

2015 ISD 88 Hall of Fame Bios

Ted Marti – Class of 1968

In high school, Ted was an active student. He lettered in football, gymnastics, and track and he was involved in many groups including serving as Student Body President. After graduating from New Ulm High School in 1968 he attended the University of Michigan where he was a four-year letterman in gymnastics, Captain, and a member of the 1970 NCAA Gymnastic Championship Team. He graduated in 1972 with a degree in Natural Resources and then went on to grad school at the University of Minnesota.

Ted always knew he would come back to New Ulm one day and he did in 1975 when he began working at the family business, August Schell Brewing Company. Ted became President of Schell's in 1986 at the age of thirty-five. Under his leadership and vision, Schell's has evolved from a small, struggling regional brewery to being the largest brewer in Minnesota and the second oldest brewery in the United States. In 1986, Schell's brewed three types of beer, produced 12,000 barrels annually, and had 13 employees. Today Schell's has expanded its product line to over 25 different beers and soft drinks, produces an astounding 175,000 barrels annually, and has 80 full and part time employees. Ted's influence at Schell's inspires and contributes to the success of other businesses and tourism in New Ulm. To many in the Midwest, New Ulm is a destination because of Schell's Brewery and their events including Bockfest, Oktoberfest, and the Lager Lauf Run/Walk.

In addition to his duties at Schell's Brewery, Ted has served on many boards and committees in New Ulm including the Convention and Visitors Bureau, the Brown County Fair Board, the Junior Pioneers, and Turner Hall. Ted was instrumental in the Turnverein's five-year capital campaign where he donated generously both monetarily and of his time. Ted is also dedicated to the "Serving our Troops" program and, since 2004, he has helped coordinate the serving of over 80,000 steak dinners to soldiers and their families in the Twin Cities and at bases around the world.

Ted has said that he has never forgotten those who were here before him. New Ulm will never forget Ted Marti. Prost!

