

# VISION

*driven by values*

The vision we provide every project is built upon our own set of values. Honesty. Respect. Integrity. Compassion.

As owners ourselves, we —

**Design** with shared vision.

**Build** with proven expertise.

**Manage** for profitability.

We'll do it right. *Guaranteed.*

As property owners, we know what it means to be in your shoes. To count on people to look out for you, to value people who stand behind their promises. As employers, we know that to keep great people, it's our responsibility to provide opportunities for growth, reward quality service and cultivate an atmosphere in



We'll do it right.  
*Guaranteed.*



# DESIGN

*with shared vision*

With more than 20 years invested in our own properties, we know how important the design process is to an owner. Usually, people associate design with a blueprint. But true design is much more than that. Horizon's design process encompasses everything from project visioning to development services, deal structuring, market research and much more. That's why we use a comprehensive 10-step process to ensure that your project will be completed correctly, on time and within budget.

*We design for you as though we were the owners.*

- Project visioning
- Strategic analysis and market research
- Deal structuring
- Financing
- Team building and coordination
- Design conceptualization
- Site analysis, selection, and planning
- Architectural and engineering services
- Entitlement process management



[www.horizondbm.com](http://www.horizondbm.com)

# BUILD

*with proven expertise*

As owners ourselves, we know how important it is to build for the long term. Quality building is intelligent building. We know where you can save money today and make smart decisions for tomorrow. We'll choose the best materials at the best price, manage a competitive bid process and provide project reporting so you will know the status of the project every step of the way. You can rely on our proven expertise to deliver quality workmanship that will meet or exceed your expectations.

*We build for you, to last like our own.*

- Preconstruction budgeting
- Value engineering
- Owner representation
- Integrated design-build
- General contracting
- Construction management
- Project commissioning



# MANAGE

*for profitability*

As property managers and owners, we know firsthand how our management decisions affect the bottom line. We understand the need to constantly monitor leasing efforts, set performance goals and compensate our people based on results. As property managers, we know what products work best to help keep maintenance costs down. As our client you reap the benefits of our experience and research. We make your goals our goals.

*We manage for you, to succeed like our own.*

- Property management
- Financial analysis and accounting services
- Leasing and marketing services
- Service contract management
- Building and grounds maintenance services
- Entitlement compliance



Life Insurance Brochures  
Client: CUNA Mutual Group  
Client-provided copy.  
Objective: Adhere to brand guidelines. Maintain official (non-gimmicky) appearance while creating graphic interest.

**Why not take advantage of your  
Guaranteed 30-Day  
Right to Examine privilege?**

When you receive your Policy, read it over carefully. Show it to your family, friends or a personal advisor. If you are not completely satisfied, simply return your Policy within 30 days. Any premiums paid will be refunded in full, no questions asked. There is absolutely no risk or further obligation.

**Guaranteed.**

Apply today for coverage that could help provide a more **secure future** for your family.

Questions?  
Call Toll-Free 1-855-261-2185  
Mon. – Fri. 7am – 9pm; Sat. 8am – 4pm (CT)



This protection is available in other coverage amounts by calling us. TruStage Whole Life Insurance is offered by TruStage Insurance Agency, LLC and underwritten by CMFG Life Insurance Company. All guarantees are based on the claims paying ability of TruStage Insurance Agency. The insurance offered is not a deposit, and is not federally insured, sold or guaranteed by your credit union.

MC2480-0913

1003760013



**WHY LIFE  
INSURANCE?**

Read this even if you  
already have some life insurance.



**“Is there spouse coverage?”**

Yes. You know how important your spouse is to your family’s financial well-being. That is why this coverage is available to your eligible spouse, too. Even if you don’t apply. (Call us for spouse rates). The definition of spouse includes a legal partner as defined by state law.

**“What if I’m not  
completely satisfied?”**

We provide a 30-Day Satisfaction Guarantee. Once your application is approved, you’ll have 30 days to review your Policy in the privacy of your home and without any sales pressure. If you decide this coverage is not for you, simply return your Policy within 30 days. Any premiums will be refunded in full. No questions asked. **Guaranteed.**

**More Questions?  
Call Toll-Free 1-855-261-2185**

Monday–Friday, 7am–9pm; Saturday 8am–4pm CT



Founded on more than 75 Years of protecting  
Credit Unions and their Members



**TruStage™**  
**WHOLE LIFE INSURANCE**  
Exclusively for credit union members

**FREQUENTLY  
ASKED  
QUESTIONS**

Life insurance **makes sense** because it can:

- **Provide financial protection** for your family’s future if they should lose you.
- **Help pay final expenses.** Just the average cost of a funeral these days is **\$7,755.00\*** Many funerals cost a lot more. Then there are other unexpected expenses, including last medical and hospital bills, credit card balances, mortgage or rent payments.
- Be used by your beneficiary to help **pay for everyday living expenses**, a mortgage, even for college tuition for a loved one.

\* National Funeral Directors Association 2010 General Price List. This includes basic burial items (with vault charge) and it does not include costs for a monument or marker, flowers, etc. For details, see October 6, 2010 News Release.

Why the TruStage™ Whole Life Insurance Plan **makes sense** for your family’s future.

