



2011 ASSEMBLY JOINT RESOLUTION 89

January 19, 2012 – Introduced by Representatives SINICKI, VAN ROY, TURNER, BIES, RIVARD, RIPP and HULSEY, cosponsored by Senators C. LARSON, HANSEN and S. COGGS. Referred to Committee on Rules.

1 **Relating to:** commending Ralph Bruno, the creator of the cheesehead hat.

2 Whereas, the first cheesehead hat was created in 1987 on Milwaukee’s South
3 Shore by Wisconsin entrepreneur Ralph Bruno; and

4 Whereas, Mr. Bruno was inspired to design the hat after suffering derisive
5 taunts of “cheesehead” from Chicago Bears fans emboldened by their team’s fluke
6 Super Bowl victory the year before; and

7 Whereas, the first cheesehead hat was fashioned from the stuffing from Mr.
8 Bruno’s couch; and

9 Whereas, Mr. Bruno’s makeshift hat was so popular and admired by his friends
10 and neighbors that he invented a manufacturing process called “foamation” and
11 opened his factory across from the bluffs of Lake Michigan, establishing Foamation,
12 Inc., which has since become a pillar of Milwaukee’s South Shore business
13 community; and

14 Whereas, rather than running from the childish name-calling from our
15 neighbors to the south, the people of Wisconsin and fans of the Green Bay Packers

1 the world over have embraced with pride the cheesehead hat and the nickname it
2 symbolizes; and

3 Whereas, cheesehead hats are sold in all 50 states and more than 30 countries
4 and represent an enduring symbol of the state of Wisconsin, with “Cheesehead”
5 joining “Badger” and even “Wisconsinite” as the unofficial moniker for the people of
6 Wisconsin; now, therefore, be it

7 ***Resolved by the assembly, the senate concurring, That*** the members of the
8 Wisconsin legislature recognize the 25th anniversary of the invention of the
9 cheesehead hat; and, be it further

10 ***Resolved, That*** the Wisconsin legislature commends and thanks Ralph Bruno
11 of Milwaukee and the many hard-working employees of Foamation, Inc., who have
12 launched the cheesehead hat into Wisconsin’s cultural firmament and made it an
13 internationally recognized symbol of our state’s proud heritage.

14 (END)