

Visitor

*A Spectator's Guide to the
American Birkebeiner*

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OFFICIAL BIRKIE RACE GUIDE**

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COMMENT

Here it is, two books in one. It's The Visitor Spectator's Guide to the Birkie, 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 Slumberland American Birkebeiner Official Participant Guide, full of information every Birkie participant wants and needs.

In our Historical Vignette, learn about a huge winter event that predated the Birkie by 36 years, and perhaps served as an inspiration for the event we know and love today.

Enjoy your Birkie, whether you're on the trails or ringing that bell on Main Street.

And don't forget: We always need more cowbell.

— Paul

Visitor

Your Guide to Wisconsin's Northwoods

(UPS - 795-860)

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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 2018, 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 22

Birkie Adaptive Ski Events – 9 a.m.

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

Barkie Birkie Skijor – 10 a.m.

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

Barnebirkie - Noon

- This is where Birkie dreams begin! Imagine 1,000 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 in 1.2K, 3K and .5K distance events. Presented by Johnson Bank and Swiss Miss

Slumberland American Birkebeiner Expo - 1-8 p.m.

- Home to bib pick-up, this two-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 p.m.

- 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 and Rossignol

Junior Birkie Relays – 4:15 p.m.

- Junior Team relay sprints on Hayward’s Main Street make for an afternoon of action-packed excitement. Presented by Gear West and Rossignol

Birkie Giant Ski - 5:30 p.m.

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

Birkie Bash Celebration 2018 – 5:30 p.m.

- Kick-off Birkie week at Birkie Bash 2018, a pasta and salad buffet fundraiser in support of the ABSF Phase 2 Capital Campaign. Featuring live music, tasty food and Birkie Brew-Ski! Tickets available at the door, \$25 per person. The Steakhouse & Lodge, Highway 27 South.

Friday, February 23

American Birkebeiner Expo – 9 a.m. to 8 p.m.

- Home to bib pick-up, this two-day event finds over 11,000 skiers and vendors galore. Located at Hayward High School

Kortelopet – 29K Classic & Skate – 10:45 a.m.

- 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 p.m.

- In honor of the infant Prince Haakon, a 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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Birkie Week Store Hours & Locations!

Birkie Expo – Feb 22-23

- Thursday - 1pm to 8pm
- Friday - 9am to 8pm

Celebration Plaza - Feb 22-25

- Thurs. through Sat. - 10am to 5pm
- Sunday - 8am to 1pm

www.BirkieStore.com

SPECTATORS' GUIDE TO EVENTS

Saturday, February 24

44th Annual Slumberland American Birkebeiner – 50K Skate/55K Classic – 8:15 a.m.

- The “Birkie” is North America’s largest ski-marathon and in 2018 skiers will be part of the historic inaugural race start from the American Birkebeiner Trailhead as skiers make their way from Cable to Hayward on the legendary Birkie Trail. Skiers will make their way up and over the Birkie Bridge (most recently seen at Super Bowl LIVE in Minneapolis) and finish on Hayward’s snow-covered Main Street. The Greatest Show on Snow! Title Sponsor Slumberland Furniture, Presented by SWIX.

Sunday, February 25

Sunday On-Snow Ski & Fat Bike Demo – 9 a.m. to 2 p.m

- Everyone from newbie skiers to elites can try out the latest in new equipment — skis, poles, boots, bindings, and fat bikes — at the American Birkebeiner Trailhead in Cable. Vendors galore!

Fast & Female Champ Chat – 9:30 a.m. to noon

- 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. Located in the Great Hall, American Birkebeiner Trailhead, Cable. Advance registration is required and tickets available at www.fastandfemale.com

More Birkie-inspired events throughout the year!

Lumberjack 5K Run/Walk – July 21, 2018

- Channel your flannel at the Lumberjack Run/Walk. Held in conjunction with the Lumberjack World Championships — another iconic Hayward festival. This 5K run/walk is a great way to embrace your inner lumberjack. Run/Walk starts and finishes in legendary Lumberjack Bowl on the shores of Lake Hayward. Yoho! Info at www.lumberjackworldchampionships.com.

Fat Bike Birkie – 47K and 21K – March 9 & 10, 2018

- Now 2 days of riding! March 9 Expo, March 10 races, post-race and after parties. The Fat Bike Birkie is the largest Fat Bike race in the world. Fat biking is the fastest growing sport in cycling, so enjoy this once-a-year chance to ride fat bikes on the groomed, snow

covered American Birkebeiner Ski Trail.

Birkie Trail Run Festival – September 28 & 29, 2018

- Make it a weekend! On-site camping, great events, expo, vendor demos, music, food, cold beverages, bonfires, turning leaves, stars, and more. September 28 – Expo begins, camping & north woods fun! September 29 – Ultra, Marathon, Marathon Relay, Half-Marathon, Nordic Trek, 5K, 1K for kids. Details on all Birkie events are available at www.Birkie.com. US Track & Field Half Marathon Trail Championship event in 2018.

