

COW LOCATOR

UPPER STATE STREET HERD

28. The Cows Are Out

Artist: Larry Schultz
Sponsor: Larson Acres, Inc.

30. Georgia O'Cowffe

Artist: Donna McKay
Sponsor: Wisconsin State Journal

31. Poppy

Artist: Kelly Parks-Snyder
Sponsor: Chocolate Shoppe Ice Cream Co., Inc.

43. Ici-Cow

Artist: Matthew Heindl
Sponsor: Culver's Frozen Custard Restaurants

51. Cowtography

Artist: Stephanie Funck
Sponsor: Lindsay, Stone & Briggs Advertising and Public Relations

56. Backbone of America

Artist: Ruthie Vosberg
Sponsor: Midwest Family Broadcasting/Q106



63. Rocky Moccoco

Artist: Patricia Keller
Sponsor: Rocky Rococo Pizzeria

64. Frank Loin Wright

Artist: Spectrum Brands, Inc.
In-House Creative
Sponsor: Spectrum Brands, Inc.

68. Moon Over Madison

Artist: Sally Sorenson
Sponsor: U.S. Cellular



79. Say Cheese, Wisconsin

Artist: Bruce Bodden
Sponsor: Wisconsin Milk Marketing Board

82. Chloe

Artist: Elaine Meszaros
Sponsor: Wisconsin Milk Marketing Board

91. Cowlorful Zebra

Artist: Christine Rolli
Sponsor: Wisconsin Public Television

92. Holy Cow

Artist: Bob Giese
Sponsor: Roundy's/Sargento

CAMPUS AND LOWER STATE STREET HERD

9. Driftless in WisCOWsin

Artist: Sue Medaris
Sponsor: Wisconsin Milk Marketing Board

19. The Road Home

Artist: Kirill Negoda
Sponsor: Capital Newspapers

20. Madison Cow-llage

Artist: Mary Wright
Sponsor: madison.com



27. Cow Boom

Artist: Kate Alt
Sponsor: Best Western InnTowner and The Highland Club

37. Having a Ball with Dancing Cowgirls

Artist: Karol Skjolaas
Sponsor: Clear Channel Radio/Z104

44. Flavor of the Day

Artist: Udder Force Four
Sponsor: Culver's Frozen Custard Restaurants

55. Mosaic Cow

Artist: Amy Clements
Sponsor: Midwest Family Broadcasting/Magic 98

58. Sir Loin

Artist: Michael Spangler (Stripe)
Sponsor: Midwest Family Broadcasting/WJJO

69. Mookal Leckrone

Artist: Emily Gritt
Sponsor: University of Wisconsin Band

70. Pink Flamingcow

Artist: Jenny Steinman Heyden
Sponsor: UW Credit Union

71. If You Want to be a Moosaic Just Come Along With Me

Artist: Kari Fisher
Sponsor: University of Wisconsin

72. On WisCOWnsin

Artist: Sue Medaris
Sponsor: University of Wisconsin

73. Moo Rah Rah Wisconsin

Artist: Emily Gritt
Sponsor: University of Wisconsin

75. Stagecowch

Artist: Udder Force Four
Sponsor: Wells Fargo

83. Cowflies

Artist: Rebecca Belligan
Sponsor: Wisconsin Milk Marketing Board

84. Blue Pastures

Artist: Joseph LaCrosse
Sponsor: Wisconsin Milk Marketing Board

85. Bubblicious Bovine

Artist: Christina Rambo
Sponsor: Wisconsin Milk Marketing Board

96. The Sun Comes Shining Through

Artist: Rochelle Frisch Whiteman
Sponsor: Tuttle Lithography

97. Looking for Bucky

Artist: Paul Muckler
Sponsor: Learfield Communications, Inc.

