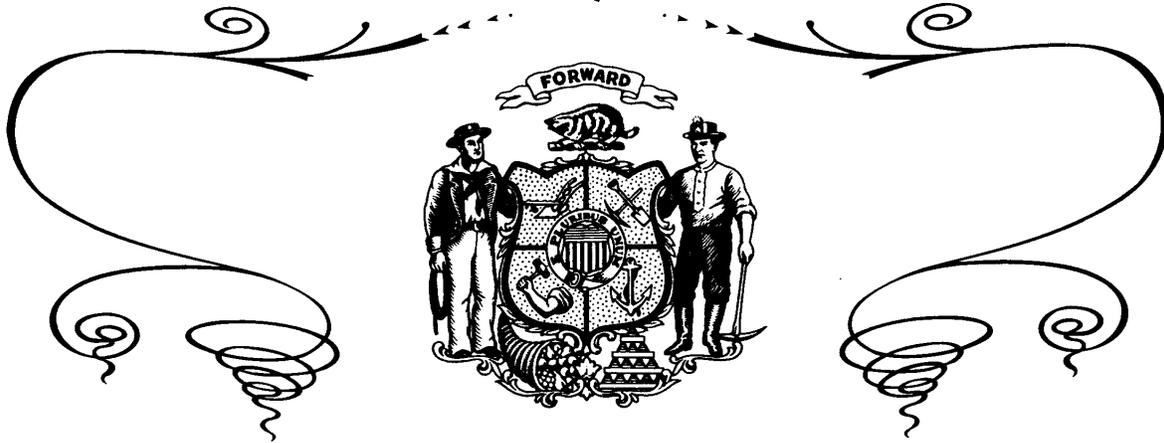


# State of Wisconsin



2011 Assembly Joint Resolution 89

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## ENROLLED JOINT RESOLUTION

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

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

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

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

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

Whereas, rather than running from the childish name-calling from our neighbors to the south, the people of Wisconsin and fans of the Green Bay Packers the world over have embraced with pride the cheesehead hat and the nickname it symbolizes; and

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

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

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

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Senator Michael G. Ellis  
President of the Senate

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Representative Jeff Fitzgerald  
Speaker of the Assembly

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Date

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Patrick E. Fuller  
Assembly Chief Clerk