For additional information on these and other American Birkebeiner Ski Foundation events, visit www.Birkie.com.

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* The CLIF Lodge is located on the corner of Main Street by the Birkie® Bridge, in downtown Hayward. See page 5 (CLIF AD) for details.

'Saving Snow' film to premiere

The premiere of the documentary "Saving Snow," a film on the effects of climate change on American winter sport communities, will be shown Birkie weekend at the Park Center in Hayward on Thursday and Saturday evenings, Feb. 22 and 24, at 6 p.m., and Sunday at noon.

"Saving Snow," from director and producer Diogo Freire and the Adaptation Now documentary project, follows skiers, snowmobilers, sled dog guides, and other winter sports lovers from across the country, beginning in Hayward.

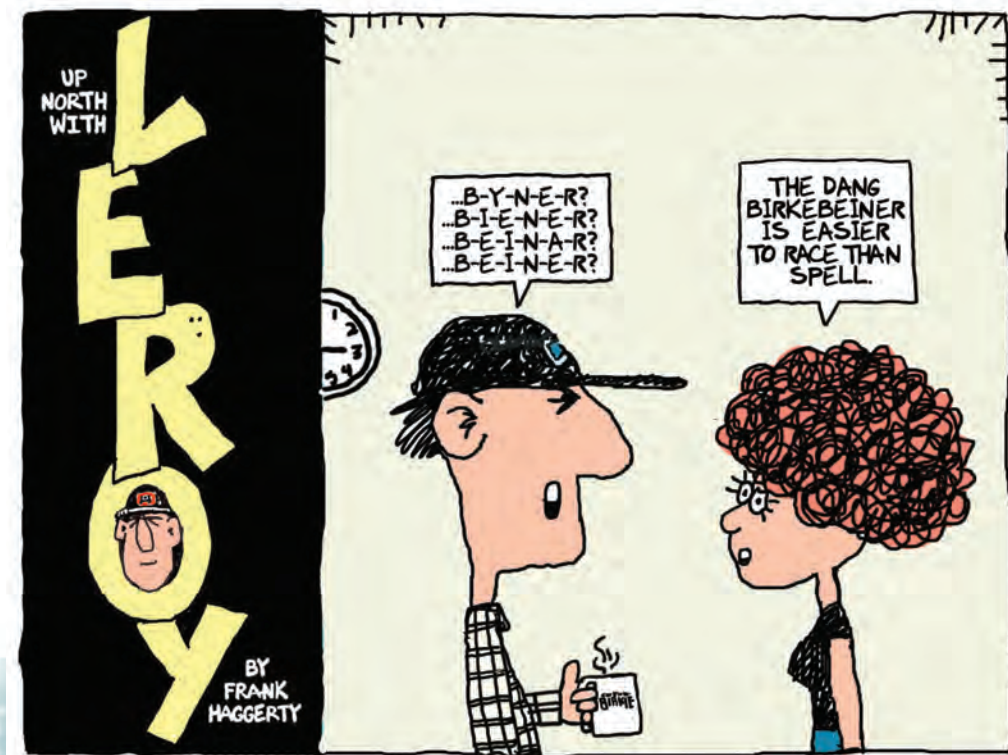
In February 2017, Freire came to Hayward to capture the excitement leading up to the American Birkebeiner. Ironically, the Birkie was canceled after days of unseasonably warm weather and rain.

"With all of my films, the goal is to make climate change concrete," Freire said. "I try to find specific examples of communities that are being affected, and also show how they're responding." A disappearing snow season is more than just a frustration for winter sports enthusiasts. It means lost income for the many towns and small businesses that depend on

winter tourism and recreation to stay afloat. "Saving Snow" focuses on people coming to terms with these changes. But it also presents solutions. The film highlights individuals and organizations who are working to reduce their communities' impacts on the environment and raise awareness of the need for action. Freire will be returning to the Birkie this year to ski the Prince Haakon and attend the Thursday and Saturday showings.

Birkie Executive Director Ben Popp, who features prominently in the film, said "Saving Snow" brings to life the realities we face if we don't start to take climate change seriously at the policy level. I love snow, I love what it enables, I hope it is here like it should be for my grandkids!"

The Park Center doors will open a half hour before each of the three showings. The Thursday and Saturday films will be followed by a panel discussion with business owners, community members, scientists, and students. Tickets are \$5 and can be purchased at the door or online at <http://bit.ly/2DZTl5b>.



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This ad for the 1939 Winter Sports Carnival appeared in the Sawyer County Record

Remembering Hayward's original Winter Sports Carnival

Adapted from an article printed in Sawyer County Record's Trailblazer Magazine, February 1998, written by John Dettloff

Many people may not realize it, but the American Birkebeiner wasn't the first big winter sports festival to be held in Hayward.

