

AWSC Executive Officer Candidate Profiles

AWSC PRESIDENT - Lori Heideman, Incumbent



I am the current president of the AWSC. I have decided to run for a fourth term. I feel that there is more for me to accomplish within the AWSC. Last year, I advised that I had some items that I wanted to work on changing. I did accomplish some of these. We, as the executive board, rewrote and updated our director's manual. I have been working on some changes within the "of the year awards" and currently we are trying to pass our funding bill to help all our clubs. I do have more ideas to make our programs and our committees better and more efficient.

A bit of background on myself. I was the secretary of my local club, the Kellner Knights, for 4 years, as well as the Vice president for 4 years. In the early 90's, I was on the committee that brought the snow show to Stevens Point. On that committee, I assisted with the vendors and the hospitality room. In 2000, I became the rep for Wood County, and in 2006, I transitioned to the Wood County Director position.

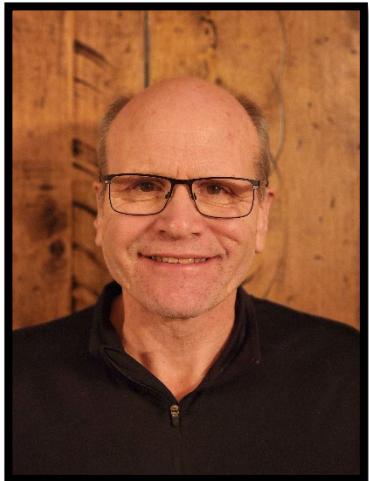
I was the Wood County Director until 2014. In 2014, I became the Vice President for the AWSC. During that time, I attended VIP rides, ACSA DC Fly Ins, and ISC, as well as being involved with the KAOS program. I also assisted our association coordinator with the snowmobile-friendly communities program.

In 2023, I became the President of the Association. Before becoming President, I made it a mission of mine to get out to talk to many clubs and counties. I feel that club members know who the association is, but have no idea what we do or how we can help our membership. Through that outreach, I have learned many things, not only about myself and the association, but about our clubs and our membership.

I will continue to talk to our membership. I believe that listening, taking into consideration ideas, and change are an important part of this organization. Will we always agree? Perhaps not, but we can learn from each other and make snowmobiling a much better sport for the next generation.

I want to say thank you for the past support that I have received, and I hope that you will continue to support me this next year. If you have questions or ideas, let me know.

VICE PRESIDENT - Tom Bey, Candidate



Hello, my name is Tom Bey, and I'm running for the position of AWSC Vice President. Snowmobiling has been a big part of my life for many years. I can remember as a child riding on a 1968 Ski Doo Olympic with my dad. I was hooked from day one. Most of my adult life, I have been involved in organized snowmobiling, becoming a member of the Kellner Knights Snowmobile club in 1984, and my wife became the President of the Knights a few years later. I was the AWSC Wood County Director from 1997 until 2006.

In 2002, my wife and I founded the Plover Spuds on Snow snowmobile club with the focus of keeping roads open to snowmobiling in the village of Plover, WI. Our club members became liaisons with the police department and worked on educating the public on the Village snowmobile rules, and as of today, the roads are still open to snowmobiles accessing the trail. I have served in the positions of President, Vice-President, and Historian for the club over the years. I became a Snowmobile Safety instructor in 2002, understanding the importance of teaching our youth.

Many AWSC members will know me from my years of working on the Portage County Snow Show and Fall Workshop Committee in Stevens Point, WI. Currently, my wife and I are on the Portage County hospitality committee for the AWSC events held in Stevens Point. Snowmobiling runs deep in our family. My daughter is the Portage County youth advisor and a member of KAOS.

Today, I am asking for your vote to be the next AWSC Vice-President. In the event of being elected as your Vice President, I'll do my best to represent WI snowmobilers in a professional manner, support our AWSC President, and serve the AWSC organization to the very best of my ability. United we trail, divided we fail...

SECRETARY – Brianna Crotteau, Candidate



Hello everyone, my name is Brianna Crotteau. I am a member of the Chetek Snow Flyers & ATV Cruzers in Chetek, WI. I have been riding snowmobiles since my parents could fit a helmet on my head at the age of three. I am now 24 years old and graduated from the University of Wisconsin – River Falls with a degree in Agricultural Business and Dairy Science. Today, I work at Gehl Acres Farm in Cameron, WI, where we milk 120 registered Holsteins. When I'm not working, you can find me out on the lake, in my deer stand, helping my parents with their three small businesses, or riding some beautifully groomed trails with my snowmobile family.

To dig a little deeper, my club and AWSC involvement have continued to grow over the years. I have been learning more about our club equipment, participating in trail maintenance, signing, working with landowners, and grooming.

Aside from the trails, I am involved in a lot of our event planning for our club. I have created posters for our vintage ride, assisted with our social media pages, decorated the groomers for parades, helped with fundraising efforts, and helped with member recruitment.

At the state level, I was recently named AWSC Miss Snowflake 2023-2024, where I had the opportunity to travel the state and visit many of our phenomenal clubs. I was able to network and be a resource at the state level for our clubs which I've grown to have a passion for. Many times, I was also an educator for our Next Gen Riders and KAOS programs to help promote the youth in our sport. During my time networking with members of AWSC, there were also many conversations about directors' meetings and what our committees are working on to help better the future of our organization. I currently serve on the magazine, snowmobile-friendly communities, and Next Gen Riders committees at the state level.

I am running for AWSC secretary this upcoming March and would truly appreciate your vote. I am very detailed in my work and enjoy updating and monitoring Facebook pages on social media. I have always believed that communication is key in any organization, which is why I plan to give my best efforts to ensure everyone has the information they need from the meeting minutes in a timely manner. I will also be a listening ear to help all of us continue to work well together and be a positive voice for the organization we all know and love.

TREASURER – Steve Clark, Incumbent



It's hard to believe that another year has come and gone, and it's time to talk about running for the AWSC Treasurer position once again. I have had the opportunity to be your Treasurer for the past two years, and I would like to serve you once again. I have learned a lot about the AWSC over the past two years and continue looking forward to meeting all of you.

For those who do not know me, my family and I reside in Southern WI. I have been an active member of the Oregon Sno-Blazers since 2005, serving as Club Treasurer and Membership Chair from 2012-2021. I have served as the Dane County Council of Snowmobile Clubs Treasurer from 2014 to 2021. Since 2022, I have been the AWSC Dane County Representative, also serving on the AWSC Safety and Education Committee. Although not my hometown club, I am also a member of the Mercer Sno-Goers. In addition to my snowmobiling-related activities, I am a project designer and Department Facilitator for Affiliated Engineers in Madison.

As a Wisconsin DNR-certified snowmobile instructor, I enjoy working alongside my family, hosting annual snowmobile safety courses in Dane County, and am proud that my wife (Lori) and son (Tanner) are also certified instructors.

I have attended AWSC Conventions and Workshops since 2014 and continue to learn something new at every event. My passion for snowmobiling and the snowmobiling community continues to grow as I strive to become more involved in the snowmobile community. Additionally, attending International Snowmobile Conventions over the past few years has expanded my understanding and furthered my commitment from an international perspective. Last May, I was also able to attend the ACSA DC Fly-in and represented Wisconsin at the Nations Capitol.

I am running as AWSC Treasurer for a 3rd term. Although we have made progress, I feel there is more to be accomplished as we continue to look at the budget and consider ways to reduce expenses to keep AWSC sustainable for years to come. I look forward to continuing to work with the Membership and Directors, collaborating to form a balanced budget that is reasonable for all.