MAGAZINE 2024

STRATFORD

Get to Know the Communities of

ABBOTSFORD + AUBURNDALE + CHILI COLBY + GRANTON + GREENWOOD + LOYAL + MARSHFIELD + NEILLSVILLE PITTSVILLE + MILLADORE / SHERRY SPENCER + STRATFORD

YE (

BIILDO

2023 STATE CHAMPION FOOTBALL DIVISION 6

STRATFORD

STRATFORD

MMC

FIND YOUR PERFECT





Let Mid-State make finding your career easier with 90+ in-demand programs, flexible class scheduling, and unmatched support for your success. We're here to help you find your perfect fit and make time for it all!

NEW Marshfield Locations

Mid-State on Central. Learn more at mstc.edu/on-central.

Mid-State at Marshfield Clinic Health System. Learn more at mstc.edu/MCHS.

Continuing Education

Variety of low-cost offerings to enhance your life and grow as a pro. Learn more at **mstc.edu/continuinged**.

NEW Dental Assistant Program

Be a critical member of the dental care team. Learn more at **mstc.edu/programs**.

Transportation Shuttle

Save gas money with our shuttle to any Mid-State Campus. Learn more at **mstc.edu/shuttle**.







Mid-State does not discriminate on the basis of race, color, national origin, sex, disability, or age in its program, activity, or employment. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Vice President - Human Resources; 500 32nd Street North, Visconsin Rapids, WI 54494; TJ 5422:5325 + AAEO@mstc.edu. 12/2023









Featured Communities

ABBOTSFORD	6
AUBURNDALE	8
CHILI	12
COLBY	15
GRANTON	17
GREENWOOD	18
LOYAL	22
MARSHFIELD	26
NEILLSVILLE	58
PITTSVILLE	64
MILLADORE	67
SHERRY	68
SPENCER	70
STRATFORD	72



PUBLISHER Patrick J. Wood

GENERAL MANAGER Ernie Neuenfeldt

EDITOR Mike Warren

CONTRIBUTING EDITORS Eileen Persike Angela Taves SALES MANAGER Peggy Sue Behselich

PROJECT COORDINATOR Kevin Granquist

GRAPHIC DESIGNER Kimberly Byrne



We Are Magazine is published by Multi Media Channels, LLC 104 East 2nd Street Marshfield, WI 54449 715.384.4440 Marshfield@mmclocal.com

© Copyright Multi Media Channels, LLC 2024. All Rights Reserved. No part of this publication or any of its contents may be reproduced, copied, modified, or adapted without the prior written consent of Multi Media Channels, LLC.

UNLOCKING THE DOOR TO YOUR FUTURE....



Hi! We're Sue & Sammy - a full-service, fully licensed, Real Estate marketing team whose main focus is on our clients and customer service. We love to work with sellers and buyers helping to navigate transactions and processes. With over 28 years In the Industry, we bring a unique combination of years of experience + a team member with a background In marketing and design.

What makes us different than your ordinary agent? 1: We are a Real Estate **TEAM!** That means more coverage and availability to service clients and customers needs. 2: Over 28 Years of experience - and NO that Is not our years combined. Sue Decker has been a top agent of Marshfield area since the 90's that track record speaks for Itself. 3: Sammy has not only 7 years of experience In Real Estate, but she also has a BFA In Graphic Design & Digital Studio Practice. That mean's we have full creative control of our advertisements, photography and videography! There is no outsourcing, as it's all at our fingertips!



CALL OR TEXT US AT 715-383-3174

BROCKANDDECKER.COM () 💿 f 🕒

FOLLOW US

BROCK & DECKER

REAL ESTATE, LLC



Behavioral Health Clinic

IN PERSON . ONLINE

Currently Accepting New Clients With No Wait List



wibehavioralhealth.com

Child and Teen Counseling

Adult Counseling

855.607.8242



Abbotsford...

A small community doing business in a big way

bootsford is known as Wisconsin's "first" city, and is home to over 160 businesses and industries which provide a wide variety of services and employment opportunities. "We're growing," says Administrator Josh Soik. "We get a few new businesses each year."

The focus now, says Soik, is on housing.

"There's been a lot of apartments going up, mainly for one business in town. The owner of the business has been putting up large apartment complexes for his employees," said Soik. "But the city is looking at buying some land for more residential housing. Obviously there's a housing shortage nationwide, so we're trying to do our best to address that issue."

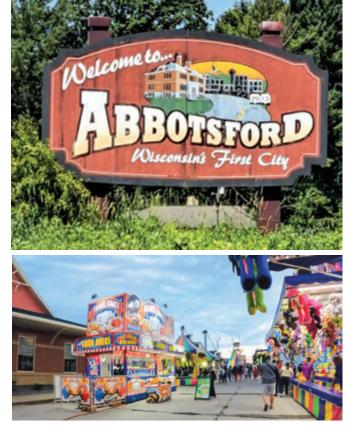
Leisure and recreational activities are a big part of what Abbotsford is about. The city has a library, softball and baseball diamonds, parks, many restaurants, a golf-driving range, and an indoor swimming pool. There are also numerous antique shops in the city and surrounding area.

Abbotsford's social calendar offers some of the best events around.

Held since 1971 on the first Saturday in December, the annual Abbotsford Christmas Parade has been a crowd pleaser for more than a half century, and keeps multiple generations of fans coming back each year. The 53rd annual parade is slated for Dec. 7 at 7:30 p.m. downtown. The parade features costumed characters and colorfully-lit floats and delights thousands of spectators who come from all over Wisconsin each year.

The Abby Festival, held the first weekend in June, offers something for everyone. Events include the annual Queen & Princess contests, a 5-on-5 basketball tournament at Red Arrow Park, family soccer in three age divisions at Schilling Soccer Field, the annual Craft Sale, the annual Abby Festival Parade and much more.





The Abbotsford FFA Alumni presents its annual on-the-farm dairy breakfast on the fourth Sunday in June.

This year, the 19th annual First City Days Aug. 9-11 features the Antique Tractor Pull on Friday night, along with music in the beer tent and more.

Saturday offers a full day of activities, featuring Breakfast in the Park, the Vintage Snowmobile Show & Snowmobile Swap Meet, a petting zoo, lawn tractor/ATV pulls, and a car cruise.

On Sunday, the Car, Truck, Motorcycle & Farm Tractor Show takes center stage. Highlights include Breakfast in the Park and Sunday Morning Church Service in the Park. Food and craft vendors are featured all weekend as well.

This community of over 2,500 in the heart of America's Dairyland is proud of its farm community heritage and its diverse population and culture.

Events Calendar

June 2: Abbotsford Dairy Breakfast Aug. 9-11: First City Days, Red Arrow Park Dec. 7: Christmas Parade, Downtown



Janalee Marten photo



"Go Bananas over Your Dress at JP Togs"

Central Wisconsin's ONLY Store Dedicated to Prom, Winter Formal & Homecoming! Hundreds of Dresses in stock from the Top Designers in the Industry!





*Sherri Hill *Jovani *Morilee *Ellie Wilde by Mon Cheri *Colette by Mon Cheri *Rachel Allen *Clarisse *Alyce Paris *Colors Dress *Amarra



106 N. 1st Street, Abbotsford, WI 54405 715-223-4112 www.jptogs.com € © €

Auburndale...

Rural, residential, respected

uburndale is a small village in central Wisconsin, located within minutes of three larger towns, yet retains a very rural and friendly feel.

Auburndale serves mainly as a residential community with rural service and trade facilities available for residents of north central Wood County. A thriving school district and several annual events are the heartbeat of this community. And many times, they go hand-in-hand.

Hundreds watch each spring, as students and others drive tractors to school, in a celebratory parade marking the passage of another school year and the arrival of another planting season for area farmers. The Auburndale School Forest has become the center of several seasonal events. The annual Auburndale Ice Glow is used as a fundraiser for local charities, and features a wintry walk through groomed snow trails, with a display of more than 120 glowing ice



mounds. The Auburndale Pumpkin Glow in October and a field bursting with sunflowers in August serve as fundraising opportunities for an annual Toys For Tots campaign in northern Wood County.

For years, Auburndale Music Fest has been bringing thousands to Memorial Park during the last weekend in June. Now, the event will serve as the main fundraiser for a new project.

"I know the one thing that our park association is working on is they are redoing the playground at the park to make it handicap accessible," Village President Tyson Weiler told us in January. "I know they're finalizing plans right now. We have that big event every summer called Music Fest and that, with some local donors, I know, is what's going to fund this playground.



"As a village, I'm working on a village alert system right and just updating the website," Weiler added.

In December 2023 the Auburndale High School band represented Wisconsin well in the Pearl Harbor Memorial Parade, held each year in Hawaii on National Pearl Harbor Remembrance Day.

"A lot of our students, that was their first opportunity flying, so it was neat just going to the airport with a group that size and then exchanging flights and then when we first landed in Hawaii they all got a lei and we had the opportunity to pick up some of the culture," said Principal Steve Van Wyhe, who also organized and chaperoned the trip. "We spent the day at the Polynesian Culture Center there and just learning about the culture of the Hawaiian Islands and the Polynesian people, which was an awesome learning experience. The day we spent touring Pearl Harbor was really neat to have that opportunity to go see where the USS Arizona was," Wyhe added. "Students had the opportunity to spend some time at the beach in Hawaii and then we had an opportunity to tour some of the different areas on the island, and it was really, I think, a once-in-a-lifetime opportunity for the vast majority of us, so it was definitely a neat way to represent our area here in Auburndale, but also a neat opportunity just to get outside of this area and to see the world in a different way.



"We were actually asked to go," Wyhe continued. "They reach out to different schools each year and somebody must have nominated us. It was a lot of work to put it together, but in the end it was definitely all worth it. They (students) really enjoyed the opportunity. The parade itself was just a really neat experience for them to be a part of and I don't think there's a single one of them who wouldn't do it again if they had the opportunity."

Honoring and remembering veterans is nothing new for Auburndale. The students and staff at Auburndale High School do it perhaps better than anyone. The school's annual Veterans Day ceremony is followed by a meal for Veterans in the high school library, served by students.

"Mark Cournoyer and I got the idea one day during a fire drill," said organizer Joren Anderson.

After the first meal about six years ago, she said one event led to another.

"I would say our Veterans program was maybe 20 veterans," Anderson told us, during our 2023 Veterans Day visit. "Then we ended up just kind of making it bigger and better each year. So, it started out with one (Community Leadership) class. We had a Skype meeting with the Original Wisconsin Ducks (Wisconsin Dells), so then we ended up having our first Ducks trip (2018), and then everything kind of expanded," Anderson added. "So, one day

> we ended up going to the gas station for Community Coffee down there, and we said, 'Hey, we can do that'. So then January of the following year (2019) we started Community Coffee and then the following year we started Veterans Coffee, and then we also have Mail Call. Veterans receive mail from students K-thru-12 four times a year."

The school's Veterans Coffee Club is held the second Tuesday of each month from 8 to 9:15 a.m. in the Anderson Gym lobby. If Veterans or active service members want to be added to the mailing list, contact Joren Anderson at janderson@aubschools.com with a name and address.

"The Veterans Day program has continued to grow each year," says Anderson. "We work closely with the Stratford VFW and coordinate with the band and choir instructors, custodians, and principals of each building.

>> CONTINUED ON PAGE 10

Alice Franz, Realtor

When you are considering buying or selling real estate, and are searching for a local Realtor that appreciates the real value of a "home", is highly recommended by others (5 star rating), is knowledgeable, experienced and dependable... "Think of me!"



342513

Gold Key Realty, Inc. 1643 N Central Ave.

Marshfield, WI, 54449 Mobile: 715-570-8311 Office: 715-387-2121 alice@c21goldkey.com

PROFESSIONAL COLLISION REPAIRS WESTSIDE Auto-Body

Same location since 1986! For more than 35 years, WESTSIDE AUTO BODY has been providing professional auto repair services to Auburndale. Stevens Point, Wisconsin Rapids, Marshfield and surrounding areas. We are a full-service repair center specializing in providing top-quality service to your vehicle. Our shop is equipped with state-ofthe-art tools to ensure that your vehicle is repaired right the first time.



10497 Cty. Hwy. K, Auburndale, WI 54412 **715-652-3035**

>> AUBURNDALE CONTINUED FROM PAGE 9

Everyone helps out to make the Veterans Day program a success. Students district-wide write letters, drawings, and cards to send, and the elementary students donate their Halloween candy to give to the Veterans at the Auburndale Veterans program."

The school also gives candy bags to Pittsville, Rudolph, Neillsville, Loyal and Tri-County schools, along with the Highground and the



Mike Warren photo

American Heroes Café in Wisconsin Rapids, for their Veterans Day programs.

