

SUMMER 2024

The New

COMPLIMENTARY COMMUNITY MAGAZINE



IN THIS ISSUE:

History of Rhinelander
Logging Museum

Oneida County Fair

Artistic Alchemy

... and more!



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Kaylee's Pink Salty Dog

By Christian Bovet

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Ingredients

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Margarita Salt

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If you knew of a family that perhaps needed a little help with something, would you offer?

I hope you will.

The world is full of cruelty, but you have a choice. You could turn away and think that it's somebody else's problem, or you could stop and help with some compassion.

Please choose compassion.

You will be helping to make the world a better place.

I hope you enjoy this summer issue. It is full of beautiful photos and stories of people doing good things.

And, as always, please visit the wonderful businesses that support this magazine.

Happy summer,



Jaclene Tetzlaff

Publisher

The New North Magazine

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Photo by **Andrew Egan**



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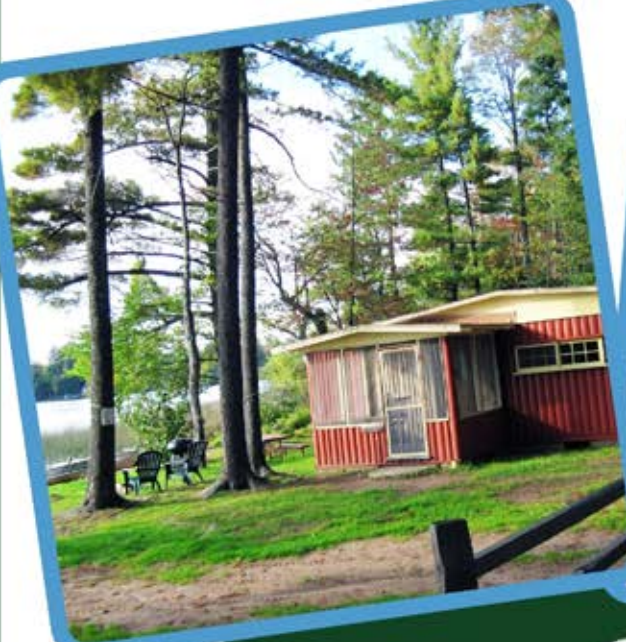


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HISTORY OF THE RHINELANDER LOGGING MUSEUM

by Kerry Bloedorn



Big Wheels at the original Logging Museum



The blacksmith shop as it appears today
© Dave Melancon

Did you know that the Logging Museum at Pioneer Park Historical Complex is the oldest museum of its kind in the country? Founded in 1932, and at 92 years old, it features the most complete collection of artifacts, photos, tools, and equipment representing the big Northwoods logging boom of the mid to late 1800s, anywhere in the nation. The logging boom of Northern Wisconsin was a glorious, if not exploitative, time in American history, akin to the colorfulness of the great American West. The frontier days of the great American pinery are just as exciting, just as rough and tumble, and just as romantic, but instead of cowboys, it had lumberjacks. Complete with boom towns, adventure, and tall tales, the history of which is on full display at the Rhinelander Logging Museum, in its authentically recreated lumber camp buildings.

Over the decades, six separate but connected museum buildings have joined the logging museum to form the marvelous Pioneer Park Historical Complex, but it was the Logging Museum that started it all. It holds a very special place in the minds of Rhinelander residents and Northwoods visitors. Truly, it has become a part of the very fabric of the community, and an institution within Wisconsin's history.

It was the Logging Museum that was founded first and was maintained by itself for the longest time. This is why, despite the addition of other separate buildings over the years, many still refer to the complex collectively as simply "the logging museum." I used to think that referring to an entire complex of unique yet connected museum buildings as just "the logging museum" belittled the variety of museums within the complex. I still don't think that title alone quite showcases the other amazing museums within the complex, however, I've come to understand that it's done so with an endearing sentiment—the kind that only develops when you know a place as one thing for so long, that it forms its own memory node in your brain,

and a place in your heart, that you just never forget. To fully appreciate the history of the Pioneer Park Historical Complex, we must of course begin with its renowned Logging Museum.

Before the 1850s, the Northern Highland region of Wisconsin was primarily old-growth forest, largely untouched for its timber resources despite thousands of years of human habitation. As the United States expanded westward in the 1800s, the demand for lumber to build burgeoning cities and communities across the Midwest and Great Plains soared, leading to the extensive logging of Wisconsin's great pinery.

By 1900, over 99 percent of the old-growth pine had been harvested, followed by further cuts of hardwood, and an industry shift towards paper production. Within 50 years, the once-abundant timber resources were nearly exhausted, transforming the landscape and giving rise to a unique culture among the logging camps and workers.

By 1931, the logging boom was winding down, marking the end of an era. During this transitional time, the Rhinelander American Legion, Abner Dahlberg Post #7, spearheaded by Oneida County University of Wisconsin Agricultural Agent Leland G. Sorden, sought to preserve this pivotal chapter in history that was quickly fading from memory. Sorden, who had been born in Iowa, and before moving north had never seen a logging camp, proposed a conservation project to collect and display relics from the logging era. Supported enthusiastically by John D. Mylrea, President of the Thunder Lake Lumber Company, one of the last operational mills in Rhinelander. A Legion committee was formed including Sorden, Rhinelander Fire Chief Henry Hansen, R.J. Mueller, and Walter Neitzke to bring this vision to life.

At first, the plan was simply to gather pieces of logging equipment for public display. A January 1932 article in the *New North* listed the items to be procured:



Early penny post card of the original Logging Museum on Davenport St.



Photo taken from paper mill stack. The original Logging Museum can be seen at lower right.

“A section of narrow gauge track from an old logging railroad; a narrow-gauge railway car loaded with logs; one or more old logging sleighs; a sleigh loaded with logs; a large pine log, the bigger the better; one or two sets of ‘big wheels,’ which were used in the woods for hauling out logs; a pair of cement oxen hitched to a sleigh load of logs and having old-time ox yokes; and other logging camp equipment, such as axes and big chains.”

A small greenspace adjacent to the Chicago Northwestern Depot at the south end of Brown Street was considered as a potential location, and the railroad was contacted. Pioneer Park was also initially considered, but was deemed “too far off the beaten path,” as the park was located on the edge of town at that time. The Legion noted three reasons for building the museum display: 1. To provide tourists with an attraction in Rhinelander; 2. To save and preserve an era of Rhinelander and Northwoods history that was quickly disappearing and may soon be impossible to collect and display; and 3. To serve as a highlight for the city’s 50-year anniversary celebration, which was to be held in July of 1932.

The committee’s plans evolved to include constructing a full-scale logging camp, complete with a bunkhouse, dining hall, and a separate blacksmith shop, mimicking those from northern Wisconsin in the 1880s. The Rhinelander Paper Company offered a triangular lot bordered by the Wisconsin River, the Soo railroad track, and Davenport Street (then still a part of Hwy 8/47), near the Davenport St. bridge, for the Museum.

State landscape architect A.W. Aust from the U.W. Agricultural Department provided the design plans. Malcolm McEachin, a renowned woodsman and local resident with extensive experience in the logging industry, was tasked with the construction. McEachin was given a W.P.A crew to accomplish the goal.

An official committee was formed to oversee the project

with Leland G. Sorden as president, John D. Mylrea as vice president, and Walter Neitzke as secretary-treasurer. Various sub-committees were established to manage different aspects of the museum’s development, including collecting logs, directing construction, managing grounds, acquiring equipment and relics, creating concrete oxen, procuring “high wheels,” and obtaining a logging engine. Key members across these committees included R.J. Mueller, T.M. Wardwell, Henry Hanson, Claude Ebling, George Dusel, George Burkhart, and C.O. Ehline. John D. Mylrea, president of the Thunder Lake Lumber Company, played a crucial role, writing numerous letters to lumber companies across Northern Wisconsin to secure donations of items and artifacts, which many supplied.

The Rhinelander Legion, the Rhinelander Chamber of Commerce, the City of Rhinelander, and the (now-defunct) Oneida County Historical Society all contributed substantial funding to the project, alongside a number of local businesses and individuals. The white pine logs for the buildings were supplied by Thunder Lake Lumber Company, which also provided an old narrow-gauge locomotive known as the #7. The flooring was supplied by the Collins mill in Rhinelander. The two main railroads in Rhinelander, the Soo and Chicago Northwestern, hauled larger pieces of equipment to the site for free. Needless to say, building the Rhinelander Logging Museum was a huge undertaking and a major event, supported by the entire community at the time.

