

# VISITOR



## A Spectator's Guide to the American Birkebeiner

**FLIP IT OVER... AND IT'S THE  
OFFICIAL BIRKIE PARTICIPANT GUIDE**



# BIRKIE WEEK 2017

# AT THE FINISH LINE OF THE BIRKIE



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finish line of  
the Birkie



# COMMENT

Well, Birkebeiner time is here again, and with it comes our second annual Visitor Spectator's Guide to the Birkie, combined with the Birkie's official Participant Guide. This publication is a little different from our usual Visitor — it's designed to give Birkie spectators all the information they need to enjoy Birkie week here in Hayward and Cable. Flip it over, and it's the Birkie Participant Guide.

There's a great Historical Vignette in this issue: a reprint of an article from Ski Magazine in 1977 about Tony Wise and Telemark. If you've never heard the story about his "negotiations" to purchase the Telemark property, you're going to love it. We can't have a Birkie without thinking about Tony and all he did for Hayward and Cable.

Enjoy, stay warm, and don't forget to ring that cowbell!

— Paul

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Netz Photography, courtesy American Birkebeiner Ski Foundation

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# VISITOR

(UPS - 795-860)

**VOLUME LII, BONUS EDITION**

**FEB. 14, 2017**

Published in Hayward, Wisconsin 54843  
by SAWYER COUNTY PUBLICATIONS  
P.O. Box 919

**715-634-4881**

The Visitor is distributed approximately every two weeks from late spring to early fall in the Hayward, Stone Lake and Cable areas. Plus one issue in February.

**FREE DISTRIBUTION.**

Advertising rates on request.

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Individual copies of the Visitor are available by mail.

The cost is \$20.00 for the season of 10 issues.

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# GET TO KNOW THE BIRKIE

**The American Birkebeiner ski marathon — the Birkie — is North America’s largest cross-country ski marathon, and the third largest in the world...**

The course spans 50 kilometers from Cable to Hayward for skaters, and 55K for classic skiers.

- The 29-kilometer Kortelopet — scheduled on Friday this year — is the second largest cross-country ski race in North America.
- In 2017, approximately 11,000 skiers will participate in the Birkie, Kortelopet, and 15K Prince Haakon (pronounced “HO-ken”).
- The Birkie is part of the Worldloppet circuit of 20 international ski marathons.
- Over 250,000 skiers have finished Birkie ski events — the Birkie, Kortelopet, and the Prince Haakon — since the races began in 1973.
- An estimated 40,000 spectators and skiers gather in the Hayward and Cable area for this annual celebration of winter Nordic sports. Spectators join in the celebration on Hayward’s Main Street by ringing cowbells and cheering on skiers.

## The History of the Birkie

The Birkie was founded in 1973 by Tony Wise who patterned the ski marathon after the Birkebeiner Rennet, which had been held in Norway since 1932. Both events honor and re-create a historic Norwegian event — in 1206 two warrior soldiers (called “Birkebeiners” because of the birch-bark leggings they wore) skied infant Prince Haakon to safety during the Norwegian civil war. Prince Haakon subsequently became King of Norway, and the Birkebeiner soldiers became a Norwegian symbol of courage, perseverance and character in the face of adversity.

The first American Birkebeiner Ski Marathon had 35 participants, as compared with 11,000 today. Wise’s vision also shaped cross-country skiing when he brought the world together with the founding of the Worldloppet, an international sports federation of cross-country skiing marathons. Since the Worldloppet’s inception in 1978, 2.5 million skiers have finished Worldloppet races.

In honor of the Birkie’s roots, each year three skiers and an infant dress as the original Birkebeiner warriors, Inga (mother of Prince Haakon) and Prince Haakon. The warriors and Inga ski the Birkebeiner Classic from Cable to Hayward on traditional wooden skis and in full-period costume. A baby doll is carried along the trail to symbolize wee Prince Haakon. In the final stretch of the race, a real infant Prince joins Inga and the Warriors for the race to the finish line in downtown Hayward. It is a true celebration of the roots, legacy and traditions of the race.

## A Legendary Trail

The Birkie Trails is a 100-plus kilometer trail system that weaves its way through these north woods. Used year-round by skiers, runners, bikers, trekkers, and hikers alike, this trail is groomed by the American Birkebeiner Ski Foundation and is available for use by outdoor enthusiasts nearly 365 days a year. The Birkie Trail was recently named the Number 1 cross-country ski destination in the US by USA Today/10Best.

## The Birkie Mission

The mission of the American Birkebeiner Foundation is to promote and conduct the finest international cross-country ski competition and healthy, active lifestyle events; to serve as good stewards of the American Birkebeiner Trail; and to support healthy and active lifestyles among people of all ages and abilities.

Today, the Birkie has grown into much more than just a race. Today the Birkie represents a year-round, healthy, active lifestyle that provides events for thousands of outdoor fitness enthusiasts of all ages and abilities.

From the iconic Birkie race that started it all, to the Birkie Trail Run Festival and the Fat Bike Birkie (the world’s largest fat bike race), the Birkie Trail has become a mecca for outdoor enthusiasts year-round. In fact, over 100,000 visitors utilize the Birkie Trail each year. •

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# SPECTATORS' GUIDE TO EVENTS

The Birkie Celebration and events begin on Thursday and include activities for all ages and abilities.

## Thursday, February 23

### Worldloppet Passport Holders Gathering – 8 am

- European-style champagne breakfast buffet gathering, 8 am coffee social; 8:30 am breakfast. Flat Creek Inn & Suites, Hwy 27 S., Hayward.

### Birkie Adaptive Events – 9 am

- Adaptive athletes ski in one of 3 categories – sit-skiers, standing adaptive skiers, and visually impaired skiers in 1.2K or 3K races. Presented by Becker Law.

### Barkie Birkie Skijor – 10 am

- Skiers & dogs enjoy the sport of skijoring and show off their “Barkie Fever” as they race down Hayward’s Main Street. 3K sport or 5K expert events. Presented by Northern Lakes Co-op Feed Mill. .

### Nikkerbeiner Parade – 11:15 am

- Part of the Opening Ceremonies, this vintage ski-tour, named after Norwegian Knickers, finds skiers wearing the best gear from days gone by. From knickers, wooden skis, and bamboo poles, to the colorful garb of the ‘70s, ‘80s, and 90’s – you’ll see it all in this fun ski tour. From Hayward City Beach to Hayward’s Main Street. There is no fee to participate. Registration is required at [www.Birkie.com](http://www.Birkie.com).

### Opening Ceremony & Torch Lighting – 11:45 am

- Join us for the official lighting of the American Birkebeiner torch that will burn brightly throughout the Birkie week of events. This special event signifies the official opening of the Nordic celebration. Champions Stage, Celebration Plaza, Downtown Hayward.

### Barnebirkie – noon

- Where Birkie dreams begin! Imagine 1000 youth skiers, ages 3-13, skiing from Hayward City Beach, up and over the International Bridge and finishing on Hayward’s snow-covered Main Street. 1.2K or 3K ski tour events. Presented by Johnson Bank and Swiss Miss.

### Slumberland American Birkebeiner Expo – 1:00 pm to 8:00 pm

- Home to bib pick-up, this 2-day event finds over 11,000 skiers and vendors galore preparing for the largest cross-country celebration in North America! Located at Hayward High School.

### Junior Birkie – 2:00 pm

- The next generation of passionate skiers, between 6 and 19-years of age, charge their way toward Main Street in 1.2K, 3K, or 5K races. Presented by Gear West.

### Birkie Sprints – 4:20 pm

- The best of the best compete on sprint relay teams on Hayward’s Main Street. Junior Team relay sprints alternate with elite skiers for an afternoon of action-packed excitement! Presented by FITS and Madshus.

### Birkie Giant Ski – 5:30 pm

- Under the glowing ‘Lure’ of Lights, skiers and non-skiers alike compete in teams of six on pairs of giant 25-foot-long skis on Hayward’s snow-covered Main Street. Presented by Hayward Area Chamber of Commerce.

### Birkie Bash – 5:30 pm

- Kick-off Birkie week at Birkie Bash 2017, a celebration and fundraiser in support of the ABSF Phase 3 Capital Campaign. Live music by Molly & the Danger Band and Birkie Brew-Ski! Tickets available at the door - \$50 per person. Steakhouse & Lodge, Hayward.



## Friday, February 24

### American Birkebeiner Expo – 9 am to 8:00 pm

- Home to bib pick-up, this 2-day event finds over 11,000 skiers and vendors galore preparing for the largest cross-country celebration in North America! Located at Hayward High School.

### Kortelopet – 29K Classic & Skate – 10:45 am

- North America’s second largest cross-country ski race departs from the Highway OO Trailhead and ends on Hayward’s snow-covered Main

Street. Title Sponsor Slumberland Furniture and Presented by Marshfield Clinic.

### Prince Haakon 15K – 1:15 pm

- In honor of the infant Prince Haakon, the future Norwegian King, who was rescued and skied to safety by Birkebeiner warriors, this exciting race ends amongst cheering fans and the ringing cowbells in downtown Hayward. Title Sponsor Slumberland Furniture, Presented by Northern Lakes Co-op Corner Deli.