"It's a group effort to continue to honor and respect our Veterans on Veterans Day and throughout the year," Anderson added. "The veterans are very appreciative of the small acts we do, but it's nothing compared to the sacrifices they have made for us. One of the best parts/results of all the activities we do is the relationships it has created between the Veterans and students."

Auburndale's student-athletes have also been a long-standing source of pride for the community. Auburndale High School's football and boys' basketball teams have won numerous conference

championships, while its cross country and track and field participants routinely capture individual state titles as well.

AUBURNDAL/

Events Calendar

April 12: Drive Your Tractor to School Day **June 21-23:** Auburndale Music Fest,

Memorial Park June 30: Auburndale FFA Alumni Dairy Breakfast Oct. 12: Pumpkin Glow, Auburndale School Forest

Dec. 14: Santa in the Park, Memorial Park

Lucky Shot Media photo



Proud Supporter of the Area Dairy Industry! Wisconsin's premier manufacturer of... Blue Cheese • Gorgonzola Cheese Feta Cheese • Goat Cheese Blends Specialty Conversions

5710 County Road H • Auburndale, WI (800) 382-8737 • (715) 652-2333 www.wiskerchencheese.com



715-897-7995 KURT LANG



dynamicsolutionsco2017@gmail.com

Auburndale School Forest 365 Days a Year!

Events



<u>PUMPKIN GLOW</u> - View 600 pumpkins as tiki torches light up 40 acres of the school forest **ICE GLOW** - Go for a 20 minute stroll among the lighted ice blocks and support a great cause **CORN MAZE** - Navigate our Corn Maze from Labor Day - Halloween

> **SUNFLOWERS** - Blooming the first 3 weeks in August Take pictures with tractors, the bridge, giant chair, props, and old trucks

> > Follow us on Facebook (Auburndale High School) for more events and details 10704 Park Ave., Aunurndale WI 54412



Chili...

More than meets the eye

 ware of Martheld mark

his small hamlet just west-southwest of Marshfield may not have some of the business and industry it once did, but a dedicated group of residents keep Chili active and forward-thinking.

The Chili Fremont Fire & Rescue Department is behind much of the activity, and a project over a decade in the making will change the town's landscape, and provide some much-needed relief for the department.

In July 2023, the town was awarded a \$1 million Community Development Block Grant to help pay for the construction of a new Fire Hall and Community Center.

"It's about ten years ago now we applied for a grant through the Department of Administration," said Erin Martin, a lieutenant with the fire department. "We hired West Central Wisconsin Regional Planning [Commission] to write that grant for us, and we didn't get it. But then the next cycle we were still eligible, so we re-wrote it and we got the grant," Martin recalled. "At that time the project cost was significantly less and the township decided to turn the grant down at that time. So, now here we are ten years later and we found out that we were still eligible for the grant, so I approached the town board and gave them some different options for grant writers and they said I could write the grant for them and we were awarded the grant."

Martin adds that some of the funds are coming from community members. She tells us an anonymous donor has given \$100,000 toward the project, while the family of Arlene Stichert – for whom the community center will be named – has contributed \$50,000.

"As the needs of fire and EMS services have increased, our need for more space has also increased," Martin added. "And the deteriorating conditions have continued to deteriorate."

Martin also said space is tight at both the fire hall and town garage, so the new facility will go a long way in alleviating those issues. The current Chili-Fremont Fire Department has two bays and measures 38 by 48 feet, or 1,824 square feet, which houses an engine, tender, two EMS rescue vehicles, a tanker filling truck, and a UTV. For these specific vehicles, Martin says the bay area should be a minimum of 3,800 square feet. The proposed new fire hall would be 72 by 82 feet, or >> CONTINUED ON PAGE 14

















Kubota RTV 850

At Chili Implement, we are passionately committed to providing our customers with the highest quality products, most innovative solutions, and services delivered with integrity and professionalism.

N5560 County Road Y, Chili, WI 54420 715-683-2444

www.chiliimplement.com



Kubota Zero Turn Mower



>> CHILI CONTINUED FROM PAGE 12

5,904 square feet, with four bays – two of them drive-thru – and room for future growth. Martin said the total cost of the project is just over \$1.5 million, and will be built on property the town has purchased just south of Panther Creek road on Highway Y, along the east side of the road.

"The fire department will be housed there. We'll have training space, an office and storage space," Martin told We Are. "The Community Center also will be open to anybody for whatever they want to do there, like trainings or seminars. We're going to have the technology there to make it possible to do those things. And there's going to be a kitchenette, so if somebody has a birthday party, all the food can be kept warm and served," Martin added.

She also said the town garage will utilize the current fire department space once those operations move to the new facility.

"In five years, the town hall will move to the new building. According to the guidelines for the grant, it cannot be a municipal building for five years," Martin said. "They can use it, but it can't be the town hall for five years."

With an early summer 2024 groundbreaking, Martin says the new facility should be ready by the end of 2025, both of which are stipulations of the grant.

The department's annual Chili Street Dance, held the first Saturday in August, is still a long-standing tradition in the community.

"Every year we try to do something different," said Martin. "We always have a good crowd. We recently moved it down to the current fire hall, and it'll continue to be there even after we get the new hall."

The event features bounce houses, a kiddie tractor pull, coin scramble, Loyal Mini Rodders, live music and a beer tent, so there is something for everyone at this family-friendly community event, which serves as a fundraiser for the firefighters and EMTs of the department.

The department also hosts a chili cookoff each year, along with a Trunk or Treat Halloween event, Santa at the fire department the second Saturday in December and an annual Easter egg hunt.

Chili is also home to several long-standing family-owned businesses. Selk Electronics is on its second generation. Chili Implement has been serving the area's agricultural community for three generations and counting. And area residents still come from miles around for the food and fun offered by Chili Corners Bar & Grill, at Highways 10-and-Y. Stichert Roofing & Lumber has been serving its area customers since 1952, and the family has added winter-time sleigh rides. The area's Amish community and businesses are quite robust as well.

"Chili's a good, little town," says Martin, a resident of more than thirty years. "There's a group of people that are really trying to bring things back and do good things for the community again."

Events Calendar

Aug. 3: Chili-Fremont Fireman's Street Dance, downtown **Oct. 27:** Best Chili in Chili Packer Tailgate Party, Chili-Fremont Fire Department

Oct. 31: Chili-wide Trunk or Treat, Chili-Fremont Fire Department

Dec. 8: Pictures with Santa, Chili-Fremont Fire Department

Courtesy of Stichert's Sleigh Rides

Colby...

A growing community proud of its heritage

t's been said that if you're not moving forward, you are going backward. The city of Colby is most definitely moving forward.

"We have a lot of little things going on," City Clerk/Treasurer Connie Gurtner told We Are.

"We built a community drive in order to make a safer route to avoid Highway 13 from Kwik Trip to Adams Street, in order to create a safer way for people to get from Kwik Trip back to Colby.

"And in that area, we do have a large apartment complex being constructed, 72 units, right south of Kwik Trip. So, we're hoping then to bring other types of commercial buildings in that area because we have land there available for sale," Gurtner added. "We are working with a couple right now, but nothing concrete.

"Another thing we're talking about is defining our downtown by creating zoning so that we keep businesses in our downtown and it doesn't change to residential areas," she said. "We want our downtown buildings to continue to have commercial or business in the first level of their structure and so we're working on creating some zones and some specific commercial zoning districts to kind of define that, along the Highway 13 corridor and our downtown. We really just are trying to find ways to grow our commercial areas in order to support our residential areas.

"We do have a new business coming into our industrial park, which kind of fills that area up, so we're thinking of the future," Gurtner continued. "Where can we continue to develop for industrial use? We've talked about that recently."

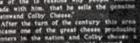
The "new" business is Derrico Trucking, which is developing six lots as part of a relocation.

Gurtner says the city is also working with several other potential new businesses which want to build a new structure along Highway 13.

"Nothing is signed and nothing is public yet," she said. "We're just kind of working on putting in a through street and a frontage road out by the Medford Vet Clinic in order to develop and divide the lot to make it most effective so more than one business can get Highway 13 access. If you look at Highway 13 out there in front of the Medford Vet Clinic, there's this median, so if you try and have more than one business in that lot that we own, you can only turn in and out from one direction. There's no opening in the median, so it's really hard to promote those lots when you can't get access, so we're talking about building a frontage road in there in order to create more accessible lots for development."

Colby also knows how to celebrate. In 2023, the community added a new event to its roster of time-honored traditions which have existed for decades.

>> CONTINUED ON PAGE 16





350176

Schapbookers', Puzzlers', and Book Worms' Haven We have - OUR OWN LINE OF 1400 PLUS STAMPS, many with dies to match. - SCRAPBOOKING SUPPLIES > lots - HUNDREDS OF JIGSAW PUZZLE DESIGNS > All shapes and sizes, for all ages -HUNDREDS OF BOOK TITLES FOR ALL AGES > Lots of old reprints > Horse & other animal stories > True Happenings and > True to life in old time or Christian settings - HUNDREDS OF STICKER PACKS All Of The Above And Lots More Can Be Found At...



Das Deutch Eck 715-223-4573 W705 Colby Factory Rd, Colby, WI 544221 Located 1½ miles West from Hwy 13, tan house just past the woods Store hours - we aim for Mon., Tues., Thurs., Fri. 9-5, Sat. 9-3, Wed. if home. Off hour <u>appointments</u> welcome. If coming a distance, is a good idea to call first.



>> COLBY CONTINUED FROM PAGE 15

"We did just start Music in the Park this last summer and we're planning to continue our Monday night Music in the Park," Gurtner told us. "Just Another Music Monday' we call it. Kevin Hanson from Maurina-Schilling Funeral Home has spearheaded that and has found donors to pay for the cost. That kind of goes along with trying to get our downtown to be our downtown. Have more shopping, retail, more professional business."

The city is also in the process of developing a 35-acre area north of Nicolet Bank and south of Forward Bank.

"Some of it's on one side of Community Drive and some is right on Highway 13, so we're really focusing on our growth and development in that area right now," said Gurtner.

Colby is a city, located partially in both Clark and Marathon counties, near the junction of Highways 13 and 29.

Like most area communities, Colby celebrates June Dairy Month with an on-farm dairy breakfast the fourth Sunday in June each year, hosted by the Colby Chamber of Commerce and the Colby Future Farmers of America Alumni.

The city's signature event is Colby Cheese Days, held annually in July. Colby Cheese



Courtesy of Colby Booster Club

Days includes an ATV pull, Main Street Parade, street dances, tractor pull, amusement midway and plenty of free Colby cheese, along with down-home cooking and refreshments. It's a weekend of entertainment and fun for the whole family.

The Colby School district is also a source of great pride for the community, and its students and student-athletes are often celebrating accomplishments outside the classroom, with many regional, sectional and state championship trophies.

Events Calendar

June 30: June Dairy Breakfast July 12-14: Colby Cheese Days, Downtown



Courtesy of Colby Cheese Days

Granton...

A little town doing big things

he Village of Granton rests among long stretches of rich farmland and is nestled along the banks of O'Neill Creek. This buzzing little Clark County community sits between Neillsville and Marshfield.

For a small town, Granton is one big place. It may be small in size and population, but it lacks little. Within the Village limits is a bank, a grocery store, a hardware store, a Methodist Church and a Lutheran Church, a restaurant, a bar, a post office, a barber shop, a metal crafter, a community

center, a vet clinic, a K-12 school, a ball park, a campground, a trout pond, a library and a daycare center. Just outside the Village limits are three supper clubs, a gas station, several tractor and farm supply companies, cheese makers, and a large Amish community running many greenhouses.

The pride and joy of Granton is arguably its school system. Constantly under threat of closing or consolidating with a neighboring district, Granton residents have time and time again stepped up, and have found ways to keep the K-12 district, not just going, but thriving. Its FFA chapter is always among the top chapters in the state, and is often times sending students on to national competition. The district also has a great track record of placing teachers amongst the finalists of the annual Crystal Apple Awards programs sponsored by the Marshfield Chamber Education Foundation, and in recent years, winning the award.



The community is widely known for the annual Granton Fall Fest, held annually the weekend following Labor Day. The weekend's festivities include a Friday night tractor pull and queen coronation, a Saturday evening car cruise, and a Sunday chicken dinner, parade and truck pull. The parade is also used to honor Granton's Citizens



of the Year, making the village one of the few still bestowing such an honor.