The end result was an authentic logging camp complete with a bunkhouse and cookshack, filled with relics from the old logging days, a section of narrow-gauge track with the #7 locomotive, and several outdoor displays. These included a Phoenix steam log hauler, which had been in a fire in Tipler in 1931, two sets of “big wheels,” a log drive bateau, a road icing water tank and rut cutter, among oth-



ers pieces. All of this was constructed and assembled in the spring and early summer of 1932. The Logging Museum opened on the first day of Rhinelander's bicentennial celebration, July 2, 1932.

Other items such as "Paul Bunyan's Toothpick," one of the last giant white pine logs in the Northwoods, were added to the display in 1941. A pair of trout rearing ponds were built in 1945, later expanded to four, which were enjoyed by Logging Museum visitors. Operated by the Hodag Sports Club, they raised the fish and released them into local waterways once they reached an appropriate size. During the early years at the museum, Gene Shepard's Hodag lore was shared with visitors, but the original, having been burned in a fire, was recounted among other logging age tall tales. In 1951, Rhinelander resident, Forest Service employee, and artist Ed Stoltz carved what has been called the best replica of Shepard's original black Hodag. It is uncanny in appearance, although made completely of wood, instead of using real horns and ox hide as the original had. Ed described it as a "scale model." This Hodag became popular around Rhinelander and was often featured in parades and community events. In 1954, Stoltz announced he was moving to Minneapolis to work at the Forest Service headquarters there. The community organized a fund drive to buy the Stoltz Specimen, raising \$400 in .50, \$1, \$2, and \$5 increments until it could be purchased. The Hodag was then given to the City of Rhinelander and displayed in a prominent glass "cage" built by the Vocational School in front of the Logging Museum's main building. As a historical aside, Ed Stoltz also designed the Hodags featured on downtown light poles in the 50s-70s as some may remember.

The Logging Museum "lived" at the paper mill property for about 22 years, during which time it was never charged rent by the mill. Thousands of people visited the museum in those early years, many of the guest books are still archived at the museum today. From its start, the American Legion Post 7 managed the museum. Some of

the names associated with the museum's operation and care in the early days were Henry Swickey, Harris Lewis (A Rhinelander Mayor). As well as old time lumberjacks Smoth Reeves, Eugene "Jim" Gauthier, and Leizime "Zene" Brusoe.

In 1954, it turned over operations to the closely related non-profit group, the Rhinelander Logging Museum Association, which had formed in the early years and had a hand in organizing volunteer staffing for the museum. The Legion professed that, although visitors appreciated the now 22-year-old museum for being the historic gem it was, the local populace had become indifferent to whether it should carry on operations or not. The change of hands

was meant to stir up more involvement in the museum's continuation, and it couldn't have come at a better time. In 1954, the Rhinelander Paper Company was looking to expand its side operation producing torula yeast, which was a byproduct of the paper-making process, and could be used as a food additive. The paper company kindly, but assertively, told the Logging Museum it needed to find a new home.

In 1955, Rhinelander newspaper articles were filled with the worry of losing its beloved Logging Museum. Would the community be inspired, as it had been in building the museum, to have it relocated? The community of Lake Delton, more commonly known as The Wisconsin Dells, offered to purchase the Rhinelander Logging Museum and presented several locations in that town for it to be moved to. The Rhinelander Logging Museum Association endeavored to exhaust every opportunity to keep the museum in Rhinelander. Once again, the City of Rhinelander government stepped up and suggested a move to the south side of Pioneer Park, which had been considered as an original site years earlier. Now the park had been enveloped by the town, making it feel more a part of the city. It was finally decided to relocate the museum to the north side of Pioneer Park, to its current spot. A fundraising effort was undertaken to pay for the move, spearheaded by the Rhinelander Lions Club. A large portion of the monies were donated by the City of Rhinelander, and the Lions Club, the rest coming from individuals and businesses. Once again, the support of the Rhinelander community recognized the importance of preserving this historical asset of the Northwoods.

At first, it was thought that the main logging museum building could be moved in one piece, but upon further inspection by Chet Musson and Hermann Lassig, prominent building movers of the day, it was determined that the corners of the building were rotten and would not with-



stand a move. At the time, Boyce Drive, then still part of Hwy 17, entering Rhinelander from the south at Shepard Park, was being widened through the stand of timber at Shepard Park. The City donated enough red pine logs to rebuild the main museum anew. However, the blacksmith shop (originally built of creosote railroad pilings), all the equipment, outdoor displays, and indoor items, could be moved.


Six men volunteered to rebuild the new log structure: John Badgley, Floyd Johnson Hurlbutt, Norman (Bucky) Bosquette, William (Bill) Breivogel, Joe Bodwin, and Elmer Cerby. Breivogel, a local blacksmith, was in charge of making the long drift pins that hold the logs together. The other men constructed the building without drawn plans, being experienced in building log structures of this type based on the size of the logs. The new museum looked almost identical to the original, with a few improvements including an area for a gift shop. All of the displays were moved to the new site and reorganized for a more effective exhibit. The Ed Stoltz Hodag and display case were also relocated, and it was placed at the center of the main building (where it remains today). The grounds also




included the old 7 Spot narrow gauge locomotive, steam hauler, and other outdoor equipment on display, just like at the old museum. The former location next to the paper mill became Lake States Yeast Plant, which still operates today.

The new Rhinelander Logging Museum was closed for the 1956 season, and reopened in 1957, but faced challenges in the following year. Despite its new location, attendance was low, and operations struggled. Many outdoor displays had deteriorated and required significant restoration. In 1958, the museum was transferred to the City of Rhinelander, becoming a fully city-owned public museum, and a Committee was appointed to direct it's operations. That same year, a chain-link fence was installed to prevent vandalism, and the city provided substantial funds for equipment restoration. Mrs. Barbara Kabel was hired to manage the museum, becoming a prominent figure in its operation and curation for over a decade.

In 1967, a proposed reroute of them Hwy 8/47 through Pioneer Park was voted down by the City Council. The plan to run Kemp St. through to connect with Coon St., which would've cut right through the Logging Museum, was denied, saving the museum from another move. In spring 1975, after seventeen years under city committee management, thirteen of which were under Mrs. Kabel's



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leadership, discussions began about passing operations to a civic group. Concurrently, the Rhinelander AARP chapter sought a community service project. Chairman Henry Berquist proposed that the AARP take over, highlighting it as an opportunity for seniors to give back to the community. That summer, the Rhinelander AARP assumed control, forming an executive board with members such as R.E. Kluczinski, Jack Cory, and Julia Scholz. The board relied heavily on the Rhinelander Senior Citizens Club and the Rhinelander Retired Teachers Association for staffing. The senior group's first action, advised by one of the museums founding members, Walter Nietzsche, was to create historical recordings on Hodag history, logging camp life, the lumber industry, and Rhinelander's past. These recordings were played on loudspeakers around the museum, enhancing the visitor experience and educational outreach.

The Rhinelander seniors, sometimes numbering 75 or more, ran the museum efficiently. Given this was a time before there was a Senior Center or ARDC, it was the Logging Museum that served that purpose for community seniors. They operated a gift shop in the center area of the main building, selling crafts and other items, with part of the profits benefiting the museum. Over the following years, more buildings were added to the Pioneer Park grounds, with the fence continuously expanding. The Rural Schoolhouse Museum opened in 1978, followed by an Antique Fire Truck display in 1979, and the Wisconsin CCC Museum in 1982. The old Soo Depot was relocated to become the Rhinelander Railroad Museum in 1990. During these years, each building operated more or less independently. The organization managing the Logging Museum evolved into a nonprofit called Rhinelander Area Seniors Inc. in 1981. Figures such as Esther Brandt, Jack Cory, and Walt Krause were key in running the museum during this period. The property also adopted the name Pioneer Park Historical Complex as additional buildings joined the site. The senior group continued to manage the

museum into the early 2000's, hosting popular events like their 4th of July pancake breakfast.

Around 2004, Old Rhinelander Inc, directed by Rhinelander native Michael Skubal, took over the logging museum operations until 2009 when management reverted once again to the City of Rhinelander. The city later hired Aprelle Rawski to manage the complex until 2017.

