"LIFE IS NOT A SPECTATOR SPORT. IF YOU’RE GOING TO SPEND YOUR WHOLE LIFE IN THE GRANDSTAND JUST WATCHING WHAT GOES ON, IN MY OPINION YOU’RE WASTING YOUR LIFE."

- JACKIE ROBINSON
Diversity & Inclusion / AFRICAN AMERICAN DAIRY PROFESSIONALS

OUR COMMITMENT TO DIVERSITY & INCLUSION

Fostering a globally diverse and inclusive workforce where all partners are treated with dignity and respect is essential to Schreiber’s values of caring, partnership and ownership. It is also a key ingredient to being a modern, global, and sustainable organization.

By creating a diverse, inclusive and welcoming environment, we open our minds and hearts to each other and all of humanity. Different backgrounds, experiences and perspectives make us better and keep our ideas fresh, fueling innovation and stimulating growth.

We embrace all efforts to promote diversity and inclusion and are fully committed to being a champion of these ideals in our company and in the communities where we live and work. Relentlessly pursuing an inclusive environment where everyone can thrive and is empowered to bring their authentic self to work will help us achieve our vision to be the best customer brand dairy company in the world all while enriching lives around the globe.

Strives to make Schreiber the employer of choice for top African American talent by providing educational opportunities that enrich professional and personal lives of all Schreiber partners.

AADPmembership@schreiberfoods.com
Introduction to The Green-Book

The Negro Motorist Green Book was an annual guidebook for African-American roadtrippers, commonly referred to simply as the Green-Book. It was originated and published by New York City mailman Victor Hugo Green from 1936 to 1966.

Before the accomplishments of the Civil Rights movement, African-American travelers faced hardships such as white-owned businesses refusing to serve them or repair their vehicles, being refused accommodation or food by white-owned hotels, and threats of physical violence and forcible expulsion from whites-only “sundown towns”. Green founded and published the Green Book to avoid such problems, compiling resources “to give the Negro traveler information that will keep him from running into difficulties, embarrassments and to make his trip more enjoyable.”

From a New York-focused first edition published in 1936, Green expanded the work to cover much of North America, including most of the United States and parts of Canada, Mexico, the Caribbean, and Bermuda. The Green Book became “the bible of black travel during Jim Crow”, enabling black travelers to find lodgings, businesses, and gas stations that would serve them along the road. Shortly after passage of the Civil Rights Act of 1964, which outlawed the types of racial discrimination that had made the Green Book necessary, publication ceased and it fell into obscurity.

In spirit of the Green-Book, the African American Dairy Professionals business resource group at Schreiber Foods has recognized the challenges new partners face when moving to a different location. We want to focus on our partners and their unique cultural concerns and interests, which may be hard to find in an unfamiliar community. Supporting the talent and skills that our partners provide to our business extends beyond the workplace. With this Green Book, AADP wants to help partners who are relocating feel comfortable in their new communities and embrace the opportunities it has to offer.
WE’RE GLAD YOU’RE HERE

Green Bay is the flagship city and economic hub of northeastern Wisconsin. Home to 105,000 residents, population continues to increase. Green Bay’s strongest traded industries are agriculture and food processing, paper, packaging and printing, advanced manufacturing and transportation and logistics.

Green Bay delivers plenty of opportunities for outdoor recreation in nearly seventy parks and trails scattered throughout the city. Throughout the year, there are also hundreds of cultural events, including those provided by local theater organizations and civic symphonies, and other events and festivals hosted by the growing business community.

