

2001 ASSEMBLY JOINT RESOLUTION 94

February 7, 2002 – Introduced by Representatives WALKER, GUNDERSON, RILEY, STONE, JESKEWITZ, FRISKE, VRAKAS, FREESE, URBAN, J. FITZGERALD, KESTELL, RICHARDS, McCORMICK, SINICKI, DUFF, RHOADES, STARZYK, SYKORA, LADWIG, KRUG, RYBA, TOWNSEND, HAHN, OWENS, TURNER, D. MEYER, PLOUFF, PETTIS, OLSEN, KRAWCZYK, STASKUNAS, LASSA, MILLER, ALBERS, NASS and GROTHMAN, cosponsored by Senators ROSENZWEIG, LAZICH, DARLING, GEORGE, BRESKE, S. FITZGERALD, SHIBILSKI, GROBSCHMIDT, PANZER, ERPENBACH, BURKE, COWLES, DECKER, PLACHE, ROESSLER, WIRCH, KANAVAS, SCHULTZ, HUELSMAN and HARSDORF. Referred to Committee on Rules.

1 **Relating to:** recognizing Harley–Davidson, Inc., for being selected by *Forbes*
2 *Magazine* as Company of the Year.

3 Whereas, “Harley–Davidson stirs passion in its riders, its dealers and its
4 employees, and translates that passion into profit”, shouts *Forbes*; and

5 Whereas, Wisconsinites and bikers have always known most if not all of that
6 information but also know that Harley–Davidson, Inc., reflects Wisconsin and
7 Wisconsinites almost as well as Bucky Badger; and

8 Whereas, *Forbes* claims that Malcolm Forbes, the late owner of that magazine,
9 was pivotal in introducing Harleys to the business elite in the early 1980s; and

10 Whereas, Wisconsinites and bikers have always known that Tommy G. “Big
11 Hog” Thompson and Mark D. “Big Cheese” Bugher were helpful in the success of
12 Harley–Davidson, Inc.; and

13 Whereas, *Forbes* reported that since Harley–Davidson’s initial public offering
14 in 1986 the company has generated 37% average annual earnings growth and its

1 shares have risen 15,000%, while Intel's shares rose a mere 7,200% since 1986 and
2 GE's a paltry 1,056%; and

3 Whereas, Wisconsinites and bikers have always known that Harley-Davidson,
4 Inc., has always been a good corporate citizen of Wisconsin and is "Something Special
5 from Wisconsin"; now, therefore, be it

6 ***Resolved by the assembly, the senate concurring, That*** the members of the
7 Wisconsin legislature recognize Harley-Davidson, Inc., for being selected by *Forbes*
8 *Magazine* as "Company of the Year" and for making Wisconsinites proud of the "most
9 Wisconsin" of all companies; and, be it further

10 ***Resolved, That*** the assembly chief clerk shall transmit copies of this joint
11 resolution to Harley-Davidson Chief Executive Jeffrey Bleustein.

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(END)