



Zimmerman was born in Milwaukee and began working after grade school by delivering newspapers and milk. He became a bookkeeper for a lumber company. When the

Progressives refused to endorse him in the 1926 election, Zimmerman ran as an Independent and was elected. He was secretary of state from 1922 until 1926 and from 1934 until 1954.

Administration highlight: An equalization law which gave state aid to poor school districts was passed and forest conservation and water power regulation were enacted.

### 1929-1931

#### Walter J. Kohler Sr.



(March 3, 1875 - April 21, 1940) Kohler was born in Sheboygan and began working for his father's company at a young age. He served as president of the Kohler Co. from 1905 until 1937 and was chairman from 1937 until his

death. Kohler refused to negotiate with his employees in 1934, resulting in a violent strike.

Administration highlight: Kohler tried to reorganize the state administrative offices. He created several offices, including the Highway Commission.

### 1931-1933; 1935-1939

#### Philip La Follette



(May 8, 1897 - Aug. 18, 1965) La Follette, the son of Belle and Robert La Follette, was born in Madison and served in the Army during World War I. He returned to Madison to study and practice law and was elected district attorney in 1924. He

is the only Wisconsin governor to be elected to two non-consecutive terms.

Administration highlight: Increased public works projects, especially highway building. Unemployment compensation and a new state labor code legislation were passed.

### 1933-1935

#### Albert G. Schmedeman



(Nov. 25, 1864 - Nov. 26, 1946) Schmedeman was born in Madison and began working in the clothing business in 1894. He served on the Madison City Council and board of education and was mayor from

1925 until 1932. President Woodrow Wilson appointed Schmedeman Minister to Norway, a post he held for eight years.

Administration highlight: Worked on problems associated with the Great Depression, including ordering the banks closed. Called up the militia during the milk strikes.

Administration highlight: Used a \$50 million surplus toward a building program at the University of Wisconsin, reorganized state departments, increased taxes for more school aids.

### 1951-1957

#### Walter J. Kohler Jr.



(April 4, 1904 - March 10, 1976) Kohler was born in Sheboygan and was the son of Wisconsin's 26th governor. Kohler went to work for the family companies, first the Kohler Co. and after World War II the Vollrath Co. He

won election in 1950 and was re-elected twice, defeating William Proxmire both times. Kohler lost to Proxmire in a bid for the U.S. Senate.

Administration highlight: Worked on a plan to reduce the state income tax and continued Wisconsin's state building program.

### 1957-1959

#### Vernon Thomson



(Nov. 5, 1905 - April 2, 1988) Thomson was born in Richland Center and attended Carroll College and the University of Wisconsin, graduating in 1927. He was a school teacher before being admitted to the state bar in 1932.

Thomson served as Richland County assistant district attorney and the Richland Center city attorney.

He was elected to the state Assembly in 1935, serving eight terms. He served in Congress from 1960 until retiring in 1974.

Administration highlight: Worked to enact one of the strictest lobbying laws in the U.S. and overhauled the public retirement system.

### 1959-1963

#### Gaylord Nelson



(June 4, 1916 - ) Nelson was born in Clear Lake and served in the Army during World War II. Nelson returned to Wisconsin to practice law and served in the state Senate for three terms. Nelson was elected to the U.S.

Senate in 1964, serving until 1981.

Nelson is best known for his environmental legislation and as the founder of Earth Day.

Administration highlight: Reorganized state government by creating the departments of Economic Development and Administration.



1962 while at the University of Wisconsin, being elected to the state Senate while still a student. Schreiber became lieutenant governor during the

Lucey administration and ascended to the governor's office when Lucey resigned.

Administration highlight: Supported tighter lobbying regulations and drunken driving law.

### 1979-1983

#### Lee S. Dreyfus



(June 20, 1926 - ) Dreyfus was born in Milwaukee, served in the Navy during World War II and attended the University of Wisconsin, graduating with a Ph.D. in communications in

1957. He went on to work in radio and television and also taught. He became the president, later named chancellor, of UW-Stevens Point in 1967, remaining there until his election.

