



# Lighthouse Tower Beacon

December 2018

*Creating a Landmark.  
Leaving a Legacy.*

Introducing the Door County Maritime  
Museum Lighthouse Tower

**REACHING NEW HEIGHTS**





# Enabling Long Term Sustainability for the Door County Maritime Museum and for Door County.

*A Message from the Campaign Chair*

We all want to support causes in our communities that will make an impact and leave a lasting legacy. Some appeal to us because we have a personal history or association with them; some conform to a foundation board's mission statement; others simply appeal to our emotions.

Whatever the reasons or motivations we may have to support worthy causes, we must first see and understand a need. Perhaps more importantly, we need to reach a point in our personal or business lives where we are financially able to contribute. Simply stated, we must first earn it before we can give some of it away.

**Unlike most charitable programs or initiatives that require continuous support, the addition of the Lighthouse Tower will enable long term sustainability for the Door County Maritime Museum.**

Not only will it be a major attraction and high-tech educational facility that will sustain the museum with little or no additional financial support,



**it will also become a significant revenue generating economic stimulus that will bring more business and success to many others throughout Door County.**

*The Lighthouse Tower will become a significant revenue generating economic stimulus that will bring more business and success throughout Door County. **It will help float everyone's boat.***

**It will help to float everyone's boat and when we are securely above water, we are all in a much better position to generously give to other worthy causes.**

*Thank you for your enthusiastic support of this iconic project!*

Cap Wulf,  
Campaign Chair

*Door County Maritime Museum and Lighthouse Preservation Society, Inc. preserves Great Lakes maritime history, primarily focusing on Door County, Wisconsin, and provides interpretive and educational opportunities for current and future generations.*

## Board of Directors

**President:** Bill Harder

**Vice President:** Terry Connelly

**Secretary:** Bob DeNoto

**Treasurer:** Frank Forkert

### Members:

Cheryl Arnott

John Asher

John Baumgartner

Mike Gilson

Charlie Henriksen

Pete Horton

Gary King

Patrick O'Hern

Bob Purves

Jim Springer

Alison Walker

Mark Weborg

Mike Wickman

Cap Wulf

## Packer President Mark Murphy: Lighthouse Tower scores a “magnificent touchdown for Door County.”



“For four decades, the Door County Maritime Museum has educated and entertained the public while working to preserve rich maritime history. Now the museum is taking a major leap forward by expanding its Sturgeon Bay facility with a spectacular 10-story Maritime Lighthouse Tower right along the

Sturgeon Bay inner harbor. This will be a tremendous project and huge benefit to Door County. That’s why I urge you to give this project your personal support and help us to **build a landmark and leave a legacy. Please accept my personal invitation to join me on the top floor observation deck of the Lighthouse Tower when it’s completed to celebrate scoring a magnificent touchdown for Door County.**”

See Mark Murphy’s video on our website at [www.dcm.org/maritime-tower-project](http://www.dcm.org/maritime-tower-project)

## John Baumgartner passionately supports the Lighthouse Tower



“The Lighthouse Tower will continue to provide an excellent place for maritime education, and

help preserve this important Door County legacy. I am so pleased to be able to continue my grandfather’s legacy and help with this project. **If you are in the position to help in any way, I’m sure you will see that your gift will be something you can take great pride in.**

See John’s video on our website at <http://www.dcm.org/maritime-tower-project/testimonials>

## Welcome Kevin Osgood & Sam Perlman



**Kevin Osgood joins the DCMM as Executive Director** from his former position of news director at WFRV-TV. A New England native, Osgood grew up on Boston’s North Shore, where his family owned a boatyard. His love of history began with visits to the USS Constitution and the famed Mystic River Seaport. After technical college and studying communications, he joined the U.S. Navy and was stationed aboard the USS Towers, a guided missile destroyer in the Western Pacific. As a Boatswain’s Mate, he was certified a master helmsman, small boat coxswain, and surface rescue swimmer. In addition to being a reporter, anchor and news director, he also began work in the

museum field with a partnership of exhibit and interactive design and fabrication companies, where he managed exhibit projects around the country.

