



# Time Lines

February 2024



## MEET THE NEW SCM EXECUTIVE DIRECTOR!

We are coming home! After 8 years away, the Sheboygan County Museum pulled me back to Wisconsin.

As a long-time museum professional, it's easy to see the strengths of the Sheboygan County Museum. There's a fantastic collection, an engaged community, and a great story to tell. Another key asset is the staff and board. Their leadership, dedication, and commitment to doing good work for the benefit of the community is apparent. I look forward to joining the team and helping move the organization forward.

At their essence, museums reflect the public they serve. Sheboygan County has a deep and rich history. However, when it comes down to it, people create that history. I'm both excited to get to know the county and the people but also join the current community creating a new history every day. There are so many places to see, stories to hear, and interesting people to meet.

I'm also thrilled that my family gets to experience this journey with me. I attended college and graduate school in Wisconsin and worked as Curator of Education at the Kenosha Public Museums. My wife is from Brookfield, so she knows the area. But now my daughter and son get to grow up in Wisconsin and discover the friends, family, and culture that captivated me back in 1997. I look forward to serving as your next Executive Director and becoming a part of the community.

- Brett Lobello



### MUSEUM STAFF

Brett Lobello *Executive Director*, Matthew Bayens; Nathan Chisholm; Heather Hanlon; Andy Jacksack; Tamara Lange; Elaina Nelson; Liza Rosenthal; Rick Wojnarowicz

# A WRAP UP OF HOLIDAY MEMORIES: HOLIDAY DELIGHTS

The Centennial Year wrapped up with a retrospective look at the Museum's *Holiday Memories* tradition, celebrating not only twenty-plus years of displaying historic animation from H.C. Prange's, Younkers, and Boston Store, but the people who provided guiding hands and vision in those years, including Kip Ertel, John Posewitz, and Bernie Markevitch. Each animation vignette recreated a scene from the past, including an early simple family home display, the *Littlest Angel* storybook, a festive picnic in Evergreen Park, and a Bayou Racoon Christmas. Over seventy pieces of animation joined forces with still characters and original backdrops to create a magical display of *Holiday Delights*.



Of course, Bruce the Spruce and Santa were also popular attractions, and visitors on opening weekend were treated to a display by the Lake Shore O-Gauge Model Railroaders. In addition, the Lakeshore Miniatures Club displayed their detailed creations throughout the run and an extra dose of festive cheer was added with Community Trees decorated by 11 organizations, including *Bethlehem Lutheran School*, *Cub Scout Pack 3804*, *Cub Scout Pack 3861*, *Lakeshore District Scouting*, *Plymouth Historical County*, *SPARK! at the John Michael Kohler Art Center*, *Sheboygan County Area Retired Teacher Association (SCARTA)*, *Sheboygan County Home & Community Education (SCHCE)*, *Sheboygan LGBTQ+ Alliance*, and *Shelly Harms with Visit Sheboygan*. Thanks are also in order for our weekend musical performers – *Cheese City Woodwind Quintet*, *Holiday Strings (North High School)*, *Jane Abromaitis*, *the Jinglesteens*, *Kohler High School Jazz Band*, *Kohler High School Madrigals*, *Lakeland University Chamber Winds Ensemble*, *Lakeland University Muskie Tones Choir*, *Max Becker*, *the Northern Lights Choir (North High School)*, *the Random Lake Chamber Singers*, and *Sheboygan Accordion Club*.



With the sponsorship of Encova Foundation of Ohio, we were able to offer our first ever Community Saturday, featuring free admission for all, during *Holiday Memories*. It was a record breaking day and we hope to continue this tradition into the future, along with continuing to offer an array of refreshments and fun every day. Thank you to the many cookie bakers who provided treats throughout, along with Johnston's Bakery, for making sure everyone could have a sweet treat, and Festival Foods, Sargento, and Old Wisconsin, for providing support for the cheese, sausage, and 'Spruce Juice'. We would also like to thank United Way for sponsoring our craft nights as well as everyone who donated a raffle item. We sold over 1,000 tickets this year! Finally, we offer our sincere gratitude to the Merkel Family for serving as our Lead Sponsor for Holiday Memories - their generous contribution allows us to continue to celebrate and grow every year.

throughout, along with Johnston's Bakery, for making sure everyone could have a sweet treat, and Festival Foods, Sargento, and Old Wisconsin, for providing support for the cheese, sausage, and 'Spruce Juice'. We would also like to thank United Way for sponsoring our craft nights as well as everyone who donated a raffle item. We sold over 1,000 tickets this year! Finally, we offer our sincere gratitude to the Merkel Family for serving as our Lead Sponsor for Holiday Memories - their generous contribution allows us to continue to celebrate and grow every year.