In 2018, this writer was honored to become the latest Director and Curator of the Pioneer Park Historical Complex, including the famous Rhinelander logging6 Museum. A duty I take very seriously, as myself and the staff work to retain the feel of the old museum, while also making small improvements to enhance the experience. Stepping into the old logging camp building feels like stepping back in time. The work of generations is evident everywhere, from the photographs, to the tools, artifacts, and equipment. Among the many museums I've visited, it truly stands out as one of the best. It has a rustic charm that only comes with decades of careful stewardship. The Rhinelander Logging Museum serves as a sort of time capsule, with many items and artifacts having remained in the same spots on its log walls for over nine decades. Every day I am humbled to be entrusted with its care for a time, ensuring its stories and lessons are passed on to the next generation.

Throughout its long history, the Logging Museum has seen hundreds of volunteers and staff pass through its rooms, many who deserve due credit, but can't be included by name in this article, the list would be very long! They have dutifully shared Wisconsin's logging heritage with millions of visitors, and have made the Logging Museum the great repository of historic knowledge it is today. Do stop in some time, and learn more about them, and the amazing period in Wisconsin history that built our Northwoods communities, at the one and only, Rhinelander Logging Museum.



The #7 engine after moving to the new Logging Museum at Pioneer Park

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Artistic

ALCHEMY

by Amanda Anderson

Artistic Alchemy, a collective of local creatives, brought its unique brand of artistic flair to the Rhinelander community at the beginning of this summer season. The collaborative effort, consisting of Shelley Novotny's exquisite costume and set design, photographer Amanda Anderson's skilled lens, EmilyMae King's meticulous styling, and Christina Bayer's mesmerizing makeup artistry, came together to create an unforgettable photo shoot experience. And, to the delight of the community, this alchemy was on full display at several recent pop-up events!

The season kicked off with a stunning Photo Booth at Rhinelander's Art Fair on The Courthouse Lawn, where Shelley wowed attendees with her handcrafted backdrop. The Artistic Alchemy team displayed a treasure trove of handmade dress-up options, crafted from upcycled materials and designed with an eco-conscious touch. Crowns, headdresses, hats, scarves, dresses, and accessories abounded, inviting passersby to dress up and immerse themselves in the creative experience.

As participants browsed the racks of handmade items, Emily and Shelley helped them select their perfect pieces, while Amanda snapped portraits that captured their unique essence.



Christina's makeup artistry added a final flourish, transforming each subject into a living work of art. The result was a vibrant tapestry of color and character, showcasing the magic that happens when artistry and community come together.

The following weekend, Artistic Alchemy brought their talents to Rhinelander's Northwoods Pride. Shelley's masterful touch imbued the event with an extra dose of whimsy, as she created another stunning backdrop and an array of one-of-a-kind dress-up items for styling. The atmosphere was electric,





as each person who entered the pop-up photo experience radiated joy and excitement. Their hearts were full as they were able to connect with the community in this way.

But that wasn't all - Shelley also took center stage as Shakti Art at the open mic event, debuting a breathtaking performance. She brought a pre-owned wedding dress, inviting the audience to join her in a collaborative paint session. Together, they co-created a masterpiece, merging individual brushstrokes into a vibrant work of art. The experience was a powerful testament to the magic that unfolds when strangers become collaborators. The joy on their faces as they created this together was truly priceless.

All in all, Artistic Alchemy has been having a blast in the community! While private shoots are their bread and butter, being within the community in this way has lit a fire in their hearts and looks forward to future opportunities.

If you and your loved ones are looking for an immersive photo shoot experience, Artistic Alchemy is the way to go! Embark on a lavishly immersive experience tailored to your imagination. Tapping into your dreams, the "Magick Experience" is fully customized. They bring all aspects together to create the perfect photoshoot aesthetic to represent you! Click the QR code to join their Facebook group to stay up to date on events, offers, and to get in contact for a consultation for a photo shoot! You can also send them an email at artisticalchemynorthwoods@gmail.com

Oneida County Fair 2024

by Kerry Bloedorn - President, Oneida County Fair

Get ready for the Oneida County Fair, happening at Pioneer Park in Rhinelander from July 25th-28th, 2024! This year, we're ramping up the fun for all ages, and in this article, we'll give you the scoop on returning favorites and exciting new features.

Back by popular demand is the Greenspace, known as "Ollie Oneida's Exploratorium," which was a huge hit in 2022 and 2023. This family-friendly zone includes the Exhibit Tent, shows, activities, contests, and more. Each day brings something new, so there's always a reason to come back.

The Exhibit Tent will showcase classic county fair exhibits. The much-loved Havens Petting Farm returns with mini-trail rides and some of the cuddliest animals around. The family stage is set for magic shows and balloon twisting by Mischief & Magic from the Fox Valley. Don't miss out on the Kids Watermelon Eating Contest, Cheese Curd Eating Contest, and the hilarious Sexiest Men's Legs in a Kilt contest, hosted by local celebrities.

The Greenspace will also feature the popular Women's Cast Iron Skillet Toss, the Great Northern Crayfish Race, bubbles, hula hoops, reptile demonstrations by Scales Upscaled, yoga sessions, and hands-on planting projects. Plus, you'll spot roving magicians and stilt walkers throughout the weekend.

New this year is Ollie's Stuffy Parade! Kids can bring their favorite stuffed animals for a fun-filled parade on Sunday. Registration starts at 11 AM in the Greenspace, and the parade kicks off at Noon.

Lumberjack Enterprises from Stillwater, MN, is making a comeback with shows on Friday and Saturday. Watch lumberjack performances and let the kids join in on the action with crosscut sawing, hatchet throwing, and log rolling in a giant pool.

Live music is a fair staple, and this year we have acts like Will Young, Josh Otte, Nate Sheppard, Kids at Play, and Bogfoot, plus many more you can't catch anywhere else in the Northwoods. All performances are free, so bring a camp chair or grab a spot in the bleachers. Thursday night, don't miss the dance/electronic band Big Blitz from Pittsburgh, PA, with their unique blend of saxophone and drums. Friday night features The Holy Rocka Rollaz, bringing the sounds of 50s rock 'n' roll to life. Saturday

kicks off with The Morning Kings' funky, rock, and reggae vibes, followed by Frank Bang's fiery blues rock, straight from Boca Raton, Florida.

Enjoy the carnival and midway by Tri-State Amusements from Ironwood, Michigan, along with a fantastic array of food and retail vendors. CT's Deli is back with their famous Friday Night Fish Fry, but hurry—it sells out fast!

The Oneida County Fair is all about family fun, memories, and keeping things affordable. With free parking, gate admission, events, and live music, it's all possible thanks to our generous local sponsors. We aim to be the best little fair in Wisconsin, and we need you to join in the fun!

For more details, including the full schedule, exhibit entry info, vendor apps, and volunteer opportunities, visit

www.ocfairwi.com!
See you there!!



***Fair Hours**

**** Carnival Hours**

Thursday, July 25th: *4pm-11pm, **5pm-11pm

Friday, July 26th: *10am-11pm, **11am-11pm

Saturday, July 27th: *10am - 11pm, **11am-11pm

Sunday, July 28th: *11am - 5pm **12pm-4pm

Live Music Schedule:

All Acts on the Main Stage under the Big Top

Thursday, July 25th

4:30pm: Kids at Play

7pm: Big Blitz

Friday, July 26th

11:30pm: Northwoods Ukers (Northwoods, WI)

1:30pm: Nate Sheppard (Rhineland, WI)

4pm: Bogfoot (Northwoods, WI)

8pm: The Holy Rocka Rollaz (Minnesota)

Saturday, July 27th

11:30am: Will Young (Rhineland, WI)

1:30pm: Josh Otte (Rhineland, WI)

4pm: The Morning Kings (Minneapolis, MN)

8pm: Frank Bang (Boca Raton, FL)

Sunday, July 28th:

11:30am: Northwoods Choraliers (Northwoods, WI)

1pm: Santy and Son with Friends (Rhineland, WI)



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DUKE MONTGOMERY

AND HIS FAMOUS OUTBOARD MOTOR REPAIR SHOP by Kerry Bloedorn

Anybody who lived in the greater Rhinelander area from the 1940s to near the year 2000 will know the name Duke Montgomery, a famous boat motor repairman and owner of Duke's Outboard Service. Most people today are also familiar with his son Jim Montgomery, a chip off the old block, as they say, who carries on the family business. Duke ran an outboard boat motor repair shop on Boom Lake for over 60 years, becoming one of the most recognized names in Northwoods history. He witnessed the earliest days of motor boating, and of the thousands of motors that have pattered around Northwoods lakes in his day, he fixed or maintained a great many of them, becoming an institution and legend in the process.

