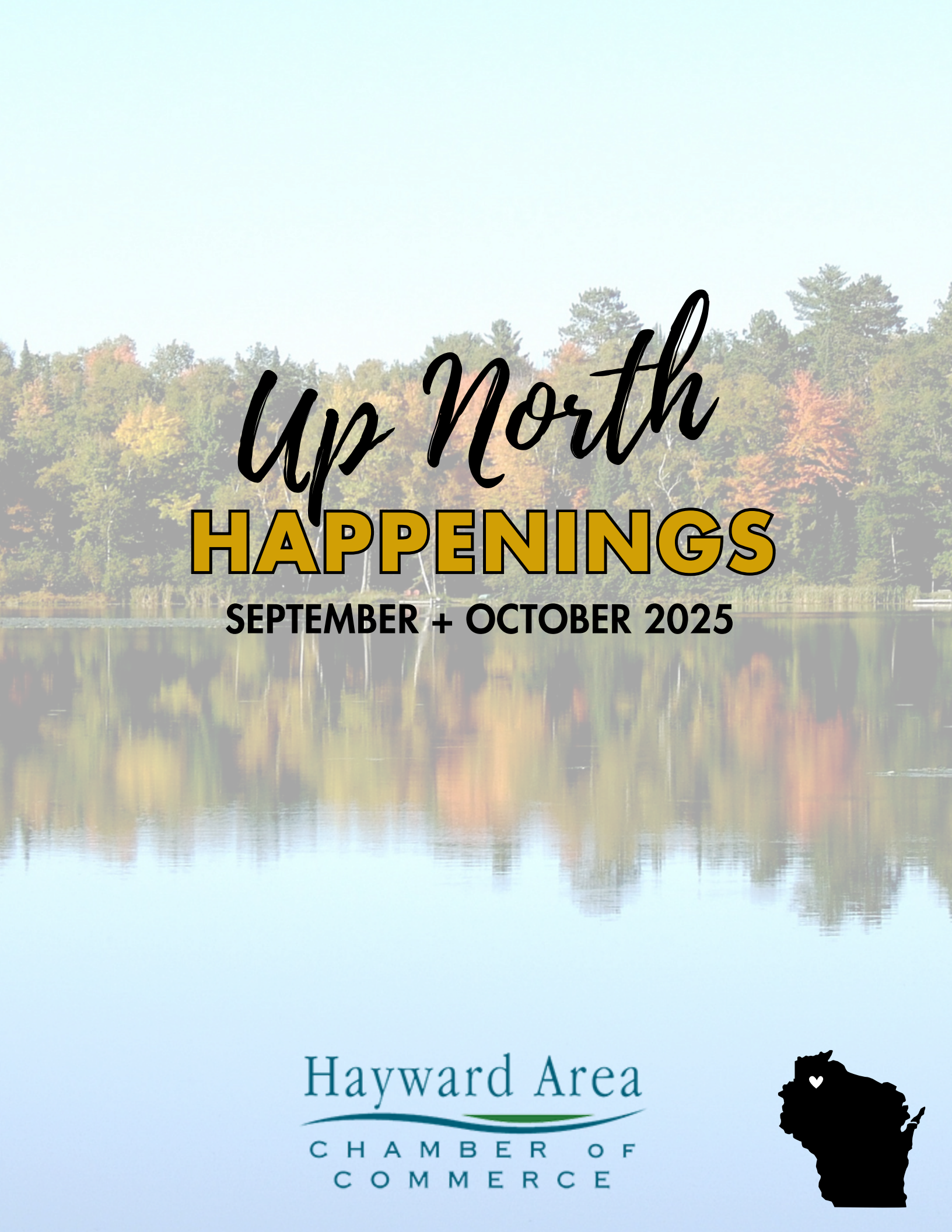




Up North **HAPPENINGS**

SEPTEMBER + OCTOBER 2025

Hayward Area

C H A M B E R O F
C O M M E R C E



Up North HAPPENINGS

SEPTEMBER + OCTOBER 2025



Hayward Area
CHAMBER OF
COMMERCE

Chamber Office Updates

In September and October, the Hayward Information Specialists helped **1,027 guests** in person and **391 guests** over the phone. **364** Hayward Lakes Vacation Guides have been mailed out to people inquiring about visiting the Hayward Area, an average of **8** per business day!

Social Media Statistics



Since September 1st, the HACC has reached **243K people**, with **788K content views** and **10.3K interactions**. In the last 2 months we've welcomed **866 followers**! Your engagement helps us shine a spotlight on local businesses, events, and community initiatives—thank you for being part of our growing network. Let's keep the momentum going!



Since September 1st, the HACC has been **viewed 23.8K times**, with **1K interactions**! Thanks to your engagement, we're continuing to highlight the Hayward Area—keep following along for more!

