

SHEBOYGAN COUNTY



MUSEUM

Time Lines

OCTOBER 2024

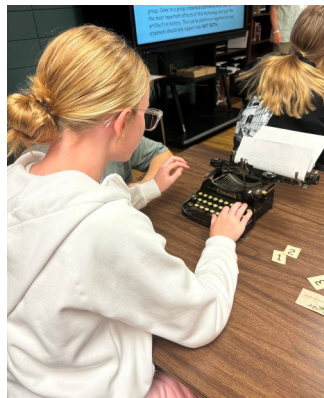
MIDDLE SCHOOL OUTREACH PROGRAM LAUNCHES



The Sheboygan County Museum is excited to launch the new Middle School Educational Program *The Technology Revolution and Sheboygan County*. Staff, along with the assistance of teachers from the Sheboygan Area School District, designed this outreach program primarily for 8th grade students where they identify, discuss, and analyze artifacts that we bring to the schools. The program teaches students critical 21st Century skills and critical thinking.

This outreach series engages students through the school year. The first of three sessions were completed by museum staff and volunteers in September. The second session occurs in January and February, while the third session typically wraps up the series in May.

Session one focuses on Historical Context in the areas of Culture, Communication and Transportation. Session two primarily focuses on manufacturing and industry in Sheboygan County. The third session explores the Information Age and beyond. Fourteen different classes at Urban and Horace Mann are participating this school year.



MUSEUM STAFF

Brett Lobello, *Executive Director*

Matthew Bayens; Erin Brehmer; Heather Hanlon; Tamara Lange; Charlie Strysick; Tom Wiegand; Rick Wojnarowicz

DIRECTORS NOTE

The Sheboygan County Museum has been busy building foundations for the future. Some are visible, while others are more structural. In early October, a contractor installed a new roof on the Cheese Factory. Over the past 6 years, water collected in a large plastic underbed shoe bin. After every rainstorm, a staff member climbed a ladder into the attic and removed the water with a hand pump and bucket. It was definitely time to get this fixed.

In October, Matt Bayens, Erin Brehmer, and the Education volunteers welcomed students back. The Museum has a well-deserved reputation for engaging 1st- 5th grade audiences. After a visit to the Museum, students have a better understanding of what makes Sheboygan County unique while also preparing them to become future engaged citizens.

The Museum also recently kicked off work on a new strategic plan during a staff retreat at Lakeland University. In general, a strategic plan helps define and provide structure for where an organization is headed. The Sheboygan County Museum board and staff are committed to building the foundation for the museum to increase our impact.

Prior to the retreat, our Strategic Planning Committee sent a survey to all staff and board members. Common responses focused our conversations on three important topics: 1) increase community engagement, 2) develop our staff, and 3) increase revenue. After many beneficial discussions, the museum developed a framework for a three year strategic plan that is flexible while also providing a path forward. We still have a lot of work to do, but we are excited to share the finished Strategic Plan in 2025.

Whether simple or complex, we are building foundations to make our organization and the community we serve stronger.

— Brett Lobello, Executive Director, Sheboygan County Museum



IMPORTANT MEMBERSHIP ANNOUNCEMENT

For the past several years, Sheboygan County Museum memberships followed the calendar year. That meant every membership to the Museum expired on December 31 and needed to be renewed on January 1. Beginning in 2025, memberships will run 12 months, regardless of when they were purchased. This provides an **added value for you, our strongest supporters.**

Membership renewal letters for 2025 will arrive in your mailboxes in mid-January. However, if you would like, you may renew earlier or during your Holiday Memories visit. If you have questions, please reach out to us at 920-458-1103 or museum@sheboygancounty.com.



WELCOME NEW STAFF ERIN & TOM

Erin Brehmer began in October as the Museums Volunteer Coordinator. Erin was born and raised in Wisconsin. She earned a Bachelor of Science degree in Art Education and a minor in Psychology at the University of Wisconsin-River Falls. She is a certified K-12 visual art and design educator licensed by the Wisconsin Department of Public Instruction. Erin previously worked as an elementary art teacher in Manitowoc, and then began pursuing her Masters in Art History in Italy. She recently transferred to the online MA in Art History and Visual Culture program at Lindenwood University. She is excited to be the Sheboygan County Museum's Volunteer Coordinator.

