

# 2021 Annual Business Awards

## Nominee Biographies

### Large Business of the Year: 3 Nominees

#### **Aspen Acres Assisted Living**

Aspen Acres Assisted Living is a 24-suite, Community Based Residential Facility (CBRF) located in Hayward, WI, with the capacity to care for 28 residents, and opened in November of 2015. Aspen Acres serves residents adults aged fifty plus (50+) who are frail, physically disabled, diagnosed with dementia and/or terminally ill. Aspen Acres' philosophy of care is to provide quality care in a home-like setting to allow residents to age in place and remain in their home at Aspen Acres. In addition, Aspen Acres offers dedicated Memory Care of adults diagnosed with Alzheimer's or other Dementias with additional care focusing on each resident's unique needs.

When the time comes and you know your loved one with dementia is no longer safe at home, the choices are few in Sawyer County. Aspen Acres Assisted Living offers a welcoming Northwoods environment from the time you enter the front doors. Aspen Acres often receives testimonials that it had become home to their loved one in a very short period of time, that the family knew immediately that it would be a good fit for their loved one and that they soon felt like a member of the Aspen Acres family.

#### **Lac Courte Oreilles Ojibwe College**

In 1982, a task force of educators and parents undertook the establishment of Lac Courte Oreilles Ojibwa Community College. It was run primarily that inaugural year through volunteer efforts of part-time instructors. Since this first year they have continued to grow in our community and the following accomplishments in the last year have taken place:

- Launch of two pilot master's degree programs – Business and Human Services
- Recent Higher Learning Commission Reaffirmation, through 2030/2031 Academic Year
- Successful Scholarship Capital Campaign, raising more than \$300,000
- Completion of a Master Facility Plan, culminating in the announcement of a new campus build
- Hemp research launch and successful first season at LCOOC Sustainable Agriculture Research Station
- Successful in person Seven Generations Intertribal Leadership Summit (early October)

#### **Northern Lakes Cooperative**

Throughout its history, Northern Lakes Cooperative has set the standard for progressive retailing and innovation in the Hayward area. For nearly 90 years, many generations have either been a part of our fantastic employee pool or certainly knows someone that has worked at one of our stores. Some are still with the company and there are a handful of employees that have over 20 years of Service!

The Northern Lakes Cooperative has contributed countless donations that support the community needs from aiding families, to helping organizations grow, and supporting local businesses during these unprecedented times. We also continue to be on the fore-front of many community events including the American Birkebeiner events, Lumberjack World Championship events, Haywards Fall Fest Presenting

Sponsor, by donating & serving food, smiles and support to our local patrons and to the many tourists that love to visit the Hayward area. Through all the changes, however, our principles have remained the same: Excellent customer service, patron growth, and commitment to community.

The spark that started the Cooperative movement in 1932 was a group of neighbors working together to save on expenses and profit their business & community was not an easy feat. They met resistance, had difficulties, but overcame these by working together. The Cooperative started with \$490.00 and 79 stocks with help from the University of Wisconsin Extension.

Today you can take part in becoming a Proud Patron Member of the Northern Lakes Cooperative, just as many have done in the past 90 years. Members were encouraged to meet sales goals to better the Patronage refund, or today better known as Profit Sharing. Today you can also earn guaranteed Cash back with our Patron Reward Voucher Program. Throughout its history, Northern Lakes Cooperative has set the standard for progressive retailing and innovation in the Hayward area. Through all the changes, our principles have remained the same: Excellent customer service, patron growth, and a commitment to community. Whether you live in Hayward, or if you are here for the love of all the Northwood's experience, we appreciate you supporting your local Cooperative!

## Small Business of the Year: 13 Nominees

### **Angler's Bar & Grill**

Boasting a rich history as a premier spot in Hayward, Angler's Bar and Grill was established in the early 1930's by the Johnson Brothers. The Johnson Brothers were avid fisherman and hunters and they enjoyed collecting wildlife taxidermy – many of which are still on display in the present-day Angler's. Additionally, the many old-time photos adorning the walls of Angler's tell a story of this building's colorful past. In 1977, the historic building was purchased by the Fuller Brothers. After 40 years, the Fuller brothers passed the torch to locals Pat and Billie Jo Sabin, who purchased the business on November 14, 2017. Even in the hardship of Covid and low staff issues they prevailed this year with excellent service and are a downtown destination for family and friends.

### **Backroads Coffee & Tea**

Backroads Coffee has been community focused since 1987 and they take pride in giving back to the Hayward community. They sponsor and donate to numerous charitable events, including the Back to School coffee event with Element Church every year to provide the Hayward School District employees a free beverage, donate 50 cents per Hurricane Hot Cocoa sold back to the School District, and are now the Official Coffee of the Birkie! The team at Backroads are leaders and set high expectations for themselves to provide quality customer service.

Backroads Coffee has been a staple in the Hayward area for many years. They roast their own coffee in small batches to provide the highest quality coffee at a fair price. They serve all types of coffee beverages, pastries, along with fresh made-to-order breakfast and lunch items.