#haywardwi #upnorth

facebook.com/haywardareachamber

@haywardupnorth

@haywardmuskyfest

@muskyfestqueens



Celebrating Members



Business After 5: September & October Highlights

The Chamber's fall Business After 5 events brought together great hosts, good food, and plenty of community spirit.

In September, American Marine – Hayward welcomed guests for an evening of food, drinks, and friendly conversation. Attendees had the chance to explore the showroom, learn more about what American Marine offers, and check out their impressive lineup of boats and equipment. Backpacks filled with goodies made for fun door prizes, and the 50/50 raffle winner took home \$118, with proceeds supporting the Downtown Hayward Public Restrooms. The event highlighted American Marine's strong reputation for quality service and their ongoing connection to the Hayward community.

October's gathering at Hayward Power Sports kept the energy going. Around 100 guests turned out to enjoy great BBQ, delicious desserts, and live music from G-Man. The team added a fun twist with a few fun guessing games and extra prizes! The evening wrapped up with door prizes and another successful 50/50 raffle, raising additional funds for the downtown restrooms. Hayward Power Sports once again showed why they're such a valued part of our business community, offering top-notch products, service, and hospitality year-round.

Both events were a great reminder of what makes our Chamber gatherings special—local businesses opening their doors, neighbors connecting, and our community coming together to support one another.



**Join us at Our Next
Business After 5 Events!**

December 11th, 2025
@ Echo Health
(New Life Resource Center)

January 29, 2026
Hosted by Sawyer County Gov't
@ Sawyer County Court House

Celebrating Members



We are excited to share and celebrate the achievements of our local businesses!

Hayward is buzzing with growth and creativity! These recent ribbon cutting celebrations highlight the momentum of our local businesses and the pride we share as a community.

The Northern Lakes Co-op Auto Center

We celebrated the grand expansion of the Co-op Auto Center. The refreshed space features a comfy lounge that connects directly to Northern Lakes True Value and the Milwaukee Man Cave, plus a new service bay.

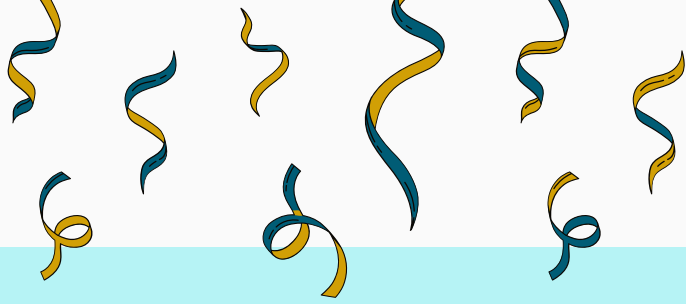
Bohl's Construction

We welcomed Bohl's Construction to the area and as a new Chamber member. Owner Josh Bohl provides general contracting, project management, design consultation, and carpentry, with specialties in decks, kitchens, garages, and a wide range of remodels.

Trailways on 27 Supper Club

We marked a special milestone with a Legacy Ribbon Cutting celebrating 75 years of the Trailways on 27 Supper Club! Congratulations to owners Tana and John DeYoung for carrying forward a Northwoods favorite!





Celebrating Members



Treeland Resorts recently demonstrated the spirit of community partnership by supporting another member, the Wild Rivers Conservancy. During the 10th Annual Treeland Premier Musky Fly Fishing Championship, Treeland raised and donated \$1,785 to the Conservancy. The event brought together anglers and supporters from across the region, combining a love for Northwoods recreation with a commitment to environmental stewardship. We applaud Treeland Resorts and the Wild Rivers Conservancy for working together to protect and promote the natural resources that make our area so special.

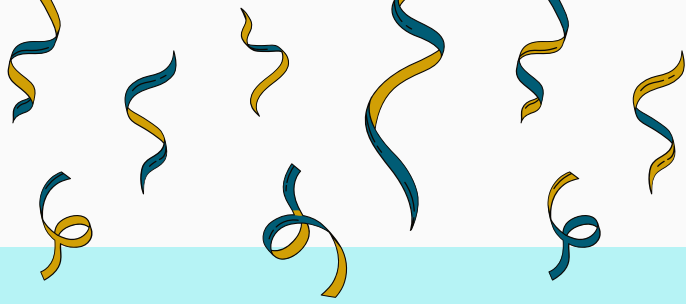
We want to recognize Riverbrook Bike & Ski and New Moon Ski & Bike for their generous support of CAMBA's Bikepalooza fundraiser. Both businesses donated high-quality bikes to help raise funds for trail maintenance and improvement, efforts that keep our world-class trail system in excellent shape for riders of all ages and skill levels. Their commitment to outdoor recreation and community collaboration continues to strengthen Hayward's vibrant cycling community and the trails that make our area such a special place to ride.