Administration highlight: Dreyfus reduced the state income tax, deregulated the trucking industry, created the Department of Development, and increased the state sales tax and gasoline tax.

### 1983-1987

#### Anthony Earl



(April 12, 1936 - ) Earl was born in Michigan and received a law degree from the University of Chicago in 1961 and served in the Navy. Earl served in the Assembly from 1969 to 1975. Earl served as the secretary of

the Department of Administration and the secretary of the Department of Natural Resources from 1974 until 1980.

Administration highlight: Backed ground-water protection bill, signed law regulating tobacco smoking in public places, raised the drinking age to 19 and later to 21 and revamped state income tax.

### 1987-

#### Tommy Thompson



(Nov. 19, 1941 - ) Thompson was born in Elroy and received undergraduate and law degrees from the University of Wisconsin. He was elected to the state Assembly in 1966, serving for 20 years. Thompson is the

state's longest serving governor.

Administration highlight: Pushed W-2 welfare overhaul, school choice, charter schools and school spending limits and property tax relief.

From: FITZIE HEIMDAHL [fitzie.heimdahl@wisconsinhistory.org](mailto:fitzie.heimdahl@wisconsinhistory.org)  
Subject: Governor Vernon W. Thomson Wisconsin State Historical Marker  
Date: Jun 2, 2023 at 9:19:33 AM  
To: [bellmanrj@charter.net](mailto:bellmanrj@charter.net)

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Hello Mr. Bellman,

My name is Fizzie Heimdahl. I coordinate the State Historical Markers Program through the Wisconsin State Historical Society. Thank you for your interest in a Wisconsin State Historical Marker. Staff has reviewed your pre-application, and has determined that your topic meets the criteria of the Wisconsin State Historical Markers Program

When you are ready, please submit your completed final marker application and application fee of \$250 to the following address:

Wisconsin Historical Society  
State Historical Markers Program, Rm 454  
816 State Street. Madison, WI 53706

I have also included a few template letters of agreement as you work with the City of Richland Center.

Based on our current marker applications under review, it will take at least six months for staff to review new applications. The estimated timeframe for the production of new markers is at least six months from the date your marker order is placed by the Wisconsin Historical Society.

We are excited to see the story of this important state figure shared with the public.

Sincerely,

-Fizzie Heimdahl

Fizzie Heimdahl (he/him)

State Historical Markers Program Coordinator

Wisconsin Historical Society

(715) 471-0770

[fitzie.heimdahl@wisconsinhistory.org](mailto:fitzie.heimdahl@wisconsinhistory.org)

**Wisconsin Historical Society**

Collecting, Preserving, and Sharing Stories Since 1846

**Tap to Download**

36 x24 City Marker.jpg

3.4 MB



WISCONSIN  
HISTORICAL  
SOCIETY

## WISCONSIN HISTORICAL MARKER APPLICATION FORM

This application is required to obtain approval for official State of Wisconsin historical markers. The Wisconsin Historical Markers Program is administered by the Wisconsin Historical's Local History-Field Services program.

State Register of Historic Places plaques no longer require Wisconsin Historical Society approval. If your home is on the State Register, order State Register plaques directly from SEWAH Studios at 1-888-55-SEWAH .

**This application form must be filled out completely. Incomplete or ineligible marker applications will be returned to the applicant within 30 days of receipt by the Society.**

**The applicant is responsible for:**

- **Providing all research documentation & supporting materials for this application.**
- **Funding the historical marker.**
- **Maintaining the historical marker**

**Please allow sufficient time for your order.**

The marker text requires approval of Wisconsin Historical Society staff. Because there is often a backlog of pending applications and staff is limited, please allow up to 6 months for our staff to review your application. Once approved, the Society will order your marker from SEWAH Studios. As of January 2023, the production time for ALL state historical markers is estimated to be **six months**. We advise you not to schedule a marker dedication ceremony until the marker is in your possession.