In 2024, the Village of Granton will be reconstructing Main Street (County Road K). The activities include replacement of water mains, sanitary sewers, storm sewers, street pavement, curb and gutter, sidewalks and fire hydrants. The reconstruction will occur between Fifth and Railroad streets. The Village will fund the project

with a Community Development Block Grant, monies from the Wisconsin Clean Water Fund Program, and other loans.

Events Calendar

June 2: Granton Dairy Breakfast June 22: Granton Park Picnic Sept. 6-8: Granton Fall Festival



Courtesy of Granton Area Schools

Greenwood...

City with a Heart

hat's old is new again. That could be the theme for the city of Greenwood, as two of its main attractions get new leases on life, and with different looks.

For starters, the Branstiter Museum is quite literally bigger and better since getting a recent face lift.

"You get inside and you can't believe how big it is," said Chairperson Pat Lindner. "It's really neat and it's full of a lot of antique paraphernalia, from a little schoolhouse to an old-fashioned kitchen to a lot of farm things and an old-time dress shop that is similar to one in Greenwood years ago."

Don Branstiter built the museum in 1980 and it opened to the public in 1995, following Don's unexpected death in 1993.

"The family donated it to the city and then the city formed a committee to more or less take care of it and be in charge of tours. I think I'm the third committee chairman," said Lindner. "I enjoy it. Don was a real good friend of my husband's and I, so we knew him real well. He worked on this forever and didn't really [get to] enjoy it as long as he should've."

Take a trip down memory lane as you stroll past 38 miniature antique cars, coins dating back to 1934, 238 toy tractors, old tools used in the early dairying and lumbering days, stamps, and over 170 photographs of early Greenwood. Another one of its beautiful features are 17 store fronts from the early 1900s.

"It's pretty neat," Lindner added. "It's a real nice setting. About three years ago we had the outside kind of remodeled and





refurbished. It's worthwhile coming in to visit. We get a number of people from out of town, especially throughout the summer. During the summer we have regular hours or always by appointment. It's a big museum and when people get into it, they don't think it's that big," Lindner told us. The museum is located at 600 S. Main Street.

Lindner, also the Greenwood chamber president, said the city now boasts a new winery on Main Street.

"Centuries Gift Shop used to have that building," Lindner told us. "Dan Wolf, who owns the winery, he bought the building for that reason."

1891 Winery opened last summer and celebrated its grand opening in October 2023.

Across the street, the City of Greenwood has its own public library, located in the center of the city adjacent to a city park. The library offers state-of-the-art technology, as well as a book share program with other central Wisconsin public libraries.

Meanwhile, a somewhat iconic landmark is scheduled to disappear from the Greenwood landscape in the coming years, in its current location anyway.

The 80-year-old, powder blue Clark County bridge spanning the Black River along Hwy. G on Greenwood's west side is scheduled for replacement between Dec. 2024 and Nov. 2025.

"Our city, fire protection/EMS, school bus routes and citizens will have to be inconvenienced for that time period," Greenwood Mayor Dave Hansen told us via email. "It will add 22 miles to anyone that lives west of the Black River to come to town. As the year progresses, we will be making plans to keep materials in the city to handle summer projects that arise."

Originally planned for 2023, the county project was delayed after questions arose regarding the historic value of the structure, the last suspension bridge left in Clark County. The Wisconsin Historic Preservation Office says there is historic value in the bridge, while other state and federal agencies contend there is no such value.

Historic designation could mean a group or individual could take ownership of the bridge, but moving expenses would be theirs.

"When completed, it will be wider and contain an ATV/UTV lane for a higher level of safety," Hansen added.

Like many small communities, Greenwood has its own combination summer street dance, car show and carnival, which also features a parade.

Greenwood also hosts Abate of Wisconsin-Summer Hummer at Abate Acres, W8742 Capital Road.

Also featured in June is an on-farm dairy breakfast the last Sunday of the month. The following weekend features a softball tournament Fourth of July weekend. And don't forget "End of Summerfest" the second weekend in September.

Events Calendar

June 13-16: Abate of Wisconsin-Summer Hummer, Acres, W8742 Capital Road June 30: June Dairy Breakfast

Sept. 13-15: End of Summerfest & Car Show, Downtown

Wedges Creek Hideaway

Cabins. Pizza. Music. Ahhhhhhhh



Brick Oven Pizza



Live Music



~ Cabins ~ ~ Campground ~ ~ Barn Venue ~ ~ Weddings/Events ~ ~ Sleigh Rides ~

W7355 Mann Rd, Greenwood, WI **715.386.5466** • info@wedgescreek.com Wedgescreek.com

Bringing Floor Plans to Life,

one story at a time







Interior Design Consultation, 3D Digital Renderings, Kitchen & Bath Design, Full Service Interior Design, New Construction Selections



www.sunrisedesignllc.com 715-830-1134

339950



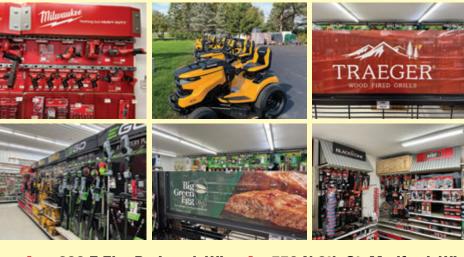
Come check out our new look! Still the same great service and people!

We have added MANY NEW PRODUCTS and increased product selection in many areas!

> Expanded OUTDOOR GRILLING AREAS in each location!



102 Hodd Dr, Colby, WI 715-316-6300



606 E Elm Dr, Loyal, WI 715-255-8200 550 N 8th St, Medford, WI 715-748-2501

Let our Ag Banking Team be part of your team.

At Citizens State Bank of Loyal, we've been making agricultural loans since the day we first opened our doors over 100 years ago.

Let our experience work for you. We know agriculture. If you farm – let's talk.





Call today! 1-800-599-8399 www.csbloyal.com

5 Convenient Locations – Loyal, Granton, Neillsville, Spencer & Marshfield

Citizens State Bank of Loyal specializes in financing agricultural businesses.

Member FDIC

Loyal...

A city with room to grow

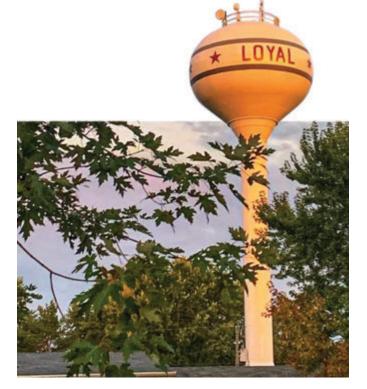
ith a number of projects in the works, Loyal is living up to the slogan on the city's "Welcome" sign.

"The city just purchased 58 acres of industrial land, so we're opening up a new industrial park," Mayor Carmen Englebretson told us. "It's going to be behind the county garage right off of [Hwy.] 98. We're just starting the development of it now," she said. "We hope to have those [lots] up for sale and get new business in soon. We actually bought it this past summer and we've been going through getting it rezoned. Now we're meeting with engineers to plan it out."

Mayor Englebretson said a new splash pad at West Side Community Park is also in the works.

"We had a resident that was interested in building a splash pad and she formed a committee, went out, all funds were donated. We got a big matching fund from a resident [who] grew up in Loyal [and] moved away, matched, I believe, a hundred fifty thousand

> dollars and the money was raised and we finally got the



go-ahead," the mayor said. "They started this in January [2020] right before COVID started. It was a tough couple years raising money, but they kept going and they have all the money raised now and we have the equipment ordered. It's in our storage facility and we will be breaking ground this summer.

"We're going to expand our walking trail," Englebretson continued. "We have phase one complete. We're going to go into phase two. That's another completely-donated...all funds raised from donations. We're hoping to get phase two going this spring before planting crops."

Agriculture is always on the minds of Loyal residents. Known for its "productive land use" and dairy heritage, Loyal serves as an agricultural >> CONTINUED ON PAGE 24





Midnight Sun Productions photo



>> LOYAL CONTINUED FROM PAGE 22

hub, with growing anchor businesses, such as Vita Plus and Northside Elevator, just to name a few. Area farms have also attracted the state's annual Farm Technology Days several times, including the 2022 show - one of the most successful in recent memory.

Loyal has three city parks. The largest, West Side Community Park, has two ball fields, a small golf course, volleyball court and a sheltered pavilion for family outings. The park is also home to a Veterans Memorial honoring its war veterans.

The city is perhaps best known for its annual Corn Festival each August. Get all the sweet corn you can eat when you purchase a Corn Fest button. The Corn Festival royalty is crowned, and there are also city-wide garage sales, a carnival, food for purchase and games through the weekend. Truck and tractor pulls, live music, a



bean-bag tournament and breakfast at the park are also on the schedule. Spanky's run/walk and the Jyllibean Run take place Saturday morning. A full schedule of events is at loyalcornfest. com.

Events Calendar

April 26-28: Clark County "Spring Into the Arts" Studio Tour

June 16: Loyal Dairy Breakfast

Aug. 22-25: Loyal Corn Festival Sept. 8: Car & Motorcycle Show, American Legion Parking Lot, 302 S. Union St.

Dec. 7: Candy, Cookie, Craft & Vendor Sale & Children's Christmas Shop, Loyal American Legion Post 175, 302 S. Union St.

RED MAPLE COUNSELING LLC BEHAVIORAL & SEXUAL HEALTH COUNSELING

Individual • Couples • Families Serving Mfld & Surrounding Areas.....



Red Maple
 Counseling
 Info@redmaplecounseling.com
 redmaplecounseling.com
 11019 Main Street, Hewitt, WI 54

- **C** 715-387-1958

- 11019 Main Street, Hewitt, WI 54441

Naturally • Holistically • Personally



Holistic Empowerment offers you guidance as you pursue your health goals. Through assessment, analysis, and consultation, we work together to empower you with the resources you need to achieve your own personal, optimal level of health.



I'm Zandra Morgan, and I bring 23 years' experience in the medical field, a 5-year Naturopathic Doctor diploma, and Certified Natural Health Professional credentials. I look forward to assisting you on your holistic journey.

Zandra Morgan, Natural Health Consultant







To start your journey to Holistic Empowerment ...

Visit www.321heal.com Select "Request Appointment"

Call or text 715.321.HEAL (4325) Request a consultation

207 South Central Avenue, Marshfield, WI 54449 (Above Mojo's)

Marshfield...

The City in the Center



here aren't many cities which can boast what Marshfield has to offer.

From both public and parochial school systems and a technical college and state university to a free, public zoo, a multi-faceted fairgrounds including a dog park, and world-class health care facilities, Marshfield offers many opportunities a lot of cities its size or larger cannot.

Marshfield is also home to many vibrant, cutting-edge business and industry interests, like Hastreiter Industries, Weinbrenner Shoe Company, H&S Manufacturing, Nelson-Jameson, Wenzel's Farm and so many more.

The city's retail and service outlet inventory is also expanding, with recent additions to a reimagined Northway Mall complex and North Central Ave. corridor.

"We're about to embark on a pretty big thing with this West Second Street Redevelopment Plan, trying to take the Second Street Corridor and move it to the next phase, going from Chestnut to the west over toward the ball fields," said City Administrator Steve Barg. "It's potentially the next big thing if it gets legs, in terms of opportunities to redevelopment some of those parcels on the northwest side of our downtown. The big pieces are still Weinbrenner, who we're working feverishly to relocate to our business park, and we're having really good discussions. I'm hopeful that we're going to be able to make progress here in the next few months toward that end," Barg told us in January 2024. "And then the other is would we ever be able to relocate the (city's) publicworks garage, which is a much-dicier campaign, given the price tag on that."

Barg said the city has also put an emphasis on creating new housing opportunities.

"We've got two new TIF (tax-increment financing) districts we just created to add housing," Barg said. "One a smaller project of duplexes and triplexes between Marawood (Construction) and Fleet Farm along Veterans Parkway and then the one we're high on at 21st and Washington. That one's with a group called Denyon Homes, who's done some really good work and projects in Weston and Plover and elsewhere."

Barg said the city is also still trying to fill its own Daniel's Addition, a horseshoe-shaped subdivision located on the west side of Marshfield, consisting of 23 lots.



Elizabeth Nowak photo







"We've got a handful of homes built, we've got a number more sold," said Barg. "I think we've actually sold fourteen of the twenty-three, but working with some of those buyers to get construction going. Still have nine lots left," he added. "So, you put Daniels together with Denyon Homes and Jeff Hill – he's the one building in the Marawood/Fleet Farm area – it could be a good year for new home development."

Marshfield is home to 17 city parks and recreation areas which include disc golf courses, a skate park, nature trails, and many playgrounds and picnic areas.