Long before those 54 hardy contestants first lined up on Lake Hayward back in 1973, and even well before Tony Wise opened his downhill

ski area Mt. Telemark in 1947, Hayward once held a winter sports carnival that drew quite a crowd.

Thousands of visitors flocked to Hayward during the last weekend of February 1937 for the region's first Winter Sports Carnival.

Put on jointly by both the WPA (Works Progress Administration) Recreation Department and the Hayward Chamber of Commerce, this "Olympic style" event became

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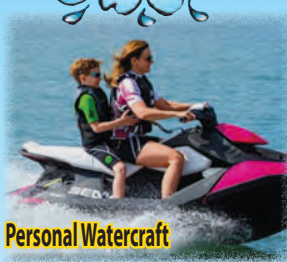


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HISTORICAL VIGNETTES

a reality through the hard work of R. Swatek, chairman; H. Samelstad, vice chairman; W. J. Shuman, treasurer; P. Lymburner, secretary; and carnival committee members I.J. Silesky, F. Smedes, and A. Hanson.

Just for the event, the carnival committee constructed a 1,000-foot long toboggan slide, a ski jump, and long ski slide at Norwegian Hill (said to have been located up on the hill near the WRLS Radio Tower).

Also, near where the Omaha Depot used to be located at the lower end of Main Street (where Associated Bank is today), a large elaborate ice palace, beautifully accentuated by colored lights, was specially constructed by the Hayward Transient Bureau under the supervision of T. R. Uthus, the bureau's superintendent.

Jack Quail and Helen Eaton were crowned as the winter carnival's first King and Queen. Coronation was held at a Friday-night celebration at the ice palace, while Hayward's District Attorney J.C. Davies acted as its master of ceremonies. Following the ceremony, they were escorted in a beautifully decorated float — led by the high school band and followed by a parade of decorated floats, sleighs, and marching units — to the high school gym, where a coronation ball and costume dance was held with Hayward's own Jack Olson 10-piece orchestra providing the entertainment.

On Saturday the toboggan and ski slides were open to the public. There were beautiful exhibitions of figure and fancy skating presented by skaters from Ashland and Superior. Our region's first broomball game was held, there was a hockey game between the eighth graders and high school juniors, the parade of floats was repeated, a dog sled race



Birkie Founder Tony Wise, at 16, was the King of the 1938 Winter Carnival. Virginia Brunette was Queen.

was held, and that evening some 1,500 spectators witnessed the first official hockey game ever played in the Hayward community.

On Sunday several thousand people watched the various WPA contests on Norwegian Hill and at the fairgrounds. Contestants were selected from the winners of various county meets of the WPA Recreational Projects in 13 counties and from the city projects of Ashland and Superior. Twelve toboggan teams and 80 skiers provided thrills with the ski jumps, while 10 hockey teams and 100 speed skaters vied for honors at the fairground rink. There

was also a snowshoe race held. The winning two-, four-, and six-man toboggan teams were all from Hayward and a number of Hayward "boys" placed in the speed skating events which varied in distances of 50, 220, 440, 880 yards, and one mile.

Ideal weather made this first Winter Sports Carnival a great success and it soon became a foregone conclusion that the event would be held again the following season.

Hayward's second annual Winter Sports Carnival was expanded to a four-day festival and held from February 17-20 in 1938. Hosted by both the WPA Recreation Department and the specially formed Hayward Outdoor Sports Club, with Harry Samelstad serving as its president, the event grew to draw some 8,000 people to Hayward.

A new senior ski slide, reported to be one of the largest in Wisconsin at the time, was constructed and dedicated on Sunday, February 20, attracting a large number of jumpers.

The carnival's King and Queen were selected by Hayward residents by voting every time a purchase was made at a participating

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HISTORICAL VIGNETTES

business. Virginia Brunette was selected as the 1938 Queen and Birkie Founder Tony Wise, then 16 years old, was selected as Carnival King?

Following their coronation, a large torchlight parade of colorful floats proceeded to the high school gym where the popular Roy Heath Orchestra furnished the music. In addition to the same wide array of winter sports contests, one of the unique highlights of the '38 carnival was a beautifully presented ice pageant, "The Masque of Winter," written and directed by Hans Joseph Schmidt, the WPA Dramatic Supervisor.

The pageant, which was staged on a specially prepared platform built of ice, was nestled in a grove of pine trees and had various levels of ice and snow stages ranging from five to 15 feet in height. Over 100 were cast in this fast-moving pageant, a special ice dance enlivened the show, and a finale of fireworks and figure skating highlighted the evening.

On Friday the toboggan slide was open to the public. There were speed skating championships, figure skating between the periods of the hockey game and open skating to music at the rink.

On Saturday the toboggan slide and ice rink were open to the public. There were junior ski and speed skating championships, the parade of floats was again on exhibition with the top five place entries recognized; the ice pageant was held; and there were speed skating exhibitions.

