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#### **Iowans Return from** ISC in New York

Willey elected vice chair of ACSA Midwest Chapter; Klim reports on snowmobile sales



#### Gearing Up for the Upcoming Season

ISSA plans Snow Show at Dubuque in October, convention at Storm Lake in November



#### RTP Funding Survives July Amendment

Grassroots effort credited with saving program; trio from Iowa goes to Capitol Hill



#### History Made at Clean Snowmobile Challenge

ISU students becomes first team from lowa to participate in March competition



#### More Inside...

- Campout Report
- Early Bird Drawing
- Calendar of Events
- Club News
- Associate Members
- Platinum Sponsors



#### 2015-18 mesezine Decellines

October November December	Sept. 18
November	Oct. 16
December	Nov. 13
January	Dec. 18
February	Jan. 15
January February March	Feb. 12

COVER: The ISU entry in the SAE Clean Snowmobile Challenge navigates the handling course at the Keweenaw Research Center near Houghton, Mich., last March.

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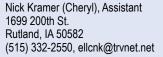
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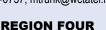
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A pair of ISSA members were elected as officers of the Midwest Chapter of ACSA at the International Snowmobile Congress in New York in June. Bob King, left, of Council Bluffs, was named chair, and Past ISSA President Jim Willey, center, of Lake Delhi, was elected vice chair. Also pictured, John Houk of Michigan was named secretary/treasurer.

## 2015 International Snowmobile Congress Recap Starts Off with a Little Alphabet Soup

#### **By James Willey**

Past ISSA President

Chair, ISSA Communications Committee

We snowmobilers certainly have a lot of acronyms. We all know what the ISSA stands for, but there are also other four-letter abbreviations you may not be so familiar with. Here's a little alphabet soup for the snowmobile industry to digest.

After the ISSA, ACSA is probably the next important acronym. It stands for the American Council of Snowmobile Associations. This organization represents those who value snowmobiling access and protecting snowmobiling rights at the national

As you get more involved in organized snowmobiling, you may also hear about CCSO (Canadian Council of Snowmobile Organizations), FOSPAC (Friends of Snowmobiling Political Action Committee), IASA (International Association of Snowmobile Administrators), ISMA (International Snowmobile Manufacturers Association), ISMC (International Snowmobile Media Council), ISTC (International Snowmobile Tourism Council) and ISC, which stands for both the International Snowmobile Council and the International Snowmobile Congress where the International Snowmobile Council meets annually.

The 47th Annual International Snowmobile Congress was held June 10-13 at the Niagara Falls Convention Center in Niagara Falls, N.Y. Including Iowans, representatives from the national snowmobile organizations and representatives from the state and provincial snowmobile organizations met to discuss issues and challenges to the snowmobiling community, to develop international snowmobile community strategies and to define snowmobilers' role and position on the environment, conservation, access, education and accountability.

#### **Communication Forum**

The ISC provides a communication forum and a means of addressing issues that are common to snowmobilers from an international perspective. The International Snowmobile Council is broken down into three chapters: a Northeast Chapter, a Midwest Chapter and a Western Chapter. The individual chapters—comprised of state associations, provincial associations, and even international organizations—have their own set of officers and hold their own meetings to discuss regional issues.

In addition to representatives from the national organizations, the International Snowmobile Council also includes representatives from special-interest groups which also have their own officers and hold their own meetings to discuss their snowmobile-related issues.

There is no doubt that snowmobiling is a significant recreation of choice and a major economic contributor throughout the 27 Snow Belt states, Canadian provinces and

territories, Scandinavia and Russia. There are approximately 1.4 million registered snowmobiles in the United States, 595,000 in Canada and over 700,000 in Europe and Russia. It is estimated that snowmobiling now contributes more than \$30 billion (that's with a "B") of economic activity in North America alone. But this sport is not without its challenges and that is precisely why the International Snowmobile Congress is so important.

ISSA President Merv Hoermann was the official voting delegate for Iowa with ISSA Vice President Chris Willey, Past Presidents Dick Melick and Jim Willey, Eastern Iowa Tourism Chairperson Becky Willey and several other Iowa delegation members attending Midwest Chapter meetings, ACSA, and ISC Council meetings. Becky Willey also participated in International Snowmobile Media Council and International Snowmobile Tourism Council meetings.

Also meeting at the ISC were the Iron Dog Brigade, IASA meeting of snowmobile administrators and the Thirsty Dogs, who thirst for knowledge on snowmobiling. There was the usual Silent Auction and a nice booth show in the Exhibition Hall.

#### **Informational Seminars**

Informative seminars were provided on GPS for trail development and maintenance, trail liability, economic impact and women in snowmobiling. There were also meetings on organized trail systems, new trail signing recommendations, preparing trails for new users, trail development near railroads, funding trail development with sponsorships, using modern social media and working with charities.

Grooming equipment was displayed by Dubie Welding & Fabrication LLC, Kassbohrer All-Terrain Vehicles, Maxey Snow Groomers / MGS Inc., Prinoth, Soucy International, Inc., The Shop Industrial, and Tucker Sno-Cat Corporation.

ISSA Member Bob King of Council Bluffs was elected as ACSA Midwest Chapter president and Past ISSA President Jim Willey of Lake Delhi was elected as Midwest Chapter vice chairman. ISSA Member Judy King, who completed her term as secretary/treasurer of ACSA, and Duane Sutton of South Dakota, stepping down as president of ACSA, were recognized for their contributions to the organization and snowmobiling.

Bob Kirchner of St. Marys, Penn., was elected as incoming president of ACSA, Greg Hiles of Desmet, SD as vice president, and Dean Meakin as secretary/treasurer.