99. Bessie the Wisconsin Star

Artist: Julie O'Rourke
Sponsor: Farm Credit Wisconsin

CAPITOL SQUARE AND CAPITOL GROUNDS HERD

8. Babushka Marushka the Polka Cow

Artist: Jennifer Jastrab
Sponsor: Wisconsin Milk Marketing Board

11. The Global Traveler

Artist: Alicia Rheal
Sponsor: Wisconsin Milk Marketing Board

13. The Tank

Artist: Larry Schultz
Sponsor: Wisconsin Milk Marketing Board



15. Sun in the Mornin' – Moon at Night

Artist: Gregory Zeszotarski
Sponsor: Wisconsin Milk Marketing Board

18. Cowpiary

Artist: Julie Hustad
Sponsor: Portage Daily Register

21. Miss Turquoise Tillie

Artist: Bonnie Mohr
Sponsor: Agri-View

22. Farmer's Market

Artist: Rebecca Hohlstein
Sponsor: Alliant Energy Center of Dane County

23. Town & Country

Artist: Candace Miles-Traczyk
Sponsor: Alliant Energy

24. Miss Moolah

Artist: Deb Gerling
Sponsor: AMCORE Bank

26. WisCOWsin

Artist: Jessi Pacetti
Sponsor: Anchor Bank

38. Lollipop Munchkin Cow

Artist: Mike Dowdell
Sponsor: CowParade Wisconsin

39. The Wizard of Oz Cow

Artist: Mike Dowdell
Sponsor: CowParade Wisconsin

40. Glinda the Good Witch Cow

Artist: Mike Dowdell
Sponsor: CowParade Wisconsin

41. Ballerina Munchkin Cow

Artist: Mike Dowdell
Sponsor: CowParade Wisconsin

42. Mooooon Shine

Artist: Stephanie Ward
Sponsor: CSE, Inc.

46. Northwoods Cow

Artist: Julie Edwards Rice
Sponsor: DiscoverWisconsin.com

48. Rosie

Artist: Marcy Lawrence
Sponsor: Foremost Farms USA

50. Rise and Shine

Artist: Jennifer Martens
Sponsor: Land O'Lakes

52. Wisconsin Rocks

Artist: Chris Miles
Sponsor: LYCON INC



54. Barnacles

Artist: Chris Miles
Sponsor: Midwest Family Broadcasting/Farm Report

59. Bobbin' Yount of the Moo-waukee Brewers

Artist: e & company
Sponsor: Milwaukee Brewers Baseball Club




continued on page 14

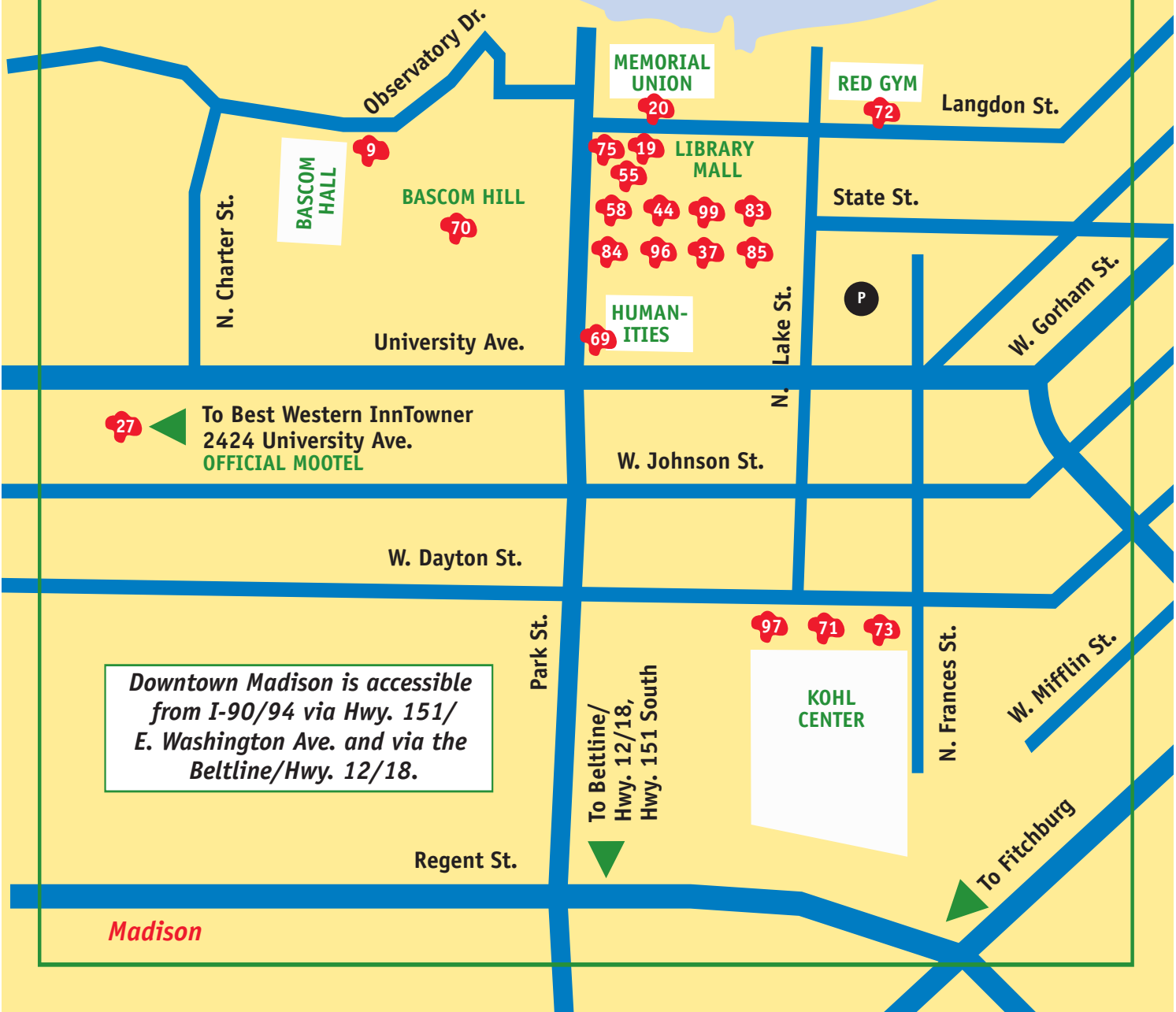
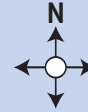
Due to the public nature of the exhibit the cows may be moved to another location or transported to the "Cow Hospital" for an appointment with the "Cow Doctor."
Visit <http://wisconsin.cowparade.com> for more information.