**Sam Perlman, Development Manager & Deputy Director** has a background deeply rooted in development programs and Door County non-profit organizations. Most recently, Perlman was the Director of Business & Financial Development for Renard’s Cheese, and the Economic Development Manager for the Door County Economic Development Corporation, a position he held nearly 14 years. In his early career, Sam was the program director of the Peninsula School of the Arts in Fish Creek. Before moving to Door County, Sam lived in Chicago and New York City, working in sales & marketing in the music business and early dot-com industry. Sam is a graduate of Grinnell College (IA) with a BA in music and an undeclared concentration in Russian cultural studies.



# Presenting The Iconic DCMM Lighthouse Tower!

*The Door County Maritime Museum Lighthouse Tower will not only be a must-see attraction on the Sturgeon Bay West side waterfront, but it will also be a beacon for Science, Technology, Engineering and Math (STEM) education for all of Northeast Wisconsin.*

No other museum environment in this region of Wisconsin has this kind of immersive educational experience. From the indoor and outdoor observation decks atop the tower, to the community event space on floor two, this tower will be a place that inspires, teaches, and instills a sense of pride in our common maritime history.

Lighthouse towers have been built for hundreds of years, all in an effort to keep mariners safe.

This Maritime Lighthouse Tower will bring a brighter future for everyone in Door County. It will light the way for countless young people who will find inspiration to pursue careers in engineering, environmental sciences, and maritime technologies – all careers vital to the economy of Door County and throughout our state.

*We ask you to join us in this effort!*



- SCIENCE • TECHNOLOGY
- ENGINEERING • MATH

## Engage. Explore. Educate.

STEM education, a term initiated by the National Science Foundation, is an educational approach which focuses on one or more of the four disciplines of science, technology, engineering, and math. In an era when technical and scientific skills are increasingly important in the workforce, exposing children to STEM learning in the early years is key. Currently, only 26% of STEM jobs are held by women. It is important to ensure that girls as well as boys are exposed to and encouraged in the area of STEM. It's never too early to introduce STEM to your child and to consider how to sustain interest in STEM in elementary school.

## A Tower of Learning, Through Maritime Stories and Experiences

### Floor 1 - Maritime Pride:

Your crew's journey begins in a theater at the base of the Maritime Lighthouse Tower. You'll experience an overview of the deep and diverse maritime history of Door County, as well as hear some insight on how best to experience the exhibits within the tower. When the presentation wraps up, you'll take the elevator to the 10th floor enclosed observation level.





### **Floor 10 - Our Working Waterfront:**

The tenth floor is where you can see the working waterfront of Sturgeon Bay as it is today. Through cutting-edge technology you'll also be able to see what this busy port looked like decades ago when sailing schooners and steamships dotted the water like trucks on a highway. Then take the stairs up to the outdoor deck on top of the lighthouse for an incredible vista over the many interesting facets of the entire Sturgeon Bay waterfront!

### **Floor 9 - Our Maritime Environment:**

What's the story behind the rocky peninsula known today as Door County? You'll leave this floor knowing the fascinating geological history and wanting to learn more about those who were the first to call this area home.

### **Floor 8 - Maritime People:**

The waters here have played a critical role for centuries. It determined where Native Americans set up their homes, and also played a role in where settlers chose to live. With them came commerce, which brought more and more ships to the dangerous waters of the Door Peninsula.



### **Floor 7- Maritime**

**Navigation:** From dugout canoes to modern 1,000-foot freighters, navigating the waters here have always been challenging. From sextants and the construction of lighthouses, to today's

technologies, you'll discover how different generations found their way on the water.

### **Floor 6 - Maritime Commerce:**

All that shipping was due to all the commerce. It started with schooners



and evolved to steam and more. What was the science involved, and the motivation to dig the Sturgeon Bay Ship Canal? What were the products that forced all this maritime commerce?

### **Floor 5 - Shipbuilding:**

Where there's a lot of maritime commerce, there's a desire to make it more profitable. That requires bigger, safer ships to transport goods. Sturgeon Bay has long been known for shipbuilding and it's still happening today. Find out the science behind building these vessels, and try your hand at operating "Big Blue," the graving dock crane at Bay Ship.

### **Floor 4 - Recreational Boating:**

Sturgeon Bay has long been known for innovative and technical advances in construction of recreational boats. Small craft to luxury yachts have been designed and built here. Learn about the science of sail and take the helm of a boat of your choice and get your passengers safely to their destination.