On Sunday, there were championships in both speed skating and on the toboggan slide, there was a hockey game and more figure skating, and there were junior and senior ski jump exhibitions.

Although gusty cross winds kept skiers on the senior slide from making any aggressive jumps, a fine series of jumps were made on the junior slide. The two- and four-man toboggan team champions were all Hayward boys. The official results were released by WPA Recreational Supervisor Paul Lymburner and the carnival's festivities were capped off by three Madison speed skaters giving an exhibition of speed and balance.

The third — and, unfortunately, final —

Hayward Winter Sports Carnival was held February 10-12, 1939.

Sponsored by the Hayward Outdoor Sports Club and Chamber of Commerce, with the cooperation of the WPA Recreational Division, there were expectedly high hopes for the event, but disaster struck when an untimely blizzard crippled the festivities.

With Ernie Lein and Constance Sands crowned King and Queen, even more activities like an Ice Circus and novelty ice and snow events were planned. With Scipio Wise the carnival's general chairman and Herbert Simonson as secretary, they were joined by an army of volunteers, heading up publicity, police, facilities, arrangements, and judging committees.

But the weather didn't cooperate.

A blizzard and heavy snows forced all of Friday's events to be postponed until Saturday. Unfortunately, bitterly cold below-zero temperatures on Saturday didn't make things much better. Saturday temperatures hit minus-25 degrees and the deep snow had many roads blocked. While this severely affected attendance, the festivities still went on.

Another ice pageant was held, appropriately entitled "Winter Wonderland."

They still had their float contest and parade; ten skaters from Ashland and Wausau put on an excellent program of figure, acrobatic, and comic skating; and a field of 100 speed skaters vied for the Northern Wisconsin Championships. Warren Losey, Dick Swatek, Joan Clarke, Signe Erickson, Richard Jarret, Lucille Thompson, Mary Lou Gillis, Dean Borge, and Leon Pastika were those tough Haywardites who placed high in the speed skating championships.

The 1930 Carnival was the last, perhaps because the community was hesitant to again put so much time, money and energy into an event that was at the mercy of the weather.

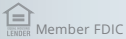
But perhaps the carnival didn't really die, but instead waited to be resurrected by its second king, Tony Wise, when he envisioned the American Birkebeiner, which would eventually become The Greatest Show on Snow.

Johnson Bank is proud to support the
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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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2018 BIRKIE WEEK SHOPPING

BUY SHOW WIN!

Birkie participants who make a purchase from Thursday through Saturday of Birkie Week 2018 at ANY Hayward, Seeley, Cable or Stone Lake area business can win the following:

- **FREE ENTRY** into any 2019 American Birkebeiner event
- **\$250 in Birkie Merchandise** (can be purchased at the Birkie Store or on-line)
- **Gift cards from the following businesses**
 - Northwest Wisconsin Realty LLC
 - The Whistle Punk Craft Beer & Coffee Bar, Stone Lake
 - Red Schoolhouse Wines, Stone Lake
 - Art Beat, Hayward
 - Dakota Cigars and Swanky Things, Hayward
 - Outdoor Ventures, Hayward
 - Coop's Pizza, Hayward

HOW TO PARTICIPATE:

Submit your receipt(s) and show your race bib at any of the following locations:

- **Hayward Area Chamber of Commerce** Thursday, Friday, or Saturday 9am-5pm
- **Cable Area Chamber of Commerce** Friday 8am-5pm, Saturday 10am-3pm
- **The Whistle Punk in Stone Lake** Saturday 8am-7pm, Sunday 8am-2pm

For EACH receipt submitted, you will receive ONE entry into the drawing.

Winners will be notified via e-mail.



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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

Monday 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

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 Junior Birkie, the Slumberland American Birkebeiner Expo, the On-Snow Ski & Bike Demo, 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. 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: Is there an app for that?

A: YES! New for 2018! Before race day, be certain to download the new Birkie Event App to your iPhone or Android phone. The official Birkie app provides LiveTracking during the race for all registered participants in the Kortelopet, Prince Haakon, and American Birkebeiner; LiveRanking; leaderboards; selfie filters; interactive course maps; the weather forecast; a countdown clock; and more. The Birkie Event app is free and available in the Apple Store or from the home page of www.Birkie.com.

Q: Can I follow my skier's progress during the race?

A: Yes. See app info above.

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 22 from 1 p.m. to 8 p.m. and on Friday, Febru-

ary 23 from 9 a.m. to 8 p.m. The Birkie Expo is open to anyone.

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.

Q: What is there to see and do in Birkie Village?

A: Birkie Village will be the first opportunity to reunite skiers with their friends and family after the finish. Birkie Village is home to the Finish Line Food Tent (for skiers only), Results Kiosk, the Birkie Store, Birchlegger Awards, the CXC Olympic Museum Experience, Worldloppet Passport Stamping, Age-Group Awards, Wave Winner Awards, and ski storage racks.