### **Coop's Pizza Parloure**

Coop's Pizza Parloure in Hayward, WI is a family favorite restaurant serving pizzas, Italian food and sandwiches. It has been family owned and operated since 1979. In addition to great tasting food,

Coop's Pizza features a log cabin-style atmosphere, with friendly, personable service while the kids enjoy a large family menu, game room and a 2,000-gallon fresh-water aquarium.

### **Don Johnson's Hayward Motors**

When the pandemic began to peak over a year ago, many companies scaled back, cutting hours, benefits, and contributions for purposes of self-preservation. Don Johnson's Hayward Motors did the opposite.

Recognizing that many area small businesses were facing tough times, the dealerships deployed their teams across northwest Wisconsin to purchase gift cards from these businesses which they then gave away to their guests. Although the individual denominations of the cards weren't incredible, they provided cash infusions to many "mom and pop" organizations at a time when they needed it most. Team members visit area businesses on a weekly basis, with gifts of coffee, doughnuts, or fresh fruit just to check in and brainstorm for ways to further strengthen local community support.

Unsettled by recent representations of law enforcement in the media, the dealership connected its fundamentals "Celebrate Accomplishments" and "Create Relationships" bringing together local police departments and Subway franchises. Every month the dealership purchases hundreds of certificates for 6" subs to be given to area police departments. Officers are instructed to catch children in the community "doing things right" and present them with a certificate for a free sandwich. These positive interactions help the officers to generate goodwill in the community, reinforce positive behaviors, and the purchases support local small business franchisees.

Few companies were hit harder by state restrictions and industry disruption than movie theaters. With new releases repeatedly being delayed or, when occurring, being simultaneously released in theaters and online, as well as state mandates greatly reducing seating capacities, many theaters were on their last legs. Don Johnson's Hayward Motors began renting theaters one day a month to sponsor free family-friendly movies for the community. All showings were held using current CDC recommended best practices (with no incidents occurring). Not only did the ticket and concession sales help to support the theaters but Don Johnson's Hayward Motors' marketing prowess made people aware that these businesses were, in fact, operating.

### **Harbor Living, LLC**

Harbor Living, LLC is a licensed Class C non-ambulatory Community Based Residential Facility under the Wisconsin Administrative Code DHS 83, serving up to 16 adults needing assistance with daily living, but require no more than 3 hours of nursing care per week. We serve Advanced Age, Frail Elderly, Dementia/Alzheimer's, Developmental/Physical Disability, Mental Health, Traumatic Brain Injury and Terminally Ill. We can accommodate ambulatory, semi-ambulatory and non-ambulatory residents. Our primary client group is seniors, but it is possible that other client groups over the age of 18 may be admitted assuming they have compatible needs, conditions and activities to our primary group. We accept private pay and partner with Inclusa, an MCO (Managed Care Organization) and Regional Hospice.

Harbor Living is located at 10179 Ranger Station Rd in Hayward. Our home has a relaxed atmosphere of warmth and caring, is spacious and inviting with 14 private bedrooms and handicap accessible bathrooms and one double room, for family members or a couple. We care for residents' physical and emotional needs while promoting self-reliance and encouraging independence with respect and dignity. Family is always welcome (per CDC and WI DHS guidelines) and encouraged to participate in the planning of care to provide the best possible care and services. We then develop an ISP (Individual

Service Plan). In addition to this we provide laundry, housekeeping and food service, leisure time activities, medication administration, money management, and transportation arrangement.

Our team is onsite and awake 24/7 and trained according to WI DHS 83 rules and regulations. The most significant reason for nominating Harbor Living, LLC is that their mission is to improve the quality of individuals' lives through extraordinary service and compassionate care and that is what we do every day. We strive to be the assisted living facility of choice for our community by exceeding expectations through our commitment to continuous personal involvement with our residents and continuous quality improvement. Harbor Living has been able to bring individuals back to the community that have been displaced due to lack of openings in our area, kept individuals from having to leave the community and be far from family and loved ones, stayed with, and assisted families through the passing of their loved one not only while they were residents, but also through and beyond the grieving process.

### **Hayward Dairy Queen**

This business and its owner has been supporting the Hayward community for 16 years. They have a strong belief in supporting multiple causes through fundraising and advertising, providing positive experiences with classic treats, and they enjoy providing work opportunities for all ages - but especially those young adults in our area who need an environment to learn responsibility, work ethic, and customer service. Perseverance on the roller coaster of small business is what makes them strong.

Hayward DQ has had the same owners for 16 years, and the current location has been open for 12 of those. A nationally recognized brand bringing well known food and treats to the area, but with the passion of a community minded small business owner.

### **Lynn's Custom Meats & Catering**

Lynn's Custom Meats & Catering is a thriving small business in the Hayward community. Lynn Melton's drive and initiative has led to a thriving business that employees 9 individuals throughout the year and also employs student staff on weekends and seasonally. Lynn symbolizes the ideal small business owner. Service to her customers is second to none. She leads her staff and others by example. She has a clear vision of the future by being very budget minded, goal orientated and innovative but also remains very humble. Lynn thinks outside of her store doors by meaningfully supporting many community organizations. She offers the use of her patio for fundraising cookouts from May-September. The store donates countless bundles of meat for the infamous 'meat raffles' held in the community and Lynn, herself, can be seen working hard supporting many events surrounding the youth in our area.