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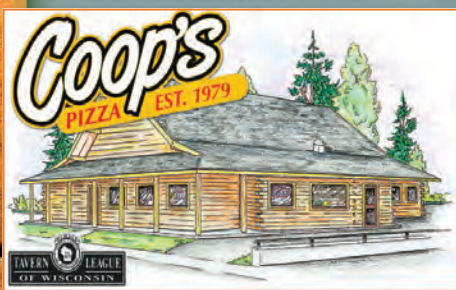
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## Saturday, February 25

### 44th Annual Slumberland American Birkebeiner – 50K Skate/55K Classic – 8:15 am

• The Birkie is North America's largest ski-marathon. In 2017, skiers will be part of the historic inaugural use of the new American Birkebeiner Trailhead and permanent start as skiers make their way from Cable to Hayward on the legendary Birkie Trail. The Greatest Show on Snow! Title Sponsor Slumberland Furniture, Presented by SWIX.

### BIRKEBEINERNE (THE LAST KING) - 7:00 pm

• Rooted in Norwegian history, this feature film tells the story of the very legacy upon which the American Birkebeiner ski race is based. Cheer on Torstein and Skjervald while watching this Norwegian feature film. Rated R with English Subtitles. Tickets are \$10 at the door at the Park Center, just north of Main Street on Highway 63, near the base of the International Bridge.

## Sunday, February 26

### Sunday On-Snow Ski & Fat Bike Demo – 9 am to 2 pm

• Everyone from newbie skiers to elites can try out the latest in new equipment—skis, poles, boots, bindings, and fat bikes at the Birkie "OO" Trailhead. Vendors galore! East of Seeley, WI on Highway OO.

### Fast & Female Champ Chat – 9 am to noon

• Girls ages 8-18 join elite athletes for a morning of games, fitness, inspiration, and more! Designed to encourage young female athletes. Elite athletes will mentor younger female skiers through training tips, inspirational encouragement

and the importance of embracing a healthy active lifestyle. Plus, special break-out sessions for parents and coaches! Hayward High School. Advance registration is required. Tickets available at [www.fastandfemale.com](http://www.fastandfemale.com)

### BIRKEBEINERNE (THE LAST KING) - Noon

• Rooted in Norwegian history, this feature film tells the story of the very legacy upon which the American Birkebeiner ski race is based. Cheer on Torstein and Skjervald while watching this Norwegian feature film. Rated R with English Subtitles. Tickets are \$10 at the door at the Park Theater, just north of Main Street on Highway 63, near the base of the International Bridge.

## More Birkie-inspired events throughout the year!

### Lumberjack Run/Walk Around Lake Hayward – July 22, 2017

• Channel your flannel at the Lumberjack Run/Walk. Held in conjunction with the Lumberjack World Championships. This 4.7 mile run/walk is a great way to embrace your inner lumberjack! Yoho!

in cycling, so enjoy this once-a-year chance to ride fat bikes on the groomed, snow-covered American Birkebeiner Ski Trail.

### Fat Bike Birkie – 47K and 20K – March 11, 2017

• Now 3 days of riding! March 10, 11, 12  
• March 10 – Expo & Criterium  
• March 11 – Races, Post-Race & After Parties  
• March 12 – On-snow Demos & Guided Rides!  
• The Fat Bike Birkie is the largest Fat Bike race in the world. Fat biking is the fastest growing sport

### Birkie Trail Run Festival – September 30, 2017

• Make it a weekend! On-site camping, great events, Expo, vendor demos, music, food, cold beverages, bonfires, turning leaves, stars, and more!  
• September 29 - Expo begins, camping and north woods fun!  
• September 30 – Ultra, Marathon, Marathon Relay, Half-Marathon, Nordic Trek, 5K, 1K for kids  
Details on all Birkie events are available at [www.Birkie.com](http://www.Birkie.com).

# NOW OPEN!

Sunday - Thursday

11:00AM - 11:00PM

Friday-Saturday

11:00AM - 12:00PM



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# What's New in 2017?

- There's a new start area for Birkie – the American Birkebeiner Trailhead and permanent start area. The inaugural use of the new permanent start will be a monumental moment in American Birkebeiner Ski Foundation history books. (See below)

- The Kortelopet and Prince Haakon are revamped and improved. New for 2017: Friday races (instead of Saturday), start venues, courses, and both finish on the snow-covered Main Street of Hayward, just like the Birkie finishers will on Saturday

- The Barnebirkie returns to Thursday. Participation has historically been highest with races on Thursday.

- The Birkie Village off 5th St. will be the first opportunity to reunite skiers with their friends and family after the finish. It's also home to the skiers' finish line food tent, results kiosk, the CXC Experience Zone and ski storage racks. The village is located across from the changing area at the Hayward Intermediate School on 5th Street; every skier's first stop on their road to celebrating their accomplishment and success!

- Celebration Plaza, open Thursday through Sunday, is located behind Peoples Bank Midwest, between Main Street and Dakota Avenue. Enhancing the downtown experience with food, free Wi-Fi, free charging station, the Birkie Store, and more! On Friday and Saturday, spectators and skiers can enjoy live music, food vendors, BIRKIE BREW-SKI in the beer garden, and a celebration filled atmosphere for

all! See page 33 for more info..

- The International Bridge has been expanded to span four lanes over Highway 63, and the bridge height increased to 13-feet six-inches. The bridge will be installed on Tuesday, Feb. 21. The bridge is used by all events —kids and adults alike — to ski up and over onto the snow-covered Main Street of downtown Hayward. With a nod to the past and the original International Bridge at Telemark, this is the third year the International Bridge has spanned over Highway 63 allowing skiers and traffic to flow beautifully on race day.

- Aid stations update: Thanks to the generosity of ABSF Capital Campaign donors, the 2017 races will be the first to utilize cabins at all aid stations, on-site generators, and drinking water systems at four of the six aid stations. The ability to have fresh water systems at each aid station will certainly draw a collective sigh of relief from the hundreds of volunteers who will be working at the races.

- U.S. Ski Team and Olympians honored with special bibs: The Birkie is an annual homecoming for many past and current members of the US Ski Team, as well as former Olympians. Skiers who have represented the US at the top level of International competition are amongst the crowd at the Birkie. In 2017, skiers from the past 15 Olympiads (that is over 60 years!) may be spotted on the race course in their custom Stars & Stripes bibs. •

## Get ready for a 'fresh start'

A little over two years ago the American Birkebeiner Ski Foundation (ABSF) began its first-ever capital campaign with a goal of securing a new permanent start area for the American Birkebeiner. With the closing of Telemark lodge years ago, the start of the American Birkebeiner ski race was in jeopardy. For a number of years, the race's starting line was moved to the runway of the Cable Union Airport, adjoining the closed Telemark Lodge.

In an effort to ensure the race's future, the ABSF purchased land near Telemark Lodge and adjacent to the current start area at the Cable Union Airport and created the American Birkebeiner Trailhead, home to the new Birkie race permanent start. Site preparations began in the fall of 2015 with trailhead and start line infrastructure completed in summer 2016.

The inaugural use of the new permanent start on February 25, 2017 will be a monumental moment in the history of the American Birkebeiner Ski Foundation, helping to guarantee the future of the race for generations to come. The new American Birkebeiner Trailhead is home to a new Great Hall to be used for storage throughout the year and as a pre-race warm

space on brisk race mornings. A new warming shelter/trailhead building also provides a safe space for runners, hikers, bikers and skiers throughout the year.

The new American Birkebeiner Trailhead is key to improving overall participant experience, to securing the future of various Birkie events, and providing the ABSF with a medium to promote and encourage a year-round, active lifestyle. Last year alone, an estimated 100,000 silent sports enthusiasts utilized the Birkie Trail. The new permanent start venue will not only enhance future events experiences, but will act as a gateway to the iconic Birkie Trail. The Birkie Trail was recently named the number one cross-country ski destination in the nation by USA Today/10Best.

The ABSF Capital Campaign continues to focus on sustaining and improving the infrastructure that will enable a healthy active lifestyle: create venues (Nordic Center); trail improvements; and infrastructure additions including warming shelters along the trail, wells, a Highway 77 underpass near Fish Hatchery, an initial investment in snowmaking equipment, a new wide trail groomer, and more. •

**NEW!**

# CLIF LODGE

**OPEN  
2/23 - 2/25**



**THURSDAY (OPEN 11AM-7PM)**

MEDAL ENGRAVING 12-5PM

COOKIE DECORATING 1-4PM

HAPPY HOUR 5-7PM

S'MORES 5-7PM

**FRIDAY (OPEN 11AM-7PM)**

MEDAL ENGRAVING 12-5PM

MOVIES + POPCORN 4-7PM

HAPPY HOUR 5-7PM

S'MORES 5-7PM

**SATURDAY (OPEN 9AM-7PM)**

OATMEAL BAR 9AM-11AM

MEDAL ENGRAVING 10AM-4PM

ATHLETE SIGNING WITH BRIAN GREGG  
AND MATT LIEBSCH 12:30-1:30PM

APRES SKI PARTY 5-7PM

S'MORES 5-7PM

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# HISTORICAL VIGNETTES

*The late Tony Wise was the most influential and far-reaching entrepreneur in Hayward's history. The Birkebeiner, the Worldloppet and the Lumberjack World Championships were all Tony's creations, as was Historyland. Tony was also responsible for the birth of winter recreation in the area when he built Telemark Resort. Telemark also proved to be his eventual financial downfall, but in its day it was a premier destination.*

*In this installment of Historical Vignettes, we reprint with permission an article about Tony and his beloved Telemark which appeared in Ski Magazine in 1977. It offers great insight into the man who could be considered the father of modern Hayward. Every Birkie skier and spectator owes Wise a debt of gratitude for all he did for the sport of cross-country skiing.*

## **Look, out on the plains. It's a circus, it's a city... it's SUPERLODGE**

**How does Wisconsin's Tony Wise justify a \$6 million ski lodge in the middle of nowhere? Says Telemark's ebullient hustler, 'We had to be there first.'**

BY SCOTT WILSON

The Telemark Lodge is an unlikely sight sitting there in the Wisconsin northwoods, almost an apparition. The country is wild and mean, full of wolves and snagged scrub pine. It is frozen into below zero paralysis in winter, beaten by storms off Lake Superior, 50 miles north. It looks so bleak, so isolated that it seems only the tarpaper

shacks of deer hunters or the rough bunkhouses of lumberjacks would look natural in this setting. Yet there it is, the Telemark Lodge, a massive, graceful glass-fronted structure, wood-pannelled and clean-lined, a sprawling architectural trapezoid topped with a rugged stone chimney.

