SNO-EAGLES, INC. SNOWMOBILE CLUB
Eagle River, WI

NEWSLETTER - March 2025

Website: www.snoeagles.org **Facebook: Sno-Eagles Snowmobile Club**

Snowmobile Capital of the World ®

PRESIDENT'S MESSAGE

Greetings from the "Snowmobile Capital of the World"

Wow! March already. Many of you are probably thinking that the snowmobile season is nearing the end, but alas, we're receiving a snow this morning (March 5th or 6th). I say either date as I'm currently in New Zealand and am one day ahead of you back in Wisconsin (I think).

Nevertheless, as I check home security cameras and webcams from some of the businesses in and around Eagle River, we are getting probably the biggest single snowfall we have had all season. And, as weather reports indicate, gusty winds and wet heavy snow that means the potential of fallen trees and debris on our trails. All the snowmobile clubs in Vilas County are gearing up for trail inspections and grooming to once again get our trail system in 'tip-top' shape for yet another chance to get out and enjoy the snowmobile season.

Please be careful and give way to our groomers so that you all can enjoy a safe and pleasant journey on our trails. Ride Right!

Thanks to the gang at Sno-Eagles for 'filling in' while I'm out on an extended holiday.
March does bring our Groom-To-Ride Raffle to an end and on March 15, please visit at Trackside in Eagle River for basket raffles, food, fun and the chance to win a snowmobile and other great prizes.

Ken Storms, our newsletter editor, will be stepping down at the end of the season (after the April issue). Ken has been writing newsletters since 2010. Ken says it's time for some fresh news ideas. So, if you're the 'Clark Kent' type, please drop us a note. We'd love to have you. Ken, it's been a pleasure having you as a part of the Sno-Eagles team!

'And yes, Australia and New Zealand are beautiful places to visit.'

Roger

UPCOMING EVENTS

- **March 14, 2025 - March 15, 2025 - AMSIOL National Sno-Cross @ WCDC**
- **March 15, 2025 - Groom to Ride @ Trackside - Drawing at 5 pm**
- **March 20, 2025 - General Meeting 7 pm @ Eagle Waters Resort**
- **March 29, 2025 - SNO TBD**
- **April 1, 2025 - BOD meeting 6 pm @ World Snowmobile HQ**
- **April 17, 2025 - Membership Meeting 7 pm @ Chanticleer In**

2025 SNO-EAGLE BOARD ELECTION

The election of officers will take place at our annual meeting held

March 20, 2025, at Eagle Waters

This year, we will be voting for vice president, treasurer, and three (3) directors.

The candidates are as follows:

Vice President - Doug Miller

Treasurer - Dave Cyrtmus

Directors - Dan Dumas, Mark Heeren, Rich Halvorsen

Doug Miller

Hello, my name is Doug Miller and I am running for the position of Vice President of the Sno-Eagles. The Sno-Eagles have a deep tradition of community involvement and in creating a snowmobiling experience that draws a very necessary tourism base to the Eagle River area. It's an honor to be a part of this legacy.

I have been a member for four years volunteering in several activities throughout that time as well as serving as the equipment manager and holding a director and the Vice President position. I am aware that the Vice President position requires a broad knowledge of club operations and community interactions and I know that I am ready to take on the role.

I have been an Eagle River area resident for three years moving here when I retired from my professional career. My wife Kathy and I have three daughters, two son in-laws and three grandchildren. We relocated from Watertown WI where I was a long time member of the Marshall Sno Drifters.

In my opinion, the club is in a good position to continue to serve the community and live up to its mission. Its equipment is good, financials are solid but most importantly, the membership is active and made up of wonderful people. Future leadership must continue to build upon these strengths and find value in continuing the tradition. But, its necessary to recognize changes in our environment and reinvent ourselves to remain relevant. To this, I see a need to build upon the active membership group such that we don’t become victim of the lack of volunteers or leadership bench strength which has been the cause of the loss of the many great local events by organizations outside of the Sno-Eagles. I also see a need for snowmobile and ATV/UTV clubs to better understand how they can work together to

optimize the process of taking their given resources to provide the best recreational experience possible.