It's been nearly 13 years since Lynn Melton first opened the doors of her own specialty meat shop in its original location on Hwy 63. Less than 2 years later, Lynn purchased her current location and over time has consistently expanded the building and her product offerings within the store. Lynn's Custom Meats & Catering supplies many local restaurants with fresh meat for their menu offerings. Each year, the specialized catering events continue to fill the calendar.

### **Northwoods Community Food Shelf**

Since the Northwoods Community Food Pantry opened on January 10, 2020, and through December 31, 2020, we serviced the following:

Households: 4,910

Individuals: 9,781

LCO Elders: 562

Pounds of Food Distributed: 551,866

This year from January 1, 2021, to September 30, 2021, we serviced the following:

Households: 8,112

Food Pantry: 737

Drive-Thru: 7,375

Individuals: 19,450

Food Pantry: 1,694

Drive-Thru: 17,756

Pounds of Food Distributed: 443,684

Last year during the pandemic we provide 562 meals to the LCO Emergency Food Program of which about 150 of those individuals still use the pantry today. We also serve food to the residents of Oakwood Haven during our drive-thru pantry on Tuesdays.

We are in the process of trying to raise \$60,000 for an addition to the building and coolers to better serve the community. We have raised \$23,512.09 so far from 3 fundraisers since Memorial Day.

### **Northwoods Burgers & Fries**

Northwoods Burgers & Fries opened in January 2021, with their main focus as kids. We are kid friendly and have multiple food choices for them. We wanted to bring something else to Hayward that was not already here. We also serve handmade shakes and hand cut fries as well as never frozen meat.

Michelle has worked hard for her family, struggled through cancer, being a single mom raising 3 beautiful children with the help of John and his 2 kids. She saw an opportunity during COVID to open a burger joint because she knew how important it is to eat with the family, and knowing DQ and Mickey D's weren't opening there lobby any time soon, this was her shot to shine. And she did!!

Northwoods Burgers and Fries, sister to Main Street Tacos, Michelle wanted to bring a burger joint that revolve around kids, as she has 3 of her own.

### **Smo'Ken Oak BBQ**

Over the 2021 Summer, Smo'Ken Oak BBQ mobile food served Hayward area customers quality pit-smoked meats and sides 2 to 3 times a week vending from the Slumberland parking lot in Hayward. In response, positive word of mouth quickly earned Smo'Ken Oak BBQ a reputation for quality barbecue, and fast and friendly service. Customers noticed that what sets Smo'Ken Oak BBQ apart as a quality food experience is Ken's 40 years of culinary fire and his passion to infuse each savory morsel served with his TLC: Taste, "Low and Slow", and combos of heat, seasoning and BBQ love. Ken creates food innovations and specialty menu items that are unique to his mobile food truck.

Chef Ken Hall and Trinke Alexander are also committed to the Hayward area community and want to continue to grow and support community businesses and contribute to meeting area needs. At the onset of building their business, they used area vendors and businesses to obtain needed equipment and inventory, as well as technical and business support. Smo'Ken Oak BBQ has had a presence and donated time and resources to the Hayward Area Civic Club Fourth of July event, the area Senior Resource Centers and their Antique Auto show fundraising event, and the Hayward Community Credit Union, contributing bottled water for 300 care packages intended for essential medical workers.

Chef Ken and Trinke attribute their first year success to the many people who provided information, resources and guidance as well as technical support. They also acknowledge the importance of connecting with local resources as well as supporting businesses and customers through social media, marketing and frequenting local shops and services.

Looking ahead, Smo'Ken Oak BBQ will continue to provide street vending while also increasing their partnerships and presence with area promotions and events.

### **SylvanDale Wedding & Event Barn**

We feel that our family business is an asset to our community. Bringing an additional venue for weddings, birthday parties, reunions, graduations, etc. So much hard work & love has gone into restoring the old barn & we are grateful to be able to share SylvanDale Barn with our community. SylvanDale Barn was host to a local fundraiser this year, raising over \$17,000 for New Reflections-Pathway to Hope & Greater Hayward House of Hope.....two local non-profits that help men & women overcome issues, such as addiction....which is widespread in our community. SylvanDale Barn has committed to this being an annual event.

Owned and operated by Matt & Kim Dale, SylvanDale Barn is a historic farmstead located in the Round Lake Flats east of Hayward which dates back to the late 1800's. Constructed of ancient cedar, fir, aspen and yellow pine; the Swedish style barn's aged and weathered exterior exhibits the character of over 100 years of work, storms and exposure.

SylvanDale is about family, farms, history and hard work. It provides a peaceful and relaxed environment with summer breezes, sylvan shade, flower gardens and weathered wood.

### **Tavern at White Stag Farm**

The Tavern has quickly become a local favorite with outstanding staff and great food. We are very proud of our committed employees and loyal customers that have helped make the Tavern a success while giving back to our community through fundraising and donating.

