



*Anderson Seal, Inc.*



*Anderson Resource  
Management, Inc.*

5-21-04

Alderman Michael S. D'Amato  
Chair  
Zoning Neighborhood & Development Committee  
City of Milwaukee  
200 E. Wells Street  
Milwaukee, WI 53202  
Re: Harley-Davidson Musuem

Mr. Chairman and Members of the Zoning Neighborhood & Development Committee:

My Name is Jennifer Hansen and I am the President and owner of two companies located in New Berlin, WI that supply parts and services to Harley-Davidson. I am also a member of Harley-Davidson's Supplier Advisory Council.

I was born and raised in Milwaukee, and have lived in the area most of my life. When friends would visit, they would all say the same thing, "I had no idea Milwaukee was such a great city to live in." Our challenge is to lure people into our city. Our challenge is to promote our city as a destination. Our challenge is to bring in tourism and promote Milwaukee as an exceptional hometown.

If you go anywhere in the world and mention Harley-Davidson, you will find brand recognition that is beyond compare. I wish my customers would tattoo my company's name and logo on their arms. This brand has established customer loyalty, quality, and growth. We are fortunate to have this image and type of company in our city.

The museum will only strengthen the Harley-Davidson brand, which will fuel their growth. This opportunity for international recognition will create more jobs, not solely for Harley-Davidson or their extended supply base, but for the entire city of Milwaukee and its surrounding areas.

This brand has made the city of Milwaukee a destination. People from all over the world visit Milwaukee to tour the Harley-Davidson production plants. This museum will be no exception. It will promote this city as a destination, and this brand is consistent with the type of image we want for Milwaukee.

Thank you for your consideration,

Jennifer Hansen  
President/Owner