

Each year at the AWSC Workshop (which is held in the fall, October) a Miss Snowflake Queen is selected to represent the Association at various events throughout the state during her one year reign. A pageant is held for young women between the ages of 17 and 23. The winner will receive a \$1,500 scholarship to help further her education at the end of her reign.

On Saturday evening, October 25, 2025 Jena Lenz, Twin River Riders, Lake Mills, Jefferson County WI was selected as the 2025-2026 AWSC Miss Snowflake.



Hello AWSC Family, my name is Jena Lenz, and I am honored to represent the AWSC as Miss Snowflake 2025- 2026!

My passion for snowmobiling began at a very young age. As a toddler, I could often be found riding my Kitty Kat around the yard or sleeping on the front of my parent's sleds. Over the years, my involvement has grown from club and county fundraisers to leadership roles within the snowmobiling community.

In 2021, my family and I started a youth snowmobile club in Jefferson County to help young riders learn how clubs operate and to prepare the next generation for future leadership roles. In 2022, I

joined KAOS and began running for Miss Snowflake. Through both of these, I have gained valuable experience in public speaking, communication, and leadership at the state level. I encourage every young snowmobiler to get involved in programs like KAOS and Miss Snowflake because they truly can change your life for the better.

For the past two years, I have proudly served as the KAOS Treasurer, where I've developed a strong understanding of financial operations within club settings. To further support our snowmobiling community, I began my Snowmobile Safety Instructor apprenticeship last year and am thrilled to share that I am now officially certified! I look forward to promoting safety and education on Wisconsin's trails, because I believe safety is the most important part of snowmobiling.

I would like to thank my parents, Niki and Jason Lenz, for always encouraging me to follow my dreams. Their support has been instrumental in helping me reach this point, and I am forever grateful. Thank you Jefferson County for all your support, we finally have a Miss Snowflake!!! Lastly, a heartfelt thank you to the AWSC for providing such an incredible leadership opportunity and for uniting our amazing state through the shared love of snowmobiling.

A special thank you to our Snowflake Supporters:

- Donahue Super Sports
- DuWayne Kreager Insurance Center, Inc.
- FLOE International
- Braap Wraps
- DSG Outerwear
- K&M Motorsports
- Airtec Motorsports
- Unique Signs and Designs
- Tyler's Backcountry Awareness

I am so excited to meet you throughout the year! Please reach out with event invitations or questions, my email is [misssnowflake2526@gmail.com](mailto:misssnowflake2526@gmail.com).

Do your snow dance, and let's make it an incredible year of riding!

Jena Lenz  
AWSC Miss Snowflake 2025–2026  
KAOS Treasurer  
Jefferson County