Another reason for the nomination is to recognize our employees for their loyalty and outstanding commitment and to recognize our loyal customers that together have helped make this dream a successful business. We have been able to give back to organizations in our Hayward community and want to continue doing so.

We were looking for a place to simply sell our produce from our farm and the idea was born to have a restaurant serving the highest quality food both from our farm and other local resources. The Tavern idea was part of the plan of owning a farm. We wanted to serve the freshest food possible in a warm friendly atmosphere. It is important that we give back to our community and that we make a difference in our employees lives.

### **Virgin Timber Resort**

Virgin Timber Resort is a resort on Moose Lake. We have worked very hard to build up our brand and adjust on the fly to all things Covid related. We turned shutting down the restaurant into a benefit to the community by offering a community space and a yoga program.

## New Business of the Year: 7 Nominees

### **Amundson's Appliance**

Hayward has been a wonderful welcoming experience to our business and look forward to many years serving this area. Amundson's Appliance Center has been locally owned and operated since 1974. As a member of the multi-billion dollar buying group BrandSource, we combine big box buying power with hometown sales and service. We price compare for you, so you're buying better than the big box; and if we sell it, we service it! Buying local means getting a price match guarantee, money back extended warranty and Amundson's Appliance Center family assurance of satisfaction. Our friends, family and neighbors shop with us because we care, and it's important to us that you are completely satisfied. We're not here just to sell appliances - we're here because we are passionate about making lives easier in our community.

### **Becker Property Maintenance**

Kyle Becker grew up around the property management world working with his father in his property management business. He spent many of his summers of his on a riding lawn mower or using the weed whipper. Kyle enjoyed the visual satisfaction of seeing a yard from start to finish and hearing the property owners express their gratitude for taking off such a large item from their "to-do" list so they could enjoy their home. After high school Kyle continued to work for a property management company locally but set his goals to begin his own company in the future. In November of 2019 Kyle took the leap and created Becker Property Management, LLC. The first fall he started with only a letter sized piece of paper with a small client list to remove snow for the winter. He quickly became a name on everyone's call list as he was reliable and trust worthy. By the spring of 2020 he hired his first full time employee to help with the summer client list as it had grown too much for himself. Today Becker Property Maintenance is proud to employ three full time year around employees as he serves the Hayward area and surrounding communities.

Kyle and his wife Mary Jo are proud parents of two young children and continue to grow their family roots here in the Hayward community.

### **Harbor Living, LLC**

*Harbor Living, LLC was also nominated under Small Business of the Year. Please refer to their biography in this category.*

### **Heaven's Best Carpet Cleaning**

Heaven's Best Carpet Cleaning brought a much-needed service to the Hayward area and surrounding communities. State of the art equipment used by professional technicians delivers a unique process that allows for carpets to dry within 1 hour after cleaning.

Jennifer and Darrin Moe started this franchise in the fall of 2020 after completing professional, trademarked training using the products involved with the service they deliver. This company prides itself on professionalism and reliability; when you call Heaven's Best Carpet Cleaning, you can always expect a return call, when an appointment is scheduled for service, you can always expect that technicians will be on site and complete the work with a professional demeanor. Due to the nature of a franchised business, many standards had to be met prior to a franchise agreement being executed. The ownership and reputation of this business is taken very seriously. Often, one or both of the owners is on site with staff members completing the cleaning jobs.

Investment in equipment and technology to sustain business standards was also and will continue to be necessary. This business will remain in the area long term.

### **Lost Roof Café**

Lost Roof Cafe located at 10572 Main St, Hayward, WI has converted a previously vacant lot on the second block of Main Street to a destination for visitors to our area. The lot was improved by stuccoing the brick wall of the adjacent building, installation of a modern fence, and gravel flooring. It also includes a large tent covering picnic tables for outdoor seating, where guests relax listening to music and enjoying food prepared on the Lost Roof Cafe food truck. Hayward now has a lively and hip destination on the second block of Main Street.

Lost Roof Cafe was born during the uncertainty of the beginning of the pandemic in early 2020. The ability to operate our other businesses in the face of pandemic restrictions was uncertain and we capitalized on the need for outdoor community spaces by purchasing the vacant lot on the second block of main street and converting it into an outdoor cafe. A 1995 International step van was procured and transformed into a full service food truck to provide food to guests of the cafe. The food truck is operated by Nathan Reynolds and his father Gary Reynolds.

### **Northwoods Burgers & Fries**

*Northwoods Burgers & Fries was also nominated under Small Business of the Year. Please refer to their biography in this category.*

### **Vibes Bakery**

Vibes Bakery is a new bakery business, owned by Backroads Coffee. We are a commercial bakery, that does wholesale business along with special events, and will soon be selling our delicious pastries and treats online direct to consumer! We are all about trying new desserts as a "test kitchen", using fresh ingredients and having a made from scratch approach with seasonal items.

Vibes Bakery was born as an idea to complement Backroads Coffee's freshly roasted coffee beverages. We believe in good vibes and good eats.

