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Details: Nehl Horton

(FORM UPDATED: 07/12/2010)

WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

2007-08

(session year)

Senate

(Assembly, Senate or Joint)

Committee on ... Transportation and Tourism (SC-TT)

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**
- Record of Comm. Proceedings ... **RCP**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt**
- Clearinghouse Rules ... **CRule**
- Hearing Records ... bills and resolutions
 - (**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
 - (**sb** = Senate Bill) (**sr** = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**



MEMORANDUM

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www.millerbrewing.com

DATE: August 13, 2007
TO: Senator Roger Breske
FROM: Paul Lucas
SUBJECT: Support For Nehl Horton Confirmation/State Fair Park Board

On behalf of the Miller Brewing Company, I respectfully ask for your support in confirming Nehl Horton to the State Fair Park Board. With his extensive background in public affairs, communication and strategic planning, Nehl will be a valuable asset to the Board as it works to ensure the future success of State Fair Park.

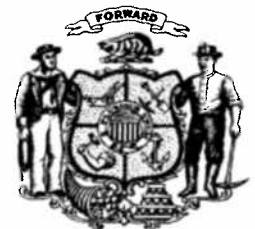
Nehl understands and shares Miller's commitment to the State Fair Park. As part of our senior management team, Nehl has his pulse on the direction of our brewery and company, including our ongoing investment in and vision for community assets like State Fair Park.

Thank you for your consideration and support. It is greatly appreciated. Please feel free to contact me if you have any questions or would like additional information.

Paul Lucas



WISCONSIN STATE LEGISLATURE



Senate Transportation, Tourism and Insurance Committee
Public Hearing
Wednesday, August 15th

Gubernatorial Appointee: State Fair Park Board
Nehl Horton, Senior Vice President Communications & Government Affairs
Miller Brewing Company

Good morning Chairperson Breske and members of the Senate Transportation, Tourism and Insurance Committee. My name is Nehl Horton and I am Senior Vice President of Communications and Government Affairs at Miller Brewing Company. I am delighted to be here this morning to ask for your support in confirming my appointment to the Wisconsin State Fair Park Board.

It should come as little surprise that Miller Brewing has been a significant, long-time supporter of the State Fair. As a company, Miller prides itself on being a leader in supporting those communities and states where our seven brewery operations are located. This is especially evident in Milwaukee and the state of Wisconsin, the home of our first brewery and our corporate headquarters.

At Miller, we believe what many of you already know full well -- that the State Fair highlights and promotes what is best about Wisconsin. As a Wisconsin-made product and company, we certainly take pride in our long-standing involvement and financial support of the Fair. All told, Miller invests more than \$1 Million dollars annually in the State Fair, an investment spread out over a number of areas, including general sponsorship, our Miller Lite Pavilion, the main Freeway sign and various other promotional efforts.

Promoting the State Fair --making sure it stays a major Wisconsin attraction -- is but one way in which I hope to make a contribution as a member of the State Fair Park Board. I am pleased to be in a position to lend my expertise in public affairs, communications and long-range strategic planning as the Board continues to chart a course for future success. But, the bottom line is that my

involvement will strengthen Miller's already strong commitment to the State Fair, ensuring a lasting partnership that ultimately benefits the larger Milwaukee and Wisconsin community.

I have been and am continuing to personally meet with every member of the State Fair Park Board so that I have a better understanding of their individual goals and efforts. I am also interested in any input you as state legislators may have on how to enhance the mission and success of State Fair Park. It is a tremendous responsibility to ensure that a venue that has been an integral and important part of this state's community heritage for 150 years remains so.

Again, thank you for the opportunity to appear before you this morning. I would be happy to answer any questions you may have.