

**Clarence J. Keller**  
**2010 Outstanding Alumnus**

Mr. Clarence Keller graduated from Beaver Dam High School in 1921. In 1922, he started in the insurance business and went on to own and operate the Keller Insurance Agency. Mr. Keller was elected as Beaver Dam's first full-time mayor in 1938. Following his election, the local newspaper stated editorially, "it would not be difficult to groom Mayor Keller as a candidate for the assembly, state senator, member of congress, or state office." He was elected for five consecutive terms from 1938-1948 spanning the depression and World War II.

While in office, Mayor Keller was instrumental in decreasing the city's debt load, constructing new water supply facilities, and was a key leader in developing Beaver Dam's industrial and employment base. He extolled the merits of the city to attract new businesses and expand those already in the city. The Phoenix Hosiery Company began business in Beaver Dam in 1944, subsequently including two expansions into new facilities. Mayor Keller also worked closely with the founders of MetalFab Corporation to locate their new business in Beaver Dam. They officially began business in 1946 creating many additional employment opportunities. During Mayor Keller's time in office, Beaver Dam celebrated its centennial, which was a high point for the city and its residents.

Clarence Keller made outstanding contributions to the Beaver Dam community throughout his life. His professional careers in real estate and insurance provided many positive additions to the lives of Beaver Dam residents. He had the vision to develop residential and commercial properties knowing it would substantially add to the growth of the community. In his insurance profession, Mr. Keller was especially interested in developing sound financial plans for young people so they could afford higher education. He was also involved in many civic and community organizations, including the Elks Club and Masonic Lodge, where he served as Lodge Past Master.