CowParade Wisconsin 2006 Official Cow Map

See listing details and maps of
Fitchburg and Sun Prairie on page 14.
Visit <http://wisconsin.cowparade.com>
for more information.

KEY

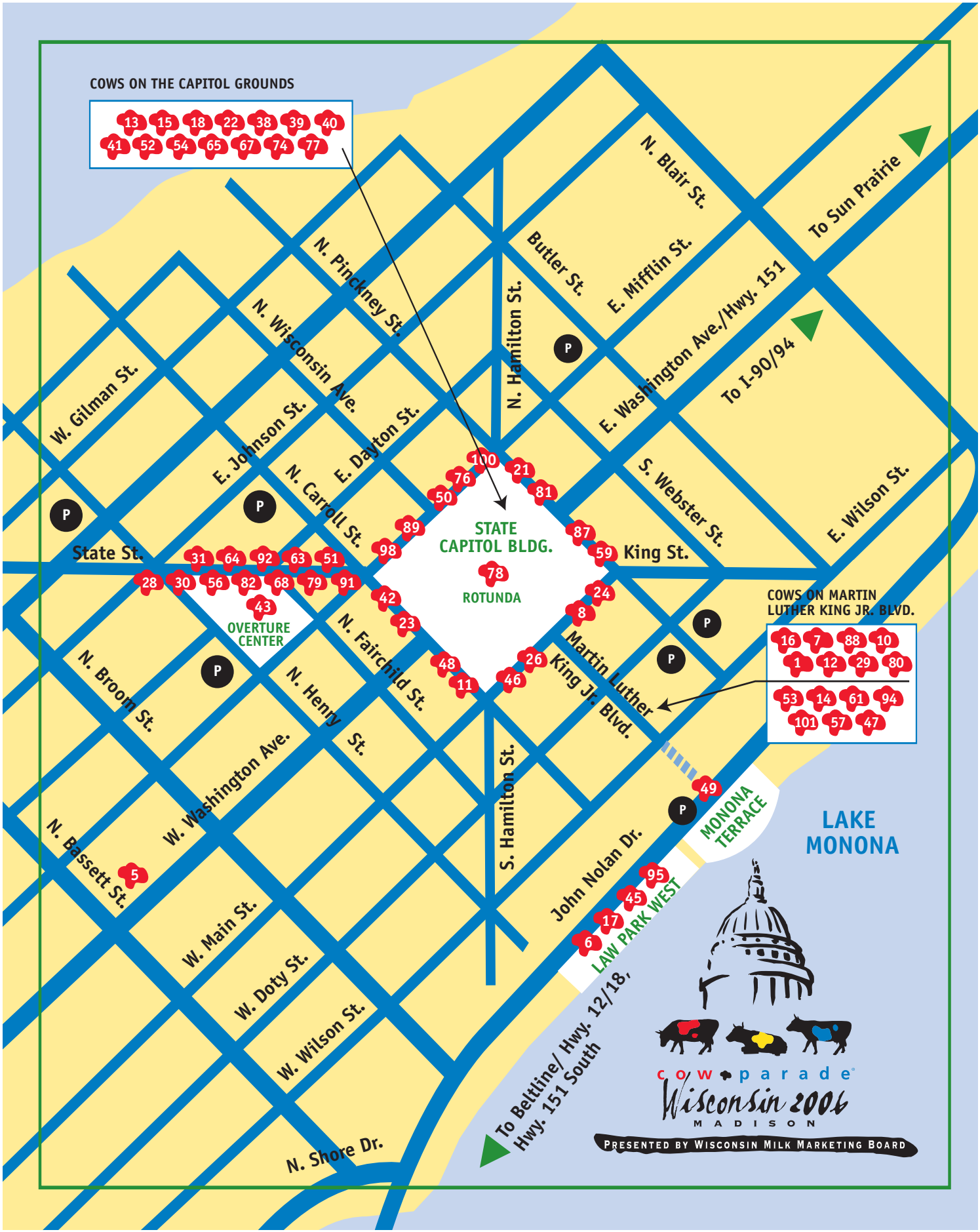
-  ID# and Location of CowParade Cow
-  Parking Ramps
-  Streets



