

Large Business of the Year (over 25 employees)

Recognizes businesses with exceptional impact, professionalism, customer service, product quality, and community involvement, with consideration for leadership, innovation, continuous improvement, and employee relations.

Arclin

Arclin is a recognized leader in the manufacture of surface overlays for the building industry. It is a 24/7 manufacturing operation employing 80 team members with an emphasis on community involvement and safety.

Over the past three years, Arclin has partnered with many local youth athletic teams, providing new uniforms that reflect the company's pride in the community. Youth hockey, basketball, softball, baseball, and volleyball are some of the youth and high school associations it has partnered with. In addition, Arclin has sponsored both music and art projects and activities around the community, expanding its vision of involvement.

For employees, Arclin has expanded team-building activities, utilizing local businesses to promote a good foundation of work-life balance and communication. This includes annual employee feedback dinners and twice-yearly movie nights at the Hayward Cinema for all employees and their families. The company has also started sponsoring free memberships to TWIG as an added health benefit for anyone who wishes to participate.

Arclin is extremely honored to be a part of the local Hayward Community, and to have the ability to give back and support area activities and their team.

Coop's Pizza

Coop's Pizza has been a beloved part of the Hayward community since 1979, serving up handcrafted pizzas and hearty Italian favorites in a warm, family-friendly atmosphere. What began as a small, local pizzeria has grown into a staple gathering place for locals and visitors alike. Known for its commitment to quality ingredients and exceptional service, Coop's Pizza has become more than just a restaurant—it's a tradition. Generations of families have celebrated milestones, shared meals, and created memories within its walls. Today, Coop's continues to honor its roots while embracing innovation, proudly supporting the community that has supported it for decades.

Coop's Pizza exemplifies excellence in both business and community spirit, thanks to the vision and dedication of owner Debbi Houston. Debbi has devoted 38 years of her life to the restaurant and, for the past three years as owner, has poured her heart into every detail—from making food from scratch to decorating, catering, and ensuring every guest feels welcome. At the start of the pandemic, Debbi's innovation led to the launch of Coop's frozen pizza line, which has since grown into a distribution business serving northern Wisconsin. Under her leadership, Coop's has flourished with a recent renovation, community events like Trivia Tuesdays, and by regularly welcoming sports teams and groups for meals, fostering camaraderie and hometown pride. In addition, Coop's proudly sponsors and donates to many local causes and community events, strengthening the fabric of Hayward. Debbi's lifelong commitment, creativity, and leadership are the reason Coop's Pizza is not only a thriving business but also a cornerstone of the community.

Don Johnson Auto Group

For more than 110 years, Don Johnson Auto Group has proudly served Northwest Wisconsin as a fifth-generation, family-owned business. With dealerships in Rice Lake, Hayward, Ladysmith, and Cumberland—representing Chevrolet, GMC, Ford, Chrysler, Dodge, Jeep, and Ram—the company is one team united by a single purpose: to move people. For the past 30 years, Don Johnson Auto Group has also been a cornerstone of Hayward's growth—a proud supporter of its schools, events, and families, and a partner in building the community's future. Its people-first culture has earned national recognition.

Automotive News has named Don Johnson Auto Group a Best Dealership to Work For six consecutive years—an honor earned by only three Wisconsin organizations in 2025 out of more than 15,000 nationwide. This distinction reflects the way the company lives The Don Johnson Way—fundamentals that guide how it serves its guests, supports its communities, and invests in its people.

Driving Economic Growth:

Don Johnson Auto Group is deeply committed to strengthening the economic vitality of Hayward and Northwest Wisconsin:

- **Job Creation:** Since acquiring Hayward CDJR, the company has doubled the workforce, providing stable, well-paying jobs that support local families.
- **Expanded Service & Capacity:** Don Johnson Auto Group has invested in modern equipment, eco-friendly LED lighting, and a 50% increase in service capacity—improving efficiency and service for guests.
- **Facility Remodel:** A major remodel and modernization of the Hayward CDJR facility is underway and scheduled for completion this fall. This investment will not only elevate the guest and team member experience but also enhance the visual appeal of downtown Hayward.
- **Community Safety:** Don Johnson Auto Group is the primary provider of law enforcement vehicles in the area, ensuring that first responders have access to safe, reliable, and cost-effective resources.
- **Inventory Expansion:** The company has tripled onsite inventory in Hayward to better meet the needs of individuals, families, and businesses.

Together, these investments create jobs, attract people to Hayward, and strengthen the community's long-term economic foundation—directly supporting the Chamber's mission to drive economic vitality and business growth.