Inside, the lodge is alive with people, warmth and excitement. It is a winter oasis, warmed by a 55-foot fireplace, equipped with heated pools and



*Sprawling Telemark Lodge backdrops cross-country racers during last season's (1976) Nordic World Cup event.*

carpeted bedrooms. There is French wine, finely sauced food, live music, good whiskey. It is all utterly out of place, an elegant ski lodge in this wilderness where there are no mountains, not even respectable foothills. Yet it is there—this hotel with 200 rooms, three restaurants, even a “honeymoon package” for newlyweds (two nights lodging, champagne in the room, gourmet dinner for two for \$95), plus a “mountain” (vertical drop: 550 feet), chair lifts and T-bars with 13,000 skier-per-hour capacity, a weekend lift ticket of \$9.50, a busy ski school, NASTAR races every weekend. . .

Where did all this come from and why?

The brains, brawn, inspiration, energy source and grand imagination behind it all is one Anthony Wise, 56, a bulky, excitable fellow who talks with the chattering speed of a machine gun and apparently thinks the same way. Everything at Telemark bears the mark of Tony Wise. Without him, there would be nothing, nothing at all. He is a hulking package of energy and big ideas, always moving about the lodge in swift strides, surprisingly light-footed for such a big man. Everything about him vibrates with verve and hustle.

“I’m a business adventurer,” said Tony. “I’ve got to keep ahead of things, keep new ideas flowing. We’re in the boonies here. We’re real small. We can’t be like guys in the city, in the big-time. We can’t wait until new ideas come to us. We have to perceive them early, get the jump on everyone. We have to be ready to grab new things—

fads, styles, trends — while they’re on the way up. We have to be there first or we wither up and die.”

It has been an endless struggle but — incredibly— Telemark Lodge has been in business for 30 years now. Tony Wise started it in the dark ages of skiing, opening it to a rather bewildered public on December 13, 1947. Aspen had only begun skiing the year before. Any big-dollar boom in skiing was still years away. But Tony’s motivation was, to hear him tell it, not entirely based on a desire to enhance his own personal fortunes. “This part of the country was in economic ruin, a disaster area,” he recalled. “I was born in 1921 in Hayward (the county seat, 17 miles from Telemark Lodge). That was just at the end of the lumbering period. When I was growing up, this area was devastated. People were pulling out. There were ghost towns everywhere. This place felt like Germany after World War I — defeated, wrecked. All the natural resources were depleted — timber, mining. Only the fishing was left. Recreation was the only source of income. And that was in the summer only. I felt a great urge as a young man to make this area come back. I wanted to revitalize this place.”

Tony’s father, a banker and real estate speculator, had died in an auto accident in 1932. He left \$100,000 in life insurance, a fairly hefty amount in those Depression times. Tony was able to graduate from high school. He enrolled at Ohio State University, majored in business administration and never gave up on his idea of going



Above, Fran Wise and dad Tony survey activity from the base lodge.

Demolished by fire last season (1976) it is being rebuilt as a \$2.5 million underground facility. Right, the lodge's soaring fireplace, focal point of a winter oasis with every conceivable form of fun.



home to resuscitate his home country.

“My classmates couldn’t figure out what was wrong with me,” he said. “I never even went to any job interviews, I was thinking about starting up the logging and lumbering again. My idol was Weyerhaeuser—he had such a great empire. I dreamed that I might be the Weyerhaeuser of northern Wisconsin.”

After Ohio State, Tony entered Harvard Business School. Then came World War II. Ultimately, Tony’s experiences in Europe with the army changed both his future and the future of his native corner of the Wisconsin wilderness. At the end of the war, he was stationed in Garmisch, Germany, for a short time and he discovered skiing in the Bavarian Alps. “It has gotten so that everywhere I went, I’d try to translate what I saw into a scheme to bring prosperity to northern Wisconsin,” he said. “I figured now that skiing might be the answer — a recreational business for winter.”

He returned to Harvard for his degree in 1946, but spent all his free time in Vermont and New Hampshire, studying ski resorts. He soaked up advice from some of America’s foremost ski-area pioneers — Sepp Ruschp, Tony Matt, Fred Pabst. “I learned about how to find open slopes for skiing instead of trails, how to install tows. In those days a real big business question when you opened a ski resort was whether or not you’d invest in indoor plumbing in the warming huts. It was expensive, but it was also a very big selling point for an area.” He returned to Wisconsin in 1947 and started looking for a

hill big enough to ski on. He tramped for miles through the woods, climbed dozens of hills, surveyed them, calculated vertical drop, slope locations, lift-line routes. At last he found a good-sized hill near Cable, Wis., just north of Hayward. It was owned by an old man, a long-time native of the area. Years earlier, there had been a bit of silver found along a river near that hill. When the ambitious young Harvard graduate came asking to buy the property, the old man smelled a rat; he figured that Harvard man had found more silver. He balked at selling it. At last, Tony confided in him that he hoped to open a ski area on the hill. Now the old man was convinced that Tony was after silver.

Finally, Tony asked the old man to go up and look at the hill with him. “I walked him up and down.” Said Tony. “I explained in excruciating detail how the ski area would be laid out, what trees would be cut. We marched up and down and all around that mountain. He finally believed me. I guess. He figured that anyone who had gotten to know that much about a poor little hill was probably also dumb enough to build a ski area. So he stopped in the middle of the hill. There was a birch tree between us. He said to me. ‘You really want his hill?’ I said yes, He said, ‘Got your knife with you?’ I said yes. He said ‘Okay, you carve on your side of the tree how much you’ll pay for and I’ll carve on my side how much I want.’”

Each carved a figure, then moved around the tree to read the amount the other has scratched on the bark.

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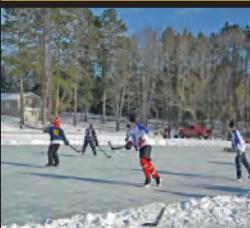
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**EVENTS &  
 FESTIVALS**

\* Chamber Events

- |  |  |
|--|--|
| * January: ..... Jack Frost Fest, Spooner            | July: ..... Birchwood Bluegill Festival            |
| * April: ..... Food & Wine Tasting Event             | August: ..... Minong Summer Days                   |
| June: ..... Railroad Memories Celebration, Spooner   | * August: ..... Jack Pine Savage Days, Spooner     |
| * June: ..... Jack's A Hack Golf Tournament, Spooner | September: ..... Town & Country Days, Shell Lake   |
| June-Oct: ..... Farmers Market, Spooner              | October: ..... Stone Lake Cranberry Festival       |
| July: ..... Shell Lake Lions Triathlon               | * October: ..... Jack O' Lantern Festival, Spooner |
| July: ..... Heart of the North Rodeo, Spooner        | December: ..... Shell Lake Holiday Saturday        |



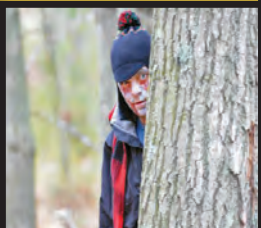
Jack Frost Fest  
 Pond Hockey Tournament



Jack Pine Savage Days



Savage Dash 5k Mud Run



Jack O' Lantern Festival  
 5k Zombie Run

# HISTORICAL VIGNETTES

The old man had written \$1,000. Tony \$500. They compromised at \$750 and Telemark Mountain was born. Tony began clearing the land that spring. He laid out three trails and two rope-tow lines, powered by war surplus Jeep engines.

"I left the third trail with no way to get to the top but to climb it," recalled Tony. "The sport was so pure then that there was a real question as to whether you would offend the true purists unless you gave them a chance to climb back to the top."

He also hired a Norwegian Olympian, Ola Stormoen, to run the ski school (lessons were 50 cents an hour) and he built a base lodge—with indoor plumbing. He charged \$1 a day for the lifts and on opening day about 700 people turned up. Most of them were gawkers who came to look at all the damn fools sliding downhill on sticks. Somehow, it caught on: that first season Tony attracted 3,811 paying skiers, enough call it a success.