Downtown Madison is accessible
from I-90/94 via Hwy. 151/
E. Washington Ave. and via the
Beltline/Hwy. 12/18.

COWS ON THE CAPITOL GROUNDS

- | | | | | | | |
|----|----|----|----|----|----|----|
| 13 | 15 | 18 | 22 | 38 | 39 | 40 |
| 41 | 52 | 54 | 65 | 67 | 74 | 77 |



COWS ON MARTIN LUTHER KING JR. BLVD.

- | | | | |
|-----|----|----|----|
| 16 | 7 | 88 | 10 |
| 1 | 12 | 29 | 80 |
| 53 | 14 | 61 | 94 |
| 101 | 57 | 47 | |



PRESENTED BY WISCONSIN MILK MARKETING BOARD

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COW LOCATOR

65. Pasture Bedtime

Artist: Michael Roberts
Sponsor: Stephan & Brady Advertising/Public Relations

67. Wisconsin Winter

Artist: Dominica Glass
Sponsor: Two Men and a Truck

74. Dream Cow

Artist: Don Spencer
Sponsor: Veridian Homes Foundation

76. Wisconsin Violet

Artist: Gail Bach
Sponsor: Wisconsin Counties Association

77. Choc"Cow"late Milk

Artist: Matt Wilhm
Sponsor: Roundy's/Kemps



78. Where the Cows Are

Artist: Steven Kozar
Sponsor: Wisconsin Milk Marketing Board

81. Bumper Cow

Artist: Kim Nugent
Sponsor: Wisconsin Milk Marketing Board

87. Prairie Fumoo'

Artist: Rebecca Hohlstein
Sponsor: Wollersheim Winery

89. Holstein Parade

Artist: Mary Heinze
Sponsor: Roundy's/Kemps

98. Wild About Madison

Artist: Kristina Grauvogl
Sponsor: LYCON INC

100. Africow

Artist: K. Birgit Bach
Sponsor: CowParade Wisconsin

LAKE MONONA AND MARTIN LUTHER KING JR. HERD

1. To The Moon

Artist: Thomas Kelly
Sponsor: University of Wisconsin Hospital and Clinics

5. Marbelized

Artist: Thomas Skupniewitz
Sponsor: Keller Real Estate Group

6. Cow Crossing

Artist: Marissa Copp
Sponsor: Wisconsin Milk Marketing Board

7. Windows of Wisconsin

Artist: Patricia Harmsen
Sponsor: Wisconsin Milk Marketing Board

10. Brown Swiss

Artist: Nancy Mustapich
Sponsor: Wisconsin Milk Marketing Board

12. Half and Half

Artist: Michael Roberts
Sponsor: Wisconsin Milk Marketing Board

14. Animal Magnetism

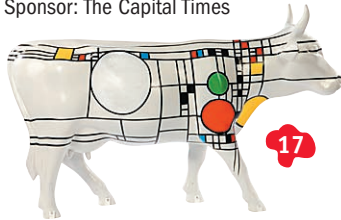
Artist: Jenny Steinman Heyden
Sponsor: Wisconsin Milk Marketing Board