Wenzel Family Plaza downtown will have you coming back again and again, as it plays host to numerous events throughout the entire year. In the winter there is an outdoor

ice skating rink, and in the summer a splash pad, weekly summer concerts, food trucks and more.

Art lovers find themselves drawn to the Chestnut Center for the Arts, located across from Wenzel Family Plaza, and Jurustic Park on the outskirts of the city's north side, featuring outdoor sculptures and homemade jewelry, hand-blown glass beads, flowers and more.

Marshfield's fair-and-festival season is second to none, too.

The city's signature event is Dairyfest, held annually the weekend after Memorial Day. Dairyfest is a fun community celebration that honors the agriculture industry and local dairy farmers. Events include a Friday morning Dairyfest Breakfast at the fairgrounds, Picnic in the Park Friday evening at Columbia Park, a Saturday parade, kids' activities, and more.

Hub City Days, the community's midsummer celebration, attracts thousands to the downtown during the final weekend in July, with a huge car show and much more.

The community's end-of-summer bash is the Central Wisconsin State Fair, at the Central Wisconsin State Fairgrounds on the city's south side.

The changing of seasons is marked by

Nicole Hoff photo

>> CONTINUED ON PAGE 28



Mary Wilson photo

Shop a unique array of home décor, gifts, and antiques.



We do custom restoration, painting and repurposing of all your treasures!

00000

Tips by Tay 715.207.9443 1909 S. Central Ave Marshfield, WI (715) 204-4655



experience the difference

LOCALLY OWNED AND OPERATED

WHAT IS TITLE INSURANCE?

Title Insurance is an insured statement of the condition of your "title" or ownership rights to a certain piece of property. A title insurance policy describes your property in detail and states what limitations, if any, there are to your ownership.

WHAT WE OFFER

Badger Title offers a variety of real estate services, including: Insured Closings, Title Insurance of all types of real estate, Letter Reports, Listing Search Reports, and Construction Disbursement with budget records, lien waivers and inspection

CELEBRATING 23 YEARS OF SERVING THE COMMUNITY! EST. 2001



307 W Upham St, Marshfield, WI 54449 Office 715-389-2900 Text 715-613-2574 Cheryl A Schwantes, GRTE cheryl@badgertitle.net



GIRLFRIEND'S CORNER Boutique 49521 **Relaxation + Reflection**

PLUS A unique shopping experience



Mary Wilson photo

Events Calendar

March 9: Marshfield Area Empty Bowls, Hotel Marshfield, Central Wisconsin State 2700 S. Central Ave.

May 31: Dairyfest Breakfast, 5:30 a.m., Marshfield Fairgrounds Park

May 31: Picnic in the Park, 5:30 p.m., Columbia Park June 1: Dairyfest Parade,

11 a.m., Downtown

June 1: Center City Fun Day, Downtown

June 16: Marshfield FFA Alumni Dairv Breakfast

July 4: Fourth of July Fireworks Show, Dusk, Central Wisconsin State Fairgrounds

July 25-27: Hub City Days, Main Street Marshfield

Aug. 17: Udder Mudd'r Mud Obstacle Course Fun Run (3k) and Lil' Piggy Plunge, Memory Lane Farm

>> MARSHFIELD CONTINUED FROM PAGE 27

Maple Fall Fest, held mid-September at Wildwood Park and Zoo, 1800 S.

Roddis Avenue. The event features over 150 arts & crafts vendors, potato pancake breakfast both Saturday and Sunday, a childrens' area, Amish specialties, and beverages and food for purchase.

Come back to the park during the holidays, when the Rotary Winter Wonderland lights up the neighborhood with more than a million lights between Black Friday and New Year's Eve.

Aug. 20-25:

Fair, Central Wisconsin State Fairgrounds, 513 E. 17th St.

Sept. 14-15: Maple Fall Fest, Wildwood Park, 1800 S. Roddis Ave.

Nov. 8-9: Alpine Holiday, Columbus Catholic Schools, 710 S. Columbus Ave.

Nov. 28: Turkey Trot, Marshfield High School

Nov. 29-Dec. 31: Rotary Winter Wonderland, Wildwood Park & Zoo, 1800 S. Roddis Ave.

Dec. 5: Main Street Marshfield Holiday Parade, 6:30 p.m., South Central Ave.

Dec. 6-7: Christmas in the Barn - Live Nativity and Bethlehem experience, Memory Lane Farm



Marshfield







Since 1996, Innovative Machine Specialists, Inc. has been driven to helping customers attain their manufacturing and machining goals. Today, our commitment to reliability, quality, and complete customer satisfaction remain our strongest assets.

Within our two facilities we manufacture products with a wide variety of materials including:

- Alloys
- Aluminum
- Brass
- Carbon Steel
- Dairy/Food Grade Specifications
- Exotic Alloys
- Plastics
- Stainless Steel
- Tool Steel





Capabilities:

- Engineering, Reverse Engineering & Consulting
- Machine Design
- Laser & Waterjet Cutting
- CNC Milling & Turning
- Welding & Fabrication
- Assembly & Installation

Contact: 1907 Laemle Avenue, Marshfield 715-389-1511 Email: ims@innmacspe.com

Website: <u>www.innmacspe.com</u> Visit us on Facebook & LinkedIn!

336026



DELIVERING THE EXCEPTIONAL[®]

JOIN A GOLDEN RULE CULTURE



Value-added Distributor to Food Processors

Family Owned Since 1947



nelsonjameson.com/careers



"More than just a name, its how we do business."

"We were kept informed through the whole service. Fantastic to work with!" ~Sara H.

We Service Foreign & Domestic Vehicles!

Open: M-F 8a-5p | Sat. by appt only • Call or Text: 715-240-0129 www.ccoladeautoservices.com • Follow us on Facebook!

NORTH SHORE HEALTHCARE

Because to us, you are family.



Whether you are looking for a new place to call home, or starting a career in healthcare, North Shore Healthcare at Marshfield and Three Oaks Health Services are The Right Choice.

We are one of the leading employers and providers of post-acute care in the Upper Midwest. We pride ourselves on being the cornerstone of healthcare in the community we serve. Our dedicated healthcare professionals strive to deliver quality care with compassion.

Employees get hands on experience, learning from their mentors, while growing professionally in a progressive environment that values those under our care.



North Shore Healthcare at Marshfield 814 W. 14th St. Marshfield, WI 54449 715-387-1188 Three Oaks Health Services 209 Wilderness View Dr. Marshfield, WI 54449 715-389-6000



Over 125 Years in the Making

Nasonville Dairy is located right outside of Marshfield, in Central Wisconsin, where local cheesemakers have produced traditional Wisconsin cheeses on the same site for over 125 years. Today we buy milk from 180 farm families and convert that into more than 100,000 pounds of exceptional cheese each day. We are committed to support local dairy farmers and use fresh milk from our neighbors' farms to make Nasonville's award-winning cheeses. Nasonville Dairy 10898 Hwy 10 West Marshfield, WI 54449 715-676-2177

Store Hours: Mon–Fri. 8 a.m.–5 p.m. Sat. 8 a.m.–Noon Closed Sundays



Nasonville Dairy Retail Store

N14505 Sandhill Avenue Hwy 29 and Sandhill Avenue Curtiss, WI 54422 715-223-3338 Just West of Abbotsford and East of Curtiss... You cannot miss that bright yellow building!

> Store Hours: Mon–Fri 8 a.m.–5:30 p.m. Sat 8 a.m.–4 p.m. Closed Sundays

WWW.NASONVILLEDAIRY.COM

Here for the moments that **change your life**.



Save | Borrow | Invest 844.769.2667 • simplicity.coop

CHAMBER OF COMMERCE



New to the Marshfield Area?

Considering a new business venture?

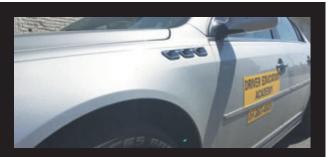


ENGAGE.GROW.CONNECT.BELONG.SUPPORT

With ns!

700 S Central Ave, Marshfield, WI marshfieldchamber.com . 715.384.3454





Since 1988, Driver Education Academy has served Marshfield, Wisconsin Rapids, and the surrounding communities. We have proudly taught over 10,000 teens and 2000 adults to drive crash free. Our programs are tailored to the specific needs of each student.

- New class monthly
- Classroom/behind the wheel taught concurrently
- Enroll now/start now
- Limited enrollment



Driver Education Academy "Meeting Needs, Changing Lives"

Driver Education Academy Marshfield and Surrounding Areas ENROLL TODAY!! 715-387-4809 | www.drivereducationacademy.net



Eye appointments available Tuesdays and Thursdays.



Dr Katie

EYE EXAMS • CONTACT LENSES FRAMES & LENSES EYE HEALTH & DISEASE

Call Today!

1645 N. Central Avenue | Marshfield 715-502-3464 | www.joeysoptical.com





STAINLESS & CARBON STEEL FABRICATION SHOP

TURNKEY • REBUILDS • RETROFITS PREVENTATIVE SERVICE MAINTENANCE

- Fully Equipped Service Truck w/2-Ton Crane
- Mobile Truck Crane 50 Ton Capacity
- Confined Space Permitted/Equipped
- Quality Equipment Technicians/Installers
- Process Piping & Concrete Journey Trades
- · Bonded, Insured, Warranty
- WI DNR Certified Water & Wastewater Operators

SERVING ALL ASPECTS

OF YOUR WATER & WASTEWATER TREATMENT SYSTEM INFRASTRUCTURE

Process Equipment • Piping Steel/Concrete Tanks Lagoon Systems • Lift Stations & More

f in 🖸

CONTACT OUR SERVICE DEPARTMENT Phone: 715.387.8429 | Fax: 715.384.4846 Email: andy.busscher@staabco.com STAABCO.COM 1800 Laemle Ave Marshfield, WI 54449





Check Out Our New Website! TheGrindMarshfield.com Full Menu - Order Online!

Want A Delicious Breakfast But No Time? We will deliver it hot and yummy!





Outstanding Benefits!

- Top Wages
- 2 Weeks PTO in 1st Year
- \$3 Shift Differential
- Health/Dental/Vision



H&S Manufacturing Company, Inc. 2608 S. Hume Ave. Marshfield, WI 54449 – 715-387-3414





THE ULTIMATE WELLNESS & BIO-HACKING SYSTEM

The power of 10 therapies in 1 30 minute session!

SERVICES

FEEL **GREAT,**

LOOK GREAT,

BE GREAT,

INSIDE & OUT!

KINESIO TAPING	\$20.00
Cupping	
15 minutes of cupping	

Therapeutic Massage - 30 Minutes ... \$75.00 Customized 30 minute massage.

Therapeutic Massage - 45 Minutes **\$112.00** Customized 45 minute massage.

Therapeutic Massage - 60 Minutes **\$150.00** Customized 60 minute massage.

Therapeutic Massage - 90 Minutes **\$225.00** Customized 90 minute massage.

HUGO PEMF

FSM FREQUENCY SPECIFIC MICROCURRENT

.\$75.00

FSM for One Category Stand-alone frequency specific microcurrent treatment, no sauna or PEMF, up to 90 minutes.

HOCATT SESSION

Transdermal Ozone, Transdermal Carbonic Acid, Far Infrared, High Intensity PEMF, Photon Color Light Therapy, Frequency Specific Microcurrent, pure Oxygen breathing.

HO CATT



50% Off for all kids under age 18

RELIEF!



Rachel Bredl-Hryndej LMT, NCTM WI Lic 4142-146

715.384.9300 601 S Central Ave., Marshfield, Suite 200

Hours: Monday-Thurs 8:00am-6:00pm, Friday 8:00am-4:00pm, Sat by appt.

www.reliefstt.abmp.com Find us on Facebook www.facebook.com/eliefsofttissuetherapies



Placing our relationship with our clients at the forefront of our core values, we find it natural to provide excellent service. This, along with our great rates have allowed us to provide excellent coverage, at affordable prices, for 39 years and counting!

MEET OUR AMAZING TEAM



Ric Frey Agent



Ryan Frey Agent



Judy Hornick Varsho Admin/Agent



Amanda Meldrum Agent/Marketing Director

715-384-2174 • www.insservicecenter.com

RESIDENTIAL & COMMERCIAL

Seal Coating • Crack Filling • Striping Asphalt Repair • Culvert Repair Licensed & Insured | Free Estimates



Serving Central WI & Surrounding Area...715-384-4720



SPENCER MILL 107 S. Pacific Ave. • Spencer, WI 54479 genfarmsupply.com Sfsspencer@yahoo.com 715-659-4441 MARSHFIELD STORE 3712 S. Central Ave. • Marshfield, WI 54449 gfsmarshfield@genfarmsupply.com 715-387-0348

JOIN US FOR OUR UPCOMING EVENTS Chick Days • Show Rite Clinics • Plot Days • Storage Days Producer Meetings • June Dairy Month Events

GENERAL STORAGE - SPENCER

Heated Buildings on Concrete with Pest Control SUMMER & WINTER STORAGE

RVs • Campers • Pontoons • Motorcycles • Boats • Vehicles Tractors • ATVs • Motor Homes • Enclosed Trailers • Jet Skis Snowmobiles • & More!