No matter the time of year, you’re bound to see a proud Packer fan sporting the green and gold around town. Green Bay is the smallest city in the United States to host a professional sports team, the Green Bay Packers. Lambeau Field is hallowed ground to most sports fans, as the Packers are one of the most storied franchises in all of professional sports and the only team in the NFL to be owned by fans. Football is a big piece of Green Bay’s culture, and celebrated or involved in most community events.
Religious

Divine Temple Church of God | www.divinetemplegb.com | 425 Cherry Street, Green Bay, Wisconsin 54301
Faith Tabernacle Outreach Inc. | www.faithtabernaclegb.com | 436 South Jefferson Street, Green Bay, Wisconsin 54301
Celebration Church | www.celebrationchurch.tv | 3475 Humboldt Road, Green Bay, Wisconsin 54311
Life Church | www.lifechurchgreenbay.com | 1551 Lawrence Drive, De Pere, Wisconsin 54115
Living Hope Church | www.lhcg.com | 1840 West Mason Street, Green Bay, Wisconsin 54303
Green Bay Community Church | www.gbcommunitychurch.com/ | 600 Cardinal Lane, Green Bay, Wisconsin 54313
Appleton Alliance Church | www.appletonalliance.org/ | 2693 Grand Chute Boulevard, Appleton, WI 54913
GYMS

Western Racquetball and Fitness | www.westernracquet.com | 2500 South Ashland Avenue, Green Bay, Wisconsin 54304
Xperience Fitness of Green Bay | www.myexperiencefitness.com | 2763 South Oneida Street, Green Bay, Wisconsin 54304
Planet Fitness | www.planetfitness.com | 2641 West Mason Street, Green Bay, Wisconsin 54303 (multiple locations- see website)
Titletown Fitness | www.titletownfitness.com | 2253 Main Street Green Bay, Wisconsin 54302
Anytime Fitness | www.anytimefitness.com | 450 North Military Avenue, Green Bay, Wisconsin 54303
CrossFit 920 | www.eosfitness.com | 1830 Industrial Drive, Green Bay, Wisconsin 54301
Fitnessology | www.fitnessology.com | 3221 Voyager Drive, Green Bay, Wisconsin 54311
Bellin Health Fitness | www.bellinfitness.com | 1630 Commanche Avenue, Green Bay, Wisconsin 54313 (multiple locations- see website)
Greater Green Bay YMCA | www.greenbayymca.org | 235 N Jefferson Street, Green Bay, Wisconsin 54301 (multiple locations- see website)
Kroc Community Center | www.gbkcroccenter.org | 1315 Lime Kiln Road, Green Bay, Wisconsin 54311

ATHLETIC LEAGUES / CLUBS

Synergy Sports Performance | www.synergyfields.com | Youth and Adult sports
City of Green Bay Classes and Leagues | http://greenbaywi.gov/317/Recreation | Youth and Adult sports
Green Bay YMCA Youth Sports | www.greenbayymca.org/programs | Variety of youth and adult sports leagues, classes and lessons
Green Bay Kickers | www.gbkickers.org | Youth U.S. soccer league
Green Bay East and West side baseball | www.gbwybaseball.org | www.greenbayyouthbaseball.org | Cal Ripken league youth baseball
Athletics / PROFESSIONAL

Green Bay Packers (NFL)
Milwaukee Brewers (MLB)
Milwaukee Bucks (NBA)
Green Bay Phoenix (NCAA Division 1)

Green Bay Blizzard (Arena Football)
Wisconsin Timber Rattlers (MLB - Minor League Baseball)
Green Bay Booyah (Northwoods League Baseball)
St. Norbert’s Green Knights (NCAA Division 3)
Baird Creek Preservation Foundation
This park features both paved and rustic trails for walking, running, mountain biking, skiing and exploring. Mountain biking trails can be classified into three areas: terrains for doubletrack (hikers and bikers), single track, and highly technical sections for the more adventurous riders. Leashed pets are also welcome!

Mountain Bay State Trail
One of the longest rail-trails in Wisconsin, this trail travels for 83 miles between the two geologic features it is named for, Rib Mountain and Green Bay. The trail accommodates bicyclists, walkers, joggers and leashed pets. A trail pass is required for bicycles.

Joannes Skate Park
Adapted from the drained and repurposed Joannes pool, this outdoor skate park requires no admission and features a large concrete bowl, lots of transitions, and, all around, a nice street course. The skate park is right at the edge of Joannes park, which also features a pool with slides, a baseball field, basketball courts and more.

Brown County Reforestation Camp Trails
With almost 1,600 acres, the Reforestation Camp offers a variety of outdoor activities from picnicking and fishing around the camp’s many small ponds, to miles of scenic trails for mountain biking and hiking.