## **Outstanding Employee, Director or Manager of the Year: 8 Nominees**

### **Wade Bishop – ELEMENT Church**

Wade has led our Church through a pandemic and our congregation has grown through it. Element has been a mobile Church since its beginning and we will be moving into our very own building this weekend. If not for his leadership and following, our Church would not be where we are now. Wade is always available not only to members of Element Church, but anyone needing pretty much anything! He loves and is incredibly supportive of all things in our small community and school. He exemplifies loving his neighbor.

### **Nicole Clark – Harbor Living, LLC**

Nicole is present and adds a personal touch to every care, service, and interaction she has with the residents and staff. She is knowledgeable and willing to train, explain and teach staff, residents, ad family the proper and best individual care services to promote health and independence for our residents. Nicole

works the floor if someone calls in sick, a shift is not covered, or we are short staffed. She is always willing to jump in and complete a care and she listens to and addresses every concern or idea, while asking for staff input and requests.

Nicole has a vision to see her business provide a home for those that need one from the time they become a resident through end of life. To her this is not a business but just who she is. She is compassionate and a caregiver, simple as that. Nicole believes that we not only are caring for the residents, but also their families as an extension of our residents and that they are respected and cared for. One of our residents was in a hospital a few hours away and the family called Nicole to let her know that our resident was going to be passing soon. The family member was alone with our resident and Nicole shut down her office and drove to the hospital so that the family would not be alone. This is only a small example of the compassion and dedication that Nicole has for her residents, their families, and her staff.

We, as staff, have never experienced a job or position where the “boss”/administer/owner is personally as involved as Nicole is. She is available to staff and residents 24/7 and sacrifices much of her personal life/activities to be here at Harbor Living. She is a role model for business development and excellence and deserves to be recognized for her commitment, dedication and sacrifices for our residents and staff.

### **Linda Gerich – Hayward Wesleyan Church**

For nearly 30 years Linda Gerich has faithfully served as the Office Manager for the Hayward Wesleyan Church. She has served with diligence, faithfulness, and a sacrificial spirit. Time and time again, she has demonstrated kindness to those in challenging circumstances, loyalty in a time of divided loyalties, and joy in the face of adversity. When the story is written of Hayward Wesleyan Church there really should be a chapter about Linda! The chapter title should be, “Above and Beyond” for this is truly how Linda has served in so many ways. A prime example of Linda’s “above and beyond” spirit happened this past year on the night of the Super Bowl. Due to the extremely cold weather, a pipe at the church froze and ultimately broke, resulting in a significant amount of water issues. The broken pipe (and water issues) was discovered by our custodian and he quickly reached out to let us know of the issue. Upon hearing about the issue, Linda left where she was and came with a mop in hand ready and willing to assist in the clean-up. This is just one example of many that I could offer that communicate who Linda is as a person and as an employee.

Linda functions as part Office Manager, part Bookkeeper, and part Air Traffic Controller! She has a steady and consistent approach to life that has made such a difference in our church and in our community as well. In addition to her role as Office Manager, Linda is an active volunteer in the life of Hayward Wesleyan Church and also serves as a member of the Hayward Community Choir and as a member of the board for the Greater Hayward House of Hope.

In February 2022 Linda will be retiring from her role as Office Manager and her retirement will leave big shoes to fill. It is impossible for me to understate how significant her contribution has been to the ministry and vitality of Hayward Wesleyan Church.

### **Bill Grammer – Northwoods Community Food Shelf**

Bill’s vision was to open a second Food Shelf in Hayward operating 2 days a week and since the Pandemic hit us in 2020 we have been operating a drive thru pantry every week open to anyone that needs food. We will never turn anyone away that is hungry or needs food.

His dedication to the Food Shelf by being there almost every day stocking shelves, ordering the food, doing the monthly paperwork. Bill spends almost all his time making sure that the Pantry is well stocked and organized. Bill has managed to get the Hunger Task Force to make the pantry a Distribution

Hub for the food shelves in the North-West portion of the State of Wisconsin. This will start in November, along with a program for seniors to get a box of food once a month. They will have to follow certain income guidelines before they can receive the box.

Bill has organized and ran 3 fundraisers since Memorial Day to try and raise \$60,000 to build an addition to the building. WE raised \$23,512.09 towards the building addition. Bill also volunteers for Fishing Has No Boundaries.

The drive thru pantry serves families from 5 counties including Ashland, Bayfield, Douglas, Washburn and Sawyer. Food My People considers Northwoods Community Food Pantry as an Emergency Food Pantry since the pandemic hit.

### **Harbor Living Team Members**

I (Nicole Clark) am nominating my employees for their commitment and dedication to our residents and their teammates. They provide excellent care and compassion to our residents and go above and beyond. They not only provide care and services to our residents, but they also invest their emotions in every resident to add a personal touch for each one. Our team treats each resident with respect and compassion to maintain independence and dignity. Our team assist residents in some of the most delicate and private times in their lives. They do this with compassion and patience to provide the best care as possible.

Our team thinks of our residents, their teammates and me even when they are not at work. They may stop in to visit with residents on their day off or to check on how someone is doing if they don't feel well. They call and offer to help if a teammate is sick or needing help. We are not just a team and residents, but a family.