408 E. Willow Drive • Spencer, WI 54479 • 715-486-6313 Email: jschafer@genfarmsupply.com • Facebook: generalstorage







AGRONOMY • ENERGY • SEED • FEED • GRAIN • TURF • AGRI-FINANCE

Call today to see what services are right for you!

Marshfield: Agronomy & Propane Services 2501 East 21st Marshfield, WI 54449 (715)387-1211 For other locations throughout Wisconsin insightfs.com Rozellville: Animal Nutrition & Full Service Feed Mill 206551 County Road M Stratford, WI 54484 (715)387-1541

Serving the Central WI Communities...





Erica Krzanowski Broker/Owner



Krzanowski

Realtor/Owner



Violet Wendt Realtor

LET US LEAD YOU HOME

715-814-1342

www.allroadsrealestatewi.com

114 East 3rd Street • Marshfield, WI 54449 1116 Western Avenue • Mosinee, WI 54455 Affiliate Real Estate Specialist for



<section-header>

124 North Central Avenue Marshfield, WI 54449 800.880.7151 statebankfinancial.bank



351213

🚱 www.circlethedate.us 🖪 🚟 🕷 **(715)** 384-3900 9 400 S Central Ave, Marshfield

At Circle The Date, our staff is committed to assisting clients through every stage of the planning process. We want your ideas to become a reality with a blend of precious personal touches, sophistication, and style.

Circle The Date offers décor rentals. In need of linens, chair covers, a backdrop for the head table, or other décor. Set up an appointment with a décor consultant to discuss your vision for your ceremony and reception.

For reception fun, Circle The Date rents a photo booth, fully staffed and stocked full of fun props for your guests. A photo booth is unlimited photo entertainment for guests of all ages!



Christina Wu Elegance Jade Couture · Jade



• Jim's Formal Wear

Dresses

(f) () (

VISIT O MADE NEW O

There's always something new to discover in Marshfield – plan your visit today. 🏐 www.visitmarshfield.com





BIG DAWG ROOFING E CONSTRUCTION

thebigdawgroofing@gmail.com

715-650-0751

Tyler Hahm Jared Johnsrud 715-650-0400







Tyler and Jared @ Big Dawg Roofing & Construction did a fantastic iob on mv shed roof!

As an optimistic homeowner who has worked in the construction and roofing industry, I attempted to shingle my shed roof alone. Long story short, it didn't go well. I had about half the roof exposed to the weather and elements when I gave these guys a call. Understanding the urgency, they came right away! The entire process was very quick and hassle free. They built exactly how I wanted, meeting my standards, requests and local code!

Would highly recommend these guys and couldn't be happier! ~ Nathan S.

BIG DAWGS GO ROOF!" *Competitive Prices! Check us out on Facebook!*

343769









Get it Done FAST!

715-389-6221

Life is better in the Quick Lane.®

• Oil Change • Batteries • Tire Center • Fast Lube • Alignment • Brakes • Shocks/Struts • Air Conditioning • Tune-ups • Auto Detailing

GOOD YEAR DUNLOP

-IRELLI

Quick Lane® is a registered trademark of Ford Motor Company







Todd Beyer ACA, BC-HIS

601 S Central Ave, Ste 300, Marshfield, WI 54449 Locations in Wausau, Colby, Neillsville & Stevens Point/Plover Phone: 715-384-4700 Fax: 715-384-4766 www.thehearinghouse.com

60 Day, 100% Money Back Modern Technology With Old Fashioned Service



Book your next ADVENTURE at EscapeRoomMarshfield.com



RESIDENTIAL • COMMERCIAL MUNICIPAL



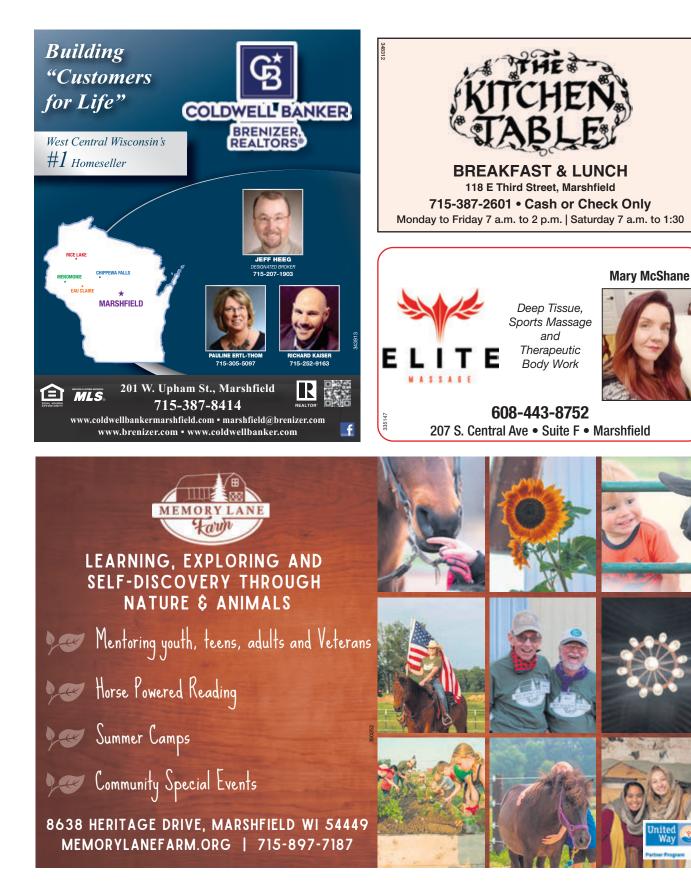
Modern Equipment • Fully Insured • Aerial Bucket Excellent Clean-up • Stump Grinding • Trimming Removal • Brush Chipping • Storm Clean-Up

Tim Freeck - Owner 35+ Years Experience

Customer Satisfaction Guaranteed

f

allseasonstreewi.com





Brakes • Alignments • Tires • Suspension • Exhaust • A/C Free Car Wash with Oil Change!



900 N. Central Ave. • Marshfield, WI 54449 715-387-6157 • www.americanautomarshfield.com

Hours: Monday thru Friday: 7:30 AM - 5:30 PM Closed Saturday & Sunday



Bakeshop

Custom Cakes, Gourmet Cupcakes, Muffins, Cinnamon Rolls, Cake Balls, Cookies, Pies, Cheesecakes, Mousse Cups, Dessert Party Platters and Other Sweet Treats!



126 S. Central Ave • Marshfield, WI 54449 Phone: 715-898-1199 Follow Us On Facebook & Instagram! 2andahalfcups.com • #teamcupcake



SINCE 1903

The road leading up to Felker Brothers Corporation today was first opened in 1903 when brothers Louis and Albert Felker established a sheet metal shop.

Over the course of 120 years, Felker Brothers has continued to evolve to ensure we stay relevant in the marketplace and in our community. Today we are a leading manufacturer in the Stainless Steel pipe, tube, fittings and fabrication industry. Our pipe and fittings are located in the Fountains of Bellagio, the Burj Khalifa Tower in Dubai, the World Trade Memorial, several football stadiums to include Lambeau Field, Ford Field and Levi Stadium, several national water park fountains and various water treatment facilities to name a few.

Family owned since inception in 1903, strong family values are core to our vision. With five locations, we can service a wide variety of industries in a timely manner.

22 North Chestnut Avenue, Marshfield, WI, 54449 (715) 384-3121 • felkerbrothers.com





The Sports Den has been serving Marshfield since 1975!

We offer quality products and service in bicycles, cross country and downhill skis, snowshoes, snowboards, swimming, skateboards, and carry a large selection of outdoor clothing. The Sports Den is also Central Wisconsin's E-bike headquarters with E-bikes from Specialized, Townie, Haro and Trek on the sales floor at all times!



Apparel, Accessories

and Parts

Sports Den bike service



Disc Golf



Skateboards



Snow Sports - Clothing, Skis, Snowboards, Bindings, Boots, Poles, Helmets, Goggles

Exercise Equipment

When you bring your bicycle to us for maintenance or repair, our friendly, professionally trained technicians will assess your bike's needs and provide you with a free, no-obligation estimate. Whether your bike is in need of a minor adjustment or a major overhaul, we promise that your ride is in good hands.

오 1202 S Central Ave, Marshfield, WI 54449 🕓 (715) 384-8313 🕀 thesportsden.net



- Gold & Sterling Silver Jewelry
- Custom Pieces
- Watch Batteries-Installed
- Jewelry Repair We Buy Broken, Unwanted Gold & Sterling Silver Jewelry for Cash

Shop Local!





242 S. Central Avenue Marshfield **715-389-1827**

Quality, Fast Turnaround Done In-House!



Proud Supporter of the Events Calendar!



306 W. McMillan Street, Marshfield WI, 54449 (715) 387-1702 • dentalclinicofmarshfield.com





MARSHFIELD 715-384-7800 Mon. to Fri. 6am-5pm Sat. & Sun. 7am-5pm coffeecabinmarshfield.com



MASL

A COFFEE LEGACY A humble but spirited drive-through coffee shop



Coffee • Espresso • Specialty Lattes • Tea Hot Chocolate • Energy Drinks • Fruit Smoothie • Bakery

ORDER ONLINE at http://coffeecabinmarshfield.com/order

NEW

We are Wisconsin Conquerors Football Club. This pre-professional soccer club, established in February 2023 and based in Marshfield, WI exists to serve not only the Marshfield community but also the surrounding cities of Wausau, Steven's Point, Wisconsin Rapids and Eau Claire.

Our team competes year-round!

Winter indoor games will be played in Weston at the Greenheck Fieldhouse starting in November 2024 to April 2025 and compete under the MASL2 (Major Arena Soccer League) indoor league.

Our summer team will play at the Kenneth & Ardyce Heiting Community Stadium in Marshfield, WI (The Marshfield High School) from May to August 2024 and will play under the NPSL (National Premier Soccer League). The NPSL is considered a division 4 league under US Soccer and is essentially a steppingstone to the MLS and USL Championship league.



😑 Central Wisconsin 3DSports Ministry LTD 💡 6808 University Ave Ste 108 #315, Middleton, Wisconsin 53562 **\$06-252-9727** WisconsinConquerors.org



1409 South Central Ave., MARSHFIELD 1330 West Grand Ave., WIS. RAPIDS "Home of the Champ" Charbroiled Burgers Golden French Fries, Soft Serve Cones, Root Beer Floats, Shakes Open 10:30 am daily

Photography



INFORMATION TECHNOLOGY SOLUTIONS OF MARSHFIELD

111 E. 14th Street, Marshfield M-F 8am-5pm Weekends by Appointment

> After Hours #: 715-773-1509

www.itsmllc.com 715-502-4477

Family-Maternity-Children Portraits, Senior Portraits, Business Portraits, Professional Profiles, Engagement, Wedding, Anniversary, Events ... & everything in between

Your All-Occasion

It's more than a photograph; it's about capturing your memories



348317



Everett Roehl Marshfield Public Library

105 S Maple Ave Phone: 715-387-8494 www.marshfieldlibrary.org email: refdesk@marshfieldlibrary.org









Your Central Wisconsin GATHERING PLACE

Hotel Marshfield offers 99 stylish guest rooms & suites; spacious event center; and restaurant, Libby McNeill's—all thoughtfully designed to create the perfect place for friends and family to gather.



Experience your gathering at hotelmarshfield.com



o tripadvisor*

LESS MONEY. LESS TIME. MORE EDUCATION.

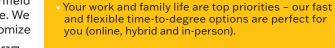


BACHELOR'S DEGREE PROGRAMS

Business Administration | Organizational Leadership | Multidisciplinary Studies

UW-STEVENS POINT AT MARSHFIELD CAN HELP CHART YOUR PATH TO GRADUATION DAY

Whether you are ready for a career change or looking to finish your degree, UW-Stevens Point at Marshfield can help you take the next step to a fulfilling future. We will connect you to a personal adviser who will customize a schedule specifically for you!



 You've done a lot of work – let us give you college credit for prior learning or work experience.

- Let us help you fund your education by providing full and partial scholarships based on qualifications.

Learn more at uwsp.edu/marshfield.

LET'S DO THIS. TOGETHER.



