

greenbaypressgazette.com

Weather | Calendar | Jobs | Cars | Real Estate | Apartments | Shopping | Classifieds | Dating

**GREEN BAY WISCONSIN** greenbaypressgazette.com

Subscribe now | Contact us | Help

Local News | Packers | Sports | Business | Opinion | Obituaries | Entertainment | Life&Style | Nation/World | Travel

Holiday Helper

Advertisement

wism.com

Varsity Prep Sports

**HOLIDAY MILLIONS RAFFLE**

**TOP PRIZE \$1,000,000**

ROLL OVER FOR MORE WISCONSIN LOTTERY

Weather

9°F Sunny Forecast »

Sponsored by: FOX

Posted December 9, 2007

# Richard Ryman column: Green Bay is more than ice and snow

Print | Email | Comment

Advertisement

Calendar

Find Events | Send Events | Movie Times

Jobs

careerbuilder Search over 1.5 million better jobs! Occupation Keywords: find your new career Go Career Tips and Tricks: How's your resume? Letter Center More career resources



By Richard Ryman

So. Your job is to make people realize that Green Bay isn't just a big white popsicle in the northern reaches of the United States 11 months and 2 weeks out of the year, no matter how Ice Bowl pictures make it look.

But fate decrees you do so on the 40th anniversary of said iconic game. In a season when the Green Bay Packers and Dallas Cowboys are, once again, the league's best teams. And could, conceivably, see them playing for the championship here again. In the cold.

"We could see Bart Starr sneaking in from the 1-yard line about 10 times," Mike Hildebrand, co-chairman of the Green Bay Branding Initiative, said of the potential for network television play of the famous image of the Packers winning the Dec. 31, 1967, game.

Ford

**YEAR END CELEBRATION**

Get the Best Offers during the Biggest Event of the Year.

MOUSE OVER TO LEARN MORE

Cars

cars.com Find a Car Sell a Car

▸ Research

### Apartments



▸ Rentals  
▸ Place Ad

### Homes



▸ For Sale  
▸ New Homes

### Dating



▸ Find a date  
▸ Your profile

### Shopping



▸ On Sale  
▸ Local Coupons

### Classifieds



▸ Find Stuff  
▸ Place Ad

### Wisinfo



▸ Gateway to  
▸ Wisconsin

Advertisement

Ah, but better they are talking about you than not.

"Green Bay is one of the best-known small towns in the world," Hildebrand said.

Hildebrand and co-chair **Donsia Strong Hill** are taking the approach that if life gives you snow, make snowmen.

"It's a challenge in some respects, but also an opportunity," Strong Hill said. "We've talked about not being defensive about the Ice Bowl, but not allowing that to exist in a vacuum."

The group plans to prepare film footage to be provided to networks highlighting the fun things about winter — snowmobiling and skiing — as well as focusing on the community's other seasons and attributes. It will use a variety of media — YouTube was mentioned — to make its points.

Meanwhile, the Initiative is surveying people about their perceptions of Green Bay on the Internet, through written responses and in man-on-the-street interviews. The post cards are not in yet, but the Internet and man-on-the-street results are similar.

Early returns show that people perceive a down-to-earth, hard-working area. So far, Strong Hill said, there have been few negative comments.

Favorite things to do include walking or biking on trails (30 percent), going to Bay Beach Amusement Park (20 percent), the Bay Beach Wildlife Sanctuary (18 percent), farmers markets and the NEW Zoo. Favorite activities also include sailing, fishing, sledding and baseball.

Notice how many of those are summer activities?

"We have four great seasons here and three of them aren't winter," Hildebrand said.

People describe Green Bay as having a small-town feel and being a great place to raise a family.

Strong Hill said there also were a lot of comments about downtown, most of them hailing its progress and lamenting that it isn't happening faster.

More complete results will be available after the first of the year, she said.

Strong Hill said there is another way to look at all those shivering fans breathing frozen air at the Ice Bowl game.

"When people see how tough the people here are, they'll think this is a place where you can get it done."