

**2016 HISTORIC PRESERVATION AWARD WINNER** 

# PETE'S GARAGE 142 North Broadway, Green Bay

by Jerry Abitz

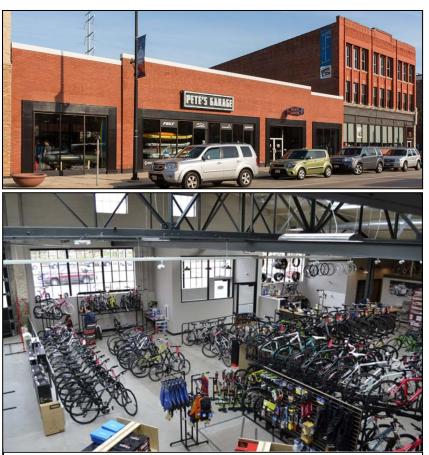
Kurt and Tyson Schwiesow, owners of Pete's Garage, received the Brown County Historical Society's 2016 Historic Preservation Award for Building Adaptive Reuse.

The owners of Pete's Garage are brothers, both eye specialists with practices located at the Clock Tower Eye Center on West Mason Street in Green Bay. "[Owning Pete's Garage] is the culmination of our whole trajectory," Kurt said. "I love eyeballs, but this is a manifestation of our love of cycling." For both Kurt and Tyson, that same passion also includes Nordic skiing, kayaking and endurance sports, which explains why the Schwiesow twosome were longtime customers of Pedal N Paddle Performance, a store for outdoor sports enthusiasts located on Waube Lane in Ashwaubenon.

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sports enthusiasts n Ashwaubenon. When the opportunity presented itself, they purchased the company and started looking for a new location. They dis-

covered 142 North Broadway was being vacated by the furniture store, Scanhome. The site included two buildings, both



**Top:** View from Broadway Avenue of Pete's Garage and adjoining building, both originally built for International Harvester. *Photo courtesy of <u>www.legacy-architecture.com/projects\_commercial\_petes.php</u>. Bottom: Birds' eye view of the interior of Pete's Garage, flooded with daylight from the skylights above. <i>Photo courtesy of <u>www.facebook.com/</u>petesgaragegb/photos/a.223404117755681.48552.219197471509679/1044476512315100/?type=3&theater.* 

riginally built in 1936 for International Harvester — one a repair garage, the other an auto nd truck showroom with upper floor offices. Kurt and Tyson's interest grew upon learnig about the historic repair shop.

While growing up, the boys heard the oft told stories of their grandfather, Pete Lorenzen, the "Paul Bunyan" of their family who migrated from Europe with "a suitcase (continued on page 2)

## PETE'S GARAGE

(continued from page 1)

and a sausage." He participated in the Oklahoma Land Rush of 1893 and, for a time, was part of Buffalo Bill's Wild West show. Later, he founded a Harley Davidson motorcycle garage in Chicago in the early decades of the 20th century. Thus, the move of the business to Broadway brought with it a new name: Pete's Garage, in memory of their grandfather.

Kurt and Tyson were aware of the availability of historic preservation tax credits which convinced them to purchase the site with the plan to eventually renovate both buildings.

Renovation and restoration began with the garage building. After consulting the Wisconsin Historical Society National Register, standards were followed in order to qualify for these tax credits. Asbestos had to be removed. The false ceiling was removed, exposing original skylights. Those were removed and new skylights installed. The roofing was then replaced. The large, curved, bowstring trusses were re-exposed, original shop walls repaired, concrete floors polished; a raised mezzanine event and lounge space was built overlooking the sales floor and sophisticated cabinetry installed. The development plan was taken on by Legacy Architecture; the general contractor was Howard Immel, Inc. To date, the building to the south has not

#### BROWN COUNTY HISTORICAL SOCIETY

OUR MISSION — To preserve, present and share the heritage of Brown County history through preservation activities, exhibitions, educational programs and events.