Vernon "Duke" Montgomery was born in Detour, Michigan in 1915 to Murdock and Lillian King Montgomery. He spent most of his childhood around the water, living on Lime Island in Michigan, where his father worked the coal docks. He even spent a summer living on a dredging vessel, where his father worked, as the ship helped to build bridges in Detroit. It seemed Duke was destined for the marine life from the beginning.

Duke remained an only child, and in 1927, when he was 12 years old, he and his parents moved to Rhinelander, Wisconsin to help his aunt run a restaurant. His parents later took over the restaurant, called Monty's Café, which was located in the Commercial Hotel on the northeast corner of Stevens and Davenport Street, the current location of Da Bar, formerly a bank drive-thru, and site of an early Rhinelander service station. Duke graduated from Rhinelander High School in 1934, and later that year, at the young age of 19, stepped onto a career path that lasted the rest of his life.

In the 1930s, gas-powered boat motors were still a relatively new idea. In 1909, Ole Evinrude of Milwaukee created the first commercially successful outboard boat motor. The reason behind the invention, according to Ole, was that he rowed a boat across a lake to fetch his girlfriend some ice cream, but when he returned, it had melted, thus requiring a faster, more efficient means of powering a boat other than oars. Whether this little anecdote is a fact is unknown, but what is true is that Ole let a couple of early motorcycle mechanics work in his shop, one by the name of Arthur Davidson, who assisted in building the early boat motors. Arthur, of course, would go on to be the Davidson in the famous Harley-Davidson company. Ole invented a lighter, more efficient two-cylinder motor in 1919, made largely of aluminum, and formed the ELTO Motor

Company, short for "Evinrude Light Twin Outboard," and by 1921, it was a very popular motor. Ole died in 1934, the same year Duke Montgomery decided to get into the outboard boat motor business. A coincidence? Perhaps.

Working behind his father's restaurant in the Commercial Hotel, Duke found he had a special talent for fixing outboard motors, as well as selling them. A story passed down from Duke through the family was, in those early days, there wasn't much in the form of advertising outside of newspapers. Many people got their news on the street. Businessmen, including bankers, lawyers, and proprietors of downtown shops, hung out on the sidewalk, exchanging information from the area. In light of this, Duke threw a twenty-four-and-a-half-pound, one-and-a-half-horsepower Evinrude over his shoulder and walked around downtown with it. Duke said by doing so, "I was setting the trap," and when asked about it, "the trap was sprung." He sold his first motor off his shoulder like that. In 1935, Duke Montgomery became an official Evinrude Dealer, one of the first in the Northwoods.

Duke married Dorothy Bodwin in 1936 and operated out of his first shop for a couple of years, building a name for himself. In 1937, the Montgomerys purchased a property at 5416 Riverview Drive on the waters of Boom Lake. The little bay he put his shop on became known as "Duke's Bay." Before Montgomery came along, boats and early Johnson motors were being sold out of the Rhinelander Boat Livery off East Philips Street on Boom Lake by Sam Johnson (unrelated to the Johnson boat motors). Duke's shop landed just across the lake from that pioneering boat livery.

In those early years, Duke worked a "day job," or more technically the night shift at the Rhinelander Paper Mill, while he built up his clientele. Dorothy mentioned that he would come home from work at the mill and go right out to his shop to fix motors, working tirelessly. Duke's Outboard Motor sales and service business flourished along with his innate talent for fixing motors. At first, boat motors were used only for fishing and duck hunting, but soon found a leisure market as well, with pleasure cruising and water sports. As outboard motors increased in popularity, his business boomed, with people traveling over 50 miles just to have Duke repair their outboard motors.

In the 1940s, Duke joined the Rhinelander National Guard Unit, Company B, which drilled once a month. In 1944, Duke was drafted and sent to Washington State for train-



Duke as a boy, destined for the Marine business.



Duke in his later years, never lost the knack for fixing boat motors.

“IT SEEMED DUKE WAS DESTINED FOR THE MARINE LIFE FROM THE BEGINNING”



A young Duke on his Harley in downtown Rhinelander

ing before being sent overseas. While he was at training camp, Dorothy wrote a letter to the base commander, pleading to send Duke home, describing their family and home life with nine children. The commander asked Montgomery if this was true, and he said it was, so he was sent home to Rhinelander, the war ending a short time later.

As time went on, Duke's Outboard Service got bigger and bigger. In the 1960s, the Montgomery property was selling everything from motors to boats to trailers and all sorts of marine products. Over the decades, Duke worked on just about every US outboard boat motor ever made. In 1963, Duke waded into the pioneering snowmobile industry and for a time sold and serviced Arctic Cat and Evinrude snow machines. During this period his daughter Mary Ann would race in the first Hodag Cross Country Snowmobile Marathon on a Arctic Cat sled in 1965. His foray into the snowmobile world wouldn't last, Duke claiming the machines were prone to breaking down and caused more headaches than they were worth in the early days. Duke returned to his tried-and-true work as an outboard motor mechanic. Business continued growing as long as he had his service center and the name Duke Montgomery became practically hallowed within the Northwoods of Wisconsin. Dorothy did the bookkeeping, and they enlisted the help of their children to shuttle rental motors and learn the trade from their dad. Both his son Jim Montgomery and daughter Mary Ann Montgomery Kalkofen attested to spending much time in the shop growing up.

Between 1934 and into the '90s, Duke saw many changes in the boat motor business. One of the biggest changes he mentioned was the advent of shrouded boat motors. Outboard motor design was always incorporating the latest and greatest in appearances to make a more attractive product, some with sweeping lines and fancy shrouds that mimicked automobiles. During his time working on outboards, he attended dozens of service schools, many for Evinrude, receiving the prestigious Golden Wrench Award, merely solidifying what thousands of customers already knew: Duke Montgomery was one of the best.

As Duke aged into his 80s, he never quit working on boat motors, it being more than just a business, but a passion. Finally, in 1999, he decided it was time to hang up the tools. The Montgomery's called their son Jim and asked if he would take over the business. Jim agreed and moved back to Rhinelander, relocating the shop a few miles away to Trails End Road, yet retaining the Duke's Outboard Service name. Jim, like his father, has built an equal reputation in Northern Wisconsin as a trusted and capable boat motor repairman, carrying on the traditions and legacy his father started way back in 1934.

During Duke's 66 years in business, he amassed a large collection of antique and rare outboard boat motors. On some occasions over the years, people would drop off a motor for repair and never pick it up, and so it was added to the collection. Duke passed away in 2004, and the collection was left with Jim. Jim had some of the motors displayed at his shop, but many more were in storage, so Jim set out to develop a place where they could be displayed and enjoyed by the public.

In 2005, Duke's Outboard Motor and Boat Museum opened at Pioneer Park Historical Complex in Rhinelander. Duke and Jim's collection of over 100 motors is the pride of the building, being one of the best and most diverse collections of antique outboard boat motors anywhere in the country. Truly, it is a most fascinating look into the history of outboard boat motors and Northern Wisconsin boating history. Also seen at the museum are Duke's old workbench, tools, and many other items in honor of his life. For those that enter and appreciate what they see, it is a special place to visit, and a fitting memorial to a man who made outboard motors his life's work, one that can be enjoyed by thousands of visitors to the museum every season.