**Do not submit payment until invoiced.**

All historical markers are manufactured by SEWAH Studios in Marietta, Ohio. Once this application has been approved, the Society will place the order for manufacture of the historical marker. SEWAH will invoice the applicant directly once the application process is complete. The marker will be delivered directly to the applicant.

### Criteria for Historical Marker Topics

Wisconsin historical markers identify, commemorate and honor the important people, places, and events that have contributed to the state's rich heritage. The Wisconsin Historical Markers Program is a vital education tool, informing people about the most significant aspects of Wisconsin's past.

Markers should describe one of the following aspects of Wisconsin's history: history, architecture, culture, archaeology, ethnic associations, geology, natural history, or legends. If your narrative text is about a person in history, we encourage you to include the person's birth and death dates, a chronology of the important events from the person's life, and the person's influence or significant contribution to the national, state or local community. If your narrative text is about an event in history, we encourage you to include the time, date and place of the event, any people or groups associated with event, information on how the event developed, and the event's influence or significant contribution to the national, state or local community.

While developing your narrative text, we encourage you to document your facts and dates with footnotes. You will be required to develop an annotated bibliography and attach photocopies of your primary and secondary research resources with this application. Avoid words like "first," "oldest," "unique," or "only" unless there is irrefutable documentation. The name of the current owner of the property or the name of any living person cannot be listed in the narrative text. The Society reserves the right to reject a marker application that it deems offensive, either to general good taste or to a specific group of people.

The Society will consider the approval of marker applications if the applications meet any of the following criteria:

- The property is listed in the State or National Register of Historic Places.
- The site is associated with the events that have made a significant contribution to the broad patterns of history.
- The site is associated with the lives of persons no longer living who have made significant contributions to the broad patterns of history and culture.
- The site embodies the distinctive characteristics of a type, style, period or method of construction or architecture; represents the work of a master; or possesses high artistic value.
- The site yields, or is likely to yield, information important in prehistory or history.
- The site is associated with ethnic groups who have made distinctive and significant contributions to history.
- The site embodies the characteristics of the State, representing significant aspects of the physical or natural history of the earth.
- The site is representative of popular stories or myths that, although not verifiable, are significant to history and culture.

WISCONSIN STATE HISTORICAL MARKER APPLICATION FORM

**1 - Name of Applicant**

**2 - Proposed Title of Marker**

**3 - Proposed Location of Marker** — Be precise. Photos of the proposed location and a map with the marker location shown, and property parcel number are required for final location approval.

Property Name (if applicable)

Address

City, State, Zip

County

**4 - Owner of Property Upon Which the Marker is to be Erected** — Markers may be located on either public or private lands. The site selected for the marker must be accessible to the public and visible from a public right-of-way. Provide the name of the property owner below.

Public Property

Private Property

Official's Name:

Property Owner's Name:

Title:

Address:

Institution:

City, State & Zip:

Telephone:

Telephone

Email:

Email:

**Written Permissions Required**—For markers placed within a public right-of-way, please attach a letter of approval from the appropriate transportation official or governing body that has jurisdiction over that public right-of- way.

If the marker is to be placed on private property not owned by the applicant, please attach a letter of approval from the property owner. The letter should grant permission for the historical marker to be located on their property and permit public access to the marker for as long as the marker stands.

**5 - Source of Marker Funding** —The applicant is responsible for funding all aspects of the marker, including the purchase, installation, and maintenance costs for the marker. Provide the name of the person or organization that is providing the funds for the marker. Sponsoring organization name can be included at the bottom of marker.

Funder's Name:

Telephone:

Address:

City, State & Zip:

**6 - Maintenance of Marker**—Provide the name of the organization responsible for long-term maintenance and repair of the historical marker below. The organization should be either a private non-profit or a governmental entity willing and able to assume the long-term maintenance of this marker.