- ✓ **A lifetime of protection.** TruStage™ Whole Life Insurance will be there for your family’s financial protection. As long as the affordable premiums are paid, your coverage is guaranteed by CMFG Life. No matter how long you live.
- ✓ **Easy to apply — no physical exam required.**
- ✓ **Builds cash value — for you — over time.** That’s cash that you can borrow and use any way you choose.
- ✓ **Cash benefits paid income-tax free to anyone you choose.**
- ✓ **Guaranteed death benefit.** Once insured, your death benefit will never go down.
- ✓ **Guaranteed rates for your entire life.** Once your coverage is approved, you lock in today’s affordable rate — regardless of your increasing age or any health concerns.
- ✓ **No waiting period.** Once you’re accepted and your first premium is paid, your full coverage goes into effect right away.
- ✓ **Exclusions.** If you die by suicide during the first two years of coverage (one year in CO, MO, ND), benefits will be limited to a return of premiums paid without interest.



- **guaranteed rate**
- **guaranteed death benefit**
- **benefits paid income-tax free**
- **no waiting period**

**FREQUENTLY ASKED QUESTIONS**

**“Is this protection really in force for as long as I live?”**

Yes. Unlike term insurance, which ends at a certain age, this whole life insurance protection is in force no matter how long you live.

**“Do I need to take a physical exam to get this coverage?”**

No. And there are no long questionnaires to fill out either. Simply fill in and return your enclosed application.

**“Are there any tax advantages?”**

Absolutely. You have peace of mind knowing that people you care about will receive cash benefits and not have to pay a penny of income tax on it.

**“Does my policy build cash value?”**

Yes it does. This is “whole life” insurance. Which means it builds cash value and you can borrow on it and use the money as you see fit. Any unpaid balance of the loan, plus interest, is subtracted from the death benefit.

**“Is the death benefit guaranteed?”**

Yes. Once insured, your cash benefit amount will never be reduced. The amount you’re providing for your loved ones today will always be there for them. **Guaranteed.**

**“Are my rates guaranteed for life?”**

Yes. Once your coverage is approved, you lock in today’s affordable rate — regardless of your increasing age or any health concerns.

**“How long does it take to be covered?”**

There is no waiting period. Once you are accepted and your first premium is paid, your full coverage goes into effect right away. Compare that advantage to other plans that may limit benefits for the first several years.

**“What is not covered?”**

If you die by suicide during the first two years of coverage (one year in CO, MO, ND), benefits will be limited to a return of premiums paid without interest.

Call Toll-Free 1-855-261-2185 Mon. – Fri. 7am – 9pm; Sat. 8am – 4pm (CT)

## QUICK, EASY Application Process



1. **Complete** and **sign** the enclosed application. *This will probably take you only about **five minutes!***



2. Put the **completed application** in the postage-paid envelope provided.



3. Simply drop the envelope in a mailbox **today**.



**Rates are lower the younger you are! Don't wait any longer to apply now for Term Life Insurance.**



## Why you can TRUST CUNA Mutual.

CUNA Mutual Insurance Society has been serving credit union members, their children and spouses exclusively for more than 70 years. And today, CUNA Mutual has:

- An "A" (Excellent) ranking from A.M. Best Company for financial stability and operating performance. ("A" is the 3rd highest of 16 ratings).
- Over \$93 billion of life insurance in force across North America.\*



Call us toll-free:

**1-877-MEMBERS** (1-877-636-2377)

Monday-Friday: 7 am to 9 pm, or  
Saturday: 8 am to 4 pm Central Time



CUNA Mutual Insurance Society

\* This figure represents the insurance in force for the combined life insurance companies of the CUNA Mutual Group. The insurance offered is not a deposit and is not federally insured. This coverage is not sold or guaranteed by your credit union.

Base form #'s A10a-037-2007 and B10a-037-2007 MC2385B-1208

## Financial protection for your growing family made SIMPLE and AFFORDABLE

# Now the future is in your hands



letter to see what we mean.

### "Can I select the benefit amount?"

Absolutely. Only you know as a parent which of the three benefit amounts (found in the enclosed letter) could help best protect your loved ones.

## AFFORDABLE Term Life Insurance from CUNA Mutual Insurance Society.

## COMMONLY ASKED QUESTIONS

### "Is it expensive?"

Insurance made simple. It's pure protection at extra benefits at the

For ages 18-59, the cost is less than for this type of your protection. It's more important than you think. It's less expensive than you think. It's more important than you think. It's less expensive than you think.

### "Is it expensive?"

enclosed

### "How does this work with my current coverage?"

We keep it simple here, too. Even if you already have insurance through your employer or another source, this plan will pay cash benefits *above and beyond* what you will receive from others.

### "Can my spouse apply, too?"

Yes. And it makes sense. If you have a spouse, he or she can also apply for this insurance, even if you don't. If you and your spouse would apply and get approved for coverage, your child's (children's) protection would be even stronger.

### "What is the extra protection for accidents benefit?"

Good question. If you die from a covered accident, your loved ones could receive an additional \$50,000 in cash benefits beyond what your term insurance would give them. The cost of the Accidental Protection is just an extra \$4 a month (via monthly automatic payment for members 18-49).\*



### "What if I apply now and change my mind later?"

No problem. Once you're approved, you have a chance to look over your coverage for another 30 days.\*\* So, you have time to talk over your decision with important people in your life. If you change your mind, you get your money back. *It's that simple.* You don't risk a thing by applying. If you don't apply, however, you could risk not protecting your loved ones who count on you.