16. Fauna Folly

Artist: Jeffrey Raasch
Sponsor: Baraboo News Republic

17. Cow Lloyd Wright

Artist: Ben Bauman
Sponsor: The Capital Times



29. Bovine Blanket

Artist: Jill Kahn
Sponsor: Daily Citizen

45. Sundae Best

Artist: Aaron Wilbers
Sponsor: Culver's Frozen Custard Restaurants

47. Famous Feet

Artist: Michael Roberts
Sponsor: Famous Footwear

49. Bounty of Dane COWnty

Artist: Mary Wright
Sponsor: Greater Madison Convention and Visitors Bureau

53. Wisconsin

Artist: Christine David
Sponsor: M&I Bank

57. Lake Moonona and Mendota

Artist: Leah Boyce
Sponsor: Midwest Family Broadcasting/The Lake

61. Get Out and MOOve!

Artist: Karen Hitchcock
Sponsor: Physicians Plus Insurance Corp.

80. "Up, Up and Away"

Artist: Judith Peebles
Sponsor: Wisconsin Milk Marketing Board

88. Moo Choo – All Aboard

Artist: Brad Nellis
Sponsor: World Dairy Expo



94. Mother Moo-se

Artist: Candace Miles-Tracyk
Sponsor: Roundy's/Kemps

95. HoneyBee Cowmb

Artist: Dale Marsden
Sponsor: CowParade Wisconsin

101. Bountiful Bovine

Artist: Rebecca Belligan
Sponsor: Wisconsin Milk Marketing Board

SUN PRAIRIE HERD

25. Violet the All-Wisconsin Cow

Artist: Sally Behncke & Helen Croft
Sponsor: American Family Insurance

62. Georgia Moookeefe

Artist: Paula Washow and Circle of Women (C.O.W.)
Sponsor: Sun Prairie Tourism Commission/Prairie Athletic Club/Sentry Foods

66. Flora Dora

Artist: Ann Baer
Sponsor: Sun Prairie Tourism Commission/Sun Prairie Water and Light - Wisconsin Public Power, Inc.

86. COWPATCH

Artist: Sybil Klug
Sponsor: Wisconsin Milk Marketing Board

90. Georgia Co'w Keefe

Artist: Karen Murphy-Hurtgen
Sponsor: Sun Prairie Tourism Commission/Beans 'n Cream Coffee House/General Casualty/Hebl, Hebl and Ripp LLP/Wright Vision Care

FITCHBURG HERD

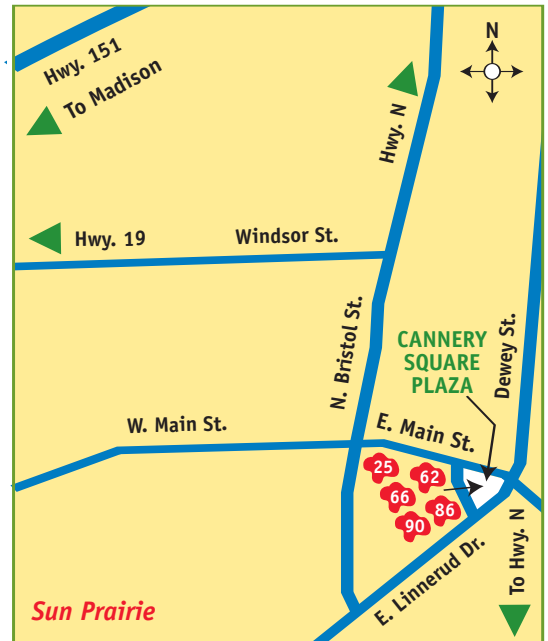
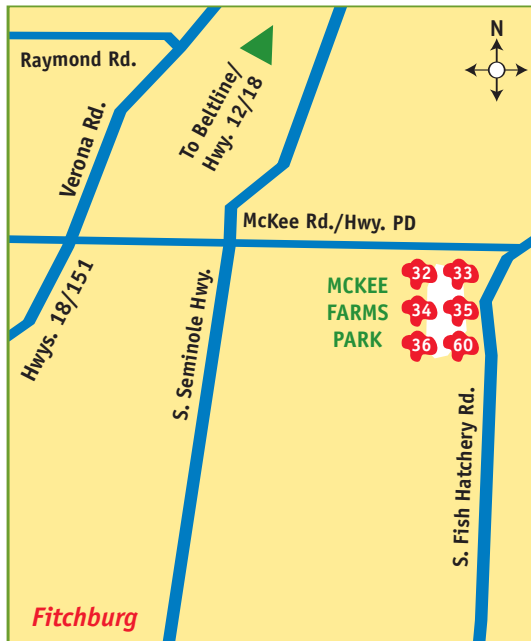
32. Market Maddie