Name:

Telephone:











Address:

City, State & Zip:

**7 - Research Sources for Narrative Text**—Below please list an annotated bibliography that details the primary and secondary research sources cited to support the historic facts included in your narrative text.

Attach photocopies of all supporting documents with this application. Applications without supporting documents cannot be processed. The Society reserves the right to have a marker removed if additional research finds your marker text to be incorrect.

**8 - Historical Markers Price List** - Official State of Wisconsin historical markers are made of cast aluminum and have raised cream-colored letters on a brown background. All wall-mounted markers have one side. All post-mounted markers have two sides. NOTE: The estimated cost for posts for a city marker (also known as "History on a Stick") is included in the quoted price below. The estimated cost for posts for the larger two-post marker is extra and not included in the estimated price below. Please check with SEWAH Studios directly to determine the cost of posts. Keep in mind that all the costs below are estimates and can change at any time. We strongly recommend that you contact SEWAH directly to ensure you know what the price will be on any marker you decide to order.

Select the appropriate model for your marker from the list below	Size Height x Width	Model	Details	Total Character Count (Characters counts must include spaces between sentences.)	Price *
 A	16" x 24"	Small City Marker	5/8" lettering, wall mounted	320	\$800
 B	16" x 24"	Small City Marker	5/8" lettering, post mounted, same text each side	320	\$1,070
 C	36" x 24"	City Marker	1" lettering, wall mounted	396 11 lines, 36 spaces each	\$1,900
 D	36" x 24"	City Marker	5/8" lettering, wall mounted	848 16 lines, 53 spaces each	\$2,040
 E	36" x 24"	City Marker	1" lettering, post mounted, same text each side	396 11 lines, 36 spaces each	\$2,150
 F	36" x 24"	City Marker	5/8" lettering, post mounted, same text each side	848 16 lines, 53 spaces each	\$2,300
 G	36" x 24"	City Marker	1" lettering, post mounted, different text each side	792 11 lines, 36 spaces each 396 characters per side	\$2,450
 H	36" x 24"	City Marker	5/8" lettering, post mounted, different text each side	1696 16 lines, 53 spaces each 848 characters per side	\$2,520
 I	72" x 54"	Two-Post Marker	1 1/2" lettering, post mounted (Posts not included)	1196 26 lines, 46 spaces each	\$6,020
 J	72" x 54"	Two-Post Marker	1" lettering, post mounted (Posts not included)	2006 34 lines, 59 spaces each	\$6,550

\* Price includes shipping. Prices last updated May 2023. Prices subject to change at any time. Verify all pricing with SEWAH Studios at 1-888-55-SEWAH.

**Other costs:**

Post for highway/city markers: \$375 each

Posts for 72 x 54 with pyramidal cap: \$950 pair

Refurbish city/highway markers: \$1200 (includes round trip shipping), with cap repair \$1,450

Refurbish 2-post markers: \$3,250

**9 - Suggested marker narrative text**—Type or print your suggested marker narrative text below. Attach additional sheets as necessary. In addition to submitting this application, the Society requests that this narrative text be submitted via email as a Microsoft Word document attachment. All text is subject to editing by the Wisconsin Historical Society.



**10 – Application submitted by**

Name	
Organization	
Address	
City, State, Zip	
Telephone	
Email	

I have verified that the above information is accurate and correct to the best of my knowledge. I will fund and maintain the marker, or I am authorized to commit the person or organization named in Section 5 to fund the marker, and I am authorized to commit the person or organization named in Section 6 to the maintenance of the marker. I understand the legal obligations of marker applicants under Wisconsin Statutes.

Applicant signature: \_\_\_\_\_ Date: \_\_\_\_\_

**11– Billing address (SEWAH Studios will direct bill marker applicants)**

Name	
Organization	
Address	
City, State, Zip	

**12—Shipping address if different from billing address.** Commercial addresses open during regular business hours are preferred.