"DURING DUKE'S 66 YEARS IN BUSINESS, HE AMASSED A LARGE COLLECTION OF ANTIQUE AND RARE OUTBOARD BOAT MOTORS"





Lake Superior at sunset

Photo by Andrew Egan



Photo by **Denise Chojnacki**



Photo by **Sue Nikolai**

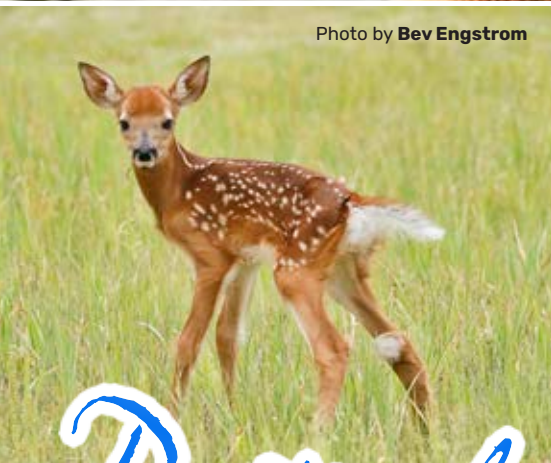


Photo by **Bev Engstrom**



Photo by **Sue Poskie**

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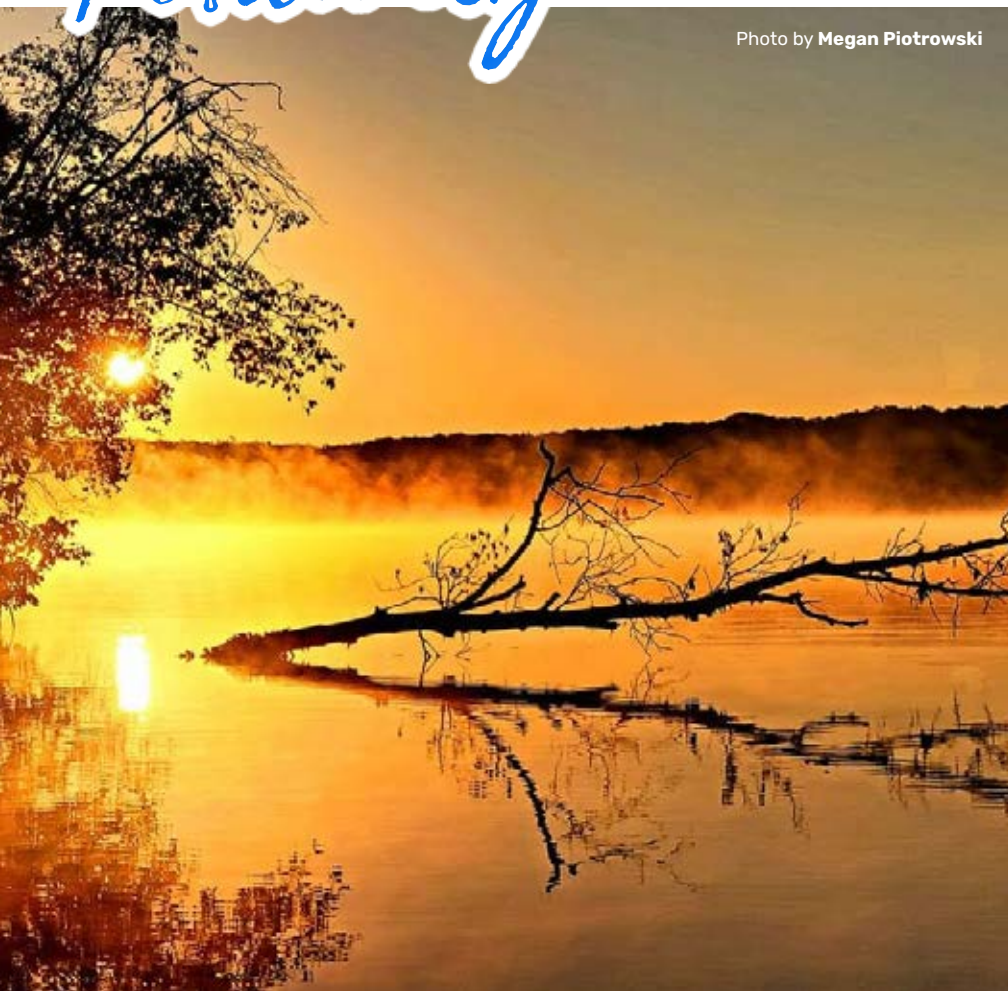


Photo by **Megan Piotrowski**



Photo by **Tom Ory**



Photo by **Tracie Schoone**

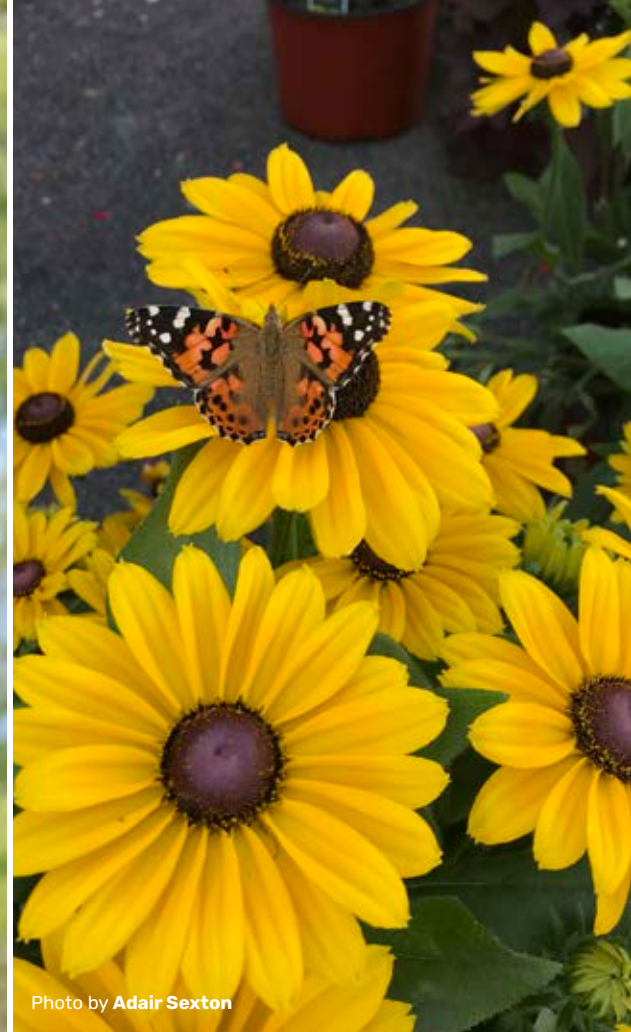


Photo by **Adair Sexton**



Photo by **Jaclene Tetzlaff**



Photo by **James Patriarca**



Photo by **Megan Piotrowski**

ONEIDA COUNTY LAKES AND RIVERS ASSOCIATION

by Ted J. Rulseh

The Oneida County Lakes and Rivers Association is dedicated to education, advocacy and collaboration on behalf of the county's water resources. The organization's membership includes lake associations, lake districts, and individual property owners concerned with sustaining quality water ecosystems, scenic beauty, and economic vitality in one of Wisconsin's most lake-rich counties.

In the past year OCLRA has taken several affirmative measures on behalf of the county's lake and streams. In November 2024 the group helped attract more than 400 attendees to a series of listening sessions on wakeboat regulation hosted by the area's state legislative representatives.



Natural Shoreline: OCLRA advocates for natural shorelines as essential to protecting water quality and supporting abundant and diverse fish and wildlife habitat.

The organization will soon pilot-test a Lake Steward program to encourage lakefront property owners to adopt basic best practices in natural shoreline protection, and recognize them for doing so.

OCLRA also collaborated with many groups in successful efforts to secure a conservation easement for the Pelican River Forest, and supported Oneida County's aquatic invasive species prevention program and Clean Boats Clean Waters initiative.

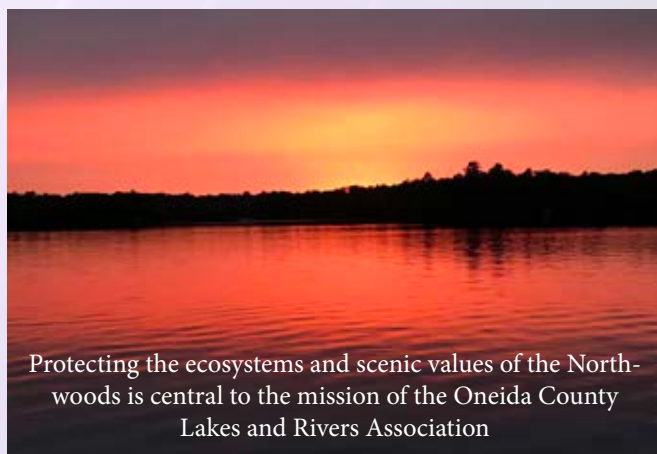
Each year, OCLRA works with the Vilas County Lakes and Rivers Association to plan and conduct the Northwoods Six-County Lakes and Rivers Meeting, which in 2023 drew a record 183 attendees of 183. The Six-County meeting attracts lake association leaders

Striving to protect and enhance our water resources

and interested citizens from Oneida, Vilas, Forest, Iron, Langlade and Lincoln counties to learn about and discuss government policies and current issues affecting the county's waters.