We also extend our appreciation to SCOPE (Sawyer County Outdoor Projects & Education) for their generous support of a safer and more accessible trail experience at Hatchery Creek. SCOPE has contributed funds toward the planned Hatchery Creek Connector Trail, which will link the upper and lower parking areas. This improvement will enhance safety and usability for everyday visitors by reducing the need for riders to travel along Hatchery Road, where traffic and blind corners can pose risks. Their commitment to outdoor projects and community education continues to make a lasting impact across Sawyer County.



***Pictures and information were provided on business or organization Facebook/web pages.*



Celebrating Members



We're proud to highlight Timber Ford of Hayward for their generous donation of \$1,850 and 163 pounds of food to the Hayward Community Food Shelf. The contribution came from their Give Back to the Community program, which directs a portion of sales to local causes each month. Thanks to their commitment—and the community's support through shopping local—Timber Ford continues to make a meaningful difference for neighbors facing food insecurity. Their generosity, along with the tireless work of the Food Shelf team, reflects the spirit of giving and community connection that defines Hayward.

Shout-out to Beehive Botanicals for their community-minded efforts this fall. Through their Purchase With A Purpose program, Beehive donated 10% of all October sales to support the Sawyer County Senior Resource Center's Meals on Wheels program. Their generosity helps provide nutritious meals to local seniors, including many who are homebound. It's another great example of a local business stepping up to make a real difference right here in our community.



Let's celebrate exciting changes at the Hayward Farmers Market! Congratulations to Teresa Peters, the new market manager, who brings years of business experience and a true passion for local markets. And a big thank-you to Gloria Sheehan for her five years of dedicated leadership—helping the market grow, thrive, and find its home at the Lumberjack Bowl. We love working with the Farmers Market team and we're always thrilled to have them a part of Hayward Fall Festival. We're grateful for all they do to keep our community connected and thriving.



Celebrating Members



Congratulations to Trailways on 27
for 75 Years of Northwoods Tradition!



Since 1950, Trailways on 27 has been a gathering place for good food, familiar faces, and genuine Northwoods hospitality. Built by Herb and Irene Shwark, the supper club was later owned by Bill and Frannie Cook, Bill and Dee Nickels, and their daughter Kathy with her husband Dave, before passing to current owners John and Tana DeYoung in 2022.

Each generation has left its mark while preserving the warm, welcoming atmosphere that defines Trailways. As the Hayward landmark celebrates 75 years, we congratulate the DeYoungs and all who have been part of this proud tradition. Here's to the next chapter of great meals and lasting memories at Trailways on 27.



OUR NEW MEMBERS!

WELCOME!

Polished Beauty & Spa

Bath + Body Fusion

Northern Distinction

Rugged Roots

Fraction LLC

Sign Gypsies - Twin Ports

Bohl's Construction Services

On Target Northwoods Defense

Superior Precast Concrete

Hayward Curling Club

Christina's Y Pine

***Pictures and information were provided on business or organization Facebook/web pages.*

Chamber Board & Staff



Board Members & Ambassadors

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Rob Decker

Don Johnson's Hayward Motors
& Hayward Chrysler Dodge Jeep Ram

Vice President
Robyn Stryker

Deerfoot Lodge & Resort

Secretary
Anna Skar

Tamarack Health Hayward Medical Center

Treasurer
Monica Johnson

NorthLakes Community Clinic
& the Social Kitchen & Cocktails

Member At-Large
Robert Davis

Northern Lakes Cooperative Cenex

Director
Kathy Baker

Lac Courte Oreilles Ojibwe University

Director

Paul Eckerline

American Birkebeiner Ski Foundation

Director
Susan Fibert
Frandsen Bank & Trust

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Chris Graham
Virgin Timber Resort

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Melissa Jordan
Anderson, Hager and Moe CPAs

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Adam Smith
McCormick House Inn

Director
Jenni Strama
Hayward Propane

Ambassador
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Frandsen Bank & Trust

Ambassador
Marnie Christensen
Johnson Financial Group

Ambassador
Michelle Coyne
Sawyer County Outdoor Projects &
Education (SCOPE)

Ambassador
Christine DeGrammont
National Business Furniture

Ambassador
Rikki Donnellan
Hayward Insurance Agency &
Hayward Lions Club

Ambassador
Nikki Hendricks
Superior Choice Credit Union

Ambassador
Stacey Hessel
Hayward Community Schools

Ambassador
Stacy Hughes
Woodland Developments & Realty

Ambassador
Kathy Mullally
Northwest Connection Family
Resources

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Do you have some exciting news to share or a remarkable event you've noticed in the community?

We would love to hear about it!

www.haywardareachamber.com

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