NUTZ DEEP II

www.nutzdeep2.com

MARSHE

Voted Best Burger 15 Years in a Row! Marshfield's Best Fish Fry 4 Years in a Row!

Open Daily at 7 a.m. for Breakfast20 BEERS ON TAPMARSHFIELDSPENCER715-387-2597715-659-4333809 S Central Avenue103 F. Clark Street

DAILY SPECIALS:

Monday - Mac Menu Tuesday - Tacos & Trivia at 7pm Wednesday - Specialty Grilled Cheese Thursday - Prime Rib Sandwich Friday - Our Best Fish Fry! Saturday - Burger of the Week Special Sunday - Steak & Shrimp

Committed to Our Members' Growth and Success



Agronomy | Animal Feed and Nutrition | Energy - LP Gas/Refined Fuel | Grain Retail - Country Stores, Convenience Stores, Ace, Lawn Care, NAPA, Tire & Service



McDonalds Breakfast The

McDonald's Breakfast Menu includes all your



favorite items! From our Egg McMuffin[®] breakfast sandwich to our famous Hash Browns, you'll find everything you love! McDonalds McCafe Explore our full McCafé[®] Coffee menu for a selection of



espresso drinks and coffee at McDonald's. Enjoy a classic iced latte, frozen coffee drink, hot cappuccino, or caramel macchiato.

McDonalds Food Enjoy a favorite from the



38884

43640

McDonald's burger menu and pick from a large selection of classic burgers like the Big Mac[®], or pick a fresh beef burger like the Quarter Pounder[®] with Cheese!

Deals for Days Get exclusive



deals on your McDonald's favorites in the app with contactless Mobile Order & Pay* and convenient Drive Thru or Curbside pickup.



1101 N. Central Ave. Marshfield, WI

Neillsville...

Big-city fun with small-town comfort



ven though it's almost 180 years old, the city of Neillsville is going through a bit of a growth spurt right now. From new recreational opportunities to housing projects and more, Neillsville has a lot happening for it.

"Right now, we've got a group that's working on expanding a ball field over at Listeman Park. They're getting out and raising the funds and things like that," Mayor Dewey Poeschel told us. "We've got a movement, if you will, that has tried to get more youth involved in things. We got a new Parks & Recreation director (Jessica Brown). She's coming up with some different things for kids to do."

Poeschel also said housing has become a priority in Neillsville as well. "We've got S.C. Swiderski...they're going to put in some new

housing units. It's a housing sub-division," Poeschel said. "We're trying to get some more housing. Hopefully, if we get some housing the way





Specializing in architectural engineering services for commercial, industrial, institutional, and public buildings.

(715) 743-2240 www.RatschEngineering.com 547 Hewett Street • Neillsville, WI 54456 we need it set up, we can get some more employees closer to the work. Everybody's always looking for employees right now and I'm hoping that if we get the housing, we get the employees, the economy gets going the right way, perhaps there can be some growth. We just need some growth to get our financial house in order."

Poeschel also said Lutheran Social Services is now offering "a place where guys that have been incarcerated want to get their life changed around. They just wanna become better guys," he said.

Poeschel said the city's business community is also thriving. Gross Motors is expanding with a new building and a new dealership, and they're renovating and retrofitting the former Gordy's Supermarket building into a new body shop and paint booth.

There have also been recent branch expansions by Simplicity CU, Marshfield Insurance and Century 21 Realty.

Along with some of the most scenic nine holes of golf you'll find anywhere, the Neillsville Country Club – after suffering some water damage last fall – is unveiling a freshly-renovated clubhouse, pro shop, kitchen, office and more.

A successful Neillsville School District referendum will bring some much-needed updates to the middle and high schools over the next several years.

The Neillsville Improvement Corporation has been working on a new bike trail and unveiled a new park at the trailhead last fall.

In 2026, Highway 73 to the north and Highway 10 to the east will get redone.

Residents have access to quality health care, high-level educational institutions, entertainment and recreation – all with the comforts of a small town.



Courtesy of Neillsville Country Club



The city is perhaps best known as the home of the Highground Veterans Memorial Park. It began as the Wisconsin Vietnam Veterans Memorial project in 1984 and has grown to 155 acres with a mission to honor, educate and heal veterans, their families and all who visit. The park includes more than 15 tributes, a museum, gift shop and hiking trails.

Neillsville is not without its annual community events.

For those with Cabin Fever, Winter Carnival is Feb. 23-25 and the Sweatv Yeti Winter Festival runs March 2 at Levis-Trow Mounds Recreational Area, N1589 Fisher Ave. Experience winter camping and fat tire biking, food, drink, bonfires and hanging out among friends.

The Midwest Rockbouncer Shootout is coming to the Clark County Fairgrounds May 11. The Make-A-Wish Truck Convoy rolls into the fairgrounds June 8.

Celebrate June Dairy Month on June 9, at the Neillsville Area Chamber of Commerce Dairy Breakfast.

Neillsville Heritage Days is held the second weekend in July (11-14) at Schuster Park.

The Clark County Fair returns Aug. 7-11, followed by Autumn Harvest Fest in early October in the Sniteman Town Square along Hewett Street. There will be crafters and vendors, games, inflatables, food and beverages throughout the day.

Once the holidays roll around, check off the loved ones on your list during Neillsville Shop Small Business Saturday, Nov. 28-Dec. 1 and take in Neillsville Hometown Holiday Magic Dec. 6-8.

Whether it's enjoying the community events, the city's historic features, its many recreational opportunities or one of nearly a dozen city parks, Neillsville offers the amenities of a larger community with the appeal of a rural lifestyle.

Events Calendar

Feb. 23-25: Winter Carnival March 2: Sweaty Yeti Winter Festival, Levis-Trow Mounds Recreational Area, N1589 Fisher Ave.

May 11: Midwest Rockbouncer Aug. 7-11: Clark County Fair Shootout, Clark County Fairgrounds

June 8: Make-A-Wish Truck Convoy, Clark County Fairgrounds

June 9: Neillsville Area Chamber of Commerce Dairy Breakfast

July 11-14: Neillsville Heritage Days, Schuster Park

Oct. 5-6: Autumn Harvest Fest, Sniteman Town Square, Hewett Street

Dec. 6-8: Neillsville Hometown Holiday Magic





Atmus Filtration Technologies is a global leader in filtration solutions for on-highway commercial vehicles and off-highway vehicles and equipment. We design and manufacture advanced filtration products that enable lower emissions and provide superior asset protection. We combine our culture of innovation along with deep industry experience to deliver superior filtration for our customers. Founded by Cummins in 1958, but independent in 2023, Atmus continues



to build on a 65-year history, differentiating ourselves through a vast global footprint, comprehensive portfolio of premium products, technology leadership and multi-channel path to market.

The history of our facility began in 1945 when Nelson Muffler was established in downtown Neillsville. In 1969, manufacturing began at the current site in the industrial park. In 1997, Nelson was acquired by Cummins, an industry leading manufacturer of diesel engines. In 2020, we gained warehousing space and freed up manufacturing space in the main plant by taking over the Figi's facility in the industrial park. In 2023, Cummins announced an Initial Public Offering of stock for Atmus Filtration Technologies. Trading for Atmus stock (ATMU) began on the NYSE on May 26, 2023.

Agriculture • Bus • Commercial Power • Construction • Home and Recreation Marine • Mining • Municipal Services • Oil and Gas • Rail • Trucking



1401 E DIVISION ST | NEILLSVILLE, WI 54456 | (715) 743-3273 | ATMUS.COM

OEM - Your Employer of Choice

At OEM Fabricators we believe in excellence in everything we do.

Our Team Members are critical to our success and we pride ourselves in providing our Team Members the opportunity for a great career!



1st Shift 6AM to 4:30PM M-Th. **2nd Shift**

2 options - 4:30PM to 3AM M – Th. OR 4:30PM to 5:30AM M – W (shift premium 10% of base pay) Weekend Shift 6AM to 6PM Friday, Saturday & Sunday (shift premium 20% of base pay)

- ✓ Great starting wages and shift premiums!
- ✓ Air conditioned shop!
- ✓ Generous time off, including time for hunting!
- ✓ We provide our Team Members with a positive and stable work environment and consider this in all of our business decisions
- ✓ Flexible work schedules with great work-life balance
- We offer a dynamic work environment with educational opportunities for professional growth

If you are an innovative, creative team player who would like to join our OEM team, please stop by our Neillsville facility to pick up an application at 1701 Industrial Park Drive, Neillsville, WI or apply online at oemfab.com.

FABRICATORS,

OEM's goal is to be the Employer of Choice and we believe our Team Members are our most valuable assets

OEM Fabricators, Inc. is an Equal Employment Opportunity/Affirmative Action/Drug-Free workplace employer.



FEBRUARY 28, 2024 We Are MAGAZINE 61

Ready to kick back and relax?

That

Come see us today and we can help you find the home with that feeling.



Julie Simek ~ Agent ~



Jake Ormond ~ Agent ~



[~] Administrative Assistant ~

Over 24 years of combined service!



211 E Division St, Neillsville, WI 715.743.2020



The Highground Heroes Ride Bike Tour Reaches Milestone "40" in 2024

On Friday, August 2, The Heroes Ride Bike Tour will ride for its 40th year with rides starting in Hayward, Cottage Grove, Fond du Lac, New Richmond and La Crosse and along scenic routes in support of and toward The Highground in Neillsville, WI.

Everyone rides for different reasons and riding has changed many lives. As the dedicated bicyclists physically prepare for their three-day tour months in advance, they also pursue route sponsors and raise funds to support The Highground's mission.

Not unlike other events organized by The Highground, the Heroes Ride is a tribute to Veterans we have lost and to honor and support those who are still with us. As Veterans experience difficulties with their transition from active duty or with challenges due to post-traumatic stress, The Highground rallies around them and offers resources for their growth beyond their service. The Highground would not be able to embrace these challenges without the unwavering support of all the Heroes Ride participants.

This ride is the organization's largest and longest running fundraiser. It began in 1985 with Tom Miller riding 1,244 miles around Wisconsin to bring recognition to Vietnam Veterans and The Highground - at the time known as the Wisconsin Vietnam Veterans Memorial Project. 1,244 represents the number of servicemen and women who were killed in action during the Vietnam War. The Highground has since grown to include many more Veteran resources. It offers social programs and restorative retreats that help Veterans and their families overcome the challenging emotions associated with military service.

For information and registration options for the 40th Annual Heroes Ride Bike Tour, visit the Heroes Ride website at the highgroundheroesride.com. Information about The Highground, event updates and more are available on The Highground's website at the highground.us and Facebook at Facebook.com/The HighgroundVeteransMemorial.

The

Highground

W7031 Ridge Rd, Neillsville, WI 715-743-4224 thehighground.us

347592

Pittsville...

A friendly, welcoming community



rom a road resurfacing project through the city to park and recreation improvements, a new university-level charter school program, residential building incentives and more, the future of Pittsville looks very bright.

"Park improvements is kind of the theme of the biggest thing that the city's doing right now," said Alderman Mike Hobbs.

Those improvements, he says, start with Light Up the Pit, a private group that's raised funds which are making some much-needed improvements and enhancements to Pittsville's baseball facility at Riverside Park.

"They've got overhead lights, they're building a new concession stand, they're finally getting flush toilets in the park, they made this really nice concrete bleacher so the pit where the baseball field is – it's Jankowski Field now – it's a natural amphitheater, so they made this really nice concrete bleacher. It's gorgeous," Hobbs told We Are in early February.

Jankowski Field hosts the Pittsville High School baseball team in the spring and the Pittsville River Bandits during the summer months.

He also said the city is hoping to soon add a bandstand structure in the park.

"We've allocated a significant amount of money for park improvements in general, so playground equipment, hopefully a water feature will be coming in the near future, so that's one big thing that's going on," Hobbs said. "We're also working with a group that wants to start a non-profit to do some economic development. They're hoping to actually construct a new downtown building in about two years' time."

Hobbs said the city is also offering residential building incentives to meet growing housing demands.

"We got a grant from WEDC (Wisconsin Economic Development Corporation) two years ago to work on a strategic economic development plan, and I just got notified that we were awarded the Thrive Rural Wisconsin grant for some of the implementation strategies of those things," said Hobbs. "So, we'll be working with the State Office of Rural Prosperity and some of their rural development specialists over the next two years."

Hobbs said Pittsville is also working with the county to try to improve connectivity to city and county parks and bike and UTV trails.

"We just joined the Connect Communities program, which is part of the State of Wisconsin Main Street program, so we're looking forward to implementing some of those tools and revitalizing our downtown," Hobbs added.