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, shop in the Birkie Store, celebrate with music, food, drink, and Birkie Brew-Ski. Open Thursday, Friday and Saturday from 10 a.m. to 6 p.m., and Sunday from 8 a.m. to 1 p.m. (Birkie Store only on Sunday.) The Birkie Beer Garden will proudly be serving Birkie Brew-Ski – A Legendary Amber Ale crafted just for the Birkie by Lucette Brewing Company. New! Visit the Food Trucks serving a variety of delicious hot food options – pizza, waffles, burgers, & brats, to name a few.

Q: Is there anywhere to charge my phone?

A: There is a Free Charging Station at the Celebration Plaza Information Booth, courtesy of our friends at People's Bank. Available on Saturday only.

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SPECTATOR Q & A

Q: Where (and what?) is the Birkie Store?

A: The Birkie Store is home to all official Birkie, American Birkebeiner, Kortelopet, and Prince Haakon gifts and items to commemorate your race. Birkie Week Store hours on Celebration Plaza are: Thursday through Saturday, 10 to 5, and Sunday, 8 to 1.

Q: Where is the Champions Stage and when are the champions awarded?

A: Join in the celebration! Join in congratulating the champions of the Kortelopet, Prince Haakon, and American Birkebeiner as they take to the podium and receive their awards. Friday at 12:30 p.m. and 2:30 p.m.; Saturday at 11:30 a.m. and 12:30 p.m.

Q: Where is the Tony Wise Museum of the American Birkebeiner?

A: The Tony Wise Museum of the American Birkebeiner is free to the public and is located at 10527 Main Street, at the foot of the International Bridge. **Birkie week hours are: Wednesday 8 to 4; Thursday 8 to 5; Friday 8 to 5; Saturday, 7 to 7; and Sunday 8 to 1.**

Q: I'd like to try skiing or fat biking. Is there a time or place where I can try these sports?

A: Head to the American Birkebeiner Trailhead near Cable for the Birkie On-Snow Ski + Bike Demo, Sunday from 9 to 2. Try the newest skis, boots, poles and fat tire bikes. Vendors galore!

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, and Giant Ski (if there is room) the day of. You can register online at 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 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.

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: Where is the official Lost & Found?

A: Check for missing items at the Veteran's Community Center, Highway 63 and Main Street, at the base of the International Bridge. Hours: Friday 1 to 6; Saturday 11 to 7; Sunday 8 to 1; and Monday 8 to noon. Upon request, found items will be shipped to the owners, at the owner's expense, until March 31, 2018. Call 715-634-5025 should you desire to find a lost item. Each year, thousands of skis, poles, sunglasses, and more, are lost during Birkie week. And they all look the same! Please label all equipment and clothing before coming to the Birkie. You'll be glad you did!

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. Online results will be available at 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. Note: There will not be a Birch Scroll published until Fall 2018.

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*April	Wine & Food Tasting Event	August	Minong Summer Days
June	Railroad Heritage Festival, Spooner	*August	Jack Pine Savage Days, Spooner
*June	Jack's A Hack Golf Tournament, Spooner	September	Town & Country Days, Shell Lake
June-October	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	November	Spooner Ladies Night

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SPECTATOR Q & A

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: How will I know when the first finishers are headed to their Main Street finish?

A: Listen for the bells! Churches throughout Hayward ring their bells to herald the arrival of the first finishers: a wonderful, small-town tradition.

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.

Q: What do the different colored bibs mean?

A: Good question! See page 36 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 including waffles, pizza, brats and burgers. 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. There are oodles of jobs and hundreds of shifts to choose from.

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. The official results issue of the Birch Scroll will be published Fall 2018.

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 hayward-wi.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

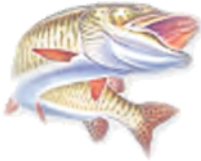
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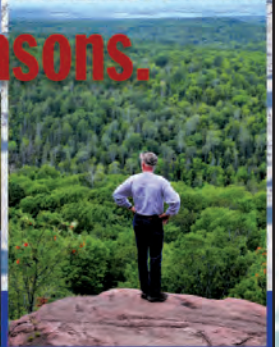
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WHERE DO SPECTATORS PARK?

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 22

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 23 & 24

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

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.

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The Path to PyeongChang

BY JESSIE DIGGINS, BIRKIE AMBASSADOR
AND US SKI TEAM ATHLETE

As we look back to summer and fall training four years ago, you may recall your social media feeds blowing up with “#roadtoSochi” hashtags. Athletes from all different sports documented and shared what their journey was like while training for the upcoming Olympics and striving to make the team. Four years later, we’re back at it ... only everyone loves a good alliteration, so “Path to PyeongChang” sounds much better! I’d like to share with you an inside look at what my personal journey has been like so far.