\* \$5.00 monthly automatic payments for members age 50-59. You must apply for the term life coverage in order to apply for this protection. \*\* 31 days in South Carolina.

**MORE QUESTIONS? CALL US TOLL-FREE 1-877-MEMBERS (1-877-636-2377)**



Forward



Photo from left: Ron Hillesheim, Sue and Dave Rapsak, Stan Sivestind, Mary Gjermo and Lee Kampstad

Nineteen members of the Cambridge community lost their lives in foreign wars in the last century. The only two who died in Vietnam were graduates of the Cambridge High School Class of 1966. Their fellow classmates donated money in 2001 to create a permanent memorial for them. A committee of three class members recruited VFW leaders and other veterans to establish the Cambridge Veterans Memorial Committee. They collaborated on a project to honor fallen service people from WWI forward in time. With additional monetary contributions from community members and a grant from the Cambridge Foundation, two granite benches naming those lost in war were ultimately installed in Veterans Park in Cambridge. The benches were unveiled during the opening ceremony of Cambridge Heritage Day on May 14, 2011.



Veteran's Memorial Park Benches  
Cambridge WI  
©2015 Dianne Owens

The bench project has since stimulated joint programs and projects of the Cambridge Historical School Foundation and the Koshkonong Prairie Historical Society. Russ Amacher from CHSF has spent countless hours researching the lives of those named on the benches. The decision to publish their stories in the current edition of "Written Right Here" expands the community collaboration to include local writers and the Cambridge Arts Council.

The names of our fallen not only appear engraved in stone on park benches, but also their stories are now indelibly recorded on the following pages and in the hearts of current and future readers.

Nineteen young people from a special small community in Wisconsin have their names and stories recorded in this book. Their names and the inscription on their graves are not forgotten.

A very special third edition of *Written Right Here* featuring stories by local authors about courageous military men from Cambridge and the surrounding communities.

WE WILL NEVER FORGET

Honoring those who served and sacrificed to uphold LIBERTY AND JUSTICE FOR ALL.



FREE

July 1, 1943 - March 25, 1944  
U.S. Naval Air Corp, WWII

Soldier Stories

- Berge, Willard M. ....4-5
- Birkrem, Julian .....6-7
- Cornell, Ira .....8-9
- Hanson, Jr., Harry .....10-11
- Jarlsberg, Paul T. ....12-14
- Kaare, Elvin .....15
- Larson, Robert .....16-17
- Munro, James A. ....18-27
- Olson, Elvin B. ....28-29
- Olson, Joseph E. ....30
- Olson, Merle .....31
- Olson, Truman .....32-33
- Rauber, Dale E. ....34-35
- Roggenbauer, Earl "Chub" .....36-37
- Roum, Steven J. ....38-39
- Strand, Otis W. ....40-41
- Strommen, Ronald .....42-43
- Weissenfluh, John A. ....44-45
- Wolf, Frederick J. ....46-47

Flag/statue from Veteran's Memorial Park  
©2015 Dianne Owens

3

A military escort accompanied his body from Pensacola, Florida to Cambridge, Wisconsin. Data from the Wisconsin Historical Society shows the Village of Cambridge Census at this time to be 577 residents. Local reports of the funeral show that over

10

An officer of the 31st Regiment kept meticulous records of the men who died in Cabanatuan POW Camp. His list was found when the camp was rescued in 1945. There were 61 men from A Company of the 31st Regiment who died while in captivity. Paul Jarlsberg was one of them. He is interred with 17,168 American war dead in a military cemetery near Manila. Headstones for Paul and Fred Wolf are also placed at Willerup Methodist Cemetery in Cambridge. ★

- 14 -



Grave marker for Otis W. Strand, Willerup Methodist Cemetery, Stoughton WI.  
Photo obtained from: www.findagrave.com

40

am in the best of health and what I have seen so far, I have enjoyed. Always trying to put his family's worries about him at ease. Otis enjoyed writing letters home. When he arrived in France he wrote again saying: "We must thank the good Lord with our heart most sincerely...Well, I saw enough water to last me a good long

July 1, 1943 - March 25, 1944  
U.S. Naval Air Corp, WWII

both at the Prescott Funeral Home and in Cambridge that day. The shock of this village. Local reports indicated that all of the residents were attending the funeral. Elvin's best men. Is there a better example of a young man pursuing what he believed in? The exact opposite happening, ultimately proves here. "Bugs", you deserved better... Fred. ★



USAF T-33 Shooting Star 53-4903, VFW 8483, Madison WI and Navy Flag from CHSF. ©2015 Dianne Owens

11

by a desperate enemy and was fatally wounded. Sgt. Kaare, "The heartfelt loss was a blow to his comrade soldiers who had come to know and respect this man from Wisconsin. He gave his life to his country willingly, knowing that others needed aid. No greater love had any man."