A familiar face rejoined the Museum's staff. Tom Wiegand is the Museum's new Education Facilitator. This reimagined position will be dedicated to presenting all aspects of our K-12 Education Programs throughout the school year.



COLLECTION SPOTLIGHT

History doesn't repeat itself, but it often rhymes. Whether the quote was truly ever spoken by Mark Twain, or perhaps another, our October 2024 Collection Spotlight reminds us that there is truth in the idea. If you have been following the local news of late, you may have heard that the Hi-Ho Bottling Company of Plymouth has been brought back to life nearly 80 years after the first founding in 1945. The name is not the only coincidence.

Using a private label based on the first two letters of their last names, Donald Holzschuh and Joseph Hildebrand created Hi-Ho to offer soda in a variety of flavors. As a veteran of World War II, Holzschuh was able to receive extra allowances of the still tightly rationed ingredient sugar if it was used for business purposes. Holzschuh soon partnered with Hildebrand, a local business owner with a stake in the Plymouth Springs Bottling Company, and the two established the new company in 1945.

Though Hi-Ho Bottling Company of Plymouth was a late entry into the Sheboygan County soda water business, the two found success in their business. In 1948, a case of their soda could be purchased for one dollar, plus the bottle deposit, compared to \$1.25 for the equivalent of Coca-Cola. The bottles, designed by Henry Weber, utilized pyroglazing to create a colorful and joyful label that not only carried the soda, but added an air of light hearted visual advertising. Like many sodas of the day, all flavors came in the same style bottle and the bottle cap was used to differentiate the varieties.

The company also sponsored a local bowling team, the Hi-Ho Sodas, for a number of years. By 1949, Hildebrand left the partnership and Holzschuh continued on, adding sales and deliveries to his bottling responsibilities. In 1955, Holzschuh sold the business. For many years, the reminders of the soda manufacturer were found on old bottles and shipping crates, until the Plymouth Walldogs added a large Hi-Ho mural to the outside of the original business location at 120 E. Mill Street.

In 2023, local Iraq War veteran Tyler Rezachek encountered the Hi-Ho story at a silent auction for Plymouth Historical Society and feeling an immediate sense of connection, Rezachek decided to bring back the brand. Rezachek was soon joined by partners Leonid Bortsov and Ryan Schroeder and within a few short months, the new Hi-Ho Soda was up and running, with four favorite Wisconsin flavors featuring local honey. While this particular Collection Spotlight features an original Hi-Ho glass bottle, we can't wait to add a few of the newer Hi-Ho Soda cans to the Museum collection.

K-12 EDUCATION PROGRAM UPDATE

In addition to the official fall launch of the Middle School Education Program, October saw the beginning of the Full Day Education Program Season for elementary students. There are 13 programs scheduled for 2nd, 3rd and 4th graders from throughout Sheboygan County over the next several weeks, before Holiday Memories becomes the focus of December. We have lots of familiar faces from the Sheboygan Area School District returning to our programs, as well as some first time attendees. Also, we are



at full capacity for all of our programs for the 2024-25 school year.

A big thank you to all of the volunteers for our “Busy Bee Day” sessions over the summer. Also thanks to those of you who volunteer as helpers and facilitators for our Full Day Education Programs as well. These programs would not be happening without all of your help and dedication.



HOLIDAY MEMORIES 2024

The arrival of the Elves of SantaLand is fast approaching and that can only mean that *Holiday Memories 2024* will be here soon. This year, the elves have transformed their holiday workshop into a candy-making extravaganza and Bruce the Spruce is ready to welcome visitors with both new and crowd favorite “punny” jokes. From the charming animation to festively decorated Community Trees, a special showcase by the Lakeshore Miniatures Club, and the twinkling Taylor House and Weinhold Log Cabin, *Holiday Memories* is bursting with multi-generational family joy.

JOIN US & MAKE YOUR HOLIDAY MEMORIES

MEMBER ONLY HOURS

Beat the crowds and enjoy time set aside just for you, our supportive membership.

