Great Lakes (Michigan & Superior)



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Lake Michigan

Great lake or ocean?



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City of Festivals = Milwaukee

- Weekly festivals in the summer
- From Pride Fest to Germanfest to Summerfest
- Summerfest = largest music festival in the world



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City Names

Tricky to pronounce

Named after/by Native American tribes

- Oconomowoc
- Kaukana
- Weyauwega
- Ashwaubenon
- Wauwatosa



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Friday Fish Fry

- Fish, rye bread, potato & cole slaw
- Wave of German & Polish immigrants who were Catholic
- Prohibition
- Freshwater fish



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Supper Clubs

- More than 250 in WI
- Family run
- Supper only
- Quaint towns
- Feel home-y
- Staples include:
 - Brandy old-fashioned
 - Fish fries
 - Prime rib
 - Salad bars
 - Relish trays
 - Dim lighting



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Wisconsin 101

What comes to mind when you think of Wisconsin now?



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