



ISHOF News & Updates July 2023

Hi Stormy,

We are honored to officially announce the annual inductees to the International Snowmobile Hall of Fame as part of the new Class of 2023.

For over 30 years, this prestigious Hall of Fame honor is bestowed upon the incoming class of annual recipients in recognition for their achievements for the sport of Snowmobiling; As awarded each year from select categories that include:

- **Inventors, Designers & Manufacturers**
- **Explorers & Adventurers**
- **Trail & Program Developers**
- **Volunteers & Club Organizers**
- **Publishers & Journalists**

Let's Meet the ISHOF Class of 2023 Inductees:



Frank Dusek
Trail & Program Developer
Phillips, WI

“The Father of Price County’s Snowmobile Trails Program” That’s his title to his fellow snowmobilers that know him. Back in 1969, Frank was a charter member of



William Jeans
Industry
Forest Lake, MN

It was 1966 when Bill (and bother Ty) Jeans formed Jeans, Inc. and ran a Moto-Ski snowmobile distributorship serving 200 dealers in a three-state

the Phillips Chaparrals, the first snowmobile club in the county. Since then, Frank was relentless in developing the trail network in Price County. Frank established relationships with private landowners to secure the privilege of having snowmobile trails cross their property. He continued to develop and evolve the trail system throughout the county and was the one who was most instrumental in securing state funding for trail maintenance. He is credited (in 1972) as the founder and first president of the Price County Trails Association which is made up of ten clubs. To this day, Frank is a member of every one of those clubs.

[Read more .](#)

region. The business operated until 1973. The brothers gave up their Dodge automobile dealership and their father's farm implement business to devote to promoting and selling Moto-Ski snowmobiles. They believed the snowmobile business required full time attention especially when their focus was to expand and get more dealers in Minnesota, Wisconsin, the Dakotas, Iowa and Nebraska. They soon had built dealerships of 100 both in Minnesota and Wisconsin. As president of Jeans, Inc. Bill built a snowmobile distributorship that eventually became one of the most successful in the United States.

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**Steve & Sherry Landon
Publishers & Journalists
Farwell, MI**

In the early 1970's while snowmobiling at his grandmother's farm in Clare, MI a family friend/local racer dropped by and mentioned they were having an oval track race north of town and wanted to know if anyone was interested. Steve promptly found his way to that event where they watched a local racer take his sled to victory. From that point on Steve was hooked on snowmobile racing. However, wanting to be more than just another race fan, he wanted to cover it as a member of the media. Soon after high school, Steve did some freelance writing and photography covering and reporting on local drivers at major races. Steve then gained employment with the Harrison Star Newspaper covering and shooting local events. Steve's career launched as a member of the print media.

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Other ISHOF Special Award Recipients for 2023:

**International Snowmobile Club of
the Year**

**Sponsored by [Woody's](#),
[the American Council of Snowmobile
Associations](#) & The International
Snowmobile Council**

**International Snowmobile
Dealer of the Year**

**Sponsored by [Snow Goer](#),
[the American Council of Snowmobile
Associations](#) & The International
Snowmobile Council**



Mercer Area Sno-Goers Mercer, WI

The Mercer Area Sno-Goers formed and became active in 1967. They are located in the deep snow country of northern Wisconsin. To date they have grown to a roster of 897. It is apparent that club members aren't just local, but statewide and include many active business members and snowmobilers who live in other states. They promote and keep members engaged utilizing all the various social media platforms, run ads on local radio stations and online via their website. The Sno-Goers maintain 220 miles of trail in the southern part of Iron County.

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International Snowmobile Groomer of the Year - Sponsored by [Arrowhead Groomers,](#) [Track Inc.,](#) [Pisten Bully,](#) & [Prinoth,](#) [Ltd.](#)

George Bratrude Alpine, WY

George Bratrude started his snow grooming career in 1982 at the Hogadon Ski area on Casper Mountain in central Wyoming. Then in 1988, he moved to western Wyoming to groom ski slopes at Snow King Resort in Jackson, Wyoming for the next 13 years. While living in Alpine, George became intrigued with the thought of grooming snowmobile trails on the Wyoming Range Snowmobile Trail System which begins in Alpine. An opportunity eventually opened in 2000 for George to do some part time trail grooming which he did after his full-time shifts at Snow King. This double shift grooming went on until 2013 when George finally began grooming snowmobile trails full-time exclusively in the Alpine area. It wasn't long before George became very comfortable grooming snowmobile trails and got extremely good at it.

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Interlakes Sport Center, LLC. Madison, SD

Interlakes Sports Center started in 1972 when owners Doug and Steve Koch purchased it. They started out as a motorcycle shop but soon got into the snowmobile business and eventually handled all four snowmobile brands. They currently carry Ski-Doo and Yamaha. Steve, Doug, Dawn and many of their family members are part of the business. They have a huge collection of vintage snowmobiles and motorcycles on display in a museum type setting. They helped restore vintage snowmobiles to be raffled off at many events and shows to raise funds for their local snowmobile clubs.