The 2024 Six-County meeting will be held Friday, July 12, at Nicolet College on the theme, "Protecting Our Waters: We're All Connected!" The agenda includes presentations on PFAS contamination of surface waters and the impacts of climate change on our lakes and rivers. The meeting's highlight is a panel discussion on the interconnections of all waters – rainfall, groundwater, wetlands, lakes and streams. Experts in various fields will discuss preservation and conservation of our waterways, including local initiatives. The meeting is free, and everyone is welcome.

The OCLRA board of directors meets on the second Monday of each month at the ADRC building in Rhinelander; meetings are open to the public. More information about OCLRA is **available at www.oclra.org** and on Facebook. OCLRA welcomes new members, whether lake-related groups, lakefront property owners, or those who simply enjoy the lakes and streams for fishing, boating, swimming, paddling or any form of recreation. Ted J. Rulseh (trulseh@tjrcommunications.com, <https://thelakeguy.net>) is president of OCLRA.



Protecting the ecosystems and scenic values of the Northwoods is central to the mission of the Oneida County Lakes and Rivers Association





Exhibits: The Northwoods Six-County Lakes and Rivers Meeting includes exhibits from water- and conservation-related organizations.




Gretchen Gerrish, director of the University of Wisconsin Center for Limnology’s Trout Lake Research Station, gave a presentation on invasive zebra mussels and spiny water fleas at the 2023 Northwoods Six-County Lakes and Rivers Meeting.

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Nurturing Community:

College Champions Sustainability in the Northwoods

by Stephanie Kuski

The Northwoods is known for its pristine lakes, rich biodiversity, and strong ties to community. From resident outdoor recreationists to tourists who dream of a day on the lake, embracing the natural world is more than just a trend: it's a way of life.

A pillar to preserving this natural beauty is education around sustainable food systems. In support of this grassroots movement, Nicolet College has partnered with community organizations, food enthusiasts, and educators to promote environmental stewardship and sustainability across campus.

In 2021, Nicolet College partnered with other local stakeholders to support the conception of the Northwoods Community Garden, which provides space for residents to grow their own food on the Nicolet College campus. This initiative fosters resilient, self-sustaining communities by promoting education, engagement, and empowerment for individuals to reduce their environmental impact.

The partnership has blossomed to include Outdoor Adventure programming that features community education classes hosted at Nicolet College and the Northwoods Community Garden to teach organic, sustainable gardening practices guided by principles of permaculture. Not only did this create a beautiful space for residents to grow their own food, but it also supports a healthier, more educated community that celebrates farm-to-table initiatives.

Outdoor Adventure features several classes around growing, fishing, foraging, and cooking that community members can look forward to this summer.



Cooking with Wild Food (July 13) teaches preparation of plants and fungi native to Northern Wisconsin and offers a new perspective on the functionality of native species. Fly Fishing for Various Species and Advanced Fly Fishing (July 20) teaches fish enthusiasts best practices for harvesting fish from local streams. Northwoods Culinary Herbalism (August 3) explores the medicinal properties and flavors of wild harvested and homegrown herbs to craft tea blends, herbal salts, oils, extracts, and other natural elixirs. Fungi of the Northwoods (August 10) digs into the elusive world of wild mushrooms to forage a broad array of native mycelium.

Those interested in these community education classes may also consider taking credit classes through Nicolet College's culinary programs, which include various certificate, technical diploma, and associate degree programs focused on baking, catering, culinary arts, culinary management, and kitchen management.

Culinary Arts instructors Vicki Mendham and Mitch Below embody a passion for cooking in and out of the classroom that teaches students best practices for sourcing quality ingredients. Curriculum in the culinary programs include classes on sustainability principles and nutrition, which are put to practice when planning a menu. This way, Nicolet College is educating the next generation of chefs, kitchen managers, and restaurant owners to incorporate sustainable food practices that benefit the body and planet.

In the world of culinary arts, cooking is so much more than crafting delicious dishes – it's also about making conscious choices that have a positive impact on personal

and environmental health. Sourcing from local farmers is cornerstone to sustainable cooking practices because it minimizes the need for long-distance shipping and refrigeration, which in turn, reduces the carbon footprint of producing quality food. Even more so, local ingredients are fresh, taste better, and are more nutritious compared to their store-bought counterparts.

Farm-to-table dining sources seasonal ingredients, inspiring chefs to craft dishes that showcase the natural diversity and abundance of this region. Sourcing local ingredients also fosters a deeper connection with food. When you harvest a crop grown from seed, or when you hunt or fish for animal protein, you cultivate a newfound appreciation of where your food comes from.

By embracing locally sourced food, individuals and businesses across the community can contribute to a more sustainable system that protects what makes the Northwoods a premiere destination for visitors and residents to enjoy the natural beauty this area is known for.

Do you want to take an Outdoor Adventure class? Are you interested in enrolling in a culinary program? Connect with Nicolet College.

Call

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or email

inquire@nicoletcollege.edu

for more information.



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LET ART BE A PART OF YOUR UP NORTH EXPERIENCE

by Amy Higgason

Artistree Gallery Cooperative was formed in 2009 by a handful of northern artists seeking to collectively promote their work. Artistree exhibits an eclectic mix of contemporary and traditional fine art and fine craft made by artists of northern Wisconsin and the western Upper Peninsula of Michigan. The artists work together to create a friendly relaxed environment. There is always an Artistree member or two on hand to meet and talk to visitors about the artwork and artists in the gallery.

Teamwork has allowed the gallery to grow and thrive. This year Artistree is celebrating their 15th season with a summer open house event on Saturday, July 20th from 10am to 4pm. There will be live artist demonstrations, music, refreshments and a drawing for a gift basket containing pieces made by members of the cooperative. Many of Artistree's artists will be in attendance to celebrate the milestone year. The public is encouraged to join them.

The cooperative represents 31 artists working in a variety of media including: watercolors, oils and acrylics; fiber and paper arts; printmaking and illustration; jewelry; pottery; wood carving and furniture making; photography; glass and other mixed media. Many of the artists rotate

new work throughout the season. There is always something new to discover at Artistree.

Artistree's stunning gallery space is set in a beautiful log building in downtown Land O' Lakes. The gallery shares space with the non-profit organization, Land O' Lakes Arts, Inc. (LOLA) at 4262 County Road B. LOLA provides art classes and cultural events year-round for children and adults. Together, Artistree Gallery and LOLA serve as THE destination to view and/or participate in the arts UP NORTH.

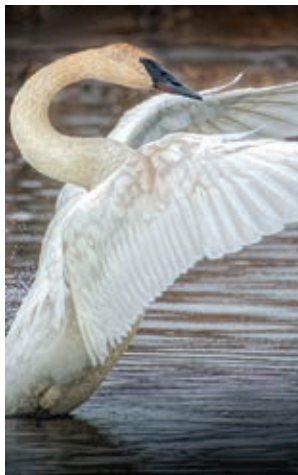




The gallery is open each year from mid May through December. Business hours change throughout the season with the gallery open seven days a week from July through September.

PLEASE VISIT:
WWW.ARTISTREEGALLERYWI.COM

for more information about their business hours and a listing of the members with examples of their work.



Let art be a part of your up north experience.

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April 21, 2024 was a big day for the North Wind Ensemble, a small group of classical musicians in the Northwoods. We performed a variety of classical works to an enthusiastic audience at ArtStart, and celebrated the fulfillment of a dream I've had for a number of years.

As a local piano and flute teacher and performer in the Northwoods, I've struggled to find opportunities to hear classical music performed or to play in an ensemble myself. The North Wind Ensemble seeks to change that for ourselves and for other rising musicians in the community. We believe that it's important for local student musicians to get the opportunity to hear professionals in the field perform, and to understand that you don't need to move away



from the Northwoods area to be a classical musician; you can do it right here!

