

Dedicated to
the four Rs...
Rescuing ... Recording ...
Restoring ... Re-creating ...
the *authentic*
New Berlin history

NEW BERLIN
HS HISTORICAL
*S*OCIETY



March 2025

MARK YOUR CALENDARS

MUSEUM OPEN DATES — 1-4 pm

The 2nd Sunday of every month

SPRING MEETING & PROGRAM AT THE NEW BERLIN LIBRARY

Monday, April 7

6:30pm: "BOTTOMS UP—A TOAST TO
WISCONSIN'S HISTORIC BARS AND
BREWERIES"

OPEN HOUSE/BEER GARDEN/ MISS WISCONSIN PARADE (FATHER'S DAY)

Sunday, June 15, 1-4 pm

OPEN HOUSE & ICE CREAM SOCIAL/ BEER GARDEN

Sunday, July 13, 1-4 pm

OPEN HOUSE & HISTORIC DAY/ BEER GARDEN/PARADE

Sunday, September 7, 1-4 pm

OPEN HOUSE & APPLEFEST/ BEER GARDEN

Sunday, October 12, 1-4 pm

Sandy Klingensmith. Our speaker, Chris Sturdevant spoke on his book "COLD WAR WISCONSIN" He is an US Air Force veteran and chairman of the Midwest Chapter of the Cold War Museum in Washington, D.C. His presentation gave us a local perspective on the 20th century global conflict. We learned why Joseph Stalin's daughter sought refuge in Wisconsin, why nuclear missiles surrounded Milwaukee and Waukesha and many other fascinating Cold War tales.



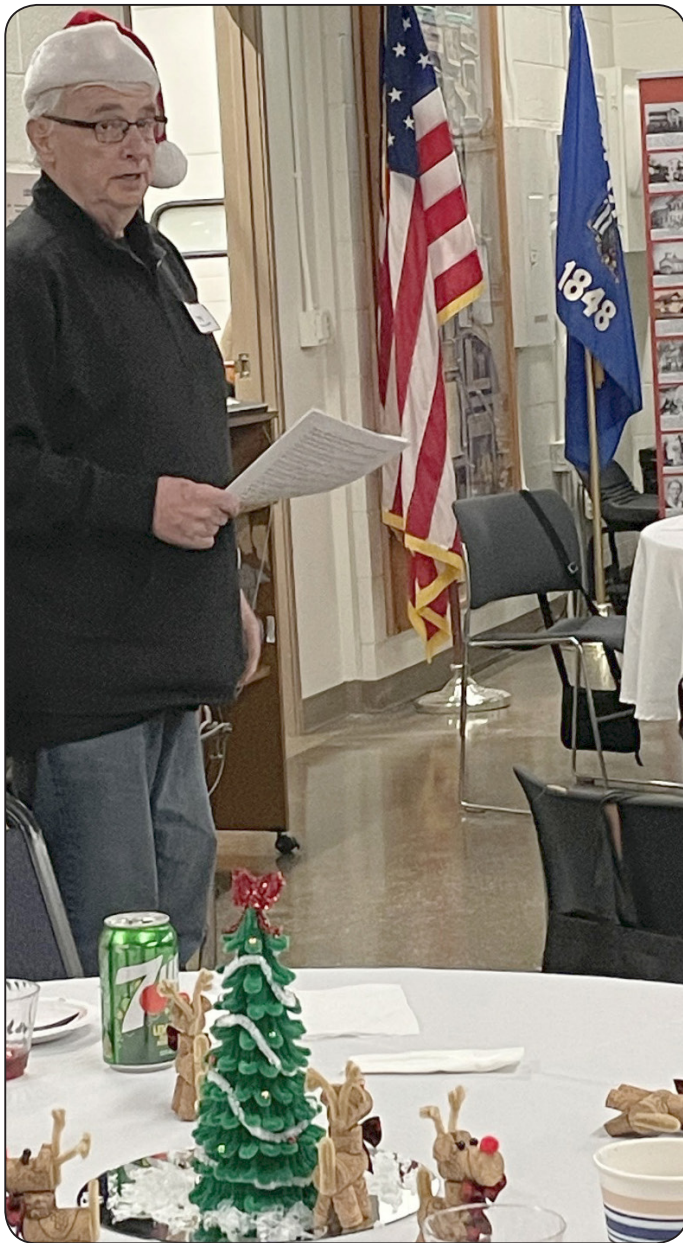
At our Annual Meeting, author Christopher Sturdevant presented a history of the Cold War and how it affected folks in Wisconsin.

2024 Annual Meeting

President Anne Marquardt opened the meeting by sharing the highlights of 2024 with the 60 people attending. With the passing of Joanne Erickson and Judy Menting stepping off, we had 5 seats open on the Board. Using paper ballots because we had 6 candidates for 5 seats, these people were voted on the Board for 2025: Frenchi Trottier-Wasielewski, Ken Derra, Mona Fillar, Irene Hawkinson,

Spring Meeting

Our Spring Membership Meeting is scheduled for Monday, April 7th. Please check the flyer on the back page for full details. Following the very brief meeting we will enjoy a presentation by Wisconsin Historical Society author Jim Draeger who will share his book "Bottoms Up: A Toast to Wisconsin's Historic Bars and Breweries".