Not only is our team committed to our residents, but they are also committed to each other and our business of caring for our residents. Our team has worked for teammates that have been off work due to loss of loved ones, sick family members, or sick themselves. They also tell me that I need to go home when the days are getting long, and I have not left the building. They will arrange their schedules to make sure that I have time to visit with my children and granddaughter, knowing how important it is to me and how difficult it is being away from them.

Our team is invested physically, mentally, and emotionally. This is the first time for me as a business owner and I have to say that I believe our team is THE best team that you will find in a setting like ours! Our team consists of the following members: Bailey Koshatka, Jasmine Goebel, Cortney Guyette, Morgan Dennis, Kayla Broge, Cheyenne Hoffman, Adrianna Crone.

### **Nina Nelson – Northern Lakes Cooperative**

Nina has been dedicated and loyal to many aspects of the Northern Lakes Cooperative businesses over her 30+ years with the company. Though her main title is Business Office Manager, her willingness to assist in other areas is looked up to by many. From lending an ear to volunteering at Co-op sponsored events, she is someone many of us look to for advice, leadership & guidance.

Nina is directly responsible for Accounts Receivable, Human Relations, Onboarding, Employee Benefits, Payroll and Patron Relations. Nina has consistently met challenges & faced changes throughout her career; she has become a wealth of knowledge from her years of experience in onboarding and in many critical topics of Human Relations. Nina's organizational and time management skills are compared to none, as well as her ability to make all of us smile or leave us laughing.

### **Teresa Peters – Backroads Coffee & Tea**

Teresa lives and breathes her businesses. She is a leader with high expectations and has a mindset of saying yes! then figuring out the details after. Her positive can-do spirit and willingness to jump in wherever she is needed in the business makes her the perfect candidate for outstanding Manager of the Year. With every decision, she only ever has what's in the best interest for her employees and business in mind. I have never met a more dedicated and passionate person in their craft.

In 1997, Teresa and Rod Peters purchased Backroads Coffee & Tea and continued the legacy that was established before them. They worked diligently and long hours to build the brand beyond the four walls of their coffee shop. While Rod worked endlessly to learn and perfect the craft of small batch roasting, Teresa took her skills and knowledge of the specialty coffee industry and together they began to transform Backroads Coffee & Tea and extend the reach for other communities to gain access to their exceptionally crafted coffees. In the early 2000's, Teresa and Rod decided to transition and relocate the roasting side of the company into its own facility (now located 14 miles East of Hayward). This move allowed Backroads Coffee to grow and expand their footprint in the wholesale market, as well as, to afford other retailers the opportunity to offer their customers our amazing small-batch roasted specialty coffees. In 2004, Teresa and Rod made another exciting move involving the retail coffee shop, by purchasing a building (two doors down from their original shop). By 2013, Backroads Coffee had experienced significant growth in all of the following areas: wholesale, grocery, and retail. Teresa and Rod Peters saw 2013 as the perfect opportunity to serve this growing demand by transforming the Backroads Coffee roasting business into one that could serve this new and growing market and thus Midwest Roasters was born. Midwest Roasters now serves as the roasting and business offices for our subsidiary brands, including Backroads Coffee.

### **Robyn Stryker – Flat Creek Lodge & Restaurant**

Robyn Stryker exemplifies the core principles and descriptions representing this award. She has helped create and maintained a great company culture throughout Flat Creek Lodge and has the expertise to achieve goals established for her team and provide an environment that is motivational yet holds all team members accountable. Robyn has been able to keep and grow a great hospitality staff that feels like work is not just a job to show up to but a place they can interact productively in a “family oriented” and associate focused environment.

Robyn is a visionary. She possesses the skill of tracking what is behind you but always managing ahead. This is true within the asset she manages and throughout the community she lives and works in. Her management style is calm and observant that looks for any opportunity to mentor, train and always continues to have a positive outcome on performance. Robyn's attitude is “whatever it takes” and she leads by example in this area. She wears many hats, maneuvers through hundreds of moving parts in this business every day with a smile on her face and a great attitude. She is a great addition to our hospitality community in the greater Hayward area and an excellent representative within the Chamber organization.

## Volunteer of the Year: 4 Nominees

### **Northwoods Community Food Shelf Volunteers**

We currently have 16-20 volunteers who come out each and every week and give their time freely to help us distribute the thousands of pounds of food each week. The roles of the volunteers are to help with the unloading of the trucks, getting the service line set up, set up the tables for the food to be separated on, then pack the boxes for the individuals who come for the distribution.

We are currently serving between 150-180 families a week at this drive thru. We are all volunteers here at the Food Shelf. We give our time freely and none of us get paid for doing this community involvement at the Food Shelf.

### **Gloria Sheehan & Bev Thompson – Hayward Farmers Market**

The impact that Bev and Gloria have had on the Hayward community has been inspiring. They are very welcoming and quite strategic in their support of the vendors and ultimately the customers who visit the market. They are so engaging that our organization has volunteered to help the HFM 2022 to the best of our ability.