Edgar Hetteen Memorial Award of Merit - [Sponsored by the Elmer Cone Family & the Iron Dog Brigade](#)

Alain & Denis Boivin
AD Boivin, Inc.
Levis, Quebec

Founders of AD Boivin Inc. For 25 years, these two brothers and their company paid little attention to the conventional and incremental improvements in snowmobile technologies. Starting out on their father's farm working on mechanical systems, they gained an understanding of how things worked and together they engineered improvements on making them work better. In the early years, Alain and Denis applied their skills to the automotive and snowmobile industry. They built custom race cars and twin track oval racing snowmobiles converting them to trail friendly sleds. The brothers had a very innovative approach in everything they built, especially when it came to snowmobiles. In the 1990's they strived to find new technical advances when it came to suspension designs.

[Read more...](#)



Alain Boivin



Denis Boivin

THANK YOU FOR YOUR DONATIONS!

Sincere thank you to the Iron Dog Brigade for renewing their sponsorship with ISHOF for the Edgar Hetteen Memorial Award of Merit.

We would also like to thank the [American Council of Snowmobile Associations](#) & the International Snowmobile Council for their renewed sponsorships to support the International Snowmobile Dealer of the Year and our International Snowmobile Club of the Year programs.

All donations are posted on the [Contributor's Page](#) of our website.

The International Snowmobile Hall of Fame (ISHOF) is a non-profit 501(c)(3) tax-exempt organization and your donation(s) may be tax deductible under the limits of applicable law(s).

Become a Friend of ISHOF Today!

We are beginning our third year of our ["Friends of ISHOF"](#) fundraising program for Clubs and Associations. Our renewal information was presented to the American Council of Snowmobile Associations and the Canadian Council of Snowmobile Organizations at the International Snowmobile Congress in Moline, Illinois.

More information will be sent out to state and provincial snowmobile associations in the coming months. Individual donations are also welcome in any amount. All of our "Friends" are listed on our website [contributor's page](#).

Become A Friend of ISHOF TODAY!

Snowmobile Clubs - \$50 USD
State/Provincial Associations - \$250 USD
www.ishof.com/donate.html

Mailing Address:
International Snowmobile Hall of Fame
1521 N. Railroad Street • Eagle River, WI 54521
715-479-2186 or email: info@ishof.com
<https://www.ishof.com/donate.html>
a 501(c)3 charitable organization
★ Individual donations are welcome in any amount. ★



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★ THANK YOU FOR YOUR SUPPORT! ★

Now We Invite YOU to Honor the New Class of 2023 & Special Award Recipients with a Formal Banquet & Induction Ceremony in their Honor

The International Snowmobile Hall of Fame (ISHOF) Induction Ceremony Weekend celebrates & honors those involved in the sport of snowmobiling and recognizes our NEW Class of 2023 inducted into the Hall.

YOU can join this year's ISHOF Induction Weekend with FUN activities of interest in Eagle River, Wisconsin beginning on **Friday September 15, 2023** with a pirate ship cruise on the Eagle River Chain of Lakes, a private group fish fry and chicken buffet and a silent auction. **New this year - Friday night Fish Fry/Chicken Buffet & Awards Presentation will be at a new location - The Eagle River Inn.** We will be presenting several awards at our Friday Night Event at Eagle River Inn. These awards include our **Groomer of the Year, Club of the Year & Dealer of the Year.** Friday's events provide lots of time for socializing with old friends and making new ones. Friday is a casual dress event and we hope you can join us. Dinner will be served at 5:45 pm. Cocktails, Socializing & Silent Auction begin at 4:30 pm.



Our formal sit down New York Strip Steak dinner, Chicken Cordon Bleu dinner or Vegetarian Vegetable Primavera (your choice) to officially honor the Class of 2023 as they're inducted into the Hall is on **Saturday, September 16, 2023** (4:30pm Cocktails - 5:45pm Dinner - 7:00 pm Induction Ceremonies) at Eagle River Inn. We will also recognize our Friday night Award Winners and have a large silent auction beginning at 4:30 pm. Our ISHOF Raffle for the 1978 Yamaha Exciter 440 will be held at 6:45 pm.

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Show your support for the newly inducted Hall of Fame **Class of 2023** & all special award recipients by **registering online now to attend**. ALL major credit cards are accepted for secure online payment with immediate receipt & event info provided to you via e-mail with your paid registration. **NOTE: Registration REQUIRED for ALL guests & supporters to attend.** We invite all industry representatives, dealership personnel, club members, motorsports enthusiasts, friends, fans, sponsors & supporters alike to attend this ISHOF annual special event in full honor & recognition of our inductees.

See Area Lodging & Travel Information on the [ISHOF Website](#).

REGISTER NOW to Attend the 2023 ISHOF Induction Weekend Activities & Induction Ceremony: SEPT 15-16, 2023 in Eagle River, WI

Thank You for Your Support.

See YOU in September!

International Snowmobile Hall of Fame
www.ishof.com

STAY CONNECTED WITH ISHOF