**Floor 3 - Fishing:** With dozens of species of fish in the area, Door County waters have always been a source of food for its residents. Explore the evolution of commercial fishing, and the impact invasive species pose to the ecosystem of the Great Lakes.

### **Floor 2 - Shipwrecks & History:**

Beneath all of what you have experienced in the tower, at the bottom, are the shipwrecks that hold stories of our history, both known and unknown. Learn how science not only helps preserve artifacts, but also how it shares and uncovers stories that have been held secret in the depths of Door County waters.

**Floor 1 - Tower Store:** Return to Floor One in a different area than where you began your journey – the museum store, where you can pick up some memories of your experience in the Maritime Lighthouse Tower.



John Schneble  
 Paul & Brenda Schneider  
 Pete & Carol Schuster  
 Scott & Victoria Severson  
 Schaus Roofing & Mechanical  
 Contractor  
 Shoreline Charters  
 Alfred Shumway  
 Jeffrey Siefker  
 Dennis & Marguerite Skahen  
 Marilyn Slappy  
 David Sordo  
 Ron & Jan Sowle

Lawrence Sullivan  
 John & Deanna Swanson  
 Michael & Deborah Szymanczyk  
 Tauber Family Foundation  
 Therma-Tron-X, Inc.  
 Triangle Distributing  
 Scott & Mary Turner  
 John & Judith Turner  
 Steve & Patricia Vickman  
 Charles Voight  
 Chris & Holly Voll  
 Patricia Vollrath  
 Jim & Wendy Walker

Betsy Wallman  
 David & Judy Ward  
 Washington Island Ferry Line  
 Gordon & Sue Weber  
 Thomas Weisensel  
 Paul Wellhausen  
 Dean Wendlandt  
 Alan Wentworth  
 Whitetails Unlimited  
 Mike & Terry Wickman  
 Wisconsin Commercial Ports  
 Association  
 William Wuesthoff

Barbara Wulf Design  
 Wulf Bros. Inc.  
 Cap & Mary Wulf  
 John Yount  
 Marti (Spittell) & Gary  
 Ziegelbauer



Information available as of November 28, 2018. Please notify Sam Perlman ([sperlman@dcm.org](mailto:sperlman@dcm.org)) with the Maritime Museum of any errors or misspellings.

## Wonderful Event. Beautiful Facility!

On June 26th, the DCMM and it's board of directors were thrilled to introduce the Lighthouse Tower project to a full house of interested people at the beautiful new Kress Pavilion in Egg Harbor. The presentation included a comprehensive and entertaining slide show explaining the many compelling benefits and features of the new Lighthouse Tower, as well as two special videos: one featuring two well-known Door County seamen from long-established maritime families; the other, a special statement from Packers President Mark Murphy. Both videos can be viewed at [www.dcm.org/maritime-tower-project](http://www.dcm.org/maritime-tower-project). It was a lively and informative evening accompanied by excellent food and fine refreshments.

We sincerely thank all who attended and a special thanks to those who made very compelling presentations!





Door County Maritime Museum  
120 N Madison Avenue  
Sturgeon Bay, WI 54235

# Help us Reach New Heights with the Maritime Lighthouse Tower Project

We would greatly appreciate your support to help make the Lighthouse Tower and museum expansion project a reality. When you pledge even a modest donation, you will be making a difference by investing in the past and the future of our unique Door Peninsula that we all love and enjoy. With your generous support, this landmark lighthouse addition will soon become an icon to Door County and our maritime heritage as it educates, inspires and dazzles all who visit!

- Celebrating Door County Lighthouses with breathtaking, sweeping views accessible to all, from the bay of Green Bay to the Sturgeon Bay shipping canal.
- Adding new and exciting high-tech, educational and interactive exhibits for all ages.
- Creating a new experience-based attraction with conference and community event space availability.

**We Need Your Support!**  
**\$5.5M is Our Goal**

920.743.5958  
www.DCMM.org

Find us on social media  
#dcmaritime

DOOR COUNTY maritime museum

\$5.5 M  
\$3.75 M  
**\$3.15 M Raised**  
\$2.5 M  
\$1.25 M  
\$0