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State Talk

THE OUTDOOR REVIVAL, SWEDISH STAPLE, CONE CRISIS

Musical Mayhem TRIVIA WITH TUNES

Back when Bill Solboe was in college, he and his pals would pass the time on road trips by flipping the radio from station to station and trying to shout out the title of the song and the name of the artist before anyone else did. Now, the 38-year-old Milwaukee resident has translated this idea into a board game called Music Mayhem. A designated DJ spins tunes and players are awarded one point for correctly identifying the song title and one point for naming the artist. The first to reach 11 points wins. A typical game, says Solboe, lasts about half-an-hour. "I didn't want it to be another Monopoly," he laughs.

Solboe began working on a prototype about a decade ago, but stalled out over the seemingly insurmountable problem of securing the rights to all the necessary music. But then, as he recalls, "the light bulb went on," and he realized that players could supply their own music on CD, cassette or even via the Internet. This breakthrough enabled him to get down to business, and Music Mayhem was introduced late last year—just in time for the holiday shopping season. To Solboe's credit, he's sourced the game's components from Wisconsin suppliers whenever possible—companies in Janesville, Waukesha and

DePere all contribute—and the final assembly and packaging are done at Sheltered Industries, a Green Bay concern that provides employment for disabled workers.

Music Mayhem retails for \$35, and it's currently available at The Exclusive Co. outlets in eastern Wisconsin, Napoleon's in Milwaukee and the Puzzlebox in Madison. And if you live out of state, Solboe says you can find it in stores from Massachusetts to California.



Face the music: Find out who's fastest at identifying a song and its artist when you play Music Mayhem, a game created by Milwaukeean Bill Solboe.

The Big Chill? SUMMER CRISIS AVERTED

In this era of multibillion-dollar corporate mergers and Next Big Thing dot-coms, no one paid much notice when a relatively small Green Bay-based concern with an innocuous-sounding name—Ace Baking Co.—declared bankruptcy late last year. Or at least no one paid much notice at first. But then, when the full ramifications of Ace's closing came to light, the chill that began in northeastern Wisconsin became a shudder felt coast-to-coast.

The Ace Baking Co., you see, was the largest producer of ice cream cones for the commercial market in the United States, supplying cones for national chains like Baskin-Robbins and Dairy Queen in addition to countless local custard stands and ice cream shops. With summer's heat and the season of peak demand approaching, a severe cone shortfall was predicted. The word "panic" was even bandied about. Richard Ryman, Money editor for the *Green Bay Press-Gazette*, expressed the reaction of many when he mused, "It's amazing how one little company can affect the world like that."

But that was before the Keebler Co. purchased Ace's assets and vowed to fill the cone gap. Only time will tell if the elves are up to the task—and if one of summer's FAQs will continue to be, "Do you want that in a cone or a dish?"

President Clinton seeks to shore up the Raspberry Island lighthouse.