He never did end up rolling in money, however. To get started, Tony had put up \$15,000—only \$5,000 was his own money. He never got out of debt again until 1960 when he paid off his mortgage a year early. "I managed to stay out of debt for exactly three months," he recalled. "Then I decided I had to put in two more T-bars and I borrowed money to do it. That was the only time in my life when I've ever been free and clear financially." But as he said, he is an "adventurer," and Tony Wise's philosophy has been to keep plunging ahead, adding facilities, new lifts, plush hotel accommodations, snowmaking equipment, condominiums. And it has been a never-ending, nip-and-tuck struggle to keep Telemark alive and attractive. More and more Midwestern skiers have abandoned the northwoods for the Rockies. But Tony knows how to hustle, he has the soul of P.T. Barnum and the heart of a riverboat gambler combined with the innate stubbornness and ingenuity of the consummate survivor. He has been quick to add gimmicks or facilities or events that attract people to Telemark. In 1953 he founded Historyland, a reconstruction of Indian and lumberjack life in early Wisconsin. He promoted the Lumberjack World Championships, started an All-Tribes Indian Pow Wow and introduced big-name entertainment to these desolate woods — every kind of musician from Chubby Checker to Duke Ellington.

He has been daring and creative when faced with adversity or bad luck. He was nearly annihilated in the unbelievably dry winter of 1960-61 when not an inch of snow fell after first week in December. He has just installed two new tows. He was mired in debt. On January 15 he had to let every employee go. On the

brink of bankruptcy, he went to the Small Business Administration for a loan of \$180,000. But at that time the SBA had never given a nickel to any recreational business, and they were skeptical.

Tony called a mass meeting of the citizens of Hayward, got them into the town armory and locked the doors. He told them no one could leave until each had written three letters to Wisconsin Congressmen urging them to put pressure on the SBA to give Tony his loan. More than 1,200 letters went out that night and, under subsequent Congressional pressure, the SBA changed its policy and gave Tony his money.

Telemark was one of the first areas in the country to have installed snow-making over the entire mountain. Even before that, Tony began grooming his mountain with snow-cats as early as the late 1950s, long before snow-grooming came into vogue. In the late 1960s, he commissioned from the University of Wisconsin one of the first environmental/resort development impact surveys ever done in an attempt to meld his expanding resort (townhouses, condominiums, summer facilities) with the surrounding wilderness.

The \$6 million lodge is the central gem in Tony's Telemark conception. It was designed by architect Herb Fritz, a long-time associate of the Frank Lloyd Wright School. To blend the building with the rugged woody environment, Fritz used only native materials in the construction — laminated wood beams as supports, huge fieldstones for the fireplace and chimney, rough cedar planking on the walls. There are 200 rooms — 198 of them equipped with a small kitchen. Beyond that, the sprawling, cheerful environs of the lodge hold seemingly endless variety of banquet rooms, restaurants, bars and entertainment.

The lodge has no less than 21,000 square feet of banquet, ball room and convention space, and Tony Wise is able to offer anything for conventioners and visitors, from the latest audio-visual equipment to an authentic Chippewa Indian pow-wow.

There is a "Continental-gourmet" restaurant, a coffee shop, a cozy bar in the lobby and a grand, zesty night club that holds forth with first-class acts until the wee hours. On any given weekend, there may be as many as five bands appearing in the lodge. There is an indoor swimming pool, an outdoor pool, a skating rink, two large ballrooms and a theater. There are shops—a boutique, a liquor store, a gift shop. In summer, there's tennis, volleyball, badminton and golf. In short, the Telemark Lodge is almost a self-contained recreational society of its own, an oasis in the northwoods where a man and his family can find almost every conceivable



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# HISTORICAL VIGNETTES

form of fun—without ever getting out of sight of the building.

Telemark now attracts some 70,000 downhill skiers a year. The mountain itself is not a hair-raising challenge for the expert skier. There are three chairlifts, a couple of T-bars serving 10 different slopes. The grooming that Tony Wise brought in so many years ago and the expansive use of snowmaking gives the mountain a consistently nice surface. For beginners and new intermediate skiers, Telemark can be a ball. There is an air of cheerfulness to the whole place anyway, and it is really impossible to bring an air of grim expert seriousness to skiing these short fun runs. Yet the ease with which Midwestern skiers can travel to the Rockies has had a negative effect on Telemark's downhill skiing image. "Once people have seen the West," said Tony Wise, "we just don't seem very impressive."

Thus, the 70,000 downhillers Telemark gets each year has come to be a fairly static figure. There has been little growth in volume over recent seasons and there is no reason to expect much more in the future. So Tony Wise has had to begin hustling and innovating again to keep his head above water.

His most recent plunge is into first-class cross-country skiing. He said with characteristic expansiveness, "I want Telemark to be the Aspen, the Vail, the Sun Valley of cross-country skiing." And, as he is doing it, this might be exactly the way skiers will come to think of Telemark.

For Tony Wise has spared none of his imagination, none of his bent toward the progressive approach. Over the years he has come to own some 1,600 acres of land. It is magnificent cross-country terrain, undulating, tree-covered, beautifully marked with rivers and lakes. At the moment, he has 93 kilometers of trails. And in that system, he has a couple of courses that are simply stunning. One is the world-class racing course which he had designed by U.S. Team Coach Marty Hall and cut last year in preparation for the first World Cup Nordic race ever held in the U.S. Some two dozen of Europe's classiest competitors raced at Telemark in December 1976 (they came thanks to the \$65,000 Tony coughed up for their transportation and lodging). They raved about the new course, comparing it to some of the best in Europe.

Then there is the Birkebeiner race course. This is 55 kilometers long, reaching from Telemark to Hayward in a winding, hilly run through the deep woods. It was designed by Marty Hall also and was built especially for the annual mass citizens race in Norway. There is no question that Telemark's Birkebeiner, with its splendid

course and its exuberant horde of competitors, should become an American classic, an event no serious skier can let his life go by without entering.

Tony's first Birkebeiner was held in 1972. Only (35) people entered. By 1977, about 2,000 were there. This growth clearly reflects the new cross-country ski boom that Telemark, at least, is experiencing. In 1972, the first year that Tony officially opened his trails, only 900 skiers participated. At the end of last season, he had drawn 15,000—at a fee of \$4 a head—to use his trails.

"By 1980," said Tony, "I'm sure our cross-country business will surpass our downhill. I've tried to be progressive in this, too. If cross-country skiing were just walking on skis through deep snow, there would be nothing much different I could do. But this is a demanding sport, tougher in some ways than downhill. There are so many strats of cross-country skiing—heavy mountaineering, touring, light touring, racing. You can't do the sport right by just going into the woods. You have to have prepared tracks. Otherwise it's like playing golf in a pasture. This is a highly technical sport and more people are going to understand that as the years go by. But, I think we're among the first to perceive it. God knows, I hope so."

His latest plunge into the cross-country business is typically innovative—the Telemark Academy, a full-term school for college or high school students interested in development of their cross-country skills. Under director Peter Davis, Telemark's academy will be similar to the Burke Mountain Academy in Vermont, offering a college extension program (in affiliation with nearby Northland College) over the full academic year, from September until May, for \$3,000. For \$2,500, high school kids can enroll for a shorter period with tutorial help rather than classroom teaching of their studies. The first class of about 20 students was set to go early in September.

Life may never be truly relaxed for Tony Wise, the financial ice may always be thin, the sense of crisis always with him. Last winter his base lodge and ski shop burned down. He was trying, once again, to arrange a federal loan for a new \$1 million underground base facility to include a 2,000-person-capacity convention center, restaurants, shops and four tennis courts, all connected by underground corridor to the Telemark Lodge.

As always, there were creditors here and there. But, as always, Tony Wise was optimistic and, as always, enthusiastic as he said, "My basic philosophy of business is that I try to execute my dreams." •

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# DETOURS AND ROAD CLOSURES

## Detours

**Tuesday** 8:30 am to 10 pm -

Highway 63 closed at Main St for Bridge installation. Detour on Dakota/5th St/Kansas.

**Friday** 11:30 am to 4 pm - Highway 77 closed at Hatchery Park Rd for the Kortelopet. Detour on Highway 27/County Highway B/County Highway K

**Saturday** 11:30 am to 4 pm - Highway 77 closed at Hatchery Park Rd for the Birkebeiner Race. Detour on Highway 27/County Highway B/County Highway K

**Sunday** 8 am to 10 pm - Highway 63 closed at Main St for Bridge removal. Detour on Dakota/5th St/Kansas.

**Tuesday through Sunday** - Truck Detour - Highway 63 at Main Street Height Restricted to 14'6". Oversized vehicles detoured through Stanberry. County Highway M/Highway 77

**Wednesday through Saturday** - Left turn lane on Northbound USH63 at Main Street closed. Two northbound lanes and two southbound lanes remain open.

## Lane Closures

**Wednesday through Saturday** - Left turn lane on Northbound USH63 at Main Street closed. Two northbound lanes and two southbound lanes remain open.

## City of Hayward Road Closures

**Tuesday**

All Day - Main Street between Highway 63 and Railroad Street

**Wednesday**

All day - Main Street between Highway 63 and Railroad Street

After 5 pm - Main Street between Railroad Street to 5th Street

After 5 pm - Railroad Street between Kansas Street and Main Street

**Thursday**

Railroad Street between Kansas Street and Main Street

Main Street between Railroad Street to 5th Street

8 am to 4 pm only - Main Street between 5th and 6th Streets reduced to one lane. No crossing Main Street at 5th Street

**Friday**

Railroad Street between Kansas Street and Main Street

Main Street between Railroad Street to 5th Street

9:30 am to 5 pm - 5th Street from Main Street to Minnesota Avenue. East 5th Street to Nyman Avenue open all day.

