

2003 DRAFTING REQUEST

Senate Joint Resolution

Received: 10/30/2003

Received By: pdykman

Wanted: Soon

Identical to LRB:

For: Mary Panzer (608) 266-7513

By/Representing: Tad Ottman

This file may be shown to any legislator: NO

Drafter: pdykman

May Contact:

Addl. Drafters:

Subject: Memorials - miscellaneous

Extra Copies:

Submit via email: YES

Requester's email: Sen.Panzer@legis.state.wi.us

Carbon copy (CC:) to:

Pre Topic:

No specific pre topic given

Topic:

Miller High Life brand

Instructions:

See Attached

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	pdykman 10/30/2003	jdye 10/31/2003		_____			
/1			jfrantze 10/31/2003	_____	sbasford 10/31/2003	sbasford 10/31/2003 sbasford 10/31/2003	

Vers. Drafted Reviewed Typed Proofed Submitted Jacketed Required

FE Sent For:

<END>

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1/?	pdykman 10/30/2003	lrb_editor 10/31 jld	10/31	Belf 10/31			

FE Sent For:

<END>

DRAFT
Joint Resolution

Att: Peter Dykman
From: Tad Ottman
Sen. Panzer

Relating to: the 100th Anniversary of the Miller High Life brand.

Whereas, 2003 represents the 100th year of existence for the Miller High Life brand; and
Whereas, the name "Miller High Life" was selected in the year 1903 for a new premium beer originally brewed in Milwaukee, Wisconsin by the Miller family; and

Whereas, Miller High Life was first christened "The Champagne of Bottle Beer" in 1906; the origins of a moniker that has endured for a century; and

Whereas, the nature of Miller High Life as a fundamental element of the Miller Brewing Company is evidenced by the contribution of the brand's name to the Miller corporation, at that time known as the "Miller High Life Company," for a period in the 1930's; and

Whereas, the production of Miller High Life, nearly in its entirety, was shipped overseas to men serving in the United States Armed Forces during World War II; and

Whereas, Miller High Life represents the keystone of the characteristic "Miller Time" slogan beginning in 1971; and

Whereas, Miller High Life has ranked in the top ten beer brands sold nationally since the year 1971; and

Whereas, Miller High Life was awarded the silver medal at the Great American Beer Festival in the year 1989; and

Whereas, Miller High Life was awarded the gold medal in the American Style Lager category at the World Beer Cup in the year 2002; and

Whereas, Miller High Life represents the second largest volume brand for the Miller Brewing Company, the second largest brewer in the United States: now, therefore, be it

Resolved by the ^{Senate}~~Assembly~~, the ^{Assembly}~~Senate~~ concurring, That the membership of the Wisconsin Legislature recognizes and celebrates the centennial anniversary of Miller High Life and commends the brand's rich history and undeniable contributions to the economy and heritage of the state.

SENATE

2003 ASSEMBLY JOINT RESOLUTION

Fr.

1 **Relating to:** the 100th anniversary of the Miller High Life brand.

2 Whereas, 2003 represents the 100th year of existence for the Miller High Life
3 brand; and

4 Whereas, the name "Miller High Life" was selected in 1903 for a new premium
5 beer originally brewed in Milwaukee, Wisconsin, by the Miller family; and

6 Whereas, Miller High Life was first christened "The Champagne of Bottled
7 Beer" in 1906, the origins of a moniker that has endured for a century; and

8 Whereas, the nature of Miller High Life as a fundamental element of the Miller
9 Brewing Company is evidenced by the contribution of the brand's name to the Miller
10 corporation, at that time known as the "Miller High Life Company," for a period in
11 the 1930s; and

12 Whereas, the production of Miller High Life, nearly in its entirety, was shipped
13 overseas to men serving in the United States armed forces during World War II; and

14 Whereas, Miller High Life represents the keystone of the characteristic "Miller
15 Time" slogan beginning in 1971; and

Northrop, Lori

From: Ottman, Tad
Sent: Friday, October 31, 2003 9:37 AM
To: LRB.Legal
Subject: Draft review: LRB 03-3612/1 Topic: Miller High Life brand

It has been requested by <Ottman, Tad> that the following draft be jacketed for the SENATE:

Draft review: LRB 03-3612/1 Topic: Miller High Life brand



State of Wisconsin
2003-2004 LEGISLATURE

CORRECTIONS IN:

2003 SENATE JOINT RESOLUTION 47

Prepared by the Legislative Reference Bureau
(November 24, 2003)

In engrossing, the following correction was made:

1. Page 2, line 7: delete "2nd" and substitute "3rd".

CC

SJR 47

3612/1

In engrossing, the following
correction was made:

Page 2, line ~~8~~⁷: delete

"2nd" and substitute

"3rd".

AMG

State of Wisconsin



2003 Senate Joint Resolution 47

ENROLLED JOINT RESOLUTION

Relating to: the 100th anniversary of the Miller High Life brand.

Whereas, 2003 represents the 100th year of existence for the Miller High Life brand; and

Whereas, the name "Miller High Life" was selected in 1903 for a new premium beer originally brewed in Milwaukee, Wisconsin, by the Miller family; and

Whereas, Miller High Life was first christened "The Champagne of Bottled Beer" in 1906, the origins of a moniker that has endured for a century; and

Whereas, the nature of Miller High Life as a fundamental element of the Miller Brewing Company is evidenced by the contribution of the brand's name to the Miller corporation, at that time known as the "Miller High Life Company," for a period in the 1930s; and

Whereas, the production of Miller High Life, nearly in its entirety, was shipped overseas to men serving in the United States armed forces during World War II; and

Whereas, Miller High Life represents the keystone of the characteristic "Miller Time" slogan beginning in 1971; and

Whereas, Miller High Life has ranked in the top 10 beer brands sold nationally since 1971; and

Whereas, Miller High Life was awarded the silver medal at the Great American Beer Festival in 1989; and

Whereas, Miller High Life was awarded the gold medal in the American Style Lager category at the World Beer Cup in 2002; and

Whereas, Miller High Life represents the ~~2nd~~ ^{3rd} largest volume brand for the Miller Brewing Company, the 2nd largest brewer in the United States; now, therefore, be it

Resolved by the senate, the assembly concurring, That the members of the Wisconsin legislature recognize and celebrate the centennial anniversary of Miller High Life and commends the brand's rich history and undeniable contributions to the economy and heritage of the state.

Representative John G. Gard
Speaker of the Assembly

Senator Alan J. Lasee
President of the Senate

Date

Donna J. Doyle
Senate Assistant Chief Clerk