1008 South Monroe Avenue Green Bay WI 54301 Phn: (920) 437-1840 Fax: (920) 455-4518 Executive Director: Christine Dunbar Website: browncohistoricalsoc.org Email: <u>bchs@netnet.net</u>

The Historical Bulletin Production editor: <u>Susan K. Slikkers</u>

> Voyageur Manager: <u>Kent Crain</u> Phone: <u>(920) 465-2446</u>

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Mary Katherine Matharani Max Pirman Steve Srubas Jennifer Woldt Casey Zakowski been renovated. "[With Pete's Garage completed], the Schwiesows' plan to begin interior and exterior renovations at 128 N. Broadway."

The result is a spacious, stunning display area, bathed in natural daylight. With the additional space, Pete's Garage was able to expand their varieties of bicycles, kayaks, outerwear, Nordic ski gear and triathlon gear, as well as the specialized accessories that each sport requires, such as shoes, glasses, outerwear, helmets, etc.

Upon entering this showroom,



Another look at Pete's display retail display area, with a view at the exposed skylights. *Photo courtesy of www.legacyarchitecture.com/projects\_commercial.* 

one faces an enlarged photo of the original Pete's Garage in Chicago. Prominently displayed in the space, almost under the mezzanine area, are two trophies that employees were proud to point out — the 2016 Mayor's Beautification Award and another from the Association of General Contractors.

A walk-through is an amazing experience. While there is a lot of emphasis on the requirements of hardcore enthusiasts, they meet the needs of amateurs as well. As a former biker myself (until old age made it difficult), I was amazed to see so many equipment choices and the personal attention provided in choosing the correct recreational equipment.

The brothers wanted to do something special for Green Bay and the many sports enthusiasts in the area. Kurt stated, "We definitely wanted to invest in downtown Green Bay, but we also recognize we're building on the hard work of so many that came before us. We think of this as a tangible payoff for the investments in the infrastructure throughout downtown."

In the past, Broadway has had a lot of ups and downs, earning it a somewhat unsavory reputation. With the adoption of the Main Street Program under On Broadway, Inc., the commercial area has rebounded. Unifying goals, improved streetscape designs and community celebrations bring residents to participate and reacquaint themselves with the area. It is now an upscale, desirable destination. Pete's Garage is a welcome eclectic addition to this now thriving commercial district.

#### $\sim \sim \sim$

### Sources –

Bollier, Jeff. "Pete's Garage Coming to Broadway." Green Bay Press-Gazette, Nov. 20, 2015.

Interviews and conversations with owners of Pete's Garage. January through May, 2017. Jerry Abitz, Don Kraft.

#### The Historical Bulletin



# SOWING THE WAY TO VICTORY: WWI GARDENS ON THE HOME FRONT by Christine Dunbar

The seeds of victory were sown in backyard gardens, vacant lots, window boxes and community spaces during WWI. Gardening was elevated to national importance and all citizens were encouraged to do their part so all available resources could benefit the war effort.

In 1914, as war spread across Europe, approximately 30 million men joined the war effort, removing much of the farm labor force and creating extreme food shortages. The Food Administration, created in 1918 with Herbert Hoover as its head, pressured Americans to conserve as much food as possible in order to send the surplus overseas to famine-stricken Europe. Hoover's plan was to shift the American diet from meat, wheat, sugar and fat to more corn, fish, rye and sweet potatoes. Through the promotion of liberty gardens and relentless propaganda, Hoover increased food exports to our overseas allies threefold by the end of the war.<sup>1</sup>

In March of 1917, Charles Lathrop Pack organized the National War Garden Commission to "to arouse the patriots of America to the importance of putting all idle land to work, to teach them how to do it and to educate them to conserve by canning and drying all the food that could not be used fresh."<sup>2</sup> Americans were encouraged to sign a pledge of food conservation and to practice "Meatless Mondays and Wheatless Wednesdays."3 Unused lots or backyards, referred to as slacker land, put pressure on nonconforming owners to utilize the space for gardens. Gardening was elevated to high importance and national security, and exploded on the public stage with magazines, newspaper articles and posters that evoked powerful images of the significance of war gardens. The war



Images (above, upper right and page 5) obtained from the Library of Congress, Prints & Photographs Division, WWI Posters, [LC-USZC4-10136]

garden idea struck a patriotic cord with American citizens who wanted to take an active part in overthrowing Prussian militarism. Planting a garden provided tangible results.