**Saturday**

Railroad Street between Kansas Street and Main Street

Main Street between Railroad Street to 5th Street

7:30 am to 6 pm - 5th Street from Main Street to Minnesota Avenue. East 5th Street to Nyman Avenue open all day.

## Town of Hayward Road Closures

**Friday**

Highway 77 at Hatchery Park - 11:30 am to 4:15 pm

Wheeler Road at the Birkie Trail Crossing - 11:30 am to 4:30 pm

Duffy Road at the Birkie Trail Crossing - 11:30 am to 4:30 pm

**Saturday**

Highway 77 at Hatchery Park - 9:45 am to 5:15 pm

Wheeler Road at the Birkie Trail Crossing - 9:45 am to 5:30 pm

Duffy Road at the Birkie Trail Crossing - 9:45 am to 5:30 pm

## Town of Round Lake Road Closures

**Friday**

Pit Road 9 am to 3 pm

**Saturday**

Pit Road 7 am to 4 pm

## Town of Lenroot Road Closures

**Friday**

County Highway OO from east end of Old OO Road to Pederson Road - 8:30 am to 11:30 am

Mosquito Brook Road at the Birkie Trail Crossing - 11 am to 2:30 pm

**Saturday**

County Highway OO at the Birkie Trail - 9 am to 2 pm

Seeley Fire Tower Road at the Bayfield County Line - 6 am to noon

Mosquito Brook Road at the Birkie Trail Crossing - 9:45 am to 4 pm

Boedecker Road at the Birkie Trail Crossing - 9 am to 1 pm

## Town of Spider Lake Road Closures

**Friday**

County Highway OO from east end of Old OO Road to Pederson Road - 8:30 am to 11:30 am

## Town of Cable Road Closures

**Saturday**

Traffic restricted south of the intersection of Randysek and Philippi Roads - 5 am to 11 am  
Timber Trail Road at the Birkie Trail Crossing - 5 am to 11 am

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# SPECTATOR Q & A

## Everything you need to know Birkie week... and perhaps some things you don't!

### **Q: What events are there this weekend besides the Birkie on Saturday?**

A: There are many great events for spectators, such as the Barkie Birkie, the Birkie Giant Ski, the Barnebirkie, the Nikkerbeiner, the Birkie Sprints, the Junior Birkie, the Slumberland American Birkebeiner Expo, the On-Snow Ski & Bike Demo, Birkebeinerne (the movie), and much more! Check out the calendar of events on pages 6 and 8.

### **Q: Where is the Birkie office? Is it open?**

A: The Birkie office is located at 10527 Main Street in Hayward. Hours Birkie week are Wednesday, 8 a.m.-4 p.m.; Thursday 8 a.m.-5 p.m.; Friday 8 a.m.-6 p.m.; Saturday 7 a.m.-7 p.m.; and Sunday 8 a.m.-1 p.m., Monday 8 a.m. - 4 p.m.

### **Q: Can I find out if someone I know is registered for the race?**

A: Confirmation of registration can be found online at [www.Birkie.com](http://www.Birkie.com). Click on the race registered for. Under Registration, click on "Am I Registered?" A new tab will open and then you can search by first and last name to see if you or anyone else is registered and what race they are registered for.

### **Q: Can I follow a racer's progress?**

A: Family, friends and fans can follow their favorite skiers with live tracking provided by RaceMyRace at [www.racemyracetrackmybirkie.com](http://www.racemyracetrackmybirkie.com). Kortelopet and Prince Haakon - RaceMyRace, provides the time when skiers reach Mosquito Brook aid station and Lake Hayward, as well as an estimate of when they will reach the finish. Slumberland American Birkebeiner - RaceMyRace, provides the time when skiers reach Fire Tower, Highway OO, Gravel Pit, Mosquito Brook aid stations and entry to Lake Hayward, as well as an estimate of when they will reach the finish.

### **Q: Where and when is the Birkie Expo? Can I go even though I'm not a skier?**

A: The Birkie Expo is in the Hayward High School, 10320 Greenwood Lane, Hayward. It will be open on Thursday, February 23 from 1 p.m. to 8 p.m. and on Friday, February 24 from 9 a.m. to 8 p.m. The Birkie Expo is open to anyone.

### **Q: Where can I buy official Birkie gear and souvenirs?**

A: With multiple locations during Birkie week, the Birkie Store is your source for all official Birkie gifts and gear. Look for the Birkie Store at the Slumberland American Birkebeiner Expo on Thursday from 1 p.m. to 8 p.m. and on Friday from 9 a.m. to 8 p.m. You'll find a Birkie pop-up store in the Big Tent near the start of Thursday events at Hayward City Beach from 9 a.m. to 3 p.m., and on Celebra-

tion Plaza on Thursday & Friday from 10 a.m. to 5 p.m., Saturday from 9 a.m. to 5 p.m., and Sunday from 8 a.m. to 1 p.m.

### **Q: What roads are closed and when? Are there detours?**

A: See page 20 of this edition of the Visitor.

### **Q: Can someone pick up a bib for a registered skier?**

A: You may only pick-up someone else's bib if you are picking up your own bib. To do so, you must have a paper or electronic copy of the other skier's bib pick-up confirmation email and a signed note from the other skier authorizing you to pick-up their bib.

### **Race Day:**

### **Q: Can I sign up for an event the day of?**

A: Yes, for some events. You can sign up for the Barnebirkie, Nikkerbeiner, and Giant Ski (if there is room) the day of. You can register online at [www.Birkie.com/ski](http://www.Birkie.com/ski) or the site will provide you with information on how to sign up in person. **You cannot sign up for the Birkebeiner, the Kortelopet or the Prince Haakon on Saturday.**

### **Q: Where is the start? The finish? Parking?**

A: The Slumberland American Birkebeiner starts at the new American Birkebeiner Trailhead near Cable. The Kortelopet starts at the Highway OO Trailhead east of Seeley. The Prince Haakon starts off of Phipps Road outside of Hayward. All three races finish on the snow-covered Main Street of Hayward. See Where to Park on page 28.

### **Q: Can I park at the start areas to watch the races begin?**

A: Although there is no spectator parking at the start areas, spectators may ride skier buses to the Kortelopet, Prince Haakon and American Birkebeiner starts. Preference will be given to skiers boarding the bus. Buses will return spectators to designated skier parking lots after the start of each race (See the map in the Official Participant Guide [you're holding it... just flip this book over]) for a map that shows parking and busing information. Access to the starting areas for all races is restricted to buses and permitted vehicles only. Spectator access is by bus only and from designated skier parking lots.

**More on next page**

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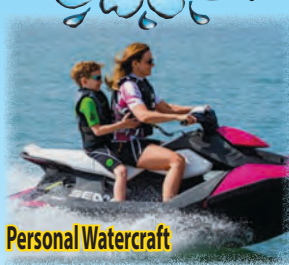
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# SPECTATOR Q & A

**Q: What time do I really need to be on the bus to see a wave start?**

A: Total time 1 hour 15 minutes from arrival at parking lot. 15 minutes to park, 30 minutes on the bus, 15 min to navigate to the start area, 15 minutes to settle in and watch the spectacle and see the waves start the race!

**Q: Is there a Lost and Found on race day?**

A: Yes! The Hayward Veteran's Center at the intersection of Hwy. 63 and Main, Hayward.

**Q: Where is Celebration Plaza and what happens there?**

A: Located between Main Street and Dakota Avenue, skiers, friends, family, and fans are invited to gather on Celebration Plaza to watch the live race on the jumbo screen, share stories, watch the champions be crowned, shop in the Birkie Store, celebrate with music, food and drink, charge your cell phones and more. Celebration Plaza is open Thursday through Sunday, 10 am to 6 pm, with different activities available each day. Friday and Saturday, skiers and fans can enjoy live music, BIRKIE BREW-SKI in the Beer Garden, and food vendors, all in a fun adrenaline-filled atmosphere!

**Q: Where is Birkie Village and what happens there?**

A: Birkie Village will be the first opportunity to reunite skiers with their friends and family after the finish. Birkie Village is also home to the skier's Finish Line Food Tent, results kiosk, the CXC Experience Zone and ski storage racks. Sorry, no soup or food items are available for spectators. Food for non-skiers is available from vendors on Celebration Plaza between Main Street and Dakota Avenue.

**Q: Where will the results be posted?**

A: Personal results print outs are available at kiosks located in Birkie Village and Celebration Plaza. Remember, there may be finishers from later waves who may displace your result as printed. You can also track your finish results on [www.racemyracetrackmybirkie.com](http://www.racemyracetrackmybirkie.com). Online results will be available after 5 pm at [www.Birkie.com](http://www.Birkie.com). Pick-up a copy of the Sawyer County Record commemorative results issue available throughout the Cable and Hayward areas available early Sunday morning.

**Q: As a spectator, how should I dress?**

A: Dress in layers. Although we cannot predict weather, standing around for hours in the snow or in the cold means your body will need an extra layer or two to stay warm. Focus on keeping your extremities, like fingers, toes and your nose, warm throughout the day.

**Q: Where can I park on race day?**

A: See Where to Park on page 28.