Unfortunately, there’s nothing mind-blowing, because for the most part I’ve changed absolutely nothing about how I train and live. I’m still training with my club team, SMS, out of Stratton, Vermont (and making regular visits home to Minnesota). A typical day of training for me is a morning session and an afternoon session, with intervals two-three times a week and strength two times per week. My training is periodized in waves, with weeks building in volume and intensity, then a recovery week to let it all sink in. My coach, Jason Cork, writes my plan and I work closely with him to continue improving my technique. It’s a never-ending game because there is always something to fix, some little tiny improvement to make — which I love, because it will never be boring!

One thing that has changed is that I’ve had to be smarter and learn when to say no. Dealing with media is especially interesting because while most reporters are amazing, there are also ones who assume that I’m a skiing machine and not a person with feelings. At the end of the day, Olympic selection is both wonderful and stressful. There can be a ton of perceived pressure — both internal and external — when it comes to results. I deal with this by only thinking one day at a time. Once I’ve built out my goals and plan for the year with my coach, I know what I need to accomplish each day and each training session to get there. So I don’t worry about getting a medal or qualifying for the team ... I think about my technique during the session I’m currently doing and hitting my goals for that workout. And at the end of the day, it’s good to remember that we’re all just people going for big goals and putting everything we have toward them.



Jessie Diggins

It’s also easy to get over-excited with training and get stuck in the “more is better” mentality, and over-train. This is the great irony of being a full-time skier: the more of your life you dedicate to the sport, the more you realize you sometimes have to sit and rest rather than keep skiing, even when it’s a gorgeous bluebird day and the tracks are calling. This is something I’ve always struggled with. But when I remind myself that an Olympics is on the line, it becomes easier to see the big picture and be able to prioritize training quality over all else. Learning to train smarter has been a huge part of the improvements I’ve seen in my racing over the past few years.

The bottom line is that there are no secrets, just an incredible amount of hard work, sweat and focused training time. I feel so lucky to have a hardworking team of coaches, techs, teammates and supporters to be on this journey with. I’ve got some big, big goals set for the Games and I’m doing everything I can to make them a reality.

**If you’d like to follow my journey, see more photos and stories on my instagram (@jessiediggins), Facebook athlete page (Jessie Diggins) and website: jessiediggins.com*

Raise your tankard... Or your can! Skål! It's Birkie Brew-Ski!

When Norwegian Birkebeiner warriors Torstein and Skjervald finished their historic journey rescuing Prince Haakon from danger, they undoubtedly slaked their thirst with a tankard of ale. In 2017, and with a nod to the warriors' undeniable spirits, the Birkie created Birkie Brew-Ski®, a Legendary Amber Ale, finely crafted by Lucette Brewing Company, Menomonie, Wisconsin, and served on tap at Birkie events throughout the past year.

By popular demand, the Birkie is thrilled to announce Birkie Brew-Ski® is now available in cans. So, after your epic Birkie journey, you can sit down in the comfort of your easy chair, put your tired feet up, and quench your thirst with Birkie Brew-Ski®!

Available at Marketplace Foods, Northern Lakes Cooperative Cenex, Holiday Station stores, and a variety of other retailers, fewer than 800 cases of Birkie Brew-Ski® were crafted. Birkie Brew-Ski® is only available in Wisconsin.

Birkie Brew-Ski® will be on tap in the Birkie Beer Garden located on Celebration Plaza,



between Main Street and Dakota Avenue in downtown Hayward, during Birkie festivities. In addition, many restaurants, bars and pubs throughout the Hayward, Cable and Seeley areas will have the legendary amber ale on tap.

The commemorative can was designed in homage to the indomitable spirit of the warriors Torstein and Skjervald, classic figures in Birkebeiner history, by graphic designer Michael Lack, Right On Creative, Inc., Minnetonka, Minnesota. Skål!



HAYWARD ESCAPE ROOMS

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- Moving Equipment
- Aerial Lifts
- Floats
- Water Toys For Sale & Rent
- Tractor Food Plots Equipment

Hwy B around the corner from the Big Musky
Hayward, WI

LARGEST EQUIPMENT RENTAL!

Pasta nosh and carbo load

Local spots are hosting pre-Birkebeiner dinners:

- Birkie Bash Pasta Buffet, 5:30-8:30 p.m. Thursday, Feb. 22. Kick-off Birkie week at Birkie Bash 2018 a celebration and fundraiser in support of the ABSF Phase II Capital Campaign. Live music, tasty food, cold beverages, Birkie Brew-Ski, good company, and fantastic auction items including a lifetime entry for all ABSF events.

Tickets available at the door for \$25 per person or register online at www.Birkie.com.

- St. Joseph's Catholic Church on Dakota Avenue in Hayward annual spaghetti feed from

4 to 8 p.m. Friday, Feb. 23. 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, Friday, Feb. 23, 4-8 p.m., Cable Community Center, Hwy. M. Spaghetti, bread, refreshments and desserts. Hosted by the American Legion, a fundraiser for 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 fifth 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. 25, from 9:30 a.m. to noon at the American Birkebeiner Trailhead. 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 participants, and includes a T-shirt and snack. Sign up at www.fastandfemale.com.