The North Wind Ensemble is doing just that. We are an eclectic group of instrumentalists and personalities and this is reflected in the repertoire we perform. At one of our concerts, you may hear traditional chamber music, a modern flute duet, or even a piece performed entirely on soda cans. We love to expand our perspective of what classical music is and encourage you to join us for a performance.

The North Wind Ensemble is made up of teachers, parents, and retirees, but most importantly contains people passionate about playing our instruments well and sharing our gifts with our local community to make it a better, more music-filled place.

If you'd like to join us for our next concert, we will be performing at Nicolet College on September 15, 2024.

Members: Jake Kulba, Scott Charvet, Cynthia Goosby, Maya Woods, Bill Richter, Ann Huntoon, Andrea Sheppard





The Northern Lights above Rhinelander

Photo by Andrew Egan



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THE NORTH WOODS ART TOUR:

by Mary Burns

Celebrating Art and Creativity in Our Region

Explore art in the heart of northern Wisconsin with the North Woods Art Tour, held twice a year in July and October. Each studio tour stop invites you to connect with artists, learn about their techniques, and even take home a piece of their inspired work — all amidst the serene backdrop of the North Woods.



Charter member Carl Gromoll, a celebrated local woodworker, had the vision to provide a platform for artists who primarily worked from their home studios. The tour would unveil these “hidden artists” to the public and offer a rare glimpse into their creative processes.

After debuting in 2000 with 20 artists, the tour has grown steadily, adding a fall tour in 2007. This year

there are 35 locations showcasing 40+ artists. The fundamental essence of the tour remains unwavering. “The North Woods Art Tour isn’t just about showcasing talent; it’s about cultivating connections. It’s a celebration of the vibrant creativity that defines our region, a platform for our artists to shine, and a journey of discovery for our visitors, leaving them inspired and



enriched,” explains president Mary Burns.

The tour’s enduring success can be attributed to the visitors who relish the opportunity to “peek behind the curtain.” Visitor Gail Gilson Pierce remarks, “Art is alive and well in Wisconsin’s beautiful northwoods. You can find it down pine and birch-lined backroads, in hidden studios on wild lakeshores, and in the hearts and souls of the artists who make this special place their home. The North Woods Art Tour is truly something.”





This year's tour dates are

July 26-27-28th
October 11-12-13

rain, snow or shine. To visit, you only need a map and a plan. Tour brochures are available throughout the Northwoods. Find a map and detailed information about each location on their website

NorthwoodsArtTour.com

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ArtStart: Arts for Every Body!

by Melinda Childs -
Community & Cultural Development Director, ArtStart Rhinelander

How the Arts Contribute to the Health and Wellness of our Northwoods Community.

ArtStart is a community art center located in downtown Rhinelander. With two galleries, an indoor and outdoor stage and multiple meeting rooms, ArtStart offers a wide variety of community programming. We also partner with local and regional organizations on programs throughout the Northwoods. For the past two years ArtStart has been participating in a National Cohort called One Nation One Project which is currently leading an awareness campaign Arts for Everybody, to share information and research about the connection between participating in the arts and our physical and mental well being.



To make the case for the arts and health connection Arts for Everybody shares on their website that, “Older adults who participate in the arts report a 48% lower risk of depression and a 44% reduction in dementia; the health benefits of arts participation are equivalent to the benefits of weekly exercise. Participating in the arts reduces stress and loneliness, which are risk factors for a wide range of ailments, including hypertension and heart disease. There are also social benefits - young adults are more likely to stay in school and 4 out of 5 young adults who had arts rich experiences are more likely to vote.”

According to the Center for Arts & Medicine at the University of Florida, “the arts can address mental health inequities at every level from the individual to the cultural”. ArtStart has long held the belief that the arts are in service of the public good and a brief overview of our programs can show how you can get involved in the arts for your mind, body, and spirit!



Individual Health

Studies show that engaging in art making has a meditative effect on our minds and helps ease stress while at the same time activating our creative problem solving skills and opening new pathways in our brain. ArtStart offers many artmaking opportunities at our own space and through partnerships. Arts After School, Teen Arts Experience, and Nicolet College's Arts and Enrichment program are all great ways to get more hands-on arts experience at any age.

Interpersonal

Going to a concert, a play, or an arts event creates opportunity for interaction and inspiration. We are fortunate that the Northwoods offers many opportunities for all of those things, not just at ArtStart but through other local organizations and businesses. ArtStart offers some unique programs like our SPARK Program for people with memory loss. SPARK is a great example of how coming together around the arts creates space for interpersonal connections and relationship building.





Community

All of our events build community from the thousands of folks that come together for the Project North Festival to the more intimate crowds of our gallery openings. In Progress, is a monthly open mic (+ beyond) night that invites the community to come together and share what they are working on, be it a new song, poem, or other creative practice. In addition to songs and spoken word, past participants have shared paintings, bonsai trees, painted miniatures, and a community cyanotype making session. In Progress is a welcoming atmosphere where many local artists have met and cultivated friendships born out of sharing their creativity with one another.

Policy

Working alongside community partners helps us leverage the arts to raise awareness of social issues facing our community. Creating programs that infuse the arts into mental and physical health services, sponsoring community events like Northwoods Pride Festival and assisting on civic projects like the new Rhinelander skate park are all ways the arts can support community efforts creatively.

Cultural

ArtStart is invested in the culture of the Northwoods and we think that goes beyond arts programming. Partners like the Northwoods Community Garden, Over It, Oneida County Aging and Disability Resource Center, WXPR Public Radio, The School District of Rhinelander and many many more help us to serve the growing needs of our community across various disciplines. We also value discussions and education around the diversity of our community and are one of the founding partners of Northwoods JEDI (Justice, Equity, DIversity, and Inclusion).

All of our programs are only possible because of the community partners we work with and the community members that engage with us. If you have not already been touched by an ArtStart program we invite you

to stop in and learn more about what we have to offer or subscribe to our newsletter to keep up to date on events and programs. We are excited to continue on this journey of exploring the impacts of the arts on our health together.

ArtStart Summer 2024 Events

For more information please visit our website www.artstartrhinelander.org

May 16 - August 3: Summer Exhibition, Rachel Breen's Textile Politics: A Call to Action

July 18: ArtStart and WXPR Roots Concert Series present Sam Ness, 6:30pm

July 24: SPARK! 10:30am

July 27: Push Against Loneliness: a day of art, performance, and action against social isolation, 3 - 7

July 31: In Progress, 7pm

August 15: ArtStart and WXPR Roots Concert Series present Alice Wallace, 6:30pm

August 15 - October 26: Fall Exhibition, Mary E. Burns Women and Water: Woven Portraits from Around the World and UW-Trout Lake Limnology Station's Exploring the Intersection of Art and Science: A 2024 Traveling Exhibition

August 28: SPARK! 10:30am

August 28: In Progress, 7pm

September 20-21: Project North Festival

September 25: SPARK! 10:30

September 25: In Progress, 7pm

Sources:

Arts for Every Body

<https://www.artsforeverybody.org/> Center for Arts & Medicine Study

<https://arts.ufl.edu/academics/center-for-arts-in-medicine/researchandpublications/arts-engagement-as-a-health-behavior-an-opportunity-to-address-mental-health-inequities/>

In Awe of it All.

I am truly in awe of life.

I am mesmerized by the intriguing people I've had the honor of interacting with.

The perspectives gained.

The space left for questions.

The vulnerability of the in-between and the unknown.

The learning to love who you are while not even knowing what that means. yet.

The challenging yourself to push forward, while also making sure you check your motives.

The listening. The learning.

The pain of investing and sometimes losing, and yet allowing yourself to be changed by all parts of your experiences.

The beauty of love always finding its way even when we don't believe it will.

The desperate loneliness met by unexpected connection.

The fear met by kindness.

The willingness to face inner demons even when it means losing your ego.

The way things always come at the right time, often not any earlier.

The way years of stillness can still lead to a heart finally opening up to the world, and to beauty, and to love.

The way it's never too late to hope.



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100th ANNIVERSARY RHINELANDER AREA CHAMBER OF COMMERCE

by Lauren Sackett - Chamber CEO

At its inception 100 years ago, the Rhinelander Chamber was a driving force behind the business development that laid the foundation for Rhinelander. They created an environment where businesses thrived, provided employment opportunities, and contributed to the overall prosperity of our city.

