

# SCI's 57th CONVENTION, MADISON, WISCONSIN

## JULY 2 THROUGH JULY 6, 2024



SCI's 57th annual convention will be held in Madison, Wisconsin, July 2 through July 6, 2024 (Picture 1). There will be two days of preconvention activities: tours on July 2 and a commercial auction by Fox Auctions on July 3. The convention itself will be Thursday through Saturday, July 4 through July 6, with check-out from the hotel on Sunday July 7.

Our convention hotel, the Madison Concourse Hotel and Governor's Club, is located in the heart of everything that downtown Madison has to offer including restaurants, shopping, museums, concerts, farmer's market and much more. Hotel amenities and services include an indoor heated pool, whirlpool and sauna, a newly expanded fitness center, free wireless high speed internet, covered parking, and complimentary transportation within a 1-mile radius of the hotel as well as between the airport and hotel.

Madison's modern origins began in 1836 when James Doty, former federal judge and land speculator, purchased a thousand acres of swamp and forest land on the isthmus between Lakes Mendota and Monona, with the intention of building a city. The Territory of Wisconsin had just been organized and incorporated as a territory of the United States and the terri-

torial legislature was charged with selecting a permanent location for the capitol. To help encourage voters to select Madison as that new capitol, Doty named his city after the 4th President of the United States, James Madison, who had passed away earlier that same year. On May 29, 1848 Wisconsin became the 30th state to be accepted into the Union and Madison would remain the capitol city of this new state.

As the seat of government and home to the state's largest university campus, Madison has long been at the center of Wisconsin's political and intellectual life. In the early 20th century, many progressive reforms were created in Madison. The nation's first workers' compensation laws were passed in Wisconsin in 1911. Wisconsin was the first state to enact unemployment compensation benefits for its citizens, in 1932. And the Wisconsin system was the starting point for the federal unemployment insurance program that became part of the Social Security Act in 1935.

With this brief background you may wonder, "What does Madison have to offer today?" The short answer is, "Plenty!" An absolute must for all convention attendees is a tour of the state capitol building (Picture 2). The Wisconsin State Capi-



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tol is one of the state's most valued treasures. Rich in history, architecture, furnishings and adornment, free tours are offered Monday through Saturday every hour beginning at 9:00 AM with the last tour at 4:00 PM. This magnificent building is just around the corner from our convention hotel. The Capitol Square, (the buildings and businesses surrounding the capitol) is home to great restaurants and shops. Dining and shopping opportunities continue on State Street. This seven-block pedestrian-only thoroughfare running between the State Capitol and the university campus is home to more than 140 restaurants and 80 unique shops. It's easy to spend an entire day just on State Street.

The downtown Madison area is home to several museums, all within walking distance of our convention hotel, and all with free entry; Madison Museum of Contemporary Art (Picture 3), Wisconsin Veterans Museum, Chazen Museum of Art and the UW- Madison Geology Museum. If you have your own transportation, you might also want to visit the National Mustard Museum (Picture 4) in nearby Middleton, Wisconsin, about seven miles from our hotel. While in Middleton you may also want to tour the Capital Brewery and stop by Clasen's European Bakery.

Madison's lakes (Mendota, Monona, Wingra, Waubesa, Kegonsa) are responsible for much of the city's beauty, recreation and memories. Visit the Olbrich Botanical Gardens (Picture 5), on the north shore of Lake Monona, where their vision is to be a locally treasured and globally renowned source of



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beauty and knowledge celebrating the importance of plants to foster a sustainable world. Only 3.5 miles from our convention hotel, these gardens are a real treasure. Admission is free, but they do accept donations.

The 1,200-acre UW-Arboretum and the Henry Vilas Zoo are located around Lake Wingra just south of Lake Monona. There is no charge for either of these destinations with lots to see and do.

If you're into night-life, this is a university town. Need more be said? Do some searches to see what you might be interested in. Chances are Madison will have it.

## PRE-CONVENTION ACTIVITIES

### Tuesday, July 2

Two tours are planned for Tuesday, July 2, the first pre-convention day. There will be a city tour in the morning and an excursion and tour of the Wollersheim Winery in the afternoon.

#### City Tour

The city tour departs from the hotel at 9:30 AM and returns at noon. The tour will provide an overview of the city including of the campus of the University of Wisconsin-Madison, government buildings and numerous other highlights. Specific attention will be paid to buildings in Madison designed by Frank Lloyd Wright. Wright, who was born just west of Madison and attended the university in Madison, is arguably one of the most influential architects of the 20th century. We will be making about a 30-minute stop on this excursion to tour one of Wright's most prominent designs in Madison, the First Unitarian Meeting House (Picture 6). The city tour will take place aboard a luxury coach bus. Make your reservations early for this exciting tour as *seating will be limited to 56 participants*. You won't want to miss this!