Somewhere for the kiddos

Hayward's First Lutheran Church will provide childcare on Friday, February 23 from 8 a.m. to 3 p.m. and on Saturday, February 24 from 7 a.m. to 4 p.m.

Pre-registration is required.

Contact tchipman@firstlutheranhayward-wi.net for details, registration forms and details.

The Birkie by the numbers

Based on Birkie 2016

- 13,500+ skiers
- 2,000+ volunteers
- 2,000 volunteer hats
- 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
- 10,000 ski ties
- Every hotel room and spare bedroom for miles around



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Dine with a spectacular view of the lake.

Serving Fine German Cuisine and American Favorites

Snow Crab Legs on Thursday

Special Friday Night menu with all-you-can-eat fish fry

Slow-Roasted Prime Rib on Saturday

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- SATURDAY PRIME RIB
- HOMEMADE PIZZA
- BBQ BABY BACK RIBS

"MEXICAN NIGHT" THURS. 5-10 PM



715-634-4700

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 OO	9:25 am	9:40 am
Lake Hayward	10:35 am	10:40 am
Finish	10:45 am	10:45 am

ALWAYS SOMETHING TO CELEBRATE

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 a.m. to 6 p.m. on Thursday, Friday and Saturday. The Birkie Store in Celebration Plaza is also open Sunday from 8 a.m. to 1 p.m. for last minute shopping.

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.

Food trucks will be serving a variety of options, from waffles to brats and burgers.

No celebration would be complete without music, so look for the Red Bull Fire Truck and Wig-wam with a DJ spinning tunes to get you dancing: 11 a.m. to 3 p.m. Friday, and 10 a.m. to 4 p.m. Saturday.

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

Get comfy in new comfort zones

New in 2018: Need a space to warm-up and chill-out? Check out one of the three Comfort Zones in downtown Hayward

• Slumberland Furniture – Comfort Zone

Warm beverages and plenty of comfortable places to rest when you come in out of the cold! All are welcome.

Location: Slumberland Furniture, Highway 63

• CLIF Lodge

Warm up and enjoy complimentary snacks, drinks,

and activities. After your race, get your finisher medal engraved and stay for the Apres-Ski party.

Location: Corner of Highway 63 & Main Street

• MarketPlace Foods presents: Kemp's Kid Comfort Zone

Free for all kids ages 12 and under. Snacks galore include hot dogs, cheese curds, s'mores, fruit, and hot chocolate — all within a large heated tent. Plus, warm up near the toasty warm fire pits.

Location: Marketplace Foods parking lot

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WHAT DO THE BIBS MEAN?



560
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

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



198
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

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



4095
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

**Birchlegger:
 Skied 20 or more Birkies**



4029
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

**Uberlegger:
 Has Skied 30 or more Birkies**



11455
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

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



35028
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

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



70120
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

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



70070
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

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



70020
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

**Wave 70 Uberlegger:
 Aged 70 or over, and has Skied 30 or more Birkies**



1647
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

**WAVE 1:
 Classic & Skate Skiers**



2670
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

**WAVE 2:
 Classic & Skate Skiers**



3740
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

**WAVE 3:
 Classic & Skate Skiers**



4700
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**WAVE 4:
 Classic & Skate Skiers**



5640
 FEBRUARY 24, 2018 USA
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**WAVE 5:
 Classic & Skate Skiers**



6700
 FEBRUARY 24, 2018 USA
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**WAVE 6:
 Classic & Skate Skiers**



7450
 FEBRUARY 24, 2018 USA
 CABLE IN HAYWARD, WI

**WAVE 7:
 Classic & Skate Skiers**



Prince Haakon
Classic & Skate



Endowment Forerunner
For the first 35 who
make a \$25,000 gift to
the Legacy Fund



Kortelopet Bibs have
yellow stripes instead
of white



Kortelopet skier aged
70 or over

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.



BIRKIE SPECIALS

Hog Wild Sandwich
Smoked Marinara Spaghetti
Brisket Chili

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IT'S HAPPENING HERE BIRKIE WEEKEND!
MAIN STREET - HAYWARD, WI

GET OUT & HAVE FUN!