# UPCOMING EXHIBIT!

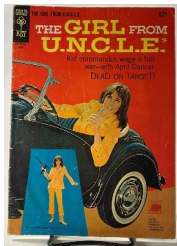
The 2024 Season (and the next century of the Sheboygan County Museum) kicks off with an exhibit celebrating a time when the future was full of the promise of adventure and excitement as the world raced to outer space. However, this was also a period coupled with mystery, covert espionage, and a war of an entirely new kind.



*Spies and Space: Toys of the Cold War*, an exhibition by SuperMonster City!, explores how the Cold War and Space Race permeated both American and USSR culture for over three decades beginning in the 1950s. No aspect of life was untouched, including the toys, games, and popular media of the day. Built from the personal collection of David Barnhill and curated by Stephen Rueff, *Spies and Space* explores the arrival of international espionage, a fascination with outer space, and even the growing political tension between the world's two newly established 'superpowers' through over 200 vintage spy and space themed toys, comic books, games, posters, photos, models, trading cards and packaging from the 1960s to the 1990's.

The influence of the Cold War and the Space Race continue to impact our lives and culture to this day. Star Wars, Star Trek, and James Bond remain as popular in the 2020s as they were when first introduced decades ago. Robots and aliens remain mainstays of both movies and toy store shelves. *Spies and Space: Toys of the Cold War* not only shows us where toys and popular culture have been, but how we arrived at this moment today!

*Spies and Space: Toys of the Cold War* will be on display from February 3 through April 27, 2024 and is included with regular museum admission.



## EDUCATION PROGRAM

The Educational Program staff and volunteers are ready for the start of the spring semester of programs. A full schedule of hands-on programming for grades 2 through 5 begins at the end of January with many classes and teachers that have attended in past years. We are also welcoming several first time schools and teachers to the SCM Educational Programs.

The new pilot Middle School Program: *The Technology Revolution in Sheboygan County* continues with Session 2 in January and the Final Session sometime in April or May.

The program is being piloted with 8th grade students from Horace Mann Middle School taught by Emma Robeson and 8th graders from Urban Middle School taught by Mary Meyers-Wenninger. Both of these teachers are also advisors to the pilot program. Session 2 focuses on the industries of Sheboygan County. Session 3 focuses on culminating activities for the students that are based on the future of technology in Sheboygan County. This new program brings the Museum to the classroom, as we provide artifacts for the students to make inquiries about regarding industry and technology over the years as it relates to Sheboygan County.



# MEMBERSHIP RENEWAL REMINDER

Just a reminder that your 2023 membership is now lapsed. As we look forward to 2024 we have an exciting traveling exhibit, as well as a number of member exclusive programs that you won't want to miss. Memberships are a vital revenue source that allows us to continue telling the story of Sheboygan County's history. You can renew your membership online at [sheboyganmuseum.org/membership/](http://sheboyganmuseum.org/membership/) or mail in your membership renewal form that was mailed out back in October. If you have any questions or would like to renew your membership over the phone, feel free to give us a call at 920-458-1103 ext. 7111 or email us at [museum@sheboygancounty.com](mailto:museum@sheboygancounty.com)



## COLLECTION SPOTLIGHT

Our first Collection Spotlight of 2024 takes us back sixty years, to the Winter Olympics of 1964. Held in Innsbruck, Austria, the connection to Sheboygan County began over a year earlier, when the U.S. Olympic Committee announced Sheboygan's Lakeland Manufacturing Company had been chosen to supply the official parade coat for U.S. athletes participating in the 9th Winter Olympic competition.

Lakeland's design bested numerous other options presented by national manufacturers. The white woolen coats featured a knit shawl collar, red and blue trim, and a blue pile lining. In all, Lakeland donated 150 coats for both men and women on the U.S. team. Even before being chosen to outfit the Olympians, the company leaned into "...a preview to Innsbruck" marketing campaign, featuring coats with appropriately alpine names like Defroster, Downhill, Sno Mate, and Vienna Warm. Newspaper advertisements appeared from coast-to-coast touting the quality, value, and fashion forward offerings available from the company.

The Olympic athletes of 1964 were well dressed by area manufacturers. Members of the U.S. alpine and nordic ski teams, along with the figure skating team, donned sports socks made and donated by Wigwam. Later that year, Lakeland was once again chosen to manufacture the travel and leisure coat for U.S. men participating in the 1964 Summer Olympics held in Tokyo, Japan.