#### Wollersheim Winery & Distillery

Our afternoon tour will take us to the scenic hillsides along the Wisconsin River in Prairie du Sac, Wisconsin, home of the Wollersheim Winery (Picture 7). The bus will leave our hotel at 12:30 PM. The winery was first inhabited and planted as a vineyard in the 1840's by Hungarian nobleman Agoston Haraszthy. The property was then sold to a German immigrant named Peter Kehl, and the property would stay in the Kehl family until 1972 when it was purchased by Bob (and JoAnn) Wollersheim. Bob, who attended the University of Wisconsin-Madison would go on to become an electrical engineer for the university Space Science program. But Bob also had an appreciation for wine. Bob would transform the property into Wisconsin's most heralded winery. With the addition of his future son-in-law, Philippe Coquard in 1984, the winery has flourished for the past 40 years. This quaint winery has often been referred to as a small piece of Europe tucked into the Wisconsin countryside. Again, *this tour is limited to 56 participants*.

The Executive Committee will meet on Tuesday July 2 at 7:00 PM.

### Wednesday, July 3

The major event of the day will be a live auction conducted by Fox Auctions. The preview will begin at 9:00 AM, with the auction beginning at noon.

The Board of Trustees will meet at 7:00 PM. The meeting is expected to conclude by 9:00 PM.

There are many options for dinner within several blocks of our hotel including the Circ Restaurant in our convention hotel. Please explore the many offerings. Wednesday evening in Madison also means "Concerts on the Square". The Wisconsin Chamber Orchestra will be presenting a free concert on the steps of the capitol building starting at 7:00 PM. Guests are encouraged to bring food and drink to this event but there will also be many great food vendors on hand. Be warned, crowds come early to secure a good spot.

## CONVENTION ACTIVITIES

Each day of the convention will begin with a buffet breakfast. The hospitality room will be open Thursday afternoon, Friday after dinner and Saturday afternoon.

We will have three speakers at the general session:

- Ron Fox – Native Americans Depicted on Beer Steins.
- Jack Clark – Mettlach Steins
- Eric Salzano – Imperial Navy Steins

We will have six roundtables, each of which will be given twice. The roundtable leaders and topics are:



First Unitarian Meeting House



Wollersheim Winery & Distillery

- Mike Adkins – Wetterau Steins
- Bill Fry – Munich Brewery Steins
- Fred Ellis – Miniature Steins
- John Kelly – Convention Steins
- Harry Gruss – to be announced
- Roundtable #6 – to be announced

**Thursday, July 4**

The convention begins with the annual general meeting, followed by the first two speakers.

The Stein Sales Room will be open in the afternoon where steins can be consigned for the members’ auction.

The Thursday evening dinner will be German Night. This will be your opportunity to show off your Lederhosen and Dirndls in the “best costume” contests.

Later in the evening, seek out the many fireworks displays in the Madison area as we celebrate Independence Day!

**Friday, July 5**

The second day of the convention will begin with the first three roundtables. This is also “last call” to consign steins for the members’ auction.

The Afternoon Tea in the Sky Bar at the Edgewater Hotel will be one not soon forgotten. This venue boasts a beautiful rooftop space with two large outdoor terraces overlooking Lake Mendota and the Wisconsin state capitol building. Transportation will be available but for those looking to stretch their legs, the Edgewater Hotel is only 0.3 miles

from our convention hotel. *This space is limited to 50 people so make your reservations early.*

Dinner will be on your own, but the hospitality room will be open for dessert and conversation this evening.

Friday in Wisconsin isn’t just another day, it’s “Fish Fry Friday”. The classic Wisconsin fish fry is a significant part of the state’s food culture. Initially, the state’s Catholic residents were to abstain from eating warm-blooded meat on Fridays as a way to commemorate the crucifixion of Jesus Christ on Good Friday. As years passed this tradition has been held specifically during the church season of Lent. In the Prohibition years, selling plates of fish was a way for taverns around the state to stay afloat financially. Today, going out for fish on Fridays is an integral part of Wisconsin life. Whether at a bar, tavern or restaurant, and whether you choose the fresh water fish like wall-eye, perch or bluegill, or ocean fish like cod or haddock, you can’t go wrong. And don’t forget the Brandy Old Fashioned-Sweet!

**Saturday, July 6**

For the early risers attending the convention, the Dane County Farmers’ Market is held on the capital grounds beginning at 6:15 AM. It is reported to be the largest producer-only farmers’ market in the country. All items are produced by the members behind the tables. No re-sale allowed. You’ll find the

season’s best bounty of vegetables, flowers, meats, cheeses and specialty products from approximately 275 vendors. Be sure to take something special from Wisconsin home with you.

The last day of the convention will begin with a presentation by our third general session speaker. Three roundtables will complete the morning.

The members’ stein auction will be in the afternoon.

The convention will conclude Saturday evening with a reception and dinner in the hotel.

Questions? Contact Dave Bruha by email ([dsbruha@Frontier.com](mailto:dsbruha@Frontier.com)) or phone (715-277-3796). We look forward to welcoming you to SCI’s 2024 convention in Madison, Wisconsin.



**Our 2024 Convention Hotel**  
**The Madison Concourse Hotel and Governor’s Club**  
 1 West Dayton Street  
 Madison, Wisconsin 53703  
 1-800-356-8293

Special room rate of \$139 per night, parking \$15 per night (self-park). (If your vehicle is taller than 6’3”, please contact the hotel for parking assistance *prior to your arrival* due to height limitations of the garage ramp.)

