

WMC head calls for removing 'America's Dairyland' from license plates

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WMC President and CEO Kurt Bauer says "America's Dairyland" should be removed from Wisconsin's license plates and replaced with something more contemporary like "Forward."

He made the suggestion at Wisconsin Manufacturers & Commerce's fifth annual State of Wisconsin Business & Industry Luncheon in Madison yesterday, saying this replacement "connotes resolve, indomitability and progress."

"It's our state motto — has been since about 170 years ago — and it's not a bad image to project to the rest of the world," he said.

But he said people outside the state hold misperceptions about Wisconsin jobs, namely that they are largely agriculture-dominated. Bauer said the move would help the state improve its economic brand.

And, he said, the arrival of the Taiwanese technology company Foxconn in Mount Pleasant would also help in the effort.

"Foxconn can help us change that misperception by highlighting the diversity of jobs we have in technology, manufacturing, health care, biotech, education and the professional trades, just to name a few," Bauer said.

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