Jim Liska reciting the poem "T'was the Night Before Christmas."

Holiday Volunteer Party

Our Annual Holiday Volunteer Party was quite enjoyable. The dinner was catered by Rosati's, and we were entertained by Jim Liska who researched the history of the poem, "T'was the Night Before Christmas" and then read it for us. We are thankful for all of our volunteers who give so much of their time to make our events successful.

Community Event

The Society had a table at the ARC during Winterfest and Discover New Berlin on Jan. 11th. Our volunteers were able to meet many visitors, some of whom then visited the Museum on Jan. 12th.

Deer Creek Village Senior Living community

We were invited to share the history of our city and the Historical Society on Jan. 13th at Deer Creek Village. President Anne and Secretary Sue shared a Power Point presentation with the 23 people that attended. They were very welcoming and had many questions for us.



Sue Hemmen being introduced at Deer Creek Village Senior Living community.

New Berlin Lions Parade of Checks

The New Berlin Lions Club awarded the Society \$1,000 for our volunteer hours spent selling corn at their State Fair corn stand in August. We thank the Lions for their support for our mission of saving New Berlin's history.



President Ann Marquardt receives a \$1000 check from the New Berlin Lions Club.

Miss Wisconsin Pageant And Parade

The Miss Wisconsin Pageant has decided to move its headquarters from Oshkosh to New Berlin!! There is a plan in place to have a parade of the contestants on June 15th, our Open House date, which will start at Egofsky Road and

end at the Historic Park. The public will be able to meet the contestants in the Museum. More information should be available as we get closer to June.

Open House Road-Closing Changes

We have been given permission to close National Ave. during all our Open Houses which will make it much safer for everyone, Shuttle buses will run for each event from Prospect Hill Garden Center. The exception is the June Open House with the Miss Wisconsin parade. On that day the shuttle buses will run from Ronald Reagan School on Calhoun Rd.

In Memoriam

Arlene Reed, a long-time Society member, passed away in November at the age of 88.

Sylvia Wilm, whose family farmed in New Berlin for many generations, passed away in November at the age of 93.

Thank You!!...to all our donors since our last newsletter

- Dorian Sullivan donated antique radios and typewriters.
- Anna Doll donated women’s hats for the 1930s and 1940s.

New Members

- Frankie Swartz
- Jackie Swartz
- Jan Swartz
- MacKenzie Swartz
- Porter Swartz
- Judy Kode

Jim Draeger
Presents





Bottoms Up celebrates Wisconsin’s taverns and the breweries that fueled them. Beginning with inns and saloons, the book explores the rise of taverns and breweries, the effects of temperance and Prohibition, and attitudes about gender, ethnicity, and morality. It traces the development of the megabreweries, dominance of the giants, and the emergence of microbreweries. Contemporary photographs of unusual and distinctive bars and breweries of all eras, historical photos, postcards, advertisements, and breweriana illustrate the story of how Wisconsin came to dominate brewing—and the place that bars and beer hold in our social and cultural history.

2025 Spring Membership Meeting
Monday, April 7th at 6:30 pm
 New Berlin Public Library Community Room
 15105 Library Lane in the City Center

Free and open to the public Light Refreshments

Jim Draeger, co-author of *Bottoms Up* and *Fill 'er Up: The Glory Days of Wisconsin Gas Stations*, worked in the field of historic preservation and architecture at the Wisconsin Historical Society for more than 20 years, most recently as the State Historic Preservation Officer. From roadside architecture to Northwoods resorts, Jim celebrates the importance of ordinary buildings to our daily lives through his research, writing, and lectures.

Sponsored by the New Berlin Historical Society

 Call 262-679-3461, visit www.newberlinhistoricalsociety.org or
 New Berlin, WI Historical Society for more information
Please visit our local New Berlin hotels
La Quinta Inn and Holiday Inn Express

Memorials

- Zac & Eileen Pennington in memory of Ila Dietscher- \$25
- Janet Lillie in fond remembrance of her grandfather Herb Magedanz - \$300

2025 OFFICERS AND DIRECTORS

President.....Anne Marquardt 262-679-5402	Tour DirectorAnne Marquardt 262-679-5402
Vice-President.....Peggy Ament 262-544-4534	Curators.....Peggy Ament/Rip Edmundson
Recording SecretarySue Hemmen 262-679-3461	Programs & PublicitySue Hemmen 262-679-3461
TreasurerLu Ziemer 262-544-6516	Membership.....Sue Hemmen 262-679-3461

Directors: Ken Derra, Rip Edmundson, Mona Fillar, Wes Grueninger, Irene Hawkinson, Sandy Klingensmith, Jim Liska, Marlyene Pfeiffer, Cheryl Shober, Frenchi Trottier-Wasielewski

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