(continued on page 4)



www.browncohistoricalsoc.org

## WWI GARDENS

(continued from page 3)

It took 1.8 billion pounds of flour per year to feed our soldiers overseas. This statistic does not include feeding European soldiers or civilians. When the food controller of Great Britain appealed to the United States for 75,000 additional bushels of wheat, Americans took up the cause and substituted garden produce for wheat. The estimated total of war gardens in 1917 was 3.5 million; by 1918, war garden numbers increased to 5.25 million.<sup>4</sup>

"Everybody Have a Garden" was Green Bay's slogan during the summer of 1917, encompassing a citywide movement to turn several thousand families into gardeners. Home gardening provided a way for citizens to ensure that more commercially-raised food was available for the war effort as well as a means to save money, supply healthy food, and provide an enjoyable pastime.<sup>5</sup> The City of Green Bay and its Association of Commerce got behind the national incentive.

A weekly series of *Press-Gazette* articles titled "Your Own Garden" provided the home gardener with expert gardening advice for the non-gardener.<sup>6</sup> The articles provided information on how to procure land and get it plowed, and included plans for a 25x39-foot city garden along with the appropriate plant varieties and the amount of seed needed. Subsequent articles provided helpful hints on particular crops, succession planting and promised prizes for gardens with the best results.<sup>7</sup>

Children were encouraged to do their patriotic duty as seen in a January 20, 1919, *Press-Gazette* article titled "Victory Garden Drive Launched in Green Bay, School Teachers and Students to Do Their Part." The article described a meeting at Howe School to mobilize all public school teachers and students as part of a national gardening army to further the war effort. University of Wisconsin Professor M.L. Nye facilitated the meeting. Nye was responsible for the school gardening movement in Wisconsin and Michigan. Green Bay students pledged to start gardens at their home or in public lots; teachers pledged to provide help and visit each student's garden at least twice during the growing season. City residents were encouraged to visit student gardens and provide encouragement.<sup>8</sup>

A headline in that same newspaper issue read, "Garden Movement is Growing, says Prof. Hemmengway." Hemmengway, a representative of the National War Garden Commission was visiting Green Bay to report on the Commission's activities. He gave details on a garden campaign launched by the immigrant section of the YMCA in Chicago who cultivated 150 acres in 1918 and planned to beat that in 1919. He stated that learning thrift and the English language might be as important as raising vegetables.<sup>9</sup>

The National War Garden Commission created national unity and enabled progressive reformers to coerce fellow citizens into a particular behavior for the common good. Twelve days after the bombing of Pearl Harbor, the National Defense Gardening Conference convened and promoted the Victory Gardens. This time the concern was to provide for healthy food and human health more so than the shortage of food.<sup>10</sup>

Today urban and community gardening is once again part of the public culture. Community organizations promote home gardening initiatives with the goal of empowering citizens to be part of a sustainable agricultural system.



## Footnotes -

- <sup>1</sup>Hayden-Smith, Rose. *Sowing the Seeds of Victory, American Gardening Programs in WWI*. Mc Farland and Co. Inc., 2014, p. 8.
- <sup>2</sup>C.L. Pack, *The War Garden Victorious*. J.B. Lippincott Company, Philadelphia. 1919, p. 10.
- <sup>3</sup>Hayden-Smith, Rose. *Sowing the Seeds of Victory, American Gardening Programs in WWI*. Mc Farland and Co. Inc., 2014, p. 68.
- <sup>4</sup>C.L. Pack, *The War Garden Victorious*. J.B. Lippincott Company, Philadelphia, 1919, p. 15.
- <sup>5</sup>Green Bay Press-Gazette, March 26, 1917.
- <sup>6</sup>Green Bay Press-Gazette, April 17, 1917.
- <sup>7</sup>Green Bay Press-Gazette, April 9, 1917.
- <sup>8</sup>Green Bay Press-Gazette, Jan. 20, 2019 p.1, col. 4-5.
- <sup>9</sup>*Green Bay Press-Gazette,* Jan. 20 1919 p,1 col. 4-5.
- <sup>10</sup>Hayden-Smith, Rose. *Sowing the Seeds of Victory, American Gardening Programs in WWI*. Mc Farland and Co. Inc., 2014, p. 196.

