



## 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

