

Margaret Peterson
Nominated by Shirley Mook

Margaret Peterson was born on May 29, 1927 and grew up in Avoca and Muscoda. She graduated from the University of Wisconsin School of Journalism with a B. A. in Journalism/Public Relations where she was faculty assistant, focusing on publications and promotions.



She was united in marriage to Joseph Peterson in 1948 in Muscoda. As cheesemakers, they owned and operated a cheese factory in Southwest Wisconsin. They moved to Marshfield in 1965 when Joe became the cheese buyer for Land O' Lakes and headed the National Cheese Exchange.

Margaret resumed her public relations career in the not-for-profit arena, becoming the first public information officer for the UW Center in Marshfield. Later she was the first public information officer for Mid-State Technical College, as well as the first country woman editor of the Agri-View, the statewide agricultural weekly which began in Marshfield.

She then took employment at St. Joseph's Hospital where she served as Director of Public Affairs and Volunteer Services. She led the early planning and site selection for the Ronald McDonad House. She planned the new hospital dedication and the hospital's 90th birthday event. Then she guided the approval process for the Children's Miracle Network. While at the hospital her department received the inaugural Wisconsin Hospital Association Melberg Award for excellence in hospital public relations.

Margaret was also active in the community, serving as president of the Marshfield Art Committee. She chaired the Marshfield Art Fair, co-founded New Visions Gallery and, as president, later organized Fun d' Arts. She was president of the United Way, edited the 1972 Centennial History of Marshfield, and was co-founder and chair of the city's Convention and Visitors Bureau. She was Past Chair of American Cancer Society Wisconsin Division and a member of American Cancer Society site committee, leading to the Hope Lodge being built in Marshfield. She was president of Delta Gamma, honorary women's education society, and a charter member of Chapter CY, PEO Sisterhood.

She was a knitter from her childhood, enjoyed teaching, judging, writing, and designing for national knitting magazines including Better Homes and Gardens. She was the keynote speaker for two national knitting conferences and was involved in beginning a knitting museum in Madison. Over the years she knitted hundreds of afghans which she donated to auctions and charities.

Margaret served as a board member of North Wood County Historical Society and member of the Upham Mansion rose garden project committee. She was a member of the Historic Preservation Association. She spent many hours working on the model of the city before the Great Marshfield Fire. She initiated the Pathways newsletter and was the editor for a number of years. She donated her lightning rod collection to the Heritage Museum.

Margaret mentored women wishing to re-enter the workforce or furthering their education. Margaret and Leone Franze worked to bring Marshfield its chapter of Sons of Norway. Then there was Margaret's beloved Wesley United Methodist Church which she belonged to for over 50 years. She compiled and

wrote the history of Wesley. She was looking forward to finishing the last chapter to include the fire and rebuilding of the beautiful new church. Her life ended before she accomplished this.

Margaret Peterson gave her time, talents and energy to her community for many years as a true pillar of the City.