Elvin Kaare received nine Military Awards including the Order of the Purple Heart. He was an only son, deeply loved by his parents, John and Betsy Kaare. ★

15

Purple Heart from CHSF ©2015 Dianne Owens

- April 22, 1945

Staff Sergeant, U.S. Army, WWII

of Elvin Kaare

North, Cambridge WI

from the Philippines

the time to write you a few lines to let you know I have been listening to the news, you probably know about the Islands. I am using an ammunition box for a desk. Will write again soon. Your son, Elvin" Elvin didn't tell his parents: his mortar gunners had just been sent to Batangas. Ex-Sergeant Kaare, friend and fellow soldier, noted that Elvin, a man of initiative and courage, maintained a handful of men against numerically superior troops. On one occasion, he directed fire which inflicted more than forty casualties on a surprised enemy company of soldiers who were without much of their equipment. The battle advanced. Ex-Sergeant Kaare retreated from Elvin's mortar divisions. However, on higher slopes, unable to see Elvin, Kaare was ambushed by a desperate enemy and was fatally wounded. Sgt. Kaare, "The heartfelt loss was a blow to his comrade soldiers who had come to know and respect this man from Wisconsin. He gave his life to his country willingly, knowing that others needed aid. No greater love had any man."



Vietnam-Era Tank from VFW 8483, Madison WI, ©2015 Dianne Owens

41

Medals earned by Frederick John Wolf  
American Campaign Medal, WWI Victory Medal, Combat Infantryman Final Resting Place: Plot D Row 3 Grave 21, Manila American Cemetery, Manila, Philippines  
from: www.honorstates.org/index.php?id=126456



Written Right Here | Third Edition | ©2015

This FREE publication is made possible because of the generous financial and in-kind contributions of organizations in our community.



cambridgearts.org | facebook.com/CambridgeArts



cambridgefoundation.org



cambridgehistoricsociety.org



Layout and design provided by Dianne Owens  
Owens Graphics LLC | owensgraphics.com

Authors

- Berge, Willard M. ....Janice Redford
- Birkrem, Julian..... Peter Wallace
- Cornell, Ira .....Danielle Gratz, CHS Student
- Hanson, Jr., Harry ..... Bill Eggert
- Jarlsberg, Paul T. ....Jeff Veesenmeyer
- Kaare, Elvin..... Lindy Begley-Korth
- Larson, Robert..... Maia Kurr, NMS Student
- Munro, James A. .... Peg Sullivan
- Olson, Elvin B. ....Russ Amacher
- Olson, Joseph E. ....Kurt Griesemer
- Olson, Merle B. ....Janice Redford
- Olson, Truman..... Sharon R. Daly
- Rauber, Dale E. .... Lee Kampstad
- Roggenbauer, Earl..... Nancy Amacher
- Roum, Steven J. .... Lee Kampstad
- Strand, Otis W. .... Julie Anderson
- Strommen, Ronald.....Janice Redford
- Weissenfluh, John A. ....Jay Laing
- Wolf, Frederick J. .... Nancy Lust

Military hats from CHSF ©2015 Dianne Owens

48

known in history as the Bataan Death March, about fifty miles away. Conditions in the medical supplies, many prisoners, who were among them. Paul Jarlsberg died until they didn't receive word of their fate until the American Cemetery in Manila, Philippines, in the Methodist Church Cemetery in Cambridge. Frederick's mother, Eva Wolf, decided to bury them when they returned. With the aid of her sons in the armed forces and made a quilt to honor them. Each of the twenty-five squares contains a miniature American flag. Several of the veterans were buried in the cemetery. The local Cambridge paper dated February 19, 1942 reported that, and while Paul and Fred found themselves from December until early April of 1942. During that time there were no more letters in or out of the Philippines. Paul's last letter was postmarked November 1, 1941 and the family never received another letter from him. The local Cambridge paper dated February 19, 1942 reported



47

Congressman Allen West Speaking to Maryland Republicans



Congressman Andy Harris Speaking at Oktoberfest 2012



Karl Rove Speaking at the 2012 MD GOP Red, White, and Blue Dinner



2012 MD GOP Pig Roast



2012 MD GOP Fall Convention



MD GOP Grassroots Activists Campaigning in 2012!



## Annual MDGOP Events

- Red, White & Blue Dinner – Annual MDGOP Seated Dinner with VIP Photo Opportunities, usually held in June.
- Legislative Update – February Invitation Only Annapolis Update with Members of the General Assembly.
- DC Update – National political update in Washington, D.C. with prominent GOP leaders and Members of Congress.
- MDGOP Conventions – Held twice a year, State Conventions are attended by GOP Central Committee members and GOP activists.
- Pig Roast – Summer Picnic with Maryland Elected Officials and GOP activists.
- MDGOP Open House – Annual chance to visit MDGOP Headquarters

## Special Events

Throughout the year, many unforeseen opportunities arise for special events. Some past Special Events include; Oktoberfest, Grand Old Christmas Party, MDGOP Inaugural Ball and Reagan Ball.

## Chairman's Call

A monthly political strategy conference call with the Party Chairman & Executive Director to update donors.



**About Republican Congressman Andy Harris**

First elected to Maryland's 1st Congressional District in 2010, Congressman Harris was re-elected in 2012.

The son of immigrants who fled communist Eastern Europe immediately after World War II, Andy Harris, M.D., has made a lifetime commitment to serving his neighbors, country and community. Whether it is as a physician at the prestigious Johns Hopkins Hospital, as a veteran of the Naval Reserve, as a hard-working state Senator, or now as Congressman, Andy has made a life by serving others. He is dedicated to making sure every constituent in the 1st Congressional District receives the highest quality assistance and is well represented in the halls of Congress.

## Andy Harris | U.S. Congressman

Dear Friend,

I'm proud to say that Maryland is becoming more red; but we need your help!