Friday, December 20–10:00am to Noon

Saturday, December 21–10:00am to Noon

Santa arrives at 11:00am this day

November 29
to
December 30

SPONSORED BY THE MERKEL FOUNDATION

HOLIDAY MEMORIES 2024

Monday & Tuesday:
Noon to 7:00pm

Wednesday to Sunday:
Noon to 5:00pm

ADMISSION
\$10 Adults; \$7 Senior/Active Military;
\$5 Youth (6-17); Under 6 &
Museum Members FREE

SHEBOYGAN COUNTY MUSEUM
3110 ERIE AVENUE, SHEBOYGAN, WI
920-458-1103 | SHEBOYGANMUSEUM.ORG



VOLUNTEER WITH US

If you have a few extra hours to spare this coming holiday season, consider volunteering during Holiday Memories. This popular annual exhibit also features a wide array of family friendly activities. Volunteers are a critical part of creating a warm, welcoming atmosphere and ensuring there are plenty of hands available to work with little builders at the Make & Take table, bring Bruce the Spruce to life, and keep the cookies and punch well stocked. We offer a variety of shifts each day to accommodate just about any availability. Interested in helping? Reach out to Erin at 920-458-1103, x7105 or erin.brehmer@sheboygancounty.com.

HOLIDAY MEMORIES PROGRAMS

Visits with Santa

Sponsored by BankFirst

November 29—December 23  **BankFirst**

Monday 3:30pm–7:00pm

Tuesday 3:30pm–7:00pm

(except during Storytime with Santa)

Friday 3:00–5:00pm

Saturday & Sunday 12:00pm–5:00pm

Friday, Dec 20 12:00pm–5:00pm

Monday, Dec 23 12:00pm–7:00pm

Stop by and make sure you are on the Nice List.



O Gauge Model Railroaders November 29 & 30, December 1

Enjoy a special display of operating model railroads hosted by the local enthusiasts.

Live Holiday Music December 7, 8, 14, 15, 21, 22, 23

1:00pm & 3:00pm

Celebrate with music and musicians from around the county, from accordionists to show choirs.

CHRISTMAS AT THE TAYLOR HOUSE

December 12, 5:30pm–7:30pm

\$20 for members, \$25 for non-members

Deck the halls at Judge David Taylor's House in all its seasonal décor. This after hours event features access to cupola views and basement jail remnants, live music by Jim Ohlschmidt, festive hors d'oeuvres, a specialty cocktail and an open bar. Tickets can be purchased in-person at SCM's front desk and at bit.ly/TaylorHouse2024.



STORYTIME WITH SANTA

December 3, 10, 17, 4:30pm–5:00pm

Enjoy stories with Santa and Mead Public Library's Youth Services Librarian "Alison the Elf". Play jingle bells, sing, dance, and read seasonally sweet and silly books.

FAMILY CRAFT NIGHT

December 2, 9, 16, 23, 4:30pm–6:30pm

Spend time together as you make themed crafts and have special conversations about the holidays.

December 2, Countdown Calendar: Anticipate Gathering

December 9, Bath Fizzy Ornament: Give a Gift

December 16, Caramel Apple: Memories with Senses

December 23, I-Spy Dream Jar: Dream about 2025



SHEBOYGAN COUNTY MUSEUM

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sheboyganmuseum.org

Non-Profit
Organization
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James Olson, *Director*
Vanessa Vanderweele, *Director*

Brett Lobello, *Executive Director*

ADDRESS SERVICE REQUESTED



Mark Your Calendars



MUSEUM HOURS NOVEMBER & DECEMBER

November 1—November 28:
Closed for public tours

November 29—December 30: Holiday Memories
Monday & Tuesday: Noon–7:00pm
Wednesday–Sunday, Noon–5:00pm

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.

Holiday Memories 2024, November 29—December 30

O Gauge Model Railroaders, November 29 & 30, December 1

Family Craft Night, Mondays—December 2, 9, 16, 23
4:30pm–6:30pm

Storytime with Santa & Mead Public Library,
Tuesdays—December 3, 10, 17
4:30pm–5:00pm

Christmas at the Taylor House, Thursday, December 12
5:30pm–7:30pm

Live Holiday Music, December 7, 8, 14, 15, 21, 22, 23
1:00pm & 3:00pm

Visits with Santa

Sponsored by BankFirst

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(except during Storytime with Santa)

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BankFirst

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