**Q: Is there a good place to watch the big race on Saturday?**

A: The best vantage point to watch any of the races is from downtown Hayward.

**The Finish:** You'll see skiers as they make their way over the International Bridge to the sounds of ringing cowbells, cheering crowds, and witness their anticipation as they near the finish line. It is an exciting and moving experience for all. There's plenty of space for spectators along Main all the way to the finish.

**The Start:** If you choose to watch the start of the Kortelopet, Prince Haakon or Slumberland American Birkebeiner races, please see Where to Park on page 28 for details on how to access the start areas. You can't park at start areas; you will have to take a bus. But you'll still have fun.

**The Middle:** With many road closures and limited access, spectators are strongly discouraged from attempting to watch any race at any mid-point along the course route. You can, however, watch the LiveStream of the start of the Kortelopet and American Birkebeiner, and the finish of the Kortelopet, Prince Haakon and American Birkebeiner at [www.Birkie.com](http://www.Birkie.com).

**Q: Where can I find WiFi downtown?**

A: Enjoy free Wi-Fi throughout Celebration Plaza courtesy of the American Birkebeiner Ski Foundation! Please use the hashtag #BirkieFever and tag them when sharing your photos and videos (Facebook: @AmericanBirkebeiner, Twitter: @Birkie, Instagram: americanbirkebeiner) Plus, you'll find a convenient Wi-Fi Pod on site for charging your electronic devices.

**Q: What do the different colored bibs mean?**

A: Good question! See page 26 for a key explaining the bibs of many colors.

**Q: What's up with the cowbells?**

A: You can't hear clapping when people are wearing mittens, can you? Rumor has it that the cowbell tradition started in Switzerland. Cows were kept in barns in the winter, so their bells were available as noise makers at ski races. And hey, who doesn't have a fever for more cowbell?

**Q: Where is a good place to eat?**

A: Just about everywhere. The Hayward, Cable and Stone Lake areas are a year-round tourism destination, and there is a surprising variety of wonderful restaurants in the area. Or, if you're in downtown Hayward, swing by Celebration Plaza for tasty fare from a variety of food vendors. Try something new!

**Q: I'd like to become a Birkie volunteer. How do I do it?**

A: Sign-up for volunteers is on [www.birkie.com/volunteer](http://www.birkie.com/volunteer). There are oodles of jobs and hundreds of shifts to choose from.

More on next page




**Q: Where do I find a good post-race wrap up and results, and get a souvenir of a fun weekend spent in the Hayward and Cable areas?**

A: The local newspaper, the Sawyer County Record, publishes a special, free Results Edition! It is printed and distributed late Saturday night, so look for your copy in Hayward and Cable area stores, gas stations and restaurants on Sunday morning. Copies are also available outside the Birkie office and outside the Sawyer County Record office, located at 15464 County Highway B, Hayward.


**Q: I had a great time in Hayward. Where can I find information on things to do here during the rest of the year?**

- A: There are lots of ways to keep up with what's going on in Hayward
- Subscribe to the local paper, the Sawyer County Record, 715-634-4881 or haywardwi.com
  - Visit the paper's website often, www.haywardwi.com
  - Subscribe to a 10-issue season of the Visitor, \$20, by calling 715-634-4881
  - Visit the Birkie's website, www.birkie.com
  - Visit the Hayward Area Chamber of Commerce website, www.haywardareachamber.com
  - Visit the Hayward Lakes & Convention Bureau website, www.haywardlakes.com.
  - Visit the Cable Area Chamber of Commerce's website, www.cable4fun.com



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# WHAT DO THE BIBS MEAN?



Women's Skate Elite,  
Women's Super Tour  
Seeded, Women's  
Classic Elite, U20 Skate  
Classic



Men's Skate Elite, Men's  
Super Tour Seeded,  
Men's Classic Elite, U20  
Skate Classic



Birchlegger:  
Skied 20 or more Birkies



Uberlegger:  
Has Skied 30 or more  
Birkies



Founding Skier: Skied in  
the first Birkie in 1973  
NOTE: There's only 1!  
Ernie St. Germaine!  
Cheer him on!



Spirit of 35: In com-  
memoration of the  
original 35 founding  
skiers, given to each  
year's 35 skiers who  
have skied the most  
Birkies



Wave 70  
Skate & Classic:  
Skiers aged 70 and  
over.



WAVE 70 Birchlegger:  
Skiers aged 70 or over  
who have skied 20 or  
more Birkies.



WAVE 1:  
Classic & Skate Skiers



WAVE 2:  
Classic & Skate Skiers



WAVE 3:  
Classic & Skate Skiers



WAVE 4:  
Classic & Skate Skiers



WAVE 5:  
Classic & Skate Skiers



WAVE 6:  
Classic & Skate Skiers



WAVE 7:  
Classic & Skate Skiers



Prince Haakon  
Classic & Skate

*Classic Skiers will have a red "C" before their bib numbers  
Kortelopet Bibs: The same colors indicate waves as on the Birkie bibs.  
However, the bibs say Kortelopet in a yellow stripe.*

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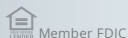
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A proud supporter of the American Birkebeiner since 1978, we are pleased to be co-sponsoring the Barnebirkie race. ***Thank you to all the participants and volunteers who make this a successful race!***

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# WHERE DO SPECTATORS PARK?

To make navigating Birkie week easier for spectators, the American Birkebeiner Ski Foundation has designated a number of lots for spectator parking, and has also established shuttle services.

## Thursday, February 23

### Parking

- The 'Big Fish' Lots - Parking is available at the Big Fish Lots near the start area for Thursday events. The Big Fish lots are conveniently located in close proximity to the National Fresh Water Fishing Hall of Fame (the Big Fish) and perfect for any spectator wanting to see the start of Thursday events that depart from the Hayward City Beach. Simply head toward the Big Fish lots and watch for signs.

- Municipal Lots – On Dakota Avenue and Second Street in Hayward; Highway 63 and Main Street near the base of the International Bridge

### Shuttle Buses:

- There is one centrally located bus pick-up area directly in front of the National Fresh Water Fishing Hall of Fame to serve all four Big Fish Lots.
- Shuttle buses will run continuously to and from the Big Fish Lots and Celebration Plaza, near the finish area in downtown Hayward.

## Friday & Saturday, February 24 & 25

### Where NOT to Park: DOWNTOWN HAYWARD!

- Spectators of the Kortelopet, Prince Haakon, and Slumberland American Birkebeiner should not plan to park in downtown Hayward. Personal vehicles are not allowed on the streets in the vicinity of the Main Street corridor.

- Spectator parking lots must be used for those planning to spectate on Main Street. Please obey all signs, posted road closings, and detours.

- Access to the starting areas for all races is restricted to buses and permitted vehicles only. (Info on how spectators can get to start areas is at the end of this section.)

### Where TO Park:

- The 'Big Fish' Lots - The 'Big Fish' lots are conveniently located in close proximity to the National Fresh Water Fishing Hall of Fame (the Big Fish). Simply head toward the Big Fish lots and watch for signs.

- Donnellan Field Lot - Donnellan Field is designated specifically for spectator access to Downtown Hayward. Donnellan Field is located between Dyno Drive and Railroad Streets (behind the Subway restaurant) and the go-cart track. It can be accessed from Highway 27 and Dyno Drive (at Riverside Motel), or Highway 27 and Railroad Street (see large map of downtown Hayward and parking).

### Shuttle Buses:

- There is one centrally located bus pick-up area directly in front of the National Fresh Water Fishing Hall of Fame to serve all four Big Fish Lots. Watch for signs.

- Shuttle buses will run continuously from Big Fish and Donnellan Field Lots to the Finish Area Bus Stop in downtown Hayward during these times:

- Friday 10 am to 5:30 pm

- Saturday 9 am to 6:30 pm

- Finish Area Bus Stop – Downtown Hayward - The Finish Area Bus Stop is adjacent to the Hayward Intermediate School (on 5th St.) and is the only busing location in downtown Hayward. This bus stop is for both the skier and spectator parking lots. Volunteers will assist you in getting on a bus that will take you back to your parking lot. Please do not use this area as a skier pick-up location.

### What if I want to cheer on my skier at the START of the race?

- Spectators may ride skier buses to the Kortelopet, Prince Haakon, and Slumberland American Birkebeiner start areas.

- Preference will be given to skiers boarding the bus.

- Buses will return spectators to designated skier parking lots after the start of each race.

- Please see "Getting Around On Race Day" for details (flip book over to find skier busing information in the Race Guide).

## WHERE CAN I GO TO THE BATHROOM?

Please do not rely on local businesses for the use of their restroom facilities. There are many places to go ... when you have to go!

- Porta-potties, off Main Street at all the cross streets from Railroad to 4th
- Celebration Plaza
- Birkie Village
- Intermediate School

## WHERE CAN I MEET MY SKIERS AFTER THE RACE?

### Celebration Plaza

- All are welcome to come to the Celebration Plaza to watch others finish, share their race stories, and fuel-up
- Downtown restaurants will also be open for both the spectators and skiers alike

### Birkie Village

- The first opportunity to reunite skiers with friends

and family after the finish.

- Located across from the changing area at the Hayward Intermediate School on 5th St. and every skier's first stop on their road to celebrating their accomplishment and success
- Food tent, results kiosk, Birchlegger awards, ski storage racks and more!