I look forward to many years of club involvement and being a part of its legacy and success.

Doug Miller

Dave Cyrtmus

I'm Dave Cyrtmus and I've lived in Eagle River for the past 6 plus years. My wife, Debbie, and I have had a property in Eagle River since 2010. I've spent a lot of time in the Northwoods as my parents had a cabin in the Three Lakes area for most of my life.

I retired in early 2024 after nearly 40 years of being an accountant. For a good part of my career I was in upper management. Most recently I was the corporate controller at Your Boat Club, and before that, I was the vice president of finance at Weinbrenner Shoe Company.

Volunteering is my job now. I help out at a number of Chamber events during the year, as well as Sno-Eagle events. For the past five-plus years I have been the treasurer for the Eagle River Chain of Lakes Association. I've also been the Sno-Eagles treasurer for the past year and a half.

I have greatly enjoyed being the treasurer and participating in the operations of the Sno-Eagles, and would love to serve another two years as treasurer.

Dave Cyrtmus

Dan Dumas

I am passionate about snowmobiling and the economic vitality of Eagle River. I have been working with the club since 2017, prior to becoming a member in 2018. I am a business owner and very active in our community serving local government. During my time with the club, I have taken over responsibility of public/media relations and social media management for the club, helping grow our following and building very strong engagement. I became a Director serving the BOD in 2023. I started grooming with the club in the 2021 season and took the position of Grooming Operations Manager in 2024. I hope to stay an engaged voice in the leadership of our organization moving forward as we have experienced great positive growth.

Dan Dumas

Mark Heeren

Hello, my name is Mark Heeren, and I am interested in running for a Sno-Eagles Director position this spring.

My 37 year printing career was spent at Quad Graphics in Wisconsin, where I was a Pressroom Shift Supervisor for much of that time. I spent 13+ years as a Church Trustee, was a Cub Scout Leader for four years, and I enjoy landscaping, remodeling, and gardening.

My wife, Lori, and I have been club members for eight years. We started with volunteering for concessions, then I helped wherever there were Brushing needs on the Trails, and became a Trail Lead for the next three years. Currently, I am a Co-Trail Manager responsible for all Brushing Crews, Brushing Events, Trail Signage, and collaborate on Trail Enhancements and the Development of our Sno-Eagles trails along with other Trail Committee members. Lori, and I, also coordinate the October Brushing Work Mornings & Luncheons, and maintain the Brown and White Advertiser signs that you see on the trails. As well as volunteering for the Sno-Eagles, I also enjoy volunteering for the Eagle River Chamber of Commerce, the VRC, and helping the Master Gardeners with some garden renovations around town.

Last year, midseason, I volunteered to fill the vacated Director spot, and now have the opportunity for re-election to a full two year position. I enjoy working with people in this club, landowners, and helping this club grow. This spring I am asking for your vote, and looking forward to working with each of you in the future!

Mark Heeren

Rich Halvorsen

Dear Sno-Eagles Club Members, I am excited to formally submit my candidacy for a position on the Sno-Eagles Snowmobile Club Board of Directors. As a passionate snowmobiler and someone deeply invested in the success and sustainability of our club, I believe I can bring valuable leadership and expertise to this role.

With my background as the Shop Supervisor for the Vilas County Highway Department since May 2023, I have extensive experience in equipment maintenance and operations, which directly applies to the needs of our club. I understand the importance of well-maintained trails and safe riding conditions, and I am committed to ensuring that our grooming operations run efficiently and effectively.

Beyond my professional experience, I have a strong appreciation for the camaraderie and community that the Sno-Eagles Club fosters. I believe in working collaboratively with volunteers, local officials, and fellow members to strengthen our club's mission and ensure its long-term success. My ability to organize, problem-solve, and communicate effectively would allow me to contribute positively to the club's leadership.

If elected, I will dedicate my time and energy to preserving and enhancing the snowmobiling experience for all members and visitors. I would greatly appreciate your support and the opportunity to serve on the Board of Directors. Please feel free to reach out to me with any questions or ideas—I look forward to working together to make our club even better.

Thank you for your consideration and support.