Following the 2012 election, the number of locally-elected Republicans grew to 161, while the number of locally-elected Democrats declined to 155. Maryland's Republicans are ascendant and that bodes well for Maryland's future. We need to build on our successes from the past, and continue to elect local officials with the Republican values of less taxes and making government efficient and effective.

Even with our successes, our work here in Maryland is not complete. We must remember that Martin O'Malley, Barack Obama will not stop pushing their liberal agenda. They won't be content until their ideas are the unquestioned law of the land. They also won't rest until we're even unable to speak about what we believe in--much less see any of our ideas become law.

Fighting one party rule in Annapolis is tough however; we are working to ensure a competitive two party system by building from the ground up to bring checks and balances back to state and local government. With your help, the Maryland Republican Party will reach their goal of training more than 400 candidates for state and local office across Maryland!

Now more than ever the Maryland Republican Party needs your financial assistance. These funds raised will go toward recruiting, training and electing local and legislative candidates across Maryland.

Very truly yours,

*Andy Harris*

Andy Harris  
Member of Congress

# MAJOR SUPPORT INITIATIVE FOR

# VICTORY



number... 158 elected local Republicans and 157 elected Democrats. The majority of counties in this State have a Republican majority. Since January of 2011, you're right there are 7,441 more Democrats in this state... but there are 11,186 more Republicans...so we're growing faster than the Democrats!"

- Karl Rove, 2012 Red, White and Blue Dinner

## A Foundation for our future.

### A Real Record of Progress:

- Maryland now has more elected Republicans (159) at the local level than Democrats (157).
- In 2010, Maryland had a net gain of 40 elected positions at the local and legislative levels.
- Maryland has 12 counties with a voter registration majority and over 1,000,000 registered Republicans.
- There are 15 county councils with a Republican majority.
- Between 2011 and 2012, the Maryland Republican Party worked on three referendums and collected almost 300,000 signatures. Over 40% of the signers were non-Republican voters and fewer than 10,000 people signed all three petitions.
- Mitt Romney, Bob Ehrlich, and John McCain all won 17 out of 24 counties in their respective races.



## The Next Step: We need your help to rebuild from the ground up.

The Maryland Republican Pathfinders Program is a statewide effort to develop the party through local candidate assistance and cultivating grassroots organizations. Now is the time to build a strong foundation for our future. This starts by working with local organizations to identify, recruit, and train successful candidates to run effective and efficient organizations. Republicans need just 5 seats in the House of Delegates to deprive the Democrats of a 2/3 majority. By picking up 8 seats in the Maryland State Senate Republicans can filibuster any legislation that comes to the floor

the Maryland Republican Party's crucial goal of training more than 400 potential candidates and their volunteers before the 2014 election."

- Ellen Sauerbrey

## Major Support Initiative at any level.

### Chairman's Circle — \$10,000+

- Recognition, signage, logo & sponsorship at all MDGOP Events
- Eight VIP tickets to all MDGOP Events
- Sponsor one weekend of the MDGOP's Pathfinder's Candidate and Grassroots Training Seminar
- Premier Vendor Table at MDGOP State Conventions
- Corporate logo on all MDGOP emails (distribution 150,000+)
- Chairman's Call
- Subscription to the MDGOP's Weekly Insider Email Newsletter

### President's Club — \$5,000

- Recognition, logo and sponsorship at all MDGOP events
- Eight VIP tickets (table) to the Red, White & Blue Dinner
- Four VIP tickets to the MDGOP Special Events
- Sponsor one weekend of the MDGOP's Pathfinder's Candidate and Grassroots Training Seminar
- Premier Vendor Table at MDGOP State Conventions
- Two tickets to the Annual Legislative Update, DC Update and Open House.
- Chairman's Call
- Subscription to the MDGOP's Weekly Insider Email Newsletter

### Pathfinder's Institute — \$3,500

- Sponsor one weekend of the MDGOP's Pathfinder's Candidate and Grassroots Training Seminar
- Four VIP tickets to the Red, White & Blue Dinner
- Two tickets to the Legislative Update, DC Update and Open House.
- Chairman's Call
- Subscription to the MDGOP's Weekly Insider Email Newsletter

### Governor's Cabinet — \$2,500

- Four VIP tickets to the Red, White & Blue Dinner
- Two tickets to the Legislative Update, DC Update and Open House.
- Chairman's Call
- Subscription to the MDGOP's Weekly Insider Email Newsletter

### Congressional Level — \$1,000

- Two VIP tickets to the Red, White & Blue Dinner
- Chairman's Call
- Two tickets to the DC Update and Open House.
- Subscription to the MDGOP's Weekly Insider Email Newsletter



candidates and grassroots efforts that will help Republicans turn Maryland red.

- Identify, recruit, train and **Elect** candidates
- **Identify**, register and turn out Republican voters for 2014
- Successfully use the **Referendum** process to fight O'Malley's agenda
- Absentee ballot and **Early Voting Programs** in each jurisdiction
- **Ballot integrity** and election day operations



Maryland Republican Party  
95 Cathedral Street | Annapolis, Maryland 21401  
Phone: (410) 263.2125

facebook.com/MDREPS | twitter.com/MDREPS

www.MDGOP.org

Paid for by the Republican Party of Maryland. Not authorized by any candidate or candidate committee.