Name	
Organization	
Address	
City, State, Zip	

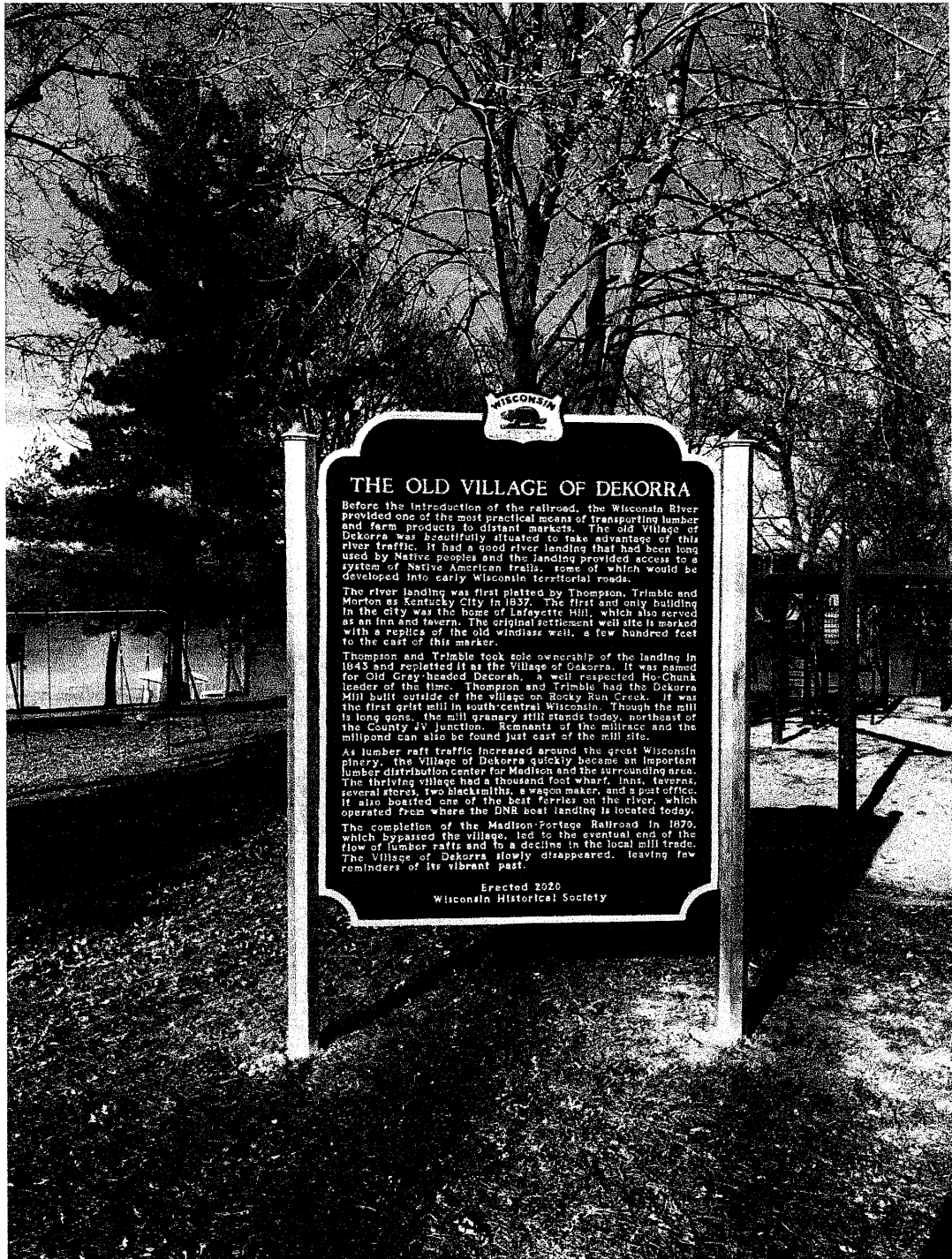
**13—Submit digital images-** Once the marker has been installed, the applicant must submit three high-resolution digital images (preferably jpegs) of the marker to the Wisconsin Historical Society.