Cherney Maribel Caves County Park
Just outside of Green Bay, in Cooperstown, Wisconsin, is an especially significant geological and historical area that was formed primarily by glacial activity. The park occupies 75 acres along the West Twin River. Cherney Maribel Caves consists of seven caves along a rugged cliff line that runs parallel with the river.

Bay Beach Wildlife Sanctuary
This urban wildlife refuge features 600 acres of wildlife preserve and opportunities to view animal exhibits and educational displays, and even explore multiple hiking and skiing trails.

Cofrin Memorial Arboretum Trail
Cofrin Memorial Arboretum Trail is a 4.7 mile moderately trafficked loop trail located near Green Bay, Wisconsin that features a lake and is good for all skill levels. The trail offers a number of activity options and is accessible year-round.

Peninsula State Park • Door County, Wisconsin
Peninsula State Park is the third largest state park in Wisconsin. Its 3,776-acres are filled with pristine camp grounds, golf courses, bike trails and more. Door county is just north of Green Bay and is home to several other outdoor adventures against scenic Lake Michigan.

Fishing Charters & Tours
Fishing charters are one way to experience the area’s best feature, water. An experienced guide will teach you how to catch a variety of fish including musky, walleye, trout, bass, perch, and even salmon using the latest tackle, presentations and techniques.
Many of the parks listed feature groomed trails for a variety of outdoor activities. But, once the snow starts to fall, activities like skiing and snowshoeing become popular, giving you the chance to experience the breathtaking scenes of Wisconsin in the winter.

Granite Peak • Wausau, WI  
3605 N Mountain Rd, Wausau, WI 54401  
www.skigranitepeak.com  
Granite Peak is a ski and snowboard resort located in Rib Mountain State Park in Marathon County, Wisconsin. Only an hour and a half from Green Bay, Granite Peak offers a ski school, terrain park, chalets and concessions, making it one of the best ski resorts in the state.

Norway Mountain • Norway, MI  
N2090 Briar Mountain Rd, Norway, Michigan  
Norway Mountain, just 2 hours north of Green Bay, offers a great family atmosphere and slopes for beginners at a lower price.

Triangle Hill, Baird Creek Parkway  
During the winter, Baird Creek offers downhill skiing, snowboarding and inner tubing. A small fee can get you use of the tow rope back up the hill with your inner tube (also available for rent). You can even warm up in the chalet with some hot cocoa.

Titletown Ice Skating Pond & Tubing Hill  
1065 Lombardi Avenue, Green Bay, WI 54304  
www.titletown.com  
(920) 569-7500  
For those looking for a new way to enjoy the ice, Titletown offers ice skating passes and both ice skate and ice bike rentals. Ice biking combines bicycle riding with ice skating and is a fun and exciting activity on the ice.

Let's face it, some of us just really don't love the snow or being out in winter weather for long periods of time, but there are indoor facilities that allow Northerners to get moving and break a sweat in a climate controlled, snow-free environment.

Badger Sports Park  
Badger Sports Park is a family-owned entertainment center located on Appleton's northeast side. Covering 5.3 acres, they offer outdoor attractions including a Nascar Go Kart Track, 18 Hole Wisconsin themed championship mini golf course, and 8-Stall batting cages. They also offer an indoor entertainment complex with a large arcade, 2-story world class laser tag, inflatables, 4 mini bowling alleys and breakout escape adventures.

Sports Emporium of Green Bay  
Northeast Wisconsin's largest indoor and outdoor sports facility has indoor flag football fields and supports indoor soccer leagues during the winter, as well as a state of the art golf simulator. The Sports Emporium has activities for both adult and kids to enjoy.
Entertainment / BARS & LOUNGES

Cover 2 Sportsbar and Lounge
207 North Washington Street, Green Bay, WI 54301 | (602) 230-0205
Located right on the Packers Heritage Trail and the Boardwalk along the Fox River in Historic Titletown, USA, Cover 2 is a sports bar and lounge that plays old school hip hop and RnB.

