Segment One: White Pine and Water Power

Lumber milling at Big Bull Falls created the earliest Wausau settlement. The industry inspired a wave of immigration and entrepreneurship in the Central Wisconsin city.

Segment Two: The Wausau Group

A group of Wausau businessmen reinvested in the city to ensure its future. Called "The Wausau Group," these entrepreneurs offset the depletion of timber through a transformation to new industries in the city, including paper, wood products and insurance.

Segment Three: On the Map

A series of developments brought national recognition to Wausau through the years. The city played a role in the development of early commercial air travel and hosted a Civilian Conservation Corps camp to build the Rib Mountain ski area. The Fromm Bros. silver fox farm became an international fur success and creative Wausau Insurance advertising drew attention in print and on television.

Segment Four: The Wausau Spirit

Wausau’s community pride dates back to its earliest days. From settlers to workers and business leaders, Wausau’s residents have long invested heavily in cultural and civic interests, providing a strong and lasting foundation for the arts and community services.

Segment Five: Hmong Journey

Hmong refugees moving to the Wausau area after the Vietnam War became an important part of the community. The Hmong (a cultural group from Laos) make up a large portion of Wausau’s population. As the new immigrants learned the language and culture of the United States, their families grew to become an important part of the local community.

Segment Six: Connections

The lasting traditions of Wausau's industries still play an important role in the city's economy and culture. As some businesses and industries have ended, new endeavors – including home building, recreation and medical companies – have advanced Wausau's spirit of innovation.