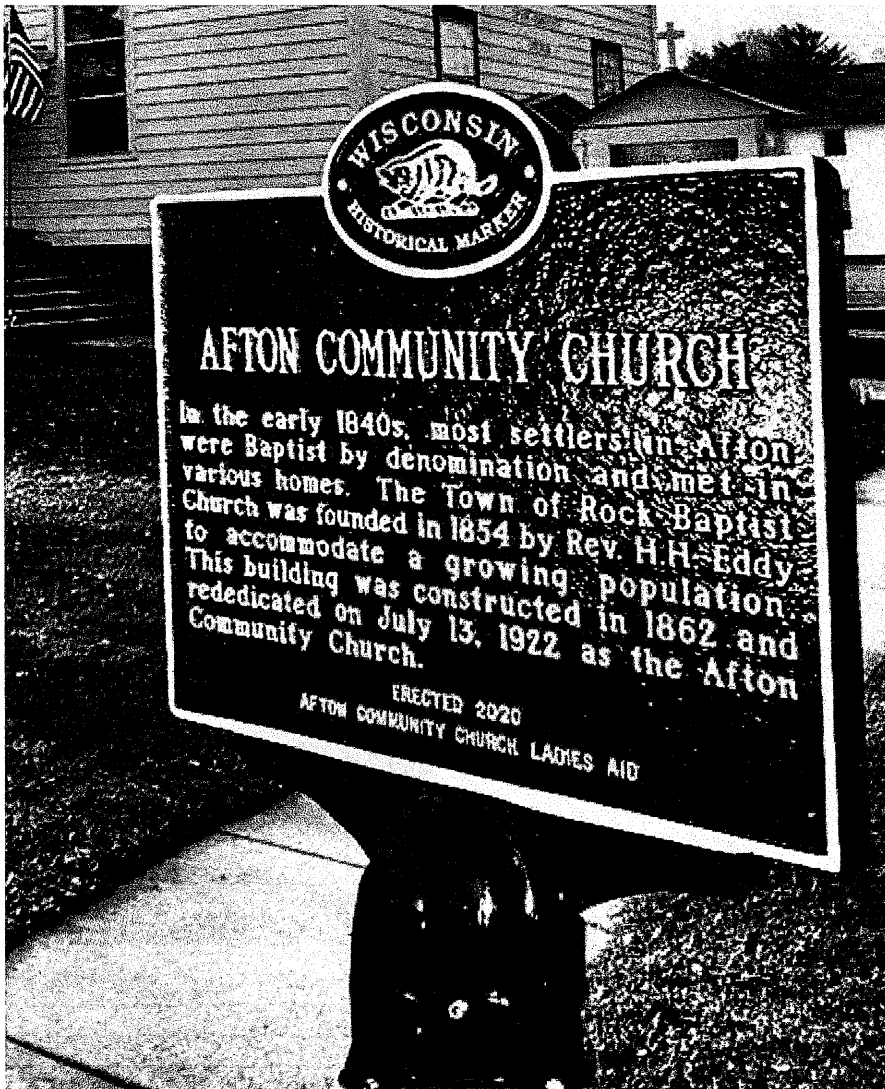
**Send applications to:**

**Wisconsin Historical Society**  
**State Historical Markers Program, Rm 454**  
**816 State Street Madison, WI 53706**

**Email your narrative text to [fitzie.heimdahl@wisconsinhistory.org](mailto:fitzie.heimdahl@wisconsinhistory.org)**

The Society will review and approve applications that meet the requirements under Wisconsin Statute s. HS 4.06. An application will be approved or disapproved within 180 days of receipt by the Society. Marker installation will be the responsibility of the applicant. Markers will be shipped and invoiced directly from the marker manufacturer to the applicant.