Kittner’s Pub | kittners.business.site
129 South Washington Street, Green Bay, WI 54301 | (920) 433-9187
Kittner’s Pub is a bar on Washington Street in downtown Green Bay, within walking distance from Schreiber’s home office. This bar attracts a lot of the local college students and plays alternative, hip hop, and other Top 40 popular music.

OB’s Brau Haus | oldbavarian.com
523 College Avenue, Appleton, WI 54911 | (920) 730-0202
Glossy, modern brewpub and lounge specializing in Bavarian-style beers and German-leaning dishes.

C-Vine Lounge
531 West College Avenue, Appleton, WI 54911 | (920) 850-4279
Live DJs, bands and much more! This lounge has it all with an eclectic mix of music including: Salsa, Cumbia, Regional Mexican, Bachata, Merengue, Reggaeton, Hip-Hop, Top 40 and techno.

El Presidente Bar | www.elpresidentewi.com
500 Main Avenue, Green Bay, WI 54301 | (920) 403-7933
El Presidente is a Mexican restaurant in downtown Green Bay that offers some great food and exciting night life, especially on Friday and Saturday.
Homemade Southern Cuisine  |  homemadesoutherncuisine.business.site
1706 Main Street, Green Bay, WI 54302  |  (920) 455-0200
Homemade hot and fresh southern cuisine serving Green Bay and surrounding areas. A clean and comfortable atmosphere with warm smiles and friendly service. Enjoy tasty food, refreshing drinks, great tunes and night life.

Cozzy Corner Southern Food  |  www.thecozycorner1.com
111 North Walnut Street, Appleton, WI 54915  |  (920) 364-9563
Family-owned and operated by natives of Florida and Alabama, a homesick Natasha Banks opened a restaurant in 2012 that embodied the down-home feelings and flavors of her family’s love of music and her mother’s recipes.

Titletown District  |  www.titletown.com
1065 Lombardi Avenue, Green Bay, WI 54304  |  (920) 569-7500
Ideally situated just yards from Lambeau Field in the heart of Titletown, community members and visitors are welcome to play, stay, eat, relax, shop, and enjoy, no matter the season.

Featuring a large public park with outdoor games, fitness activities and classes, and a winter skating rink and tubing hill in the heart of the action. Titletown also includes the four-diamond hotel Lodge Kohler, Bellin Health Titletown Sports Medicine and Orthopedics Clinic, 46 Below Bistro, and Hinterland Restaurant and Brewery. Lodge Kohler’s Leap and Bounds Café also features a lunch, evening, and cocktail menu.

Inside Lambeau Field, 1919 Kitchen and Tap is open year round, with seasonal eateries in the Atrium available during training camp, game days, and special events. See www.packers.com for more information on these grab and go style eateries.
Bay Beach Amusement Park
www.greenbaywi.gov/445/Bay-Beach
1313 Bay Beach Road, Green Bay, WI 54302
Situated near the mouth of the Fox River, on the east bank as it flows into Green Bay, the park contains rides for all ages, concessions, the famous Zippin’ Pippin roller coaster and a food pavilion at a very reasonable cost.

Titletown District and Park  |  www.titletown.com
1065 Lombardi Avenue, Green Bay, WI 54304
This 36,000-square foot area includes a public playground and an artificially turfed regulation football field. The park also includes a winter tubing hill, skating rink and trail, open during colder weather.

NEW Zoo and Adventure Park  |  www.newzoo.org
4378 Reforestation Road, Green Bay, WI 54313
The NEW Zoo, a 43-acre area, is home to nearly 90 different species of animals that are native to a variety of habitats all around the world. Adventure Park, situated just next to the zoo, features a ropes course, zip line and a climbing wall.

GBASO  |  www.gbaso.com
2600 South Ashland Avenue, Green Bay, WI 54304
This indoor action sports complex is a safe environment for skateboarding, BMX and in-line skating. Lessons and mentorship programs also sponsored.