**Yes, I want to support MDGOP's efforts to rebuild from the ground up**

Chairman's Circle (\$10,000) \_\_\_\_\_ President's Club (\$5,000) \_\_\_\_\_ Pathfinder's Institute (\$3,500) \_\_\_\_\_  
Governor's Cabinet (\$2,500) \_\_\_\_\_ Congressional Level (\$1,000) \_\_\_\_\_  
I am unable to join one of these levels; however, I still support MDGOP's rebuilding efforts.  
Please accept my contribution of \$ \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ Discover \_\_\_\_\_ American Express \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name as it appears on card \_\_\_\_\_ Signature \_\_\_\_\_

Name(s): \_\_\_\_\_ Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: (H) \_\_\_\_\_ (W) \_\_\_\_\_ (C) \_\_\_\_\_

Contributions are not tax deductible for federal income tax purposes. There is not a limit to what individuals, corporations, associations and partnerships may contribute to the Maryland Republican Party's Operations Account. MD PAC's may contribute up to \$6,000 during the 4-year election cycle with no aggregate limit. Authority: Maryland Republican Party, Rt. Christopher Rosenthal, Treasurer. www.mdgop.org.

**TRUMAN OLSON**



Cambridge and the surrounding communities are home to many veterans who have served their country with honor and distinction. The most highly decorated of our local veterans was **Truman Olson**, who grew up on a farm in Christiana Township, and was awarded the **Congressional Medal of Honor** for his actions in the *Anzio Campaign in Italy during World War II*. Of the approximate 16 million Americans who served in World War II, only 464 were awarded the Medal of Honor.

**EARLY CAMBRIDGE JUSTICE**

In 1898, Joseph Keyes, a son of one of the founders of Cambridge, wrote his memories of life in the early days of the village. He wrote the following account of his experience as a member of a jury on a very early trial in Cambridge.

"I remember very well my first experience as a jurymen. I was here overnight. One of the Eishordsons down by Clinton(now Rockdale), the old patriarch, I think had been arrested for assault and battery on a warrant issued by the justice of the peace in this village and his case came up for trial. A lawyer by the name of Brush, who had practiced here, prosecuted the case. There was no other lawyer to take the other side, so my brother Somon, a notary public and who had been Justice of the Peace, was employed to represent the defendant.

It was a very difficult matter then to secure men to serve on the jury, but as I was loafing around the courtroom watching the proceedings, I was summoned as a talesman. The first thing I knew, I was in the jury box and was duly appointed.

It was true, I was not of age and not a resident of the country but that did not seem to make any difference. The case proceeded. Testimony was introduced and the case summed up by the lawyers. We retired to deliberate the verdict. As it was a clear case of unprovoked assault, we, the jury, quickly agreed on a verdict of guilty. The disgust of my brother at the verdict was great. He had run me as a jurymen thinking I would stand at his side. From his looks, I was satisfied that there would be trouble between us. I got out of the improvised court room as soon as possible and went away to bed. I was up early in the morning on my way home. He had told me the night before that he had supposed as a matter of course that he would lick me within an inch of my life. Nevertheless, I escaped his anger until he finally cooled off. This was my first and only experience as a jurymen."

**UPCOMING EVENTS**

- Collector's Show..... April 27 1-4 pm
- Historic School Opening..... May 17 12:30-3 pm
- Cambridge Soldiers Program.. May 26 Following Parade

213 South St. • Cambridge, WI 53523 • www.cambridgehistoricmuseum.org

**LEO EDWARDS**



Leo Edwards was a popular children's literature author in the 1920's and 30's. His real name was Edward Edson Lee, but he wrote under the pen name Leo Edwards. He lived at Hi-Lee cottage on Lake Ripley during that time, and drew much inspiration for his stories from children in this area. While at Hi-Lee, he wrote 39 books with total sales of about two million. In 1937 his fan club, *The Secret and Mysterious Order of the Freckled Goldfish*, had about 27,000 members. Many of his stories took place in the fictional town of Tutter, Illinois. Two of Lee's recurring characters were Jerry Todd and Poppy Ott. His books bore such creative titles as *Jerry Todd and the Waltzing Hen* and *Poppy Ott and The Galloping Snail*.



Among his youthful readers was future president Ronald Reagan, and comic book publisher Stan Lee, co-creator of *Spider Man*, *Iron Man*, *the Hulk* and *the Fantastic Four*.

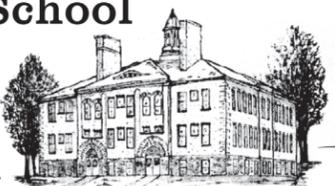
In President Reagan's memoir, *Where's The Rest of Me?*, Reagan wrote that growing up in Tampico, Illinois, he shared a similar childhood much like Jerry Todd. Stan Lee, when asked in a 1968 interview, what his inspirations were, replied, "You know what inspired me? When I was a kid, there used to be those hardcover books like the Hardy

Series. But I read Poppy Ott and Jerry Todd. I think Poppy was a friend of Jerry Todd who was spun off his own series. They were not periodical real books. At the end of each book, there

the way I tried to remember those letters."

Leo Edwards passed away in 1996. The museum has a collection of his memorabilia from the 1920's and 30's.

**Cambridge Historic School Gazette**



PRESERVING OUR PAST TO HELP SHAPE OUR FUTURE.