The Hayward Farmers Market (HFM) has been in the area for 13+ years and it has had numerous locations from the fairgrounds, Co-op Feed Mill Parking lot; Northern Co-op vacant lot and currently the historic Lumberjack Bowl which is now on the National Register of Historical Places. Not only is this a safer venue but the new location has the space to accommodate many more vendors than in previous years. As a matter of fact they hosted 30 vendors at some of the 2021 market days! Beverly Thompson, owner of Futility Farms began selling at the HFM in the fall of 2009 and volunteered to organize the market in 2014. Gloria Sheehan came on board as the volunteer co-manager with the intent to manage the market upon the sale of Beverly's farm in Gilman, WI. This past season, Gloria took over many of the manager duties with Beverly's guidance. For the 2021 season, they co-managed the market and it has worked very well. Both Beverly and Gloria believe that the closer our food is raised, grown and produced by our local farmers, the better it is for us – both nutritionally and economically. That has been their driving force to ensure that the HFM is a success and meets the needs of our community. Both Beverly and Gloria feel the hardest part of the market is not the daily operations as much as the behind the scenes work. It begins in the off season when decisions must be made regarding advertising, social media, securing sponsorship, financial management, grant writing and various community meetings. Another key component is the constant search for new vendors, confirming their participation and the creation of a vendor data base. They hold a vendor meeting in March or April and at that time begin accepting applications. Not all applications are accepted as they try to offer a diverse group of vendors without having too many vendors selling the same products. The sponsorship outreach paid off in the confirmation of six sponsoring organizations that enabled the funding for most of the logistical needs of the new HFM venue at the Lumberjack Bowl. Once the season begins, an email is sent out each Friday to see which vendors will be attending, what they will be bringing in order to post that information on their Facebook page. Sunday night the market layout is prepared based on who will be coming. The HFM signs are put out on the city corners as a reminder. Monday morning, they start by marking all of the vendor spots so they know where to park when they arrive as well as marking customer parking areas and sponsor signage. HFM owns picnic tables, a canopy and umbrellas which are put up each week for the musicians and customers to use. We had a very warm summer so the shade, picnic tables and water were greatly appreciated. Once they open the gates, their duties include onsite availability for

vendor as well as customer questions/needs and collection of vendor fees. They also visit each vendor to check out their offerings and solicit individual sales feedback.

### **Jim Onarheim – Community Volunteer**

After moving to the Moose Lake area, he has kept busy supporting the community in many ways: Round Lake Fire Department, Sawyer County Ambulance service, Deputy Coroner, writing for the Record, plus volunteering and organizing for many events/fundraisers/nonprofits.

He and his wife moved permanently to the Hayward area in 2004 and owned Mystic Moose Resort until 2017.

### **Rhonda Passolt – Community Volunteer**

Rhonda Passolt is a very extraordinary person. She shows her passion for the town of Hayward and one example is she volunteers to help keep this town clean. She takes her daily walk and will always bring a garbage bag and never fails to fill it with the garbage she finds on her walks. She connects with several churches and organizes the task of gathering people to walk the Highways (27, 63 and 77) to clean up.

Rhonda also helps and volunteers with Wednesday Night Dinners at First Lutheran Church. Always willing to give up her free time to help cook, serve, and organize, among many other volunteering efforts she does at First Lutheran Church.

She also works at Riverdeck Restaurant on top of her other job, working for Fred Scheer. She puts in many hours and gives her undivided attention towards this restaurant making sure all of us are happy and have a wonderful experience and meal. She makes sure the Lumberjack Shows go smoothly during the summer months.

We, the town of Hayward, should be so grateful and cherish her. Rhonda shows much love and respect to the town and all the community. She gives back and understands the meaning of community, friendship, professionalism, and hard work; always willing and able to help and volunteer. Rhonda always has a generous, kind, upbeat attitude, and is very passionate towards any individual coming her way. She demonstrates leadership, compassion, honesty, and integrity. It is a privilege to know her, and Hayward should be very proud to have her help and volunteer in our community.

## **Service Organization of the Year: 3 Nominees**

### **Northland Area Builders Association**

NABA gives back to the community in service projects and monetary donations. They donated time, talent and product/money hanging the murals on 2nd street

The Northland Area Builders Association (NABA), a non-profit trade organization, represents the home building industry within our community. We provide information and education to our members and the public. Chartered in 1989, NABA was founded to allow members to combine their efforts for mutual benefit. Today, builders, subcontractors, suppliers, and related businesses from throughout Ashland, Bayfield, Burnett, Sawyer and Washburn County make up the Association's diverse membership. NABA is the local chapter of the National Association of Home Builders, over 850 chapters and 203,000 members strong.

## **Northwoods Community Food Shelf**

Spider Lake Church has been around since 1915- over 106 years. In December 2019, myself (Bill Grammer) and Tammy Magdzas met with Pastor Gary Hilgendorf to discuss the possibility of opening a new food shelf at one of Spider Lake's Church. He showed us the Spider Lake Youth Center and we decided it would be a perfect fit for the food shelf. We were given 2 rooms to use, and most of the church was off limits to us. We made an agreement to open a Food Shelf on January 10, 2020 at the Spider Lake Youth Center being open 2 days a week to distribute food. Then the pandemic hit us in early 2020, so we went to doing a drive thru/pop-up pantry every Thursday. We have currently served over 17,014 families during the drive thru and 80 families a month at our Food Shelf.