National Railroad Museum  |  www.nationalrrmuseum.org
2285 South Broadway, Green Bay, WI 54304
Founded in 1956 by community volunteers in Green Bay, the National Railroad Museum is one of the oldest institutions in the United States dedicated to preserving and interpreting the nation’s railroad history.

Kidz Town  |  www.kidztowngb.com
1390 Bellevue Street, Suite 102, Green Bay, WI 54311
Kidz Town is a locally owned indoor children’s exploration facility featuring a cafe, play structures, toys, books, and activities. A perfect outing to get out of the house, even when it may be too cold.

Joannes Park
1430 E. Walnut Street, Green Bay, WI 54301
Joannes Park features a large park, aquatic center and pool, skate park and baseball diamonds.

Children’s Museum  |  www.gbchildrensmuseum.org
301 North Washington Street, Green Bay, WI 54301
The Children’s Museum has hands-on science and art exhibits for children of various ages.

The Big Building for Kids  |  www.buildingforkids.org
100 West College Avenue, Appleton, WI 54911
This nonprofit, play-based museum offers diverse hands on exhibits for kids ages seven and under.

Brown County Dog Park  |  www.co.brown.wi.us
1000 Pleasant Ln, Hobart, WI 54313
This dog park offers fenced areas for off-leash play and socializing and on-leash trails throughout the rest of the park. A pass required.
Cultural Sites & Activities

Northeast Wisconsin African American Association (NEWAAMA)  
www.northeastwisconsinafricanamericanassociation.org  
The NEWAAMA is an organization that strives to be a leader in our community by providing programming that supports the cultural, education, and socioeconomic needs of the African American population in Northeast Wisconsin.

African Heritage  |  www.africanheritageinc.org  
African Heritage, Inc. is focused on supporting and increasing the awareness of African Americans, Blacks, and members of our service area that have an interest in African American/Black culture and issues.

Multicultural Center of Green Bay  |  www.africanheritageinc.org  
This organization’s purpose is to promote the establishment of multicultural organizations and a community conducive to enhancing the success of diverse cultural groups. They provide the population with a source for locating organizations and individuals representing diverse cultures and foster an appreciation of the distinctive elements each heritage brings to the greater Green Bay community.

Neville Public Museum  |  www.nevillepublicmuseum.org  
Located in downtown Green Bay, Wisconsin, the museum is dedicated to the collection and preservation of significant objects relevant to Northeast Wisconsin and the Upper Peninsula of Michigan.

LOCAL TELEVISION & RADIO
89.3 - Wisconsin Public Radio  
95.9 – Top 40  
98.5 – Top 40  
99.3 – Oldies  
101.1 – Top 40  
104.5 – ESPN Radio  
106.7 – Classic Rock  
107.5 – Sports  
1400 AM - The Fan Sports Radio  
620 AM - News / Talk / Sports  
Local Television Channel lineups  
https://www.tvtv.us/wi/green-bay
WEATHER & WARDROBE IN GREEN BAY

Wondering what clothing staples you need to have when living in Green Bay, Wisconsin? With Wisconsin’s diverse climate, it’s important to know which clothing staples will help you fully enjoy the very distinct four seasons.

**Spring (March-June)**
The last freeze typically occurs in early May. Though it can still snow during early Spring, temperatures have started to mellow from the bitter cold of the winter months. By June, warm weather is starting to become consistent, with temperatures in the 65 to 85-degree range.

**Summer months (June – September):**
Average temperatures in a Green Bay summer hover in the 80-degree range. During the peak of summer in August, it’s not uncommon to have several days over 90 degrees, with the warmest days hitting 100.

**Fall (September-December)**
By September, most of the extreme heat has tapered off, but there can still be warm days as fall approaches. Once the warm weather at the beginning of the season fades, fall turns pleasantly cool during October and into November. This is a beautiful time to enjoy the trees changing colors and many agricultural products in the area being harvested.

**Winter months (December-May):**
January and February are the coldest months, with average low temperatures in the teens and single digits. It’s also not uncommon to have the temperature drop below zero degrees several times during these months. When the wind chill factor is added,
it can feel like -10 or even -20 degrees. Averaging 40-50 inches of snow in the winter, Green Bay usually experiences its first snowfall in mid-December.