June 2017



# **"OVER THERE" BOOK DRIVE** JUNE 1-SEPT. 8

Commemorating the 100th anniversary of America entering WWI and all those serving our country, BCHS and the Veterans Office located at Northeast Wiscon-



sin Technical College (NWTC) are sponsoring a book drive. Donate new or used books to Hazelwood or the NWTC Veterans Office June 1-Sept 8. We are sending the books overseas and to veterans' organizations.

# IF TOMBSTONES COULD TALK **CEMETERY WALKS**

Ioin BCHS for its annual series of "If Tombstones Could Talk" cemetery walks. Step back in time; meet Green Bay's prominent and not-so-prominent former residents; hear their stories and adventures. The theme for the Fort Howard Memorial Park and Allouez Catholic Cemetery is "Taking a Stand in History." Woodlawn Cemetery's program is a retrospective celebration of the 15th anniversary of "If Tombstones Could Talk!"

## • Fort Howard Memorial Park

Cemetery – Wednesday and Thursday, June 14 and 15, 6:30p

Clete Delvaux portraying Belgian immigrant Hector De La

Ruelle. Photo by Kathy Kauth. • Allouez Catholic Cemetery ·

Wednesday and Thursday, Aug. 2 and 3, 6:30p • Woodlawn Cemetery - Wednesday and Thursday, Sept. 6 and 7; 6:30p; Saturday, Sept. 9; 4:00p

Cost: \$7/individuals; \$18/families (2 adults with up to 4 children, up to age 16)

Reservations are requested. To reserve your spot as an individual or group, please call 920-437-1840 or email us at bchsvolunteer@netnet.net. For more info, check our website (www.browncohistoricalsoc.org).

## **NEXT PLANS TO SCAN EVENT!** Saturday, June 24, 9:00a-4:00p BCHS' Hazelwood Historic House For details, questions or to schedule a time slot,

call Kent Crain at the Voyageur office (920-465-2446) or email craink@uwgb.edu

Most of you are aware of BCHS' Digital Archive Project. On Saturday, April 1, we held our first scanning



Photos courtesy of BCHS' digital archives project

event at Hazelwood Historic House - it was a rousing success! We scanned almost 400 photos that day, and also had donated to us about two dozen photos of an 1897 circus parade in Green Bay. These donated images also will be scanned and put in our digital archive. We couldn't be more pleased... these are 400 images that will be endlessly shared and forever preserved for the future.



Photo by Jenny Woldt

*Come celebrate the faeries and enjoy a magical time* at Hazelwood's Faerie and Wizard Fest!

Make a magic wand, and decorate a crown or wizard's cap! Build a faerie house and enjoy faerieinspired crafts, games and face painting. Frolic with the faerie princess and wizard. Listen to a faerie tale and enjoy an assortment of delicious faerie-inspired treats. Concoct wishing powders and other magical portions! Wear your wings if you wish!!

Cost: \$7/person Please call 920-437-1840 or make a reservation on our website (www.browncohistoricalsoc.org).

(See more Events continued on page 6, right column)

www.browncohistoricalsoc.org

June 2017



# EVENTS FOR 2017

Wednesday and Thursday, June 14 and 15, 6:30p – "If Tombstones Could Talk" Fort Howard Cemetery Walk. \$7/adults; \$18/family (2 adults, 4 children). *Reservations requested*.

# JULY

Tuesday, July 4, 1:00p – Heritage Players' event CANCELLED Saturday, July 29, 1:00-4:00p – Faerie and Wizard Fest. \$7/person. *Reservations requested*.

# AUGUST

- Wednesday and Thursday, August 2 and 3, 6:30p "If Tombstones Could Talk" Allouez Catholic Cemetery Walk. \$7/adults; \$18/family (2 adults, 4 children). *Reservations requested.*
- Thursdays through Sundays, Aug. 3-26, 12:00-4:00p – Exhibit: Sowing the Way to Victory: WWI Gardens on the Home Front. Regular admission. See back page for more details.
- Saturday, Aug. 12, 10:00a-5:00p BCHS fundraising event: Brat Fry; Festival Food, 2430 University Ave.
- Saturday, Aug. 19, 1:00-3:00p Sowing the Way to Victory: Backyard Tea/Victory Garden program. \$22/person. See back page for more details.