Championing Community Engagement:

Community is not just something Don Johnson Auto Group supports—it's at the heart of who they are. The company partners with organizations and events that strengthen Hayward's identity, pride, and future. In addition to long-standing sponsorships of Musky Fest, Fall Fest, Hayward Youth Hockey, and Youth Baseball/Softball, Don Johnson Auto Group expanded its impact in 2025 with:

- Chevy Youth Baseball donation – Hayward Northwest Little League
- Chevy Youth Hockey donation – Hayward Youth Hockey
- Chevy First Responders Program donation – Town of Hayward Fire Department
- Record-setting Musky Fest Car Show – drawing hundreds of additional visitors to downtown Hayward, boosting traffic to local businesses, and enhancing community pride
- Child Safety Seat Inspection partnership – with Northwest Connection for Family Resources, improving family safety
- Pass, Punt, Kick Event – launched to benefit the Hayward Football Boosters and inspire youth participation
- Back-to-School Appreciation – treats for staff at LCO Schools and Hayward Community Schools, recognizing their vital role in shaping and inspiring youth
- Sawyer County Fair Volunteer Dinner contributor – supporting those who give their time to make the fair possible
- Ladies' Night host – now in its 11th year, drawing record participation and spotlighting local entrepreneurs
- Nitro-X Camp supporter – fostering youth interest in motorsports and technical education
- Hayward Community Tech Ed Committee service – helping prepare students for skilled careers

Each of these efforts reflects the company's commitment not only to sponsor events but also to create experiences that strengthen community pride, safety, and opportunities.

Investing in People:

Don Johnson Auto Group believes the strength of the community is tied to the strength of its people. That's why the company invests in their growth, education, and families:

- No-cost college education for all team members and their immediate families—an industry-leading benefit that removes barriers and opens doors.
- Youth Apprenticeship partnerships with local schools—building direct pathways into rewarding careers.
- Ongoing training and development – equipping team members not only with technical expertise but also

with leadership skills and career growth opportunities that prepare them to excel today and lead tomorrow.

- A workplace culture rooted in The Don Johnson Way, empowering more than 165 team members to learn, lead, and give back to the communities where they live and work.

Conclusion:

Don Johnson Auto Group is more than a business—it is a community anchor, an employer of choice, and a family dedicated to building a stronger tomorrow. From creating jobs and investing in downtown Hayward to sponsoring the events that define the community, and from providing free college education to being recognized nationally as one of the best dealerships to work for, the company's legacy is defined by service, growth, and community impact. For its sustained economic contributions, unmatched investment in people, and unwavering dedication to the Hayward area, Don Johnson Auto Group is the clear choice for the Hayward Area Chamber of Commerce's Large Business of the Year.

Hayward Golf Course

The Hayward Golf Course, established in 1924 as a golf and tennis club, has been a cornerstone of recreation in the Hayward community for over a century. Originally designed by Dane Nelson and later updated by architect Ken Killian in 1998, the course offers a par-72 layout that blends Northwoods scenery with a challenging yet welcoming design. Spanning nearly 6,700 yards with multiple tee options, it features tree-lined fairways, water hazards, and over 50 bunkers. Recognized with a 4-Star rating by *Golf Digest* and named one of America's "Top 100 Good Value Courses," Hayward Golf Course is celebrated for its pristine conditions, accessibility to all skill levels, and enduring role as a community gathering place and regional golf destination.

The golf course has hired some amazing people, and the staff have all been friendly and helpful. Food has been excellent, and the events have been something everyone in the community has enjoyed.

Norvado

Norvado, headquartered in Cable, Wisconsin, traces its roots back to 1950 when it began as the Chequamegon Communications Cooperative, bringing the first telephone network to the townships in the Chequamegon National Forest. Over time it evolved to become a full-service technology company, expanding beyond voice service into broadband, television, security, and smart-home offerings to serve much of northern Wisconsin. Norvado operates under a cooperative governance model, with a board of directors elected by its district constituents. Today, the company prides itself on delivering cutting-edge communication services to rural communities—striving to keep life in the Northwoods connected, vibrant, and competitive with urban centers.

Norvado has become a staple for the community for residential homes and businesses. They have been huge supporters for the areas non-profit organizations.

Tamarack Health

Two years ago, Memorial Medical Center (Ashland, WI) and Hayward Area Memorial Hospital (Hayward, WI) rebranded under a unified name: Tamarack Health. These two hospitals have impressive and long-standing histories in our communities, and the rebrand reflects their commitment as two, locally-led, independent hospitals in our region, under one unified name, and maintaining personalized care for our area.

The name "Tamarack" was inspired by the tamarack tree—known as the "nurse tree"—which symbolizes resilience, support, and uniqueness, much like the two medical centers in Ashland and Hayward. The rebrand reinforces their shared values of community-focused healthcare and local decision-making.

Over the past several years Tamarack Health has aligned their growth to meet the needs of the region and communities they serve. Their commitment to keeping care local and maintaining obstetric care and

birthing services led them add primary care to their expanding list of services. Since the initial launch of primary care in 2021, they have opened clinics in Ashland, Cable, Hayward and will soon expand into Spooner, in addition to an outreach specialty clinic in Superior. Specialty services continue to expand, such as the launch of Dermatology in Ashland, outreach orthopedics and ophthalmology, new treatments and surgical procedures, and more.

Their commitment to the community is evident in the many active and healthy programs and events they sponsor and support, including the American Birkebeiner, Musky Run, First Lutheran Church Community Suppers, Whistlestop Marathon, Book Across the Bay, Hayward Sports Center, local food shelves and shelters and the Hayward and Seeley Lions' Clubs. In 2023, Tamarack Health committed \$250,000 to support the new fitness center at the Hayward Community School providing year-round, affordable access to a fitness facility, classes and programs.

Tamarack Health's focus on patient-centered care is supported by 1,300 employees, including over 150 physicians and care providers with over 575 staff dedicated to supporting the Hayward medical campus.