The most current achievement is becoming a distribution/hub for The Hunger Task Force out of Milwaukee. This is where we will be distributing pallets of food to St. Croix Falls Food Pantry, Stone Lake Food Shelf and Red Cliff Food Shelf. The food being passed out is called a Stockbox for seniors 60+ who are on a fixed income. These boxes can be received once a month.

## **Ovarian Cancer Symptom Awareness (OCSA)**

OCSA was founded in 2009 by Rick Roman, Susan Roman and Vallie Szymanski as an IL non-profit to raise awareness of the silent symptoms of ovarian cancer, contribute to early detection of the deadly disease, and by doing so, save lives. Today, they are licensed in both IL and WI.

OCSA supports the human/animal bond & veterinary professionals – A One Health Approach. Susan Roman's mother died of ovarian cancer and Susan was very fastidious about her annual checkups until her husband had a car accident and she was so attentive to him, she ignored her symptoms. Susan believes her dog, Bacchus identified her cancer and helped during recovery. Prior to diagnosis, he laid his head on her abdomen while she tried to do sit ups. He had never done that before and ultimately, his attention spurred her to visit the doctor. After her surgery, he helped her measure recovery as she increased the length of her walk and the pace she could maintain.

Vallie's own ties to animals originated with her family. Her father was a practicing military veterinarian so the human/animal bond and appreciation for the role of veterinarians was naturally born in her. His life's work and their love for animals helped inspire OCSA's Veterinary Outreach Program (VOP). It was launched in 2012. The program teaches the veterinary community to identify warning signs pet owners may discuss while in the exam room with their pet. They are capitalizing on the fact that many pet owners feel comfortable talking to their veterinarian about their own health issues.

OCSA donates \$5000 each year for the Veterinary Student Intern Scholarship supporting an intern at the Penn Vet Working Dog Center where they are currently working on a new system of screening for ovarian cancer utilizing the acute sense of smell in detection dogs in conjunction with chemical and nanotechnology methods. Within 2 years, Dr. Cynthia Otto, DVM, PhD and Dir. Of the Working Dog Center and Assoc. Professor of Critical Care at Penn Vet, hopes the dogs can be trained to narrow down a specific odor so scientists can design an inexpensive and less-invasive blood test to catch ovarian cancer while its still treatable.

OCSA has been so engaging and visible in the Hayward community since Vallie and Carolyn Ascher (President of the Board) both moved to Hayward in the summer/fall of 2018. They have teamed up with numerous organizations and non-profits to promote them and OCSA in the community. They know how to make it happen!

**February 2021** - Sponsorship of 2 local high school cross country skiers in the 2021 Birkie: Cassidy & Riley Gould

**February 2021** - Announcement of Mike Persson, Musky Hall of Fame, OCSA administrative support

**April 2021** - Confirmation of OCSA participation in the Hayward Farmers Market that included marketing, social media outreach, support for the creation of a HFM logo & posters that were distributed county wide.

**May 2021** - Co-sponsorship & logistical support of Northwoods Humane Society Dining for Cats & Dogs @ Lynn's Meats & Catering

**June 2021** - Gold Sponsor, HACCC Musky Festival, team outreach and OCSA volunteer support of parade

**June-September 2021** - Participation as a sponsor and in Hayward Farmers Market highlighting local artisans and not for profits including the Northwoods Humane Society, New Reflections; Gizhik - a local artist affiliated with See My Art Inc and local artisans including Curtis Broberg Pottery, Mandilyn Muse and Leah Teran from My Country Heart

**July/September 2021** - OCSA Team support of NHS activities including logistical support of rescue dogs from Texas; NHS/OCSA 1K Dog Walk - all proceeds benefited the care of the animals; feline spay and neuter - monetary & logistical support; PR outreach

**August 2021**- Silent auction support for Quiet Lakes Association Annual Picnic

**September 2021**- OCSA shared the silent symptoms of ovarian cancer at the Big Fish Ladies Golf League Banquet by providing prizes handcrafted by OCSA volunteers that included Tiny Teal Tee Bags & Beaded Teal Score Keepers

**September 2021** - OCSA presented the Hayward Film premier of "One Year Later" a film by writer/director & 3 time ovarian cancer survivor Lucia Mauro at Park Center where we collaborated on media outreach highlighting the venue followed up by PR support of other Park Center initiatives. The work of Dr Cindy Otto, Penn Vet Working Dog Center & OCSA Veterinary Student intern was presented in a short video prior to the screening of Lucia's film.

**January-September 2021** -OCSA enjoyed positive partnerships with local businesses and artists including: Advance Printing, Amanita Acres, Artbeat Hayward, Armstrong Insurance Agency, Backroads Coffee, Bonnie's Florist, cabi clothing, Caken Me Crazy, Don Johnson Motor Group, Dollar Tree, Don Miguel, LLC, John Sonofmel – musician, Kwik Trip, Lynn's Meat & Catering, Millers Market, Puppy Love, Out of the Woods Winery, Rock Creek Townhomes & Apartments and Tamarack Farms Winery & Veggie Cutting Garden