# SEPTEMBER

- Wednesday and Thursday, September 6 and 7, 6:00p – "If Tombstones Could Talk" Woodlawn Cemetery Walk. \$7/adults; \$18/family (2 adults, 4 children). *Reservations requested*.
- Saturday, September 9, 4:00p "If Tombstones Could Talk" Woodlawn Cemetery Walk. \$7/adults; \$18/family (2 adults, 4 children). *Reservations requested*.
- Friday, Sept. 15 Daddy D Production Fundraiser, Riverside Ballroom. See this page for more details.
- Saturday, September 23, 10:00a and 2:00p "If These Homes Could Talk" Walking Tour in partnership with Astor Neighborhood Association. *Call for details*.

# OCTOBER

Saturdays, Oct. 7 and 14; 5:00-9:00p — Haunted Hazelwood. \$10/person. *Reservations required.* 

# DECEMBER

Friday and Saturday, December 1 and 2, 1:00-3:00p — Hazelwood Holiday Tea. \$20/person. *Reservations required.* Saturdays, December 9 and 16, 12:00-8:00p — An Ethnic Christmas.



## WHAT WOULD YOUR HOUSE SAY ... *IF IT COULD TALK?!* IF HOMES COULD TALK WALKING TOUR WORKSHOPS AT HAZELWOOD 6:30P ON MON., JUNE 19 AND WED., JUNE 28

Discover how to research your house's history with archivist Deb Anderson from the UWGB – Area Research Center. Write your history on a sign we provide and add your house to this unique walking tour, taking place Sept. 23. *This event is a partnership between BCHS and Astor Neighborhood Association.* 

## DADDY D PRODUCTIONS FUNDRAISER FRIDAY, SEPT. 15 RIVERSIDE BALLROOM 1560 MAIN STREET GREEN BAY



Sing along to the the amazing hits from the '60's, '70s and '80s while supporting the Historical Society. **Daddy D Productions will donate a portion of ticket sales to the Historical Society** *if we sell* <u>50</u> *tickets.* If making your reservation on the Daddy D website, please mention the Brown County Historical Society to ensure we receive credit for the sale. Or call us at <u>920-437-1840</u> and we will mail you a ticket.

5:00p Open • 6:00p Dinner • 7:00p Show Dinner & Show: \$44/person; Show Only: \$30/person

Logo and graphics courtesy of <u>www.daddydproductions.com</u>

Events can be added, changed or cancelled without notice. To make sure you stay informed, make our website one of your Favorites — <u>www.browncohistoricalsoc.org</u>!

www.facebook.com/BCHS

**PLANNING A SUMMER VACATION?** 



# CHECK OUT THE TIME TRAVELERS' PROGRAM!

Your membership in the Brown County Historical Society provides you with membership in the Time Travelers' free museum reciprocal program. The Missouri History Museum created the program in 1998 so members of historical institutions could receive benefits and privileges at museums and historical sites nationwide. Currently, the Time Travelers program includes over 300 organizations in more than 40 states across the country. Members of participating organizations can receive a variety of exclusive benefits and privileges, such as free admission, gift shop discounts, and much more. For a list of participating organizations and the benefits they offer visit <u>timetravelers.mohistory.org</u> or call <u>314-746-4599</u>.

# New Brownie Girl Scout Programs —



## GIRL SCOUT BADGE PROGRAM OFFERINGS

Brownie Girl Scout troops can sign up to earn their "Making Games" and "My Family Story" badges at Hazelwood Historic House.

**Making Games** – Scouts can explore Hazelwood through a house-wide scavenger hunt, test their knowledge through Hazelwood-inspired board games, and enjoy an old-fashioned party game. Scouts will create new rules and games using 19th-century toys.

**My Family Story** – Scouts will visit Hazelwood and discover important heirlooms that belonged to the Martin family, and discuss their own heirlooms! Using a world map, they will discover where they came from and see where the Martins started out. The Scouts will create a family tree and design their own family crest.

**Cost: \$6/Scout** (badge included) For reservations, contact Brooke at <u>bcshvolunteer@netnet.net</u> or call <u>920-437-1840</u>. These programs are also offered to homeschool students.