Rich Halvorsen

TRAILS REOPEN

After the Vilas County snowmobile trails closed temporarily due to warm weather and poor riding conditions, the area got the biggest snowstorm of the year. The Sno-Eagles brushing crew went to work and the groomers worked some magic to get the trails back to rideable shape. This was done by all the clubs in the county. As a result the trails reopened on March 7 – two days after the storm. More warm weather is predicted for this week with highs in the 40's and 50's. So, stay tuned.

SNO RETURNS

Pam Hupf is reviving SNO events after a short pause. Cheryl Storms had organized these club events at restaurants that buy map ads or help the club out in some significant way. Since she retired last year, the idea laid dormant for a while. Pam is now reviving SNO and renamed it Sno-Eagles Night Out because the events may not always be on Saturdays. The first one was held at Braywood and the next one is scheduled for March 29. Location to be determined. Watch for more details in the Sno-Eagles Weekly News or on Facebook or the club website. Thanks Pam for stepping up to bring SNO back.

GROOM TO RIDE – FINAL CALL

OUR ABBREVIATED SEASON HAS TAKEN IT'S TOLL ON TICKET SALES FOR THIS IMPORTANT FUNDRAISED. IT'S NOT TOO LATE TO BUY SOME TICKETS.

The drawing will be at Trackside on March 15. Free refreshments and bucket raffles starting at 1 PM. You can still purchase your tickets that day if you haven't gotten them yet. The raffle drawing will be held at 5 PM. See you there. Come and share your sledding stories with old and new friends. Everyone is welcome

Seeking Applications for Miss Sno-Eagle

The Sno-Eagles Snowmobile Club of Eagle River is accepting applications for Miss Sno-Eagle for 2025-2026.

Being Miss Sno-Eagle provides an opportunity to become involved in the community and to represent the Sno-Eagles and snowmobiling at area events throughout the year including the 2026 World Championship Snowmobile Derby.

Benefits of being Miss Sno-Eagle include receiving a $1,000 scholarship upon completion of Miss Sno-Eagle responsibilities, being the representative of a well-known community organization, being featured on the Sno-Eagles 2026 trail map cover, receiving a custom embroidered snowmobile suit, accompanying the Derby Royalty at the World Championship Snowmobile Derby, and the opportunity to participate in the Association of Wisconsin Snowmobile Clubs (AWSC) Miss Snowflake Pageant representing the Sno-Eagles.

Miss Sno-Eagle must be able to attend at least two Sno-Eagles club meetings and one Sno-Eagles board of directors meeting, participate in at least one Sno-Eagles fundraising event, participate in the 4th of July parade, and participate in all World Championship Snowmobile Derby events including Ride with the Cup in January, 2026.

“Being Miss Sno-Eagle is an experience of a lifetime – meeting people, making new friends, and developing new skills to be used throughout life. It opens up new opportunities and is a great addition to a resume” according to a Sno-Eagles spokesperson.

Applications must be received by April 1, 2025. Interviews will be conducted. Applicants must be female, 16-21 years of age. Club membership is not required. A photo and a letter of recommendation from a teacher, employer, church, or community leader is required.

For more information, contact Carole at carole@snoeagles.org

Applications are available online at snoeagles.org

WE'VE GOT A NEW FUNDRAISER!

Our goal is to raise $5,000

This is your old coupon book on steroids!! Over 775,000+ deals that are local and national - Use the app anywhere!

Save at restaurants, car washes, shopping, entertainment & more! Save an average of 20%

The cost is only $25. It will run for 365 days from your date of purchase. Sno-Eagles receive 80% of the cost.