He also said Pittsville is not immune to the housing crunch facing many communities.

"There's not a lot of houses that come up for sale on the market in Pittsville," Hobbs told us. "We worked out a deal with Ruesch over by Wisconsin Rapids to build a couple duplexes."

He said it's worked well because it allows families to stay in the market and rent until an affordable house becomes available.

"Some of those things that we've worked on have helped get people aware of Pittsville, be able to live in a community a little bit to give them that confidence of buying a house," said Hobbs, who is originally from Oshkosh. "It can be a little intimidating to buy a house in a really small community because you can't really be sure of what you're going to get. You hear horror stories of the 'you ain't from around here' kind of attitude, but Pittsville's very welcoming. That's one of the messages we really want to get out there. It really is a friendly, welcoming community."









Pittsville is the "Geographical Center of Wisconsin," and was declared as such by Gov. Walter J. Kohler Jr. in 1952.

Aside from being the exact center of the Badger State, Pittsville is also famous for hosting the area's only Fourth of July parade. People come from miles around to enjoy this annual event, and hundreds also participate in the Heart and Soul 2- and 5-mile race, a staple for fundraising for the Pittsville Fire Company for nearly forty years.

Outdoor recreation abounds in the Pittsville area. Riverside Park boasts disc golf, a kayak launch, a playground, tennis and basketball courts and baseball fields, all located at the edge of the Wood County ATV Trail.

"The top item on our Outdoor Recreation Plan survey was people want more events, festivals, that kind of stuff," Hobbs disclosed. He said they hope to add a low-cost, familyfriendly event in the fall.

Events Calendar

June 8: Pittsville FFA and FFA Alumni Dairy Breakfast July 3: The Heart and Sole 2- and 5-mile race/walk July 4: Fourth of July Parade, downtown





- Automotive Repair
- General Maintenance
- Brakes
- Tires, Wheels and TPMS
- Oil Change Suspension
- Exhaust
- HVAC, R134 & R1234vf
 - · Accessories and more
 - -Lance and Amber





715-897-6337 5665 Cedar Lane, **Pittsville**, WI



PROUD TO BE YOUR HOMETOWN SHOP

HARDWARE • FEED • MILWAUKEE TOOLS DEALER GARDEN CENTER • CUSTOM HYDRAULIC HOSES



We Have Everything from Hydraulic Hoses to Red Roses!

Milladore...

Where nature and wildlife abound



he village of Milladore, in Wood and Portage counties, is home to one of the largest wildlife areas in Wisconsin. The George W. Mead Wildlife Area is nestled in the valley of the Little Eau Pleine River and covers more than 33,000 acres of marshes, forests and grasslands. The Stanton W. Mead Education and Visitor Center is open daily and hosts a variety of education opportuni-



The town has excellent school districts nearby, very active 4-H chapters in the vicinity, the Sherry Volunteer Fire Department, friendly neighbors and open spaces with quiet living and plenty of wildlife to observe. Its location is adjacent to a four-lane expressway, only a few hours from many cultural centers, sports stadiums and more, and just a short drive

ties, year-round hikes, presentations, a book club and much more. Visit meadwildlife.org for more information.

from retail outlets and dining in Marshfield, Wisconsin Rapids and Stevens Point.



Sherry...

On solid ground, then and now

he Town of Sherry is located west-southwest of Milladore in Wood County. A post office was established in 1884, and remained in operation until 1968. The town of Sherry was established in 1885.

In 1880 Briggs & Sherry erected a sawmill in Sherry, along with a store. Briggs soon left the partnership and Henry Sherry went into business with Norman and Charles Willard who already had a sawmill running in Sherry. Their business was called Sherry, Willard & Co. and operated mills at Sherry and Hewitt. In November 1886 the Willards sold their share of the mill in Hewitt. Henry Sherry later bought out the Willard brothers' interest in the Sherry mills.

The Town of Sherry was organized on November 10, 1885, with the first town meeting held on the first Tuesday in April 1886.

During the depression of 1897, Henry Sherry and the Sherry Lumber Company found themselves in dire straits. Many of his business interests were sold to pay off his debts.

In February 1897 Benson & Anderton purchased 9,000 acres of land in Vesper from J. W. Cameron. By January 1898, most of this land was sold. In May of 1898 all of the Henry Sherry lands in Sherry and Milladore, consisting of 11,000 acres in Wood and Portage



counties, were sold to Benson & Anderton at an average price of \$4 per acre. They divided these 20,000 acres into 40- and 80-acre pieces and sold them off to settlers.

Anderton said they were careful in the class of settlers to which they sold the land. He went on to say that "none but experienced, thrifty, and energetic people have been offered any of the lands. The sales were mostly made to Hollanders and Germans, all of whom have had previous experience in farming."

In 1906, the Presbyterian minister, Rev. Agnew, was instrumental in getting a college, the Northwestern Collegiate Institute, located in Sherry. Marshfield was a contender for this college, but Sherry won it. According to a newspaper from that time, one deciding factor was that "morally, the town was above the average." The school was located on the old Sherry Lumber Company's farm, 500 acres on Mill Creek, now owned by Benson & Anderton. Students worked on the farm for part or all of their \$125 annual tuition. The boys worked in the fields and the girls in the kitchen. The main hall and girl's dormitory was located next to Mill Creek where Good



Tymes Bar/Sheri-Land Ballroom is located today. The school closed due to monetary problems in 1921.

In Jones' 1923 *History of Wood County, Wisconsin*, he states that "the village of Sherry has two general stores, a hotel, an auto repair shop and garage, the real estate office of Benson & Anderton, a cheese factory, and two churches. It has express, telegraph, and telephone communications with the outside world." We can thank Benson & Anderton for the telegraph and telephone service as these were needed for their many real estate transactions.

In the special edition of the local newspapers for Wood County's Centennial Celebration in 1956, it was noted that the sawmill era saw the most growth in Sherry's history with a population of 1,000. The village had a railroad, a shingle mill, several stores, four boarding houses, a tavern and a stave factory.

In 2016 Bev Sweet Peaslee, unofficial town Historian, and her husband bought the Anderton house. In researching the history of the house, I found an article from the *Marshfield Times* dated Aug. 21, 1885, in which it was said that Norman Willard is erecting a fine residence in town which will cost in the neighborhood of \$3,000. It was also reported that a colony of 50 families have purchased lands in the vicinity and are expected in a few weeks.

The Sherry Tired Iron Tractor Club sponsors the annual Country Ride. They have a Tractor Show the last Sunday in July and then in September, they invite townspeople to go on a ride through the countryside. They get permission from landowners to cross their properties and drive on their trails. People driving old trucks, tractors (new and old), UTVs, and golf carts join in the fun. All trails lead to Anderton Park in downtown Sherry for a picnic. - *Bev Sweet Peaslee*

WE ARE HERE TO HELP MAKE YOUR HOUSE A Jone!

Visit us for FLOORING, American-made MATTRESSES, locally-made FURNITURE, and much MORE!

FLOORING FURNITURE

Hwy 13 South, 312 South Pacific Street Spencer, Wisconsin 54479 Monday thru Friday 10-6, Saturday 10-1, Closed Sundays 715-659-5880 • FlooringandMattress.com

FLOORING



CARPET

Carpet is the softest, most comfortable floor covering you can put in your home. R&R Flooring has carpet that is perfect for everything from selling your home, to high traffic areas. Customize your carpet with our Select 3/8" or 1/2" Pad or upgrade to a Premium Memory Foam Pad with Moisture Barrier.

LUXURY VINYL FLOORING

Luxury vinyl flooring replicates the look and feel of natural stone, tile and hardwood flooring. Advantages of modern luxury vinyl floors include ease of cleaning and maintenance, moisture-resistance construction and the ability to resist stains and minor abrasions. Additionally, luxury vinyl tiles are durable and wear-resistant, which makes them great for areas with high foot traffic.

HARDWOOD

Hardwood is the tried and true timeless floor covering. Wood is widely considered a permanent fixture in a home. Whether you want a 2 1/4" or 3 1/4" solid wood, or you'd like a wide plank engineered wood, R&R Flooring has one of the largest selections around. From smooth finishes to hand scraped, contemporary to rustic, we have it all.

LAMINATE

Laminate offers the look of wood or ceramic at a fraction of the cost. If you're looking for a durable, scratch resistant floor for a high traffic area, this is a great option!

VINY

Vinyl Flooring has become more popular because modern versions of vinyl do a much better job of looking like real hardwood and tile at budget-friendly prices. Vinyl Flooring can, therefore, be ideal for a kitchen, bathroom, or any other area prone to spills and a lot of foot traffic.

TILE

Tile has always been a favorite for kitchens, bathrooms, and entry ways, because it is perfect for areas that receive heavy traffic, and moisture. Ceramic, like wood, can be enjoyed for decades, especially when properly installed. R&R Flooring has expert tile layers that treat their work like art.

FURNITURE



BEDROOM FURNITURE

We specialize in locally made bedroom furniture. Our most popular brands include Lang Furniture and Wolfcraft. With options ranging from engineered wood construction to solid hardwood, we are sure to find a

product that will meet your needs while keeping your budget in mind.

MATTRESSES

From conventional innerspring, individual pocketed coil systems, to memory foam, gel foam, and latex foam, we are certain to have the right mattress to meet your specific needs. Our Deluxe adjustable frames add luxury and individual positioning for a better night's sleep. Mid America Bedding is made right here in Wisconsin and carries the best warranty in the industry. We are your sleep specialty headquarters.



LIVING ROOM FURNITURE Complete your remodel with new living

room furniture from our most popular brands including LaCrosse Furniture and Coaster Fine Furniture. Complement your furniture with a new coffee table and end pt color (wood combinations

table available in 24 different color/wood combinations.



Whether you're looking for your cabin or man cave, we have a wide range of specialty furniture from log furniture to gun cabinets. With 24 different color/wood combinations possible, you can customize your furniture

to make it unique.

Spencer...

A friendly, small town with a future



s the Village of Spencer – at the junction of Highways 13 and 98 in Marathon County – marks its 150th anniversary in 2024, the community is bustling with activity in all sectors. From new housing to new business and industry, plus new recreational and entertainment opportunities, Spencer has a lot more to celebrate than just its long and prosperous past.

"We have growth going in the new Graupner subdivision. Three new houses went up last year and two new businesses built in the industrial park and we still have lots for sale out there," said Deputy Clerk/Treasurer Deb Schafer.

Schafer said the village is also working towards the construction of a new bandshell-type facility in the Lions Park. The designers were getting ready at last word to put the project out for bids.

"We are still working hard as a community to raise some funds to build the band stage," Schafer told We Are. "We have two major grants that we were awarded and we're looking for someone that would like to have it be their legacy with their name on the building. Eventually it'll be a covered shelter, but our first phase is the band stage itself. Very big project."

The village has also recently completed a new Banquet Hall on





Highway 13 just north of Northcentral Technical College. The new facility, owned by Becky Gorst, houses Spectrum Benefit Solutions, a small cafe called The Breakfast Nook, a large conference room and banquet facilities for weddings and other large events. The banquet facilities will be available to rent starting in the fall of 2024.

Meanwhile, the fastest-growing sport in the country is also gaining popularity in Spencer, thanks to the addition of public pickleball courts. Project organizers, volunteers, village officials, community members and others gathered July 14, 2023 for a ribbon-cutting ceremony, officially opening six pickleball courts at ARC Park.

School district officials worked with the Boson Company of Marshfield on an addition to the south end of Spencer Elementary, which houses the "Rookie Rockets." District Administrator Mike Endreas said the new wing allows for the addition of 15-20 kids in the day care program.

"A huge need," he told us, during the 2023 groundbreaking. "We all know. We see the news. We watch the need for daycare. Our priority is going to go to our community and our staff first. If anybody applies and needs a spot outside of our community they'll be put on a waiting list."





AGRICULTURAL RESIDENTIAL COMMERCIAL

Chad Schmidt Call: 715-572-5596 Corey Schmidt 715-897-4752 Phone: 715-659-5112 After a 16-year hiatus, Spencerama Days made a comeback in 2017. The celebration is held the second weekend in June.

Music in the Park is featured every Wednesday in August at Lions Park. During the colder months, music is featured indoors, at the state-of-the-art LuCille Tack Center for the Arts. Attend one of many shows or performances at the Tack Center and you might think you're on Broadway or at a big-city venue.

If you'd like to learn about the community, stop in at the Spencer Area Historical Society's museum, located at 117 E. Clark, downtown. A great history lesson awaits, at a well-organized time capsule.

The Spencer branch of the Marathon County Public Library always has something going on, and is located in the Spencer Municipal Building.

