

# 2024 EXECUTIVE BOARD CANDIDATES

## AWSC PRESIDENT CANDIDATE – LORI HEIDEMAN



I am the current president of the AWSC. I have decided to run for a second term. Since I became Vice President back in 2014, I have always talked about how overwhelming that position was. After nine years of being VP, I felt I had a pretty good idea of what the president's job is. Well, after nine months it is safe to say this job is so much more than I anticipated. Most notable is the day-to-day operations of the association. It seems like a full time job, yet like all of you, I am a volunteer. Do not get me wrong, I have loved every minute of it.

For those of you that may not know me. I am a retired manager of a 9-1-1 center. I was a 9-1-1 operator for 21 years and the manager for 10 years before retiring in February 2023. I love retirement and it gives me the time and flexibility to be the President of the AWSC. This past year, as your President, I have participated in DNR meetings and trainings, attended the WATVA

(Wisconsin ATV Association) conference and VIP ride, I have participated in trainings for the Department of Transportation. And I have been to the capital to testify on the bills we have going thru legislation. Each time I have been to Madison, I have worked in the office with Stormy. Sometimes to get updated on what's going on and other times just to find out what is needed in the office. I also have upgraded my computer, so I can connect with the office from home.

In the past year we have accomplished many things that have pushed the AWSC into a better position. We have made two power point presentations for all to use. The first, to get out a consistent message to the public. This power point is a great tool to get out the message of who the AWSC is and how our program runs. The second is about commercial sponsors and how a commercial sponsor can benefit by being a member of the AWSC. As an executive board we have gone to having many short meetings via ZOOM rather than one long meeting that was costly to the association. The shorter meetings also help us get more accomplished in a shorter time frame.

And lastly, in an effort to make connections with the entire membership, I have been to county alliance meetings and club meetings. Being able to connect with the people who do much of the work has been rewarding. I have learned so much from our membership. The biggest thing I learned, and is a bit concerning to me, is that the general membership may know who the association is, but does not understand what we and the AWSC do for the sport, or for our clubs. And so, as I travel all over the state, my message has been, get involved and ask questions if you have them. I love to talk about the association and I love to promote snowmobiling. I hope that talking to these club members adds personalization and the knowledge that, we as the AWSC, are fully supportive of our clubs.

I ask for your support for another term for your AWSC President. I have more that I feel needs to be accomplished as well as many more club members to meet. We are a well-respected association throughout Wisconsin and ACSA, at the national level. It is my hope we continue to do great things and bring even more greatness to Wisconsin snowmobiling. I am asking for your support for another term for President of the AWSC and Thank you for the past support.

## **AWSC VICE PRESIDENT CANDIDATE – DAVID J DAHLKE**



### **Professional**

David J. Dahlke enlisted for active duty service in May 1983 and retired from the United States Air Force in October of 2015 achieving the rank of Senior Master Sergeant, serving his country for over 32 years. Served as an aircraft mechanic and crew chief on various airframes. As he ascended through the ranks he assumed various Team Chief leadership roles, supervisory positions as shop chief and element supervisor. His service includes dozens of deployments to include 9 Combat Deployments in support of Operation Southern Watch, Operation Iraqi Freedom and Operation Enduring Freedom, all supporting the Global War on Terrorism.

State of Wisconsin Building & Grounds Supervisor, Truax Field Madison WI, October 2015 – March 2020

State of Wisconsin, Utilities Supervisor, Volk Field Air National Guard Base WI March 2020-July 2022

Village Trustee Village of West Baraboo, April 2007-April 2013

Village President, Village of West Baraboo, April 2013-April 2021

President Baraboo River Runners Snowmobile Club, Oct, 2015 Present

### **Personal**

Married to Kati – 37 Years

Daughter – Alysia and her husband John Carley. They currently have one child, our grandson Nolan.

John is currently serving with the United States Marines Corp and their family lives in DeForest, but are temporarily stationed at Kaneohe MCS Hawaii

### **Hobbies**

Fishing / Hunting and everything outdoors

Woodworking

Snowmobiling

## **AWSC VICE PRESIDENT CANDIDATE – RANDY MURDOCK**



Hello everyone, after encouragement from many I have decided to run for the AWSC's Vice President position. Here's some of my qualifications and history.

I'm president and owner of two-family run companies, Tomah Environmental Contractors and Tomah Homes. I currently sit on the board of the Warrens Cranfest, Warrens Youth Association, Warrens Monroe Sewer Commission, Tomah Chamber of Commerce, and Snowmobile Trails of Monroe County.

### **Club Involvement**

Our family started snowmobiling in 1971 and soon after that (1973) they helped charter the Warrens Trail Twisters. We have been active in organized snowmobiling ever since.

I've held various offices at the club level and several at the county level including as a Monroe County AWSC director for 27 years. I have sat on various AWSC committees including safety and education, publicity, trails and most recently Miss Snowflake as the chairman. While chair of MSF pageant, I obtained sponsorship from DSG Outerwear, Floe Trailers, and K&M Sales and Service. I changed the format of the pageant making it more formal and professional. Helping to change the lives of young women and seeing them grow through their year of reign has been and continues to be one of the great accomplishments in my life. While serving as director, I have testified at the capitol several times as well attended hearings involving snowmobile legislation and budget amendments.

### **Other Snowmobile Activities and Interest**

38 years on the MS Snowmobile Tour, 30 yrs as a guide. (we've raised over 10 million dollars)

KAOS Ride - guide

Military Ride – guide

Kaye Johnson Ride

Attended many Ice oval races, Snowcross races, Ice drag races and other club events around the state

Vintage Rides

Haydays

Snow shows (including Novi)

Community Sledding Party

I've snowmobiled in 6 states and 2 countries. Every year I try to make it out west for some type of adventure. Last year I had the good fortune to be able to take my 3 daughters and my mother to West Yellowstone to celebrate my mother's 80<sup>th</sup> birthday on top of Two Top Mountain.