# VOLUNTEER GARDENERS WANTED!

If you like to get your hands dirty, we have an endless supply of weeds and garden projects that need attention. We would love your assistance on projects that include weeding,



Photo by Kathy Kauth

planting, clipping, chasing rabbits and watering. Martin documents list some of the plants grown at Hazelwood and our plan is create some authentic garden beds.

*If interested, please email us at <u>bchs@netnet.net</u> or call us at <u>920-437-1840</u>.* 

# PARTNERSHIPS GROW A VICTORY GARDEN AT HAZELWOOD

Urban and community gardening is once again part of the public culture. Gardening initiatives today, much like the Victory Gardens of WWI and WWII, empower citizens to be part of a sustainable agricultural system. Thank you to the Green Bay Garden Blitz, a partnership between UW-Extension and New Leaf Foods, Inc., whose volunteers built and delivered 120 raised garden beds throughout the community during their blitz May 4-7. Hazelwood received a garden frame and rich soil, and looks forward to making this garden a learning experience. The garden will grow heirloom plant varieties, recommended in a 1917 Press-Gazette newspaper article about victory gardens. Northeast Wisconsin Technical College staff are starting seeds and donating plants.

BCHS' NWTC intern, Joe Van Patten, organized donations of water barrels and fencing to obstruct the woodchucks and brought the project

together.



Green Bay Garden Blitz garden bed. Photo by Philani Mnyingwa.

*Visit us this summer! Learn more about 1917 war gardens!*  Page 7

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## The Historical Bulletin

June 2017

## Poster Exhibit: SOWING THE WAY TO VICTORY: WORLD WAR I GARDENS ON THE HOME FRONT



Courtesy of https://commons.wiki media.org/wiki/File:The\_seeds\_of\_ victory\_insure\_the\_fruits\_of\_peace\_ LCCN2002708900.jpg

Posters, with easy to understand slogans and commanding images, were a brilliant method of mobilizing American citizens to plant war gardens. They promoted the themes of freedom and patriotism to encourage people to support the war effort. The language was designed to reinforce a sense of urgency and military purpose. Many of the posters were done by famous artists which contributed to their mass appeal.

Visit Hazelwood and discover the artists and stories behind many of these iconic posters. Join us on Saturday, Aug. 19, for a outdoor tea luncheon. Enjoy some of the meatless and wheatless recipes made from 1917 cookbooks. Our poster exhibit is included.



## A Proud Past — An Inspired Future

## BCHS' CAPITAL CAMPAIGN UPDATE

Mik Derks, Wisconsin Public Television producer, said this about the BCHS. "Too often in America, the past is destroyed to make way for the future. But there is a place in Wisconsin where the past and the future live side by side. The Brown County Historical Society has, since its inception, given the storied history of Green Bay and surrounding communities a living presence that allows its citizens to draw upon where they have been to determine where they choose to go next."

With your support, BCHS will continue to preserve our story and heritage to see history come alive for generations to come. Your support is crucial to the success of the Capital Campaign. We have secured approx. \$520,000 of our \$1.6 million goal. We still have a ways to go.

As part of our capital campaign, the 1923 Fund generously committed \$15,000 *if* we could generate an equal amount in \$250 increments by June 1, 2017. And you did it! Your donations helped us reach this goal!

**Thank you!** to our members, friends and the 1923 Fund for your support.

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ADMISSION Adult \$6.00 • Seniors (60+) \$5.00 Children (5-17) \$4.00 • Children under 5 are FREE. AAA and Time Traveler discounts available.

HAZELWOOD HISTORIC HOUSE MUSEUM See details for events on pages 5 and 6 of this issue. Tours, programs and teas scheduled at your convenience by appointment throughout the year.

BROWN COUNTY HISTORICAL SOCIETY BCHS offices – 8:30a-4:00p, weekdays 1008 South Montoe Street, Green Bay WI 54301 <u>MAP</u> Phone: <u>920-437-1840</u> / <u>www.BrownCoHistoricalSoc.org</u>

# JUNE – AUGUST 2017

## ADDRESS SERVICE REQUESTED

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