



Dan Amato

2010 Parade Marshal

“Rediscover Columbus” is this year’s theme for the 4th of July celebration, and no one has furthered that cause than Dan Amato, the 2010 Parade Marshal.



After graduating in 1959 from the University of Wisconsin-Madison, with a degree in Food Science, Dan began work in the canning industry. In 1963, he went to work for the Fall River Canning Co., and settled in Columbus. He also held positions with the Oconomowoc Canning Co., 3F Canning Co., American Farms Co-op as well as an independent broker. During his career, Dan held positions in quality control, product development, in plant production, sales and plant manager. He has 25 years in production, and 26 years of sales in the Canning industry.

In 1981, Dan purchased the former Stokley- Van Camp building and in 1983 opened the Columbus Antiques Mall with nine vendors in one room. Today the Mall has 200 vendors in 18 rooms and is the largest in the state, with more than 100,000 visitors per year. At the same time, he began collecting Christopher Columbus souvenirs and eventually the collection filled 3,000 square feet and became the Christopher Columbus Museum within the mall.

Dan served on the Columbus City Council from 1973 to 1978 and on the Columbia County Board from 1998-2004. He has been a member of the St Jerome’s Catholic Church, Columbus Kiwanis Club, Knights of Columbus, Columbus Industrial Development Corp., and the Columbia County Economic Development Corp. He is also active in the Association of Wisconsin Tourist Attractions and serves on the Columbia County Visitors Bureau. Dan became an active member of the Columbus 4th of July Committee in 1992. He has been a strong supporter of our organization and in promoting tourism in Columbus as well as Columbia County.

Dan met his future wife, Rose, in 1958 and they married Feb. 7, 1959. Dan and Rose have four children, Mike, Teresa, Tony, and Angela. They have 14 grandchildren, and 1 great grandchild. As a follower of Christopher Columbus, Dan and Rose like to travel, having visited 55 countries on six continents.