Some of the Local Business that are on Vertical Raise:

- Smugglers – Free Hamm's with Smashburger purchase
- Buckshot's Saloon – $5 off an order over $30
- Club 45 Bar & Grill – $5 off $25 or more; $15 12-inch thin crust pizza; $20 16-inch thin crust pizza
- Lindy's Hideaway & Swamp Witch Inn – Free entrée with purchase of another entrée at regular, equal or lesser price
- Chanticleer Inn – $5 off regular priced purchase of $25 or more
- Dublin Sports Bar & Grill – $5 off $20 or more
- Bortolotti's Cin Cin – 10% off bill subtotal up to $100
- Days Inn, Super 8, Nettesheim's Wood Chop, AAPTIV, Beltone Hearing Care Center, Avis Car Rental

Use a phone or computer to complete the set-up steps:

1. Create a login. Go to Vraise.org or scan the QR code
   a. Use full name & email (if you already have an account, just log in)
2. Enter Join Code: 57763075 Click "Join Now"

MEMBERSHIP MEETING MINUTES

February 20, 2025 7:00 p.m. Veterans Resource Center

1. Open Meeting at 7:00 pm, Welcome & Announcements – Vice President Doug Miller
2. Pledge Of Allegiance
3. Welcome New Members, Introduce Officers & Directors - Vice President Doug Miller
4. Opening Comments: Virtual Broadcast Announcements - Vice President Doug Miller

a. 50/50 raffle for Weekend Backpack Program

b. Meeting sponsorship – Thank you to the Veterans Resource Center for hosting us today and for donating the pizza, and extra thanks to those who kept the VRC open for us! Thank you to all of our meeting sponsors that make our Facebook livestream possible. From Eagle River: Offgridderz (Generac), World Snowmobile Headquarters and Museum, Erica Dumas of Redman Realty Group; From Three Lakes: DuWayne Kreager Ins.; From Antioch IL: Body Craft Inc.; From Rockford, IL: A-1 Lapping & Machine; From Bristol, WI: Illini Hardware, Corp. (IHC).

5. Annual Elections – Pam Hupf

a. Candidates are as follows:

Vice President: Doug Miller

Treasurer: Dave Cyrtmus

3 Directors: Dan Dumas, Mark Heeren, Rich Halverson

Statements from the candidates will be in the March newsletter and an upcoming Constant Contact. The official election of officers will take place at our annual meeting held March 21, 2024 at Eagle Waters. Since there is only one candidate per open position, Pam will make a motion to accept the candidates as presented and then take a voice vote.

6. Secretary's Report – Secretary Cindy Fruhwirth

a. Approve January 23, 2025 minutes

Mark Heeren motioned to approve, Steve Linn seconded; Motion carried.

7. Treasurer's Report –Treasurer Dave Cyrtmus

We are about $12,000 above our budget, even though we are behind in revenue because our expenses are lower than budgeted to date as well.

a. Pond Hockey food and beer sales outcome

Sales netted approximately $14,000 so far, and will bill USA Hockey for approximately $4000 to be reimbursed, so will net close to $18,000 which makes it one of our best fundraisers. A huge thank you to Trigs, VRC, WCDC, Eagle River Roasters, Ferrellgas, ER Chamber of Commerce, and the ER Fire

Department for generous donations of food and equipment that helped make this profitable.

8. Trail Report – Vice President Doug Miller

a. Grooming Operations update – Director Dan Dumas

Things have been holding up well despite the limited snow. The new trail re-route along Hwy. 45 is finally smoothing out, too.

b. Trail Counter updates

We don't have one full year of good data yet since we installed them at the end of season 2 years ago, and last year we did not open trails. We had thin snow when we opened, so this year is not a true picture either. Data shows good traffic from Thursday to Sunday and most riders are out during later morning hours and all afternoon.

9. Building project – Vice President Doug Miller

We need better buildings. Ours were built in the 60's and are very tight on space. The groomers cannot be opened fully to service them as the ceiling height is too low to engage the safety latch on the hood. Sometimes they have to work on them outside in the bitter cold. Also, only the smaller building is heated, so groomers need to be rotated there to thaw before use. Chris Westfall submitted a Pinno drawing of a possible building that would include 3 groomer bays, a meeting room, kitchen, and public access to a bathroom and warming room. We are gathering numbers for this project. The city is considering letting us buy the land at a reasonable price rather than continuing to lease.