Artist: Melanie Cuellar
Sponsor: Fitchburg

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CowParade Wisconsin 2006 Official Cow Map Continued



COW LOCATOR

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33. Cow Chip

Artist: Chris Murphy
Sponsor: Fitchburg

34. Crossroads

Artist: Ben Neff
Sponsor: Fitchburg

35. Star Fleet Battle Cow

Artist: Richard Springer
Sponsor: Fitchburg

36. Plaid Hatchery Cow

Artist: Judith Peebles
Sponsor: Fitchburg

60. The Gathering of the Oak Leaves

Artist: Karol Skjolaas
Sponsor: Oak Bank Fitchburg

WISCONSIN TRAVELING HERD

Rosie the Rosemooled Cow

Artist: Janet Norsetter
Sponsor: Department of Agriculture, Trade and Consumer Protection

In the Salad Bowl

Artist: Sarah Aslakson
Sponsor: Department of Agriculture, Trade and Consumer Protection/Wisconsin 4-H Foundation

Milky Whey

Artist: Katherine Rosing
Sponsor: Department of Agriculture, Trade and Consumer Protection/Wisconsin FFA Foundation

***Look for the Wisconsin traveling herd schedule within this guide or visit <http://wisconsin.cowparade.com> for more details.*

SPECIAL TO ROUNDY'S

Fresh From the Cow

Artist: Patricia Harmsen
Sponsor: Roundy's/Kemps

***Look for special appearances at Wisconsin Pick'n Save and Copps stores. Due to the public nature of the exhibit the cows may be moved to another location or transported to the "Cow Hospital" for an appointment with the "Cow Doctor." Visit <http://wisconsin.cowparade.com> for more information.*



Wisconsin Dairy Fun Facts

Milk Facts

- Wisconsin produces 1.8 billion pounds of milk each month!
- Average milk production per Wisconsin cow each year is 18,500 pounds (or 2,221 gallons). That's enough for 35,536 glasses of milk from just one cow!
- To get the same amount of calcium provided by a quart of milk you would have to eat one of the following: 126 apples, 154 potatoes, 23 oranges, 38 tomatoes or 60 slices of whole wheat bread.
- The average dairy cow weighs about 1,400 pounds, which is approximately the same size as Alaska's record-breaking polar bear.

Ice Cream

- According to an International Ice Cream Association survey, the top five ice cream flavors are vanilla, chocolate, butter pecan, strawberry and Neapolitan.
- It takes about six pounds of whole milk plus one pound of cream to make one gallon of ice cream.
- The first ice cream sundae was served in Two Rivers, Wis., in 1881. George Hallaver, a customer at Edward C. Berner's soda fountain in Two Rivers, asked Edward to top off his dish of ice cream with the chocolate sauce used for chocolate sodas. The new concoction caught on and was originally offered only on Sundays.

Cheese

- Wisconsin produces more than 500 different varieties, types and styles of award-winning cheese.
- Wisconsin has more licensed cheesemakers than any other state, and Wisconsin's cheesemakers produce more than 2 billion pounds of cheese each year.
- The average American eats more than 31 pounds of cheese each year - twice as much as in 1975 - and will consume about one ton of cheese during a lifetime! Per capita cheese consumption is projected to grow to 34 pounds by 2015.
- Anne Pickett began operating Wisconsin's first cheese factory in 1841 on the family farm near Lake Mills. By 1849, Pickett and other Wisconsin farmers were producing 400,300 pounds of cheese and 3,634,000 pounds of butter.
- Colby cheese is a Wisconsin original, invented in Colby in 1874.
- Brick cheese was invented in Wisconsin in 1875 and was named for its shape and for the fact that cheesemakers originally used bricks to press the moisture from the cheese.

Economic Impact

- The dairy industry accounts for nearly 40 percent of all Wisconsin agriculture jobs, employing 160,000 people or approximately 4.6 percent of the jobs in the state of Wisconsin.
- Dairy contributes more to Wisconsin's state economy than citrus does to Florida or potatoes to Idaho. Wisconsin's dairy industry contributes \$20.6 billion annually to the state's economy, while Florida's citrus industry has an economic impact of only \$9 billion and Idaho's potato industry contributes \$2.5 billion. 🐄