Lakeland Manufacturing began in 1894 with the manufacture of men's overalls. Originally known as H.J. Holman Company and begun by Herman and Sophia Holman, the name officially changed in 1924 as business continued to grow, primarily through the addition of outerwear options for men and boys. In time, sportswear, jackets, and snowsuits became the focus of the company, along with an emphasis on sturdy, longwearing fabrics and quality workmanship. The Holman family also became pillars of Sheboygan's thriving Jewish community, providing many new arrivals with work at the company.

# FEBRUARY - APRIL PROGRAMS

## Moments of Care: 2024 Programming Theme

Born out of the political nature of the two temporary exhibits for 2024, SCM has established a 2024 programming theme of "Moments of Care." The theme provides participants a focus area while thinking about the wide variety of functions of objects, relationships, and community.

### Spies and Space Exhibit Opening Party

SCM | February 3 | 10:30am-3:00pm

Celebrate SCM's first new exhibit of the year by dropping in for a full day of special offerings!

**10:30-11:30am | Learn!**

Catch a talk with the traveling exhibit's Collector David Barnhill and Curator Stephen Rueff. They will cover how the drama and intrigue of the Cold War translates into American and Soviet pop culture, and what the *Spies and Space* collection has to say about it.

**1:00-3:00pm | Participate!**

Craft: Adopt-an-Alien

Talk and Tour: Explore casual conversations and tours of the exhibit with David Barnhill and Stephen Rueff.



### Enacting Equity:

#### A Community Workshop

SCM | February 13, 4:30-6:00pm | Free and open to the public

Be a community bridge builder with SCM and facilitator Kelly D. Holstine from WordHaven BookHouse in small and large group conversations about the past, present, and future of equity in Sheboygan County.

4:30-5:00 | Exhibit Tour: Get deeper context for the program with SCM's curator Tamara Lange in a special exhibit tour of *Spies and Space*.



**WordHaven  
BookHouse**

Object Exposure: "Protected from the Wind" with James Schuessler, Certified Master Instructor with the Wisconsin Department of Justice

SCM | Thursday April 25,  
5:30-6:30pm | Free for members

In this ongoing and free member program, SCM asks community leaders and SCM staff to specially choose one object out of our 30,000 then talk about its history, make contemporary connections, and engage YOU in what you think. Be surprised at the object reveal over coffee and light bites!

### March Speaker Series | Cultural Dance in Sheboygan County

SCM | Tuesdays 6:00-7:30pm | Free and open to the public

The 2024 iteration of SCM's annual speaker series offers history, demonstrations, and interactive opportunities to explore a variety of dance styles and identities present and thriving in Sheboygan County.

**March 5** | "Cedar Grove Klompen Dansers & Dutch Heritage" with Beth Heuver

**March 12** | "Community Practices: A movement based workshop exploring storytelling through various folk dances," with Molly King, The Étude Schools & Wisconsin Dance Council

**March 19** | "D'Werdenfeler Schuhplattlers & German Heritage" with Dennis Smith

**March 26** | "Street Elite Dance Academy: African, Clowning, Major-ette, and Dance Club" with Breanna Crump



# SHEBOYGAN COUNTY MUSEUM

3110 Erie Avenue  
Sheboygan, WI 53081  
(920) 458-1103  
sheboyganmuseum.org

Non-Profit  
Organization  
U.S. Postage  
**Paid**  
Sheboygan, WI  
Permit No. 84

## BOARD OF DIRECTORS

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Vanessa Vanderweele, *Director*

Brett Lobello, *Executive Director*

## ADDRESS SERVICE REQUESTED

 **YouTube** **Mark Your Calendars!**



### MUSEUM HOURS FEBRUARY 1 THRU OCTOBER 31

Monday — Friday,

10a.m. to 5p.m.

Saturday, 10a.m. to 3p.m.

Closed New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Eve, Christmas Day, and New Year's Eve.

### Admission

- Members — Free
- Adult (18 – 61) — \$10
- Seniors (62+), Active Military — \$7
- Youth (6-17) \$5
- Child (5-) Free

**Memberships** and other financial contributions support our mission, “to collect, preserve, and educate about the history of Sheboygan County.” Memberships support preservation, educational programs, maintenance, exhibits, events, and other necessary expenses.

**February 1st — Museum Opens for 2024 season!**

*Spies and Space: Toys of the Cold War Era*, A Traveling Exhibition by SuperMonster City!, February 3 — April 27

*Object Exposure: The Big Drive*, January 25, 9:30am — 10:30am, Members Only

*Enacting Equity in Sheboygan County: A Community Workshop*, February 13, 4:30pm — 6:00pm, Free

*March Speaker Series*, “Cedar Grove Klompen Dansers & Dutch Heritage” with Beth Huever, March 5, 6:00pm — 7:30pm

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*Object Exposure*: “Protected from the Wind” with James Schuessler, April 25, 5:30pm — 6:30pm

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