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Wisconsin...y 2023.pdf  
447 KB

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Template...Letter.docx  
16 KB

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Template P...ission.docx  
15 KB

## **RE: Property Owner Permission for Proposed Wisconsin State Historical Marker**

As owner, or the official representative of the owner of the [NAME] property at [ADDRESS] I grant permission for the proposed [MARKER NAME] Wisconsin State Historical Marker to be erected at the location agreed upon by the applicant, myself, the Wisconsin Historical Society, and the organization responsible for marker maintenance.

I fully understand that this permission includes the following, as defined by the Wisconsin Historical Society's State Historical Markers Program through Wisconsin Statute 44.15:

- To allow the public to stand or sit on my property so that the marker may be easily read, viewed, photographed, and enjoyed.
- To allow access to the marker (free of charge) between dawn and dusk, seven days a week, and 365 days a year.
- To notify the organization responsible for marker maintenance and the Wisconsin Historical Society, if the marker is in need of cleaning, repair, or refurbishment, and to grant them access to the marker for any needed work.
- To promptly report to the Wisconsin Historical Society and the marker maintenance organization if the marker is missing, damaged, or stolen, and to grant them access to the marker for any needed work.
- To allow (free of charge) photographs, location information, and address of the marker to be published on the Wisconsin Historical Marker website and held in the program's permanent marker file.
- To allow (free of charge) photographs, location information, and address of the marker to be published by individuals or organizations granted such usage by the Wisconsin Historical Markers program.
- To allow the marker to stand in perpetuity and not remove or move it without consultation with the Wisconsin Historical Markers Coordinator at the Wisconsin Historical Society.
- That should I sell or otherwise relinquish ownership of the property I will alert the Wisconsin Historical Markers Coordinator at the Wisconsin Historical

**Society, the marker maintenance organization, and the new owner(s) so that arrangements may be made to continue this agreement.**

By my signature, I hereby agree to the terms above and certify that I have the authority to enter into such an agreement on behalf of the above named party.

I look forward to being a part of the Wisconsin Historical Marker program and being a custodian of this important piece of Wisconsin's history.

[Be sure to date the letter and include property owner's signature, address, phone number, and email information.]

**Maintenance Commitment for Proposed Wisconsin Historical Marker**

**Re: [Marker Title] Wisconsin Historical Marker located at [Address]**

This agreement verifies, on behalf of [ORGANIZATION NAME], that the said organization will be responsible for the maintenance of the above listed historical marker in perpetuity.

[Organization Name] fully understands that this long-term maintenance agreement, as defined by the Wisconsin Historical Society's State Historical Markers Program through Wisconsin Statute 44.15, commits the organization to the following:

- To bear responsibility for long-term maintenance and care of the marker including regularly cleaning with a clean cloth and warm soapy water (nothing abrasive or with wax), touch-up painting, and refurbishing the marker should it become too aged or weathered for continued display.
- To promptly report to the Wisconsin Historical Marker Program Coordinator if the marker is missing, damaged, stolen, moved, or in need of refurbishment.
- To bear the responsibility for the full-cost of refurbishment and/or replacement of the marker should it be weather-worn, damaged, or stolen.

Should replacement become necessary, we also agree that we will not replace the marker with any facsimile but will work with the original manufacturer of the marker, Sewah Studios, and the Wisconsin Historical Markers Program Coordinator to order a replacement historical marker.

We promise to care for the marker as we would any other object we value highly, for the benefit of the historical education of our visitors, our organization, and the citizens of Wisconsin.

By my signature, I hereby agree to the terms stated above and certify that I have the authority to enter into such an agreement on behalf of the [Organization Name].

Representative Signature:

Date:

Printed Name:

[Please be sure to date the letter, include an authorized signature, and if not using organizational letterhead to include address, phone number, and email information.]