Vol. 5 - Spring, 2014

**CHSF Board & Directors**

**Nancy Amacher**  
President

**Linda Begley-Korth**  
Vice President

**Paul Elliott**  
Secretary

**Judy Pearson**  
Treasurer

**Nancy Barth**  
Director

**Patty Strobusch**  
Director

**Jeff Veessenmeyer**  
Director

**Russel Amacher**  
Curator and Researcher

**Nancy Koplin**  
ex officio

**VISITING | TOUR HOURS**

mid-May to mid-October,  
Wednesday and Saturday  
12:30 pm - 3:00 pm  
(Open at other dates and times by appointment)  
Call (920)563-9095 for tours and information.

**LETTER FROM THE PRESIDENT**

Now that the winter is finally over, our thoughts turn to spring, and the opening of the Historic School Museum. We will officially open the museum on **Saturday May 17th** for the season. While the museum has been closed since mid-October, things have been going on.

We have been fortunate to have an intern working with us, during the spring semester. Aryel Beck is a Cambridge native, who will be graduating from UW-Milwaukee in May. She has been assisting us with grant writing, development of a curriculum guide related to Wisconsin and Cambridge history, and the development of exhibit areas. It has been a great pleasure to have her working with us.

Prior to the museum opening, we will be hosting a **Collector's Show on Sunday April 27th** from 1:00 - 4:00 p.m. This is a great opportunity to not only visit the Historic School, but show off your hobbies and collections. If you have a collection, you would like to share, contact me at (920) 563-9095.

On **Monday May 26th**, we will be presenting a program on **Cambridge soldiers**, who died during the 20th century wars. This program will happen right after the Memorial Day parade, and program in the park. We hope that you will join us to find out more about the soldiers, whose names appear on the memorial benches in the Village park.

I hope that you will visit us during these events, as well as others days that the museum is open. We look forward to sharing Cambridge history, and the 1906 Historic School with you.

~ Nancy

**VOLUNTEER OPPORTUNITIES**

Do you have a few hours a week, two and a half hours a month, or an occasional event that you could volunteer for? We are seeking volunteers to assist us with a variety of opportunities. These range from helping with the cataloging and entering data of artifacts, being a docent once a month for two and a half hours, or volunteering for an event at the Historic School. We appreciate any time that you might have available to assist us.

**CAMBRIDGE FOUNDATION**

The Cambridge Historic School Foundation has been awarded a grant from the **Cambridge Foundation**. This grant for **\$11,500** will enable us to continue our mission of maintaining the Historic 1906 School, and preserving the many artifacts housed within the building. We are very grateful to the Cambridge Foundation for this generous grant award and for their continuing support.

**CAMBRIDGE STATE BANK**

This February, the Cambridge Historic School Foundation received a donation of **\$1,000** from the **Cambridge State Bank**. We appreciate this generous donation, and we'll be using the money towards the purchase of archival preservation materials. These materials will assist us in maintaining our treasured and unique pieces.

**CAMBRIDGE HIGH SCHOOL YEAR BOOKS**

The museum has a nice collection of Cambridge High School yearbooks dating back to 1927. However, we are still looking for the years 1941, 1945, 1970, 1973, 1995 and 1996. If you have any of these yearbooks, and would wish to donate them to the museum, it would be greatly appreciated.



- YES**, I want to join today. Enclosed is my check for membership in the Cambridge Historic School Foundation.
  - \$15.00 Senior Citizen Membership
  - \$20.00 Individual Membership
  - \$35.00 Family Membership
  - \$200.00 Organization Membership
- No, I do not wish to become a member but do wish to take this opportunity to become a Friend of the CHSF through my tax-deductible donation. My donation will ensure the preservation of the many valued artifacts in the museum as well as to help develop programs and services. Enclosed please find my contribution of \$\_\_\_\_\_.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Please make your check payable to CHSF. All donations are tax-deductible.

**f** We have a **Facebook Page**. If you are on Facebook... **LIKE** it and share with your friends. If you're not on Facebook you can still promote it every time you send an email. **LIKE** the Cambridge Historic School Foundation at **Facebook/CambridgeHistoricMuseum**

*Thank you for your support!*

**Cambridge Historic School Foundation**  
Preserving Our Past to Help Shape Our Future.

Newsletter layout and design provided by:  
Dianne Owens • Owens Graphics LLC  
dianne@owensgraphics.com • www.owensgraphics.com

Discover why a good branding strategy in politics is hard to beat.

★ Keyes ★ Obama ★ Bush ★ Kerry ★ Schwarzenegger ★ Daley

# The Power of BRANDING a Political Candidate

★ Tuesday, September 28, 2004  
★ Maggiano's Little Italy in Chicago  
★ 5:30 p.m. – 8:00 p.m.

CHICAGO AMA  
FOR MARKETING PROFESSIONALS

## The Chicago American Marketing Association cordially invites you to learn about... The Power of Branding a Political Candidate.

In a few short weeks, millions of Americans will cast their votes in important national, state, and local elections. And the political choices they will make will be largely determined by the effectiveness of branding used in those campaigns.

Our nation's political reality IS increasingly being shaped by marketing professionals. Discover HOW branding is used in the current political environment . . . and how it is shaping future campaigns.

On Tuesday, September 28, 2004, Chicago AMA presents a timely election-year event. Proven political practitioners will provide insights on how marketing professionals are energizing the political process. So, come, learn, and network for your own "brand" of success.