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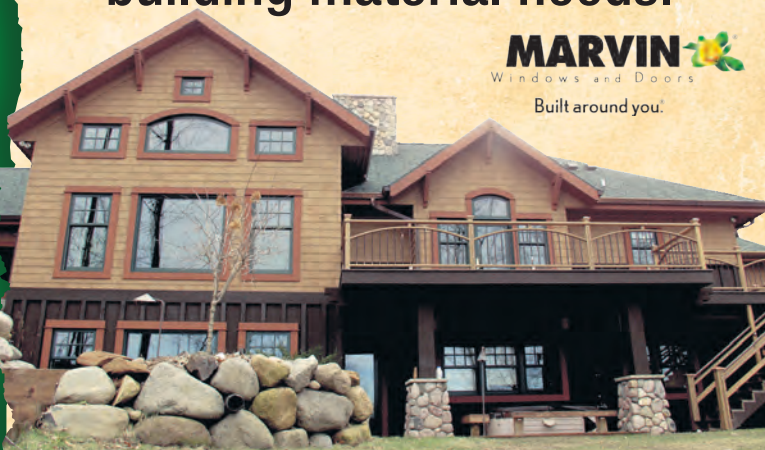
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PHOTO BY JAMES NETZ PHOTOGRAPHY, COURTESY OF AMERICAN BIRKEBEINER SKI FOUNDATION  
**2016 Warriors and Inga: Bruce Derauf, Jen Pearson and Steve Long.**

# Inga, Warriors and baby Prince Haakon chosen for 2017 Birkie

In 1206, Norway was in the midst of a civil war when two Birkebeiner skiers, so called for their protective birch bark leggings, skied through the treacherous mountains and rugged forests of Norway, smuggling Prince Haakon, the son of King Sverresson and Inga of Vartieg, to safety. Norwegian history credits the Birkebeiners' bravery with preserving the life of the boy who later became Norway's King Haakon Haakonsson IV and forever changed northern European history by his reign.

This historic rescue inspired the creation of the American Birkebeiner.

In homage to the race's roots, each year the American Birkebeiner Ski Foundation (ABSF) selects a trio of skiers to portray Inga and the Birkebeiner warriors, Torstein and Skervald, to recreate the very legacy of the race. The ABSF is pleased to announce the trio of cross country skiers who will represent these historic figures

at the 44th Slumberland American Birkebeiner:

- Scott Smith of Hayward
- Rebecca Ireland of Minneapolis
- Jeremy Smith of Salt Lake City, Utah

And as the baby Prince Haakon, baby Reagan Aleksandr, who will be 9 months old on Feb. 25. His grandparents are from Hayward.

The trio will reenact the historic flight on wooden skis and in full costume along the entire 55K classic cross-country race course. It is a true celebration of the roots, legacy and traditions of the race.

"The re-enactment has become a great tradition that our skiers, volunteers, and spectators look forward to every year," said Ben Popp, ABSF Executive Director. "It is an honor to be selected to portray Inga and the warriors and it's a great way to experience the ultimate in Birkie Fever."

# Make sure to lift a hearty tankard of BIRKIE BREW-SKI after the race

After Torstein and Skervald finished their legendary journey skiing Prince Haakon to safety through the treacherous Norwegian mountains, they undoubtedly slaked their thirst with a cold ale.

In that spirit, the Birkie and Lucette Brewing Company have created something to quench your thirst after your epic Birkie journey, or after watching your friends and loved ones complete theirs!

Introducing BIRKIE BREW-SKI.

A legendary amber ale, BREW-SKI was brewed to be a drinkable, malt forward amber ale with aromas of sweet bread and notes of caramel.

Proudly crafted by Lucette Brewing Company, a craft brewery founded in 2010 in Menomonie, BIRKIE BREW-SKI will be available during Birkie week at a variety of local restaurants and pubs. Skål!



**A LEGENDARY AMBER ALE**



# Friday: Pasta nosh and carbo load

Local spots are hosting pre-Birkebeiner dinners before the main event on Feb. 20.

- St. Joseph's Catholic Church on Dakota Avenue in Hayward annual spaghetti feed from 4 to 8 p.m. Friday, Feb. 24. Spaghetti with meat or vegetarian sauce, salad, bread, cake and beverage. Adults \$8; kids 6-12 \$4; 5 and under are free. All you can eat.

- Cable Community Center Spaghetti Feed,

4-9 p.m., Cable Community Center, Hwy. M. \$9 adults; \$5 kids; all you can eat. Hosted by the American Legion and Northwoods Preschool.

- Carbo load and fuel your engine at any of a multitude of great local restaurants in the greater Hayward and Cable area. Restauranters are eager for your business, and hope to see you return at other times of the year.

# Fast and Female empowers

The fourth annual Fast and Female Champ Chat on Birkie Week will empower young girls to stay active and participate in athletics throughout their lives.

Join elite Birkie racers for a morning of fun on Sunday, Feb. 26, from 9:30 a.m. to noon at Hayward High School. Young women from age 8-18 are invited to learn from these international stars through games, athletic activities and inspirational stories. They can hang out with heroes, meet other girls interested in sports and fitness and learn about life as a professional athlete.

Champ Chats are held throughout the United States and Canada to keep girls in sports while they are growing up and to encourage them to continue working hard in healthy lifestyles.

The cost is \$25 for youth, and \$15 for parents and coaches. Sign up at [www.fastandfemale.com](http://www.fastandfemale.com).

# Send the kids to Camp Birkie

Camp Birkie Kids with the Conserve School is a 9-hour environmental education camp for children grades kindergarten through 6. The camp is held at the Cable Community Center, Highway M, Cable, from 7 a.m. to 4 p.m. on Birkie Saturday.

Children will enjoy the outdoors, crafts, lunch and snacks. Registration is limited; go to [www.conserve-school.org/campbirkie](http://www.conserve-school.org/campbirkie). Cost is \$50 per child. Registration deadline is Monday, Feb. 20.

# The Birkie by the numbers

Q: How many skiers does it take to change a light bulb?

A: Nobody really knows, because it all depends on the conditions and what kind of wax they're using!

But here are some numbers we DO know when it comes to pulling off a race like the Birkie!

- 13,000+ skiers
- 2,000+ volunteers
- 25,000 to 30,000 spectators
- 2 helicopters
- 90 National Ski Patrol Skiers
- 20 Tents (of all sizes)
- 2,000 oranges
- 5,000 bananas

- 5,000 cups of hot chocolate
- 600 gallons of soup
- 5,000 gallons of water
- 1,500 gallons of sport drink
- 98,000 cups
- 42,000 cookies
- 200 portable toilets
- 50+ miles of snow covered forest trails
- 30-foot wide course
- 8,000 medals
- 7,000 pins
- 10,000+ ski stickers
- 26,000 skis & poles
- Every hotel room and spare bedroom for miles around
  - And 100,000 pages of newsprint to print the annual Sawyer County Record Results Edition!



# WHEN WILL THEY FINISH?

## FIRST FINISHER ARRIVAL TIME ESTIMATES AT VARIOUS POINTS AND THE FINISH LINE

### KORTELOPET (FRIDAY)

	Men	Women
Lake Hayward	11:50 am	12:05 pm
Finish	Noon	12:15 pm

### PRINCE HAAKON (FRIDAY)

	Men	Women
Finish	2 pm	2:10 pm

### SLUMBERLAND AMERICAN BIRKEBEINER (SAT.)

	Women	Men
Highway 00	9:25 am	9:40 am
Lake Hayward	10:35 am	10:40 am
Finish	10:45 am	10:45 am

## CE-LE-BRATE GOOD TIMES, COME ON!

The American Birkebeiner is such a fantastic celebration of the sport of cross-country skiing that it needs its own plaza — that's right, Celebration Plaza! Located between Main Street and Dakota Avenue by People's Bank Midwest, skiers, friends, family, and fans are invited to gather on Celebration Plaza to watch the live race on the jumbo screen, share stories, and celebrate with music, food, and drink.

Celebration Plaza is open from 10 am to 6 pm on Thursday, Friday and Saturday.

New this year: Raise a mug of Birkie Brew-Ski! The Birkie Beer Garden will proudly be serving Birkie Brew-

Ski — a legendary amber ale crafted just for the Birkie by Lucette Brewing Company of Menomonie.

There's also a new food court serving a variety of delicious hot food options.

No celebration would be complete without live music, and Celebration Plaza has a complete lineup. On Friday, jam to the music of: Sean & Ian Okomoto; Woodblind; and The Boomchucks. On Saturday you'll hear Brody & Bill Olson; Hobo Nephews of Uncle Frank; and Molly Otis.

**Plus, the Birkie Store is located in the Celebration Zone so you can shop for all your Birkie stuff!**

## CATCH A BIRKIE MOVIE OVER THE WEEKEND

**BIRKEBEINERNE (THE LAST KING)** is rooted in Norwegian history and tells the story of the very legacy upon which the American Birkebeiner ski marathon is based. In 1206, Norway was ravaged by civil war and a boy, Prince Haakon Haakonsson, the illegitimate baby son of a Norwegian king, was guarded in secrecy. He was a boy who half the kingdom was out to kill and whom two brave Birkebeiner warriors, so-called because of their birch bark leggings, vowed to protect with their very lives by skiing the infant prince over the Norwegian mountains to safety.