Chris Helgestad was hired in January 2024 as the village's new Administrator/Clerk/Treasuer, after 22 years as Wastewater Treatment Operator.

Spencer, with great community pride and spirit, celebrates its sesquicentennial July 27, 2024.

Events Calendar June 7: Spencer Dairy Breakfast, Lions Park June 7-9: Spencerama July 27: Sesquicentennial, Spencer Municipal Building Every Wednesday in Aug.: Music in the Park Sept. 8: Spencer FFA Alumni Fall Harvest Breakfast





Our nearly 100-year-old history, relentless innovation and farmer ownership make us synonymous with the highest quality dairy products.



Stratford...

On the move



Courtesy of Stratford Area Historical Society

he future is now for the Village of Stratford.

There is no shortage of activity, according to Village President Keith Grell.

"We do have two new businesses coming into our industrial park this spring or early this summer," Grell told We Are Magazine. "Phoenix Express, they are going to be providing decorative rock and will be having a stockpile here within the village industrial park. They will probably be bringing four to five positions with that business.

"Another business that is going to be coming in - we're close to selling the property to them - is a company called Premium Impressions. They do embroidery," Grell continued. "They will be located just to the west of AMS Bowfishing right on the corner of [Hwy.] 153 and Loyalty [Avenue]. They will be bringing six to seven jobs to the industrial park here early on."





Courtesy of Stratford Area Historical Society

209291 Galvin Ave, Stratford, WI 54484 715-506-0096 Hours: Tues. & Thur. 12-5 p.m. Sat. 9 a.m. - 4 p.m.

Knitted and Crocheted Hats • Toques Hunting Hats Headbands • Gloves Socks • Mittens • Glittens • Scarves Soap • Slippers • Yarns • Sheep Hides So Much More!

Grell said the village has also recently completed the sale of one of its former spec buildings to Marathon Metals, a division of Kulp's Roofing.

Like most communities, Grell said housing is also a focus, and efforts continue to create new opportunities.

"The Knoll subdivision, they're going to be putting up another

spec home along Highway 153 on the west side of town sometime in 2024," according to Grell. "And we are anticipating Sunset Ridge to add a couple more houses within the next couple of years. Nothing concrete there. That's just my speculation," Grell added. "We are constantly trying to reach out to find a developer who would like to bring housing, whether that be apartments or duplexes and stuff like that to Stratford. Where we struggle is, the village doesn't own any land outside of the industrial park. We don't have residential lots available, so when you have to start playing a middle man between a developer and a landowner, it really bogs the process down and ties up a lot of resources. So, when we see communities like Marathon and Edgar and Athens, we kind of try to see what they're doing better than us because you see development going on there for apartments and housing and stuff like that," Grell said.



In 2026, Grell said Highway 153 will get resurfaced from the village's westside industrial park to Highway 107 to the east of Stratford, and the village will replace its sewer and water mains along that stretch of road at the same time.

"Looking at village staff, population, school district, etc., I would say right now we are right-sized. However, I don't want to say we're content with that. We are trying to continue to grow. I would love to say at some point we're almost the same size as Mosinee. I think that would be a fantastic fit. I don't know if that would ever be a possibility, but based on what we have for infrastructure, housing, schooling, employees for village staff, any more growth and we would have to add on police officers, public-works employees, office staff, more roads."

The village currently has three full-time police officers and one part-time officer. The village's fire department just added a second ambulance in early January, and Grell says it's adding volunteers all the time.

"We got kids that, one or two years removed from high school, and they're going through Fire 1 classes and training," he said. "We've got some recently-graduated nursing staff. They're looking to take the EMT course through the fire department and participate that way. We continue to grow, and we're a youthful, energetic group."

"I would say our biggest challenge within the next five years is going to be building some new village buildings. Our Public-Works Department is full," said Grell. "We've got some brand new equipment that we can't get under roof. The new Chief of Police (Tom Koontz) has identified a couple of shortfalls within the current police department. So, that is going to be our biggest issue – within the next four to five years trying to determine how to fund those projects," Grell noted. "For the public works we already have five acres earmarked within the industrial park that we plan on building a new facility on at some point. The Chief of Police has identified an existing village property that would work well for a new police department. But, again, this is all hypothetical. It's a wish list."

St. Joseph's Catholic School and the Stratford Public School District have long, successful traditions of education. Furthermore, the athletic programs of Stratford High School are always in the mix of teams at or near the tops of their conferences. The Stratford Tigers' football team has won eight state championships, including a record six in a row (2003-08). The Tigers' baseball and boys' track teams have also won state titles, and their girls' and boys' track and cross country participants have brought home numerous individual statewide championships as well. Another source of pride for the community is Stratford High School graduate Derek Kraus, now a member of the McAnally-Hilgemann Racing team in the NASCAR Camping World Truck Series.

Events Calendar

May 2-4: Rummaging Around Stratford June 2: June Dairy Month breakfast, Country Aire June 8: Classic Car Show Oct. 31: Trunk or Treat Dec. 6-8: Christmas in the Park, Klemme Park (various events with Santa and Mrs. Claus in the Community Hall)







THERMO PRODUCTS

LEADING IN HEAT TRANSFER TECHNOLOGY

Omega Thermo Products is proud to have been in Stratford for the past 25 years! We are known for our expertise in the manufacturing of inflated laser welded heat transfer products.





OMEGA OFFERS OUTSTANDING BENEFITS AND MANY GREAT POSITIONS!

Welder/Fabricator

Machine Operators

- Production Associates
- Sales

Engineers/Designers

- Quality Assurance/R&D
- Material Handlers
 - Shipping/Receiving

WWW.OMEGATHERMOPRODUCTS.COM



Building Your Dream Home Get to know Stratford Homes...

Stratford Homes has been providing custom-built homes using modular construction techniques since 1973. During this time, we've helped transform endless ideas of that one perfect house for new homeowners into beautiful, new custom homes. We understand that the unique process of building a custom home should be a rewarding experience for every homeowner. We've had the privilege of being part of over 11,000 new homes for families who have opted for our exceptional quality, energy efficiency, structural strength, and customization capabilities.

With two locations, Central Wisconsin and Northern Idaho, we have market coverage in areas of the Midwest and Pacific Northwest, through our network of independent Stratford Homes' Builders.

At Stratford Homes, we always welcome the opportunity to help educate those needing clarification on the terms often used in the building industry such as pre-fab, manufactured/mobile homes, traditional stick-built or site-built, and modular homes. Feel free to reach out to us or a Stratford Homes' Builder if you need a better understanding of the differences. Partner with an independent Stratford Homes' Builder, and you will be well on your way to living in your custom-built home with all the benefits of the modular construction process.



Schmidtke's Cleaning Services LLC

Carpet, Upholstery, Furnace Duct & Dryer Vent Cleaning, Fire Restoration, Water Damage Restoration, Snow Plowing



Kevin & Kendra kkschmidtke@yahoo.com

Call Today! 715-384-2063 or 715-207-2065 204466 River Run Rd. Stratford, WI 54484



www.stratfordsign.com

Need to park your campers, trailers, and ice shacks? Call 715-305-9363!

Check out our website for any openings www.dropgostorage.com

> Drop & Go STORAGE 126980 County Road C, Auburndale, WI 54412 Close to the Eau Pleine Flowage

"Your Fabric Building Specialists"

STRUCTUL



Structures Unlimited, LLC is Wisconsin's premier provider of the world's leading steel-framed, fabric-covered buildings. As your local building

 $1 \ge D_{mc}$

BUILDING TYPES

- Agricultural Buildings
- Amusement Facilities
- Banquet Halls

17

- Corrections Facilities
- Airplane Hangars
- Industrial Enclosures

- Military Structures
- Riding Arenas
- Salt & Sand Storage
- Storage Facilities
- Vehicle Protection

experts, we are committed to offer the best possible products and service to our new and loyal customers, delivering building solutions to help your business grow.



118280 Forward St., Stratford, WI 54484 (715) 687-2453 • (877) 687-2453 • www.structuresunlimited.com We Are Your Small Town Grocery Store with Big Town Savings!

Fresh Bakery • Meat • Produce • Dairy • Frozen • Hardware Full service Deli, sliced meat and cheese to order and a large Hot Bar.



Advertiser Directory

21/2 Cups Cupcakery and Bakeshop 50
A&B Process Systems74
Accolade Auto Services
All Roads Real Estate41
All Seaons Tree Service47
Allied Cooperative57
American Auto Sales & Service49
Art's Body Shop54
Atmus - Neillsville60
Auburndale FFA Alumni11
Back Porch Boutique27
Badger Animal Clinic 17
Badger Title28
Behavioral Health5
Big Dawg Roofing & Construction43
Brock & Decker Real Estate4
Butch's Auto Repair66
CAS Concrete Construction70
Cathy's Creations72
Century 21 Gold Key Realty, Inc80
Century 21 Marshfield - Alice Franz 11
Chili Implement 13
Chips of Wisconsin Rapids53
Circle the Date42
Citizens State Bank of Loyal 21
Coffee Cabin Espresso52
Coldwell Banker - Brenizer

Cournoyer Oil66
Das Deutsch Eck15
Dental Clinic of Marshfield52
Direction with a Purpose
Driver Education Academy34
Drop and Go Storage75
Dynamic Solutions Co11
El Mezcal – Marshfield54
Elite Massage48
Escape Room - Marshfield46
Everett Roehl – Marshfield54
Falls Silo Repair/Premier Gunite, LLC23
Felker Brothers Corp50
Forever Treasures Resale, LLC
Fourmens Farm & Home20
General Farm Supply
Gina's Bakery & Coffee70
Greenwood Meadows
H & S Manufacturing Co
Hewitt's Meat & Processing28
Holistic Empowerment
Hotel Marshfield55
House of Heating26
Information Technology53
Innovative Machine Specialists
Insight FS40
Insurance Service Center, Inc
JBC Screenprinting & Embroidery LLC59
JP Togs Prom & Formal7
Jenni Jane Photography LLC53
Jeweler's Palette
Joey's Optical – Pittsville65

Joey's Optical - Marshfield
Kailey's Kandles & Company44
LK Trailers24
Land O'Lakes Dairy Plant – Spencer 71
Lumberyard Bar and Grill50
Marshfield Area Chamber of Commerce 33
Marshfield Monument35
Marshfield North Storage74
Martin Motors, LLC65
McDonald's – Marshfield57
Melody Gardens40
Memory Lane Farm48
Mid-State Technical College
Mitten's Home Appliance
Monster Hall Events Ground
Nasonville Dairy32
Nelson Jameson, Inc
NextHome Partners - Neillsville62
North Shore Healthcare - Marshfield 31
Nutz Deep II56
OEM Fabricators, Inc61
Omega Thermo Products73
Paulie's Diner67
Pour Choices Bar & Grill
R&R Flooring69
Ratsch Engineering58
Red Maple Counseling24
RELIEF! Soft Tissue Therapies37
RE/MAX - American Dream46
Rural Mutal Insurance44
Scotty's Pizza & Chicken
Schmidtke's Cleaning Services LLC75

Schwartz's Seamless Gutters	53
Selk Electronics	13
Simplicity Credit Union	32
Solutionz, LLC	
Spectrum Benefit Solutions, LLC	79
Stabb Construction Corp	34
State Bank Financial	41
Stratford Family Foods	77
Stratford Homes	74
Stratford Sign Company	75
Structures Unlimited	76
Sunrise Design, LLC	19
Superior Seamless Gutters	13
T. Willfahrt Concrete & Excavating	44
The Cranberry Creamery	78
The Daily Grind	35
The Grey Dog Axe Throwing	33
The Hearing House	
The Highground Veterans Memorial Park .	63
The Kitchen Table	48
The Sports Den	51
Things that Grow	20
UWSP Marshfield Campus	56
V and H Automotive	
Visit Marshfield	42
Weber's Farm Store	
Wedges Creek Hideaway	
West Side Automotive	10
Wisconsin Conquers FC	
Wiskerchen Cheese	11





Wausau - Stevens Point - Spencer - WI Rapids - Medford

Proudly Serving our Neighbors from our Spencer Office

Providing expert Health, Life and Dental Insurance consultations at no cost.

1-800-993-4213



Need help signing up for Social Security? We are your local recource!

We work with many of the most popular carriers, Security Health Plan, Aspirus Health Plan, Anthem, WellCare, Humana, Aetna, WPS, Physicians Mutual, Delta Dental and many more!





1643 N Central Ave, Marshfield 715-387-2121

700 E Division St, Neillsville 715-743-4421





www.c21goldkey.com TO PREVIEW ALL UP TO DATE AND NEW MLS LISTINGS Each office is independently owned and operated