SUMMER WARDROBE STAPLES:
Layering is the key to Wisconsin summer weather. Although it may be hot at one location, temperatures can be affected by the lake.
• On a hot and humid summer day, you’re best off in cool and casual cotton or linen clothing. The heat of the day gives way to a cooler evening, especially near the lake, that will require a lightweight sweater or sweatshirt.
• Bug repellent is an absolute wardrobe essential for the summer. With 56 species of mosquitoes buzzing around in Wisconsin summers, a good repellent will keep you comfortable. You can find a quick summary of options from the Wisconsin EPA here: www.epa.gov/insect-repellents

WINTER WARDROBE STAPLES:
Just as layering is important for Wisconsin summers, it’s absolutely essential for surviving the winter.
• Long underwear and/or heavy tights, made of material that wicks away moisture, are perfect for under your clothes to offer an additional layer of warmth.
• When temperatures drop, being warm is far more important than looking glamorous. A quality winter coat, like down coats with a wind resistant shell, are the best at keeping cold from penetrating.
• To complete your look, invest in several pairs of heavy wool socks to keep your feet warm and dry. Brands to consider are Smart Wool, Keen, and Woolrich.
• If you want to go anywhere in winter, make sure to get a quality pair of snow boots. Be sure the boot is roomy enough that your foot can move around comfortably in a thick wool sock.
• Winter accessories like mittens, gloves, hats and scarves are also necessities. Specifically, look for waterproof and windproof materials. A synthetic liner that can be removed for drying and fleece and wind-resistant materials are a good place to start.

Best places to buy quality winter gear:

REI  |  www.rei.com
$$$$ For the serious outdoor winter sport lover, REI offers the biggest names in premium winter gear and equipment for men, women and kids.

Lands End  |  www.landsend.com
$$$ Lands’ End offers seasonal wear like coats, gloves, hats, scarves, boots for men, women and kids. They even have great sale prices in the spring (March-April).

LL Bean  |  www.llbean.com
$$$ LL Bean has coats, gloves, hats, scarves, boots and other seasonal clothing for men, women and kids with sales in the spring (March-April).

6pm.com  |  www.6pm.com
$$ Find a variety of discounted name brand winter clothing, coats, boots and gear for men, women, and children. Sale brands include Kamik, Columbia, North Face, Mountain Hardware, Spyder, Merrel, Sorel and more.

Costco  |  2355 Landmark Boulevard, Bellevue, WI 54311
$ A membership is required to find seasonal deals on winter gear. Selection varies.

Sam’s Club  |  2470 West Mason Street, Green Bay, WI 54303
$ A membership is required to find seasonal deals on winter gear. Selection varies.
GREEN BAY METRO TRANSIT
www.greenbaywi.gov/metrotransit

The Green Bay Metro bus system offers public transportation in and around Green Bay. Many stops and routes are available throughout the city. Complete route schedules and fare information can be found by visiting their website.

JEFFERSON LINES
www.jeffersonlines.com/bus-stops/wisconsin/

Jefferson Lines has many bus stops in major and rural locations across the state, so you can be sure to find a stop near you.

UBER / LYFT
www.uber.com
www.lyft.com

Ride sharing applications Uber and Lyft both operate in Green Bay. Each application connects you with a reliable ride — from low-cost to premium — in minutes. One tap and a car comes directly to you. Your driver knows exactly where to go and payment is completely cashless.

GREEN BAY AUSTIN STRAUBEL INTERNATIONAL AIRPORT
www.flygrb.com

Servicing a little over 22,000 passengers per month, used by commercial flyers and general aviators, Green Bay International has had positive effects on the Green Bay area. Austin Straubel is the 3rd largest airport in the state, but is an excellent air travel option close to home that tends to be easier and quicker to fly out of than airports of larger cities.

To get to the airport, there are public and private options to get you there.

www.airportshuttles.com/greenbay.php

A list of taxi and shuttle services is listed on flyGRB.com, as well as parking information and cost.

GREEN BAY, WISCONSIN
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