THE VISITOR WINTER CALENDAR

February

- 16: Eine, Swei, Drie Geigan Violin Trio, 7:30 p.m., Park Center, Hayward. This trio from the Wisconsin Youth Symphony Orchestra will play with Mickey Lytle, a pianist from Madison. \$15 in advance; \$20 at the door. Students 18 and under are \$5.
- 16: Community Skating Party, 7:30 to 9 p.m., Hayward Sports Center. Open to the community. haywardsportscenter.com
- 17: Walleyes for Northwest Wisconsin Family Ice Fishing Event, 8 a.m. to 2 p.m., Highway K boat landing, Lac Courte Oreilles, Hayward. Cash prizes for fishing, with proceeds supporting improvements to wall-eye fisheries in Hayward. There will be food available, raffles and more. www.wfnw.net
- 17: Robby Vee's "True Love Ways," 7:30 p.m. at the Park Center, Hayward. \$20 in advance; \$25 at the door. Students 18 and under are \$5.
- 17: Fairy House Making Workshop, 10 a.m. to 12:30 p.m., Cable Natural History Museum. Make houses for Northwoods fairies. Register by Feb. 16 at www.cablemuseum.org.
- 17: Drummond Sno-Jacks Bar Stool Races, noon, Black Bear Inn, Brian Miller Hill, Drummond. There will be a chili feed and raffle ticket prizes, a Powder Puff race, trophies and more in this fundraiser for the Sno-Jacks. Register at www.drummondwi.com.
- 17: WHSM Chili Cook-Off Alzheimer's Benefit, DJ's Dock, 12502 Cty. Hwy. B, Hayward. 715-634-8100
- 17: Rocky Mountain Elk Foundation Hayward Chapter, 4:30 to 7 p.m. The Steakhouse, Hayward. RSVP for dinner at 715-558-1867.
- 17: Community Dinner, 6 p.m., Farmstead Creamery & Café, Hayward. Farm-to-table meals, festive music, with proceeds benefitting NorthLakes Com-

munity Clinic's Prescription for Wellness program. RSVP to 715-462-3453.

- 22-25: The events of American Birkebeiner weekend. See pages 6-8.
- 22, 24, 25: Documentary: "Saving Snow," 6 p.m. Thursday and Saturday, noon Sunday, Park Center, Hayward. In honor of Birkie Week, there will be three showings about heroes in the struggle against fading winters and actions to take in the community to save them. Meet the filmmaker, Diogo Freire. www.theparkcenter.com
- 23: Family Snowshoe Hike. A fun activity for the family before the big race. The Cable Natural History Museum will lead a one-mile leisurely snowshoe hike in the peaceful winter woods on snowshoes. Meet at the museum at 10 a.m. and return by noon. Adult and children's snowshoes are available for use from the museum. The hike will not occur if the temperature is below 5° F. Please register by February 22. Donations accepted. Call 715-798-3890 for more info or go to cablemuseum.org.
- 23: Community Skating Party, 7:30 to 9 p.m., Hayward Sports Center. Open to the community. haywardsportscenter.com

March

- 1: Snowshoe Hike to a Heron Rookery, 3 p.m., Rookery Pub, Cable. Look for tracks, talk about local natural communities and view a blue heron rookery, along with other things. Have a warm drink inside afterward. Register by Feb. 28 at www.cablemuseum.org.
- 3: Weenie Roast Weekend, Lakewoods Resort, Cable. The longest line of hot dog cookers over one fire in the world. There will be snowmobile speed runs, ice bowling and outlaw drags on the lake. The event is a fun-

draiser for the Great Divide Ambulance Service, Namakagon Volunteer Fire Department and other area nonprofits.

- 3: Seeley Ice Fishing Contest, Silverthorn, Seeley. 715-634-5660
- 3: Movie showing, 10:30 a.m., Weiss Community Library, Hayward. "Return of the Horse" will show, with a presentation by Kate Taylor. 715-634-2161
- 3: Erik Koskinen with Jack Klatt, 7:30 p.m., Park Center, Hayward. Singer-songwriters. \$20 in advance; \$25 at the door. Students 18 and under are \$5.
- 3: Red Dress Gala, 5:30 p.m., The Steakhouse and Lodge. An elegant evening of fundraising for the American Heart Association's Go Red for Women campaign while honoring five outstanding women from the Hayward area. Info: hayward-areachamber.com or 715-634-8662.
- 8: Cable Natural History Museum dinner lecture: Piping plovers. With Peggy Burkman, biologist with the National Park Service. 5:30 p.m. at the Rookery Pub, Hwy. M, Cable. Register by March 7, cablemuseum.org or 715-798-3890.
- 9-11: Hot Air for Hearts Balloon Rally, Lakewoods Resort, Cable. Info: 715-794-2561.
- 9: Trout Unlimited Film Fest, 7:30 p.m., Park Center, Hayward.
- 9-11: wiwomenfish.com Crappie Weekend, Deerfoot Lodge. Info: 715-462-3328.
- 10-11: Children's Miracle Network bowling fundraiser. Info: 715-634-2695.
- 10: Lakewoods Snowshoe Race. Lakewoods Resort, Cable, lakewoodsresort.com or 715-794-2561.
- 9-10: Fat Bike Birkie. Info: birkie.com.
- 17: St. Paddy's Day with Lehto and Wright, 7:30 p.m., Park Center, Hayward. \$20 in advance; \$25 at the door. Students 18 and under are \$5.



GRAND OPENING

February 23-25

Birkie Hours: 8 am to 8 pm

*New Owners, New Wines, New Eats,
New Decor, New Gallery*

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