The Chamber recognized the potential of our natural surroundings and actively promoted tourism as a vital component of our identity. This time 100 years ago, they built the first tourist information hut outside City Hall. The Chamber has a rich history of advocating for the community's quality of life. 100 years ago, initiatives were launched to enhance our local roads and infrastructure, address reforestation, as well as further education, health-care, and economic opportunities.

In the present, the three themes of business development, tourism and advocacy work remains an ever-present mission. Today, the Chamber continues to be a hub for business development, connecting entrepreneurs and established businesses alike. Through networking and educational opportunities, membership benefits, and collaborative initiatives, they are empowering businesses to navigate the challenges of today's world.

Today, tourism continues to draw visitors to experience the unique charm of Rhinelander. The Chamber's ongoing efforts in promoting tourism through expansive marketing, partnerships on tourism initiatives, and events that showcase the diversity of our community is working. Today, the Chamber remains dedicated to advocacy for

the community's quality of life.

This commitment is evident in the support of child care and education initiatives and fostering cultural and recreational opportunities. The Chamber is actively engaging in projects and partnerships that contribute to the well-being of our community.

This year is not just about the past and the present; it's a bridge to the future. The three themes still at the core of the Chamber's mission. Looking ahead, the Chamber envisions a future where business development is not only sustained but elevated to new heights. The Chamber will continue to play a key role in shaping the economic landscape, ensuring that Rhinelander remains a vibrant hub for commerce and innovation.

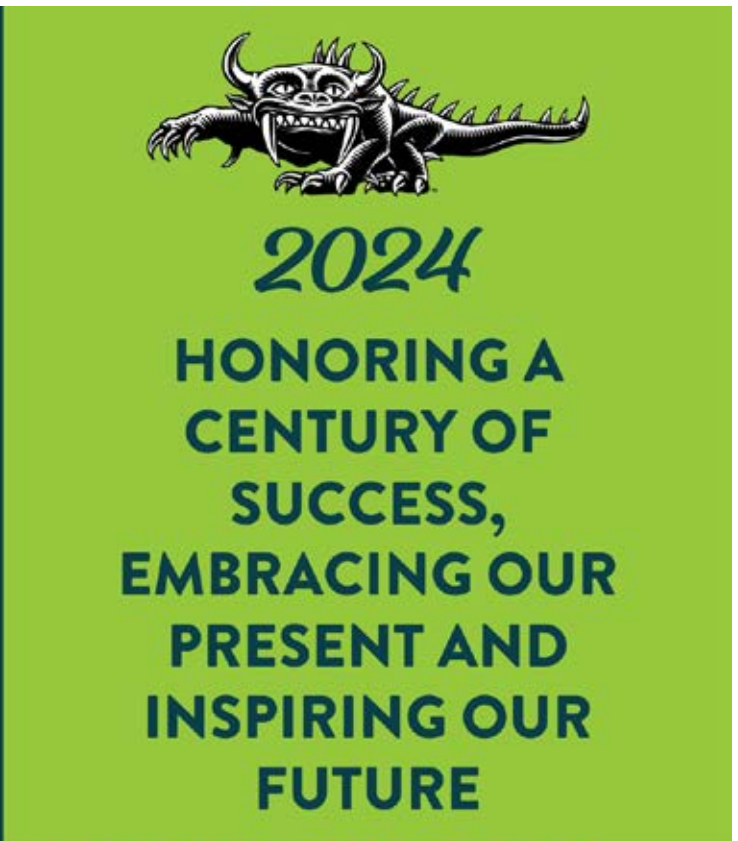
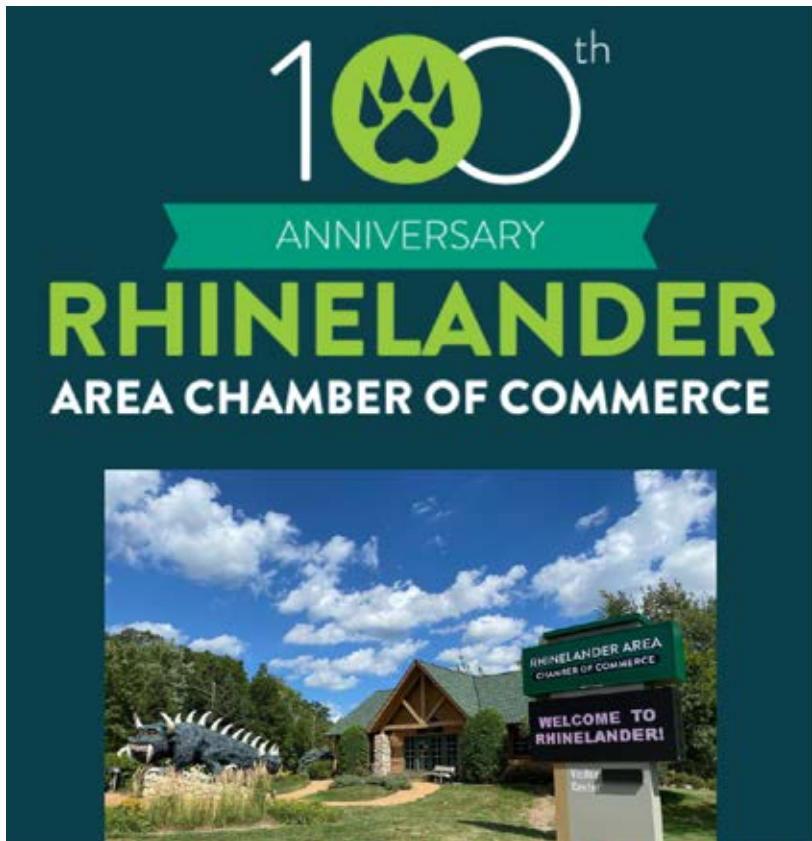
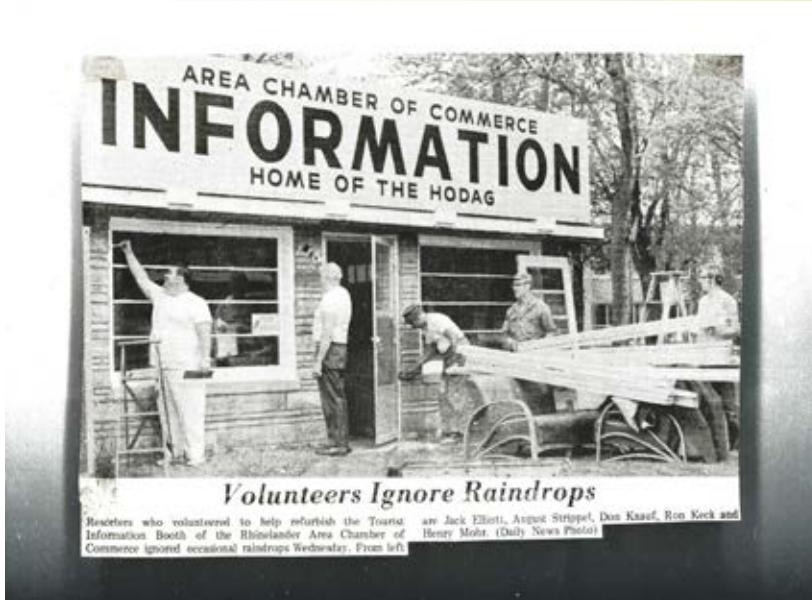
The Chamber envisions continued growth in tourism. They will leverage emerging trends to enhance the visitor experience. The future of tourism in Rhinelander is not just about attracting visitors but creating memorable and authentic experiences that leave a lasting impact.

The Chamber envisions a community that continually challenges the status quo and advocates for improvement. Addressing crucial matters such as child-care, housing, accessibility, sustainability, and inclusion is paramount.

The Chamber will actively work towards meaningful solutions that contribute to the overall prosperity of Rhinelander. The Chamber would like to express gratitude to everyone who has contributed to the success of the Rhinelander Area Chamber of Commerce.



**WE DREAM OF A RHINELANDER THAT CONTINUES TO THRIVE,
EVOLVE, AND ADAPT TO THE CHANGING TIMES. TOGETHER, WE
WILL BUILD UPON THE FOUNDATION LAID BY OUR
PREDECESSORS.**



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