You begin with cows. If you don't have cows you don't have Wisconsin, only a shaved Michigan. Then, you must have immigrants, lots and lots of immigrants, mostly pale from being so long in snow and supper clubs, from all the beer and hops and barley that have bleached every red cell in those unmistakably wintered bodies. Finally, you must learn to say "no" like your face is being shut between a door and its frame.