10. Fundraising Report – Vice President Doug Miller

a. Groom to Ride raffle tickets, drawing on March 15 – buy your tickets soon, and attend the live event at Track Side, which is a good time with food, raffle baskets, etc.

b. Cash Raffle Event Coordinator needed –We have some solid volunteers for certain aspects of our operations, but need more leaders/owners of big projects to split the work up. This work would also be a great resume builder! We will start selling the tickets after the GTR event.
c. Vertical Discount app – Secretary Cindy Fruhwirth – This is like a coupon book on steroids. It is an app with over 775,000 deals nationwide. There are several new businesses so the local list now includes discounts at Smugglers, Buckshots Saloon & Eatery, Club 45 Bar & Grill, Lindy's Hideaway & Swamp Witch Inn, Chanticleer Inn, Dublin Sports Bar & Grill, Bortolotti's Cin Cin, Days Inn, Super 8, Nettesheim's Wood Chop, AAPTIV, Beltone Hearing Care Center, and Avis Car Rental. Go to Vraise.org or use the following QR code, and join with code: 57763075
11. Volunteer Report – Sandy Lathrop
a. Thank you to all the Pond Hockey weekend volunteers!! We had over 500 volunteer hours on the ice, not counting the countless hours planning, preparing, gathering materials, etc., before the event. This is $36 profit per volunteer hour at the event!
b. For Vintage and the World Championship weekends combined, we had 626 volunteer hours.
c. World Series of Snowmobile Racing at WCDC, Feb. 21 – 23; hours were cut back so we didn't need as
many volunteers.
d. AMSOIL Championship Snocross, March 14 – 15 – Debbie Cyrtmus is the contact. These will also be shorter days and will be done before the GTR drawing
e. The Trail Side Cookout at Peaceful Pines also relied on volunteers and brought in donations.
12. Activities Report – Director Carole Linn
a. Weekly Rides started two weeks ago. Wednesdays are further and faster than Thursday rides. Watch the weather, trail conditions, and check our website for cancellations. Today, 4 people hired to shoot advertising materials for the Chamber joined the other 16 sleds on the ride. Look for them in advertising next winter mostly in the southern part of the state and Illinois.
b. SNO (Sno-Eagles Night Out) is resuming! Join us next Thursday, Feb. 27, at Braywood. 5:00 Cocktails,
6:00 dinner. RSVP to pam@snoeagles.org or (920) 382-3716 by Tuesday at 5:00 pm.
13. Miss Sno-Eagle Recruitment for 2025/2026 season – Carole Linn
Recruitment has begun and goes to April 1, which includes $1000 scholarship. Encourage 16 – 21 year olds to apply on our website: snoeagles.org
14. Membership Report – Director Carole Linn
Still down similar to last year. 467 members to date including 47 new members (with 11 being map advertisers), 18 associate members, 6 complimentary/honorary members, 40 map advertisers, and 2 commercial sponsors. We received 98 donations to Champion Campaign ($9,100 gross) and 45 Donations to the Groomer Replacement Fund ($4,385). Have new Champion gifts for next year.
15. Social Media Update – Director Dan Dumas
Facebook has over 16.000 followers. Live groomer feeds have 10,000 – 20,000 viewers.
16. VCSA Update – Vice President Doug Miller
Sheriff's office reported 26 accidents so far this year, with 1 fatal. They issued 45 tickets and 47 warnings with over 300 hours of patrol. Loud pipes and blowing through stop signs were the main offenders. The group had a conversation about riding in the ditch to get to a trail which is allowed 10 feet from the road, but that is not possible on a bridge.
- Still have room for reimbursement for trail work since we have not been able to groom as much this year, so will probably do other trail maintenance in the spring.
- Vilas County has been chosen for a Snowmobile Friendly County award by AWSC which will be presented at the spring convention in March.
17. Member Comments – Vice President Doug Miller
- Sharon from Women on Snow brought a donation for the club from their raffles. They did not ride this year, but still support all of the clubs on whose trails they usually ride.
- Steve Linn highlighted those that have served on the board, and encouraged others to get involved.
18. 50/50 raffle drawing – Debbie Cyrtmus
Scott Fruhwirth won and donated his $82.50 winnings to the backpack program.
19. Adjourn at 7:53 pm – Steve Linn motioned to adjourn, Lori Heeren seconded.

Submitted by Cindy Fruhwirth, Secretary