### **Life beyond Snowmobiles**

I'm 61 years old, have 3 daughters, 2 stepsons, 7 grandkids and I'm lucky enough to be married to Danita.

President and co- owner of Tomah Environmental Contractors (TEC) a company that my grandfather and father started in 1969.

We do underground sewer and water installations for municipalities, federal government and private companies. We also service many sand mines, landfills, commercial business and help other contractors.

President and owner of Tomah Homes, a modular home builder.

Volunteer for several community activities and events.

Donate equipment and crews to my communities to help with civil repairs and clean ups.

Tractor Pulling

Harley Rides

Camping and bonfires

### **Closing**

With my many years of experience and the different organizations I belong to, I bring expertise in dealing with a variety of people, working as a team and always focusing on the big picture. I would appreciate your support in voting for me as AWSC Vice President.

## AWSC SECRETARY CANDIDATE– SUE SMEDEGARD



As your current AWSC Secretary, I hope I can count on your support again for 2024. Along with taking minutes at Directors meetings, I maintain the AWSC facebook page, update regularly and share posts from ASCA, Miss Snowflake and other pertinent information, regularly monitoring the page for inappropriate posts and hackers.

I serve as your liaison to the Wisconsin Department of Tourism and the Wisconsin ATV/UTV Association. In those capacities, I attend the Governor's Conference on Tourism and WATVA events. I am serving my second term on the Governor's Snowmobile Recreation Council, as Chair of the Finance Committee and member of the Tourism Committee.

I organize Miss Snowflake's participation at World Championship Watercross, man AWSC booth at Hay Days, volunteer at the Midwest Outdoor Heritage Education Expo (MOHEE), and any other events related to the AWSC as determined by the AWSC Executive Board.

I work with the president on meeting notes to be included in the Wisconsin Snowmobile News quarterly, write articles when appropriate, and compose articles on past presidents who have passed away.

I serve as Co—Chair for the International Snowmobile Congress 2024 being held in Wisconsin. This includes serving on the planning committee through 2025, and have attended many ISC's, usually at my own expense.

I represent AWSC at the Snowmobile Rec Council when appropriate, serve as Chair of Gandy Dancer Trail Commission and Secretary/Treasurer of Northern Regional Trail Advisory Committee (NoRTAC). I am also an officer of my local club and county association.

I am very active in tourism in my community and across the state, as secretary of the local Chamber and County Tourism Coalition. I make sure they are all aware of the importance of snowmobiling to the Wisconsin economy.

I look forward to working with the other members of the AWSC Executive Board, as we welcome new members again this year.

## **AWSC TREASURER CANDIDATE – STEVE CLARK**



As we all look to the future of organized snowmobiling in Wisconsin, I am submitting my name for consideration as AWSC Treasurer. 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 Dane County Council of Snowmobile Clubs Treasurer from 2014-2021. Since 2022, I have been the AWSC Dane County Representative, also serving on the Safety and Education Committee. Although not my hometown club, I am also a member of the Mercer Sno-Goers.

You may recognize me from the many AWSC Conventions and Workshops I have attended over the years. I recall attending my first workshop in 2014 and becoming even more passionate about the future of the sport of snowmobiling. I was hooked and have attended every workshop and convention since, striving to become more involved in the snowmobiling community. Additionally, attending International Snowmobile Conventions over the last couple of years has expanded my understanding and furthered my commitment from an international perspective.

I am running as AWSC Treasurer to become more involved at the AWSC level. My longtime experience as treasurer at the club and county levels will be beneficial to me if elected as your AWSC Treasurer. I look forward to the collaboration needed to create reasonable comprehensive budgets for the various committees with the AWSC, as well as all duties required to represent you and your clubs as an AWSC board member.

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. In addition to my snowmobiling related activities, I am a project designer for Affiliated Engineers in Madison, so attention to detail is second nature to me. Living in Dane County, I am near the AWSC office and could be onsite quickly if needed.

I would be honored to be your next AWSC Treasurer and would appreciate your support.

## AWSC TREASURER CANDIDATE – KATE FUCHS



Hello, my name is Kate Fuchs. I reside in the southern part of the state in Edgerton, therefore we typically travel as needed to find snow to be able to ride. Outside of snowmobiling, I enjoy being outdoors, however possible. I have the best snowmobile partner with my husband, Brian, and we have two daughters, along with their other halves that share our passion. We have enjoyed watching the KAOS program instill something special in our girls, and many other youth as we have participated in events over the years. Snowmobiling is truly a family pastime.

Because of my love of the sport, I want to see it continue to move forward and gain momentum, so I hope to become your AWSC Treasurer. Currently, I'm the treasurer for Lake Koshkonong SC, and Secretary for the Rock County Alliance. I have been attending AWSC events since 2009, sit on the Publicity Committee, and was a Miss Snowflake parent from 2019-2021.

During our time as Miss Snowflake parents, it was amazing to travel and see all of the things that clubs throughout the state are able to accomplish and do to promote snowmobiling. It was also great to work more with the Executive Board and see their passion to keep snowmobiling active in the State of Wisconsin.

On the publicity committee we tried something new with creating a sign-up for AWSC members to be able to sit at the booth at Wide Open Wisconsin. This had a great response with members volunteering to talk about the AWSC, and I think ideas like these will continue as United we Trail, Divided we Fail. I look forward to learning more about the AWSC, incorporating thoughts and ideas of the membership as much as possible.