**THE LAST KING** is the story of the escape which forever changed the history of Norway.

The North American premiere of the movie was at Hayward's Park Center during Birkie week 2016. If you missed it or want to experience the film again, here's your chance. Experience the legacy during Birkie week whether you ski the race or not. Tickets are \$10 at the door and all proceeds support the ABSF Capital Campaign. The Park Center, just north of Main Street on Highway 63, is near the base of the International Bridge. (You can't miss it; it's very purple!)

Two showings: 7 pm on Saturday & noon pm on Sunday. Rated R. English Subtitles.

# GET OUT & HAVE FUN!

## THE VISITOR WINTER CALENDAR

### February

- 14: Robby Vee's True Love Ways Valentine's Day Show, 7:30 p.m., Park Center, Hayward.
- 16: Thursday Theatre, 2:30 p.m., Weiss Community Library, Hayward. "Love & Friendship" will show.
- 16: Dinner Lecture: Edible Insects, 5:30 p.m., Rookery Pub, Cable. Yulia Welk will talk about insect eating in cultures around the world. Register by Feb. 15, 715-798-3890.
- 17: Friday Skate Party, 7:30 to 9 p.m., Hayward Sports Center. Open to the community.
- 18: Oh, Deer; Oh Deer!, 10:30 to 11:30 a.m., Cable Natural History Museum. 715-798-3890.
- 18: Lanes & Links on the Lake, 11 a.m. to 3 p.m., Pat's Landing, 7476 N. Pats Landing Rd., Hayward. All proceeds benefit Glut1 Deficiency Foundation and the Hayward Community Food Shelf. [www.patslandin-gresort.com](http://www.patslandin-gresort.com)
- 18: Bar Stool Races, noon, Black Bear Inn, Highway 63, Drummond. The Sno-Jacks host this race, with profits helping groom and maintain the snowmobile trails. [www.drummondwi.com](http://www.drummondwi.com)
- 18: WHSM Chili Cook-Off Alzheimer's Benefit, DJ's Dock, 12502 Hwy. B, Hayward. [www.whsm.com](http://www.whsm.com)
- 19: Warren Nelson, 3 p.m., Park Center, Hayward. Special matinee performance by the singer/songwriter.
- 23-26: Birkie weekend! See Birkie events calendar, pages 6-8.
- 24: Family Snowshoe Hike, 10 a.m. to noon, Cable Natural History Museum. Program canceled if temperature is below 5 degrees. Register at 715-798-3890.
- 24: Friday Skate Party, 7:30 to 9 p.m., Friday, Feb. 24, Hayward Sports Center. Open to the community.
- 25: Camp Birkie for Kids, all day, Cable Natural History Museum. Children in kindergarten

- through sixth grade can participate in an environmental education camp sponsored by the Conserve School, with outdoor activities, crafts, games and lunch. Registration required at [www.conserveschool.org](http://www.conserveschool.org).
- 25: "Birkebeinerne," 7:30 p.m., Saturday, Feb. 25, Park Center, Hayward. The Birkie Foundation will hold this film screening about the origins of the race. Rated R.
- 26: Ski Demo, 9 a.m. to 2 p.m., Highway OO Trailhead, Seeley. Everyone is invited to visit with experts and try the latest gear and fat bikes.
- 26: "Birkebeinerne," 11:30 a.m., Sunday, Feb. 26, Park Center, Hayward. The Birkie Foundation will hold this film screening about the origins of the race. Rated R.
- 28: The Copper Pot Basket, 9 a.m. to 3 p.m., and Friday, March 3, Cable Natural History Museum. Make a weaved pot with a copper-painted wood base with Jean Carryl. Register by Feb. 14, 715-798-3890.

### March

- 3-5: World's Longest Weenie Roast, Lakewoods Resort, Lake Namakagon, Cable. 4: Natural Patterns, 10:30 to 11:30 a.m., Cable Natural History Museum. Hear a story about falling rain, sing a song about purple peacocks and visit art stations to create mosaics based on natural designs, with snacks.
- 4: Sledding Party, 11 a.m. to 4 p.m., 1st Street Hill, Stone Lake. Bring a sled and enjoy food, a bonfire, rope lift and games in this free event.
- 4: Trout Unlimited Fly Fishing Film Tour, 7 p.m., Park Center, Hayward.
- 4: Red Dress Gala, 5:30 p.m., Steakhouse and Lodge. Info: 715-634-8662 or [www.haywardareachamber.com](http://www.haywardareachamber.com).
- 6: Paws of Appreciation Awards and Potluck, First Lutheran Church. Info: [northwoodshumanesociety.org](http://northwoodshumanesociety.org)
- 10-12: Hot Air for Hearts Balloon Rally, Lakewoods Resort, Cable. 715-794-2561.
- 10: Reunion Road Band at the Park Center, Hayward, 7:30 p.m.
- 11-12: Hayward Wesleyan Church Indoor Garage Sale. [www.haywardwesleyan.org](http://www.haywardwesleyan.org) or 715-634-4613
- 10-12: Fat Bike Birkie. See Birkie calendar on pages 6-8.
- 11: Snowshoe Race, Lakewoods Resort, registration at 8 am. Info: 715-794-2561 or [www.lakewoodsresort.com](http://www.lakewoodsresort.com).
- 11: Regional Hospice WHSM Polar Plunge. Info: 715-634-6433.
- 11: Talon Talks: Live Raptor Program, 1:30 p.m., Cable Natural History Museum, Cable. 715-798-3890 or [www.cabl-emuseum.org](http://www.cabl-emuseum.org)
- 17: Lehto & Wright, 7:30 p.m., Park Center, Hayward.
- 18: Outdoor Ventures Shamrock Shuffle 5K/10K Walk/Run. To benefit Nordic Kids. Info: Outdoor Ventures at 715-634-4447.
- 18: Oh, Deer! Oh, Deer! At Cable Natural History Museum, 10:30 a.m. Info: 715-798-3890 or [cablemuseum.org](http://cablemuseum.org). All ages; children should bring an adult.
- 23: Dinner lecture: Limitations to the Success of Martens in NW Wisconsin, Adult Naturalist Program, 5:30 p.m. at Rookery Pub, Hwy. M, Cable. Hosted by Cable Natural History Museum. Info: 715-798-3890 or [cabl-emuseum.org](http://cabl-emuseum.org).
- 24-26: Men's Great Fire Hockey Tourney, Hayward Sports Center. Info: [www.hayward-sportscenter.com](http://www.hayward-sportscenter.com) or 715-634-0822.
- 25: Talon Talks, live raptor program, 1:30 p.m., Cable Natural History Museum. Info: 715-798-3890 or [www.cabl-emuseum.org](http://www.cabl-emuseum.org).
- 31-2: Annual Figure Skating Show, Hayward Sports Center. Info: 715-634-4791 or [www.hayward-sportscenter.com](http://www.hayward-sportscenter.com)
- 31: The Jimmys, 7:30 p.m., Park Center, Hayward.

# VISITOR WORD SEARCH:

## The Birkie!

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 N F G I O T T L N R I G T D Z E Y R A K O W F I  
 O Q D E F E R N R O T N E G Z K U L H K L Z W E  
 I J Z M I N T E N O A I U R T R B Z D I L E Y X  
 T N W N A F E A E I W C E J S I A E D N T G E Z  
 A S K A T E L L G T J J X G F B R J X I T N C W  
 T X T O Q B Q E L V W L E J W R K D L P I X E E  
 S I I C R B A R N E B I R K I E I E B L O E S O  
 D F C I S S A L C I N L B N M D E N H Q X W N E  
 I T D Y D B Q Z I Y L N A D B E B S A G S O L E  
 A G M O S Q U I T O B R O O K J I G K W K A L B  
 E S K E R V A L D H Q A E D C N R T D A M I I P  
 D L E I F S E I S O R D A W I K K B A E T R B O  
 B T P B G C N C Y W C E M F O G I H F E K O S R  
 G D E O G S I N W P Y E W E T P E D S E E R R T  
 A Z A L P N O I T A R B E L E C N P B D L E E A  
 K W B R E L M X A T V P B R N A R E E J H D M P  
 O V G Y V M J Q R Z B G B I T I I C Q F Z N M O  
 Y R E H C T A H H S I F R S N N K V S Z A U U T  
 T I P L E V A R G Z R P A T E E B D V W L O R T  
 C N E P P S Z O K B N F S R R C T C U J S F D Y

AID STATION	COWBELL	GRAVEL PIT	PRINCE HAAKON
BARKIEBIRKIE	DONNELLEN FIELD	INTERNATIONAL	ROSIES FIELD
BARNEBIRKIE	DRUMMERS	BRIDGE	SKATE
BIRCHLEGGER	ELITE	JUNIOR BIRKIE	SKERVALD
BIRCH SCROLL	ELITE SPRINTS	KORTELOPET	TELEMARK
BIRKEBEINER	EXPO	MAIN STREET	TONY WISE
BIRKEBEINERNE	FAST AND FEMALE	MOSQUITO BROOK	TORSTEIN
BOEDECKER	FINISH LINE	NIKKERBEINER	WORLDLOPPET
CELEBRATION	FISH HATCHERY	OLGA OF VARTIEG	
PLAZA	FOUNDER	PORTAPOTTY	
CLASSIC	GIANT SKI	POWERLINE	