- ★ Timely ★ Lively
- ★ Bi-partisan ★ Informational
- ★ Insightful ★ Entertaining
- ★ Interactive
- ★ Audience Participation
- ★ Networking ★ Cash Bar

### What you'll discover at this Chicago AMA event:

- ★ Case studies of branding a candidate.
- ★ The key elements for success.
- ★ Effective strategies and winning tactics.
- ★ How to protect your brand against negative campaigning.
- ★ The role of polls.
- ★ And how you can empower your own political causes and candidates!

### Who should attend?

- ★ Marketing and advertising professionals
- ★ Product and brand managers
- ★ Faculty and students from the academic community
- ★ Public relations and marketing research professionals
- ★ Political junkies

### Make yourself heard September 28th!

Whether you're a marketing person interested in what makes politics tick . . . or a political professional interested in leveraging cutting-edge marketing, you should attend this event and make yourself heard!

Availability at Maggiano's Little Italy is limited, so please register ASAP online at [www.chicagoama.org](http://www.chicagoama.org) or by phone at the Chicago AMA Hotline at (630) 790-6046.

### Featuring a Powerful Panel of Experts

#### Moderator

**Bruce Newman Ph.D., Professor of Marketing at DePaul University, and Principal, Newman & Associates L.L.C.**  
Dr. Newman is one of the world's leading experts on **political marketing**. In addition to his academic activities, Dr. Newman has advised political leaders, including senior aides to President Clinton at the White House, and Lech Walesa in Poland during his 2000 presidential run. He is the founding Editor-in-Chief of the *Journal of Political Marketing*. He has published 9 books and numerous articles on political marketing, including *The Marketing of the President*.

#### Panelists

**Michael Flannery, Political Editor CBS 2**  
Award-winning reporter Michael Flannery is no stranger to Illinois politics. He has been the political editor for CBS 2 since 1980. He received two Emmys in 1988; one for "Newsmakers," a weekly public affairs series and the other for his work on "The Death of Mayor Washington." In 1990, he was honored by the Illinois United Press International for reporting/individual achievement. Flannery joined CBS 2 after an impressive career as a political and labor journalist at the *Chicago Sun-Times*.

**Jeff Schoenberg, State Senator (D) from Illinois 9th Legislative District**  
Jeff knows politics at all levels. Since 1990, he has been one of the Illinois General Assembly's most active and respected members. Back in 2000, Jeff was the Illinois State Coordinator for Bill Bradley's presidential run. A former six-term State Representative, Jeff is currently serving his first term as State Senator.

#### Dave Sullivan, State Senator (R) from Illinois 33rd Legislative District

Dave Sullivan is currently the Republican spokesman for the Illinois State Senate Environment and Energy Committee. He has a strong background in state government, starting as a legislative aide in the Senate and working his way up to Intergovernmental Affairs Director for the Illinois Secretary of State. As a lawmaker, Senator Sullivan sponsored and passed historic telecommunications reform. He has been a strong advocate for children's health issues.

#### Avis LaVelle, Principal, A. LaVelle Consulting Services L.L.C.

Avis has first-hand experience leveraging the power of a politician's brand name. In 1999 she served as Campaign Manager for Mayor Richard M. Daley's successful reelection effort. Prior to the 1992 elections, Avis was National Press Secretary for the "Clinton for President Campaign" and implemented an inclusive media outreach program for minorities. Prior to her local and national government experience, Avis was a senior political correspondent at WGN radio.

#### Greg Goldner, President of Resolute

Greg is one of Chicago's top political consultants. He has managed dozens of campaigns at municipal, county, state, and federal levels, including many within the Hispanic and African-American communities. Greg recently served as Campaign Manager for the reelection of Rahm Emanuel's successful congressional campaign, and Chicago/Cook County Director for Rod Blagojevich's successful Illinois gubernatorial campaign.

### Agenda:

- 5:30–6:00 p.m.: Networking, Hors d'oeuvres, Cash Bar
- 6:00–8:00 p.m.: Panel Discussion



### How to Register:

1. Online at [www.chicagoama.org](http://www.chicagoama.org)
2. Call the Chicago AMA registration Hotline at (630) 790-6046.

**When:** 5:30–8:00 p.m.  
Tuesday, September 28, 2004

**Where:** Maggiano's Little Italy  
111 W. Grand Street  
Chicago, IL 60610  
Phone: (312) 644-4284

**Fees:** AMA Members \$40  
Non-members \$50  
Full-time students (with ID) \$40

Walk-ins accommodated, space allowing.

**For more information about Chicago AMA, contact:** Pam Smith, Executive Director at (630) 790-9950 or via email at [chicagoama@aol.com](mailto:chicagoama@aol.com).



CHICAGO AMA  
FOR MARKETING PROFESSIONALS

**Presented by the Consumer Marketing Committee of the Chicago AMA.**

#### Event Chairpeople:

**Vice President**  
Mary Rownd, Jigsaw Marketing

**Vice President Elect**  
Dave Smith, Chicago Mercantile Exchange

#### Committee:

Steve Essex  
Paul Foszcz  
Trudi Gentry  
Erin Hitchins  
Gina Kremer  
Larry Labow  
Tom McNulty  
Stephanie Safran  
Victoria Witkewitz  
Kimberly Wolfson

**Layout & Design:** Owens Graphics, Cambridge, WI