#### **Not All Business**

Recreational opportunities for Jet boat rides, Erie Canal boat rides, a Native American dance exposition and all of the usual Niagara Falls attractions were available for free time activities for ISC attendees. Co-Chairs for ISC 2015, Gary Broderick and Rosanne Warner of the New York State Snowmobile Association, along with their ISC committee did a great job planning and executing the 2015 ISC event.

Next year on June 9-11, 2016, the 48th International Snowmobile Congress will be held in Rapid City, South Dakota at the Best Western Ramkota Hotel and Conference Center. The 2016 event, like the previous events, will once again be the perfect backdrop to establish relationships with key snowmobile leaders and offer an invaluable opportunity to share ideas with the entire snowmobiling community.

All of this is accomplished in a setting that offers fun, entertainment, good food, exceptional lodging and a unique "off-site" experience while engaging in important dialog. The information and registration materials for next year are available online at www.isc2016.com. I hope we will see many Iowa snowmobilers at ISC 2016 in South Dakota.

ISSA Vice President Chris Willey, wife Andrea and daughter Isabelle on a boat cruise of the Erie Canal.

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Director position is open. If you are interested in serving, please contact ISSA President Mery Hoermann.



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Ed Klim, president of the International Snowmobile Manufacturers Association, provides an update to snowmobilers at the 2015 International Snowmobile Congress in June at Niagara Falls, N.Y. Photo courtesy of Jane Chaddock.

#### by Ed Klim

ISMA President

he International Snowmobile Manu-**▲** facturers Association (ISMA) is pleased to report that snowmobile sales in North America continued to show a positive growth pattern in 2014-15 with sales increases that outperformed the United States and Canadian economies. Supported by a strong snowmobile sales season and great snow cover in 2013-2014, sales of new snowmobiles in 2015 grew eight percent in the United States and four percent in Canada.

Snowmobilers and outdoor winter enthusiasts purchased snowmobiles at a rapid pace early in the year, responding to heavy snowfall the previous year along with strong positive levels of confidence. Sales slowed somewhat in December due to light snow cover but finished on a strong note as heavy snow and cold winter weather engulfed much of North America in January, February, and March.

Sales of new snowmobiles sold in 2015 in the United States reached 58,299 units compared to 54,028 units in 2014 and 48,536 units in 2013. The sales report underscores a 20 percent increase in a twoyear period.

Sales in Canada in 2015 were 50,752 new sleds sold, up from 48,758 units in 2014 and 44,022 units in 2013. Canada has reported a 16 percent increase in new sled sales over a two year period.

Unlike the North American numbers,

however, sales in northern Europe (Finland, Norway, and Sweden) were somewhat flat this year, and sales in Russia declined due to well-known issues related to currency value, political challenges and decline in oil prices which impacted on the Russian economy.

#### **Popularity Continues**

Snowmobiling continues to be very popular throughout North America. Miles ridden and usage of snowmobiles increased over 10 percent, and positive expanding economic impact reports were the rule in the Snow Belt. Snowmobilers generate more than \$34 billion dollars of economic activity in North America annually.

Snowmobilers continue to express a high level of interest in purchasing new snowmobiles in the future and are actively participating in the Go Snowmobiling campaigns and club membership.

Recent surveys by ISMA show that approximately 70 percent of all snowmobilers are members of organized snowmobiling clubs, associations and federations throughout North America. The continued growth in interest in snowmobile club/association activity paints a bright picture for snowmobiling worldwide.

Recent surveys also continue to show that snowmobilers are active outdoor enthusiasts, participating in many outdoor related activities such as fishing, hunting, camping, etc.

Joining the increase in sales of snow-

mobiles, the sale of parts, garments and accessories continues to be strong, with an increase on the purchasing of snowmobilerelated gear, trailers, clothing and other related accessories. Snowmobilers continue to purchase the new high tech products for their enjoyment and eagerly embrace new equipment used for communication, global positioning, riding directions and map-

Snowmobilers are also improving their safety awareness as a growing number of snowmobilers are participating in avalanche awareness and related safety classes, preparing them for mountain and trail riding.

The 2015-16 year is shaping up to be another successful year for the industry. Carryover snowmobile product inventory is at its lowest level in many years, and new products have been displayed and are being widely accepted by the buying public. Early shows and events have reported excellent crowds, and advance orders for products are strong. Snowmobile dealerships are well positioned to take advantage of the growth potential in this sport and are optimistic in their outlooks and planning.

# Yellowstone Issues Draft Winter **Use Adaptive Management Plan**

Yellowstone National Park began seeking public comments this past summer on a draft Winter Use Adaptive Management Plan as part of an effort to continually improve the management of winter use in the park using the best available science and

The draft plan provides direction for the Winter Use Adaptive Management Program, which has three primary objectives:

- 1. To evaluate the impacts of oversnow vehicle (OSV) use and help managers implement actions that keep impacts within the range predicted under the SEIS,
- 2. To gather additional data regarding the comparability of impacts from a group of snowmobiles versus a snowcoach, and
- 3. To reduce impacts on park resources after implementation of the final rule by gathering additional data regarding the overall social and ecological impacts of winter use and using those data to guide future management decisions.

The draft plan outlines a strategy to identify which affected resources should be most closely monitored and evaluated, how these resources should be monitored and how the NPS will continually engage the public throughout this process. The draft plan was developed with input from working groups comprised of members of the public who contribute expertise across six impact topics. Park officials also hosted a public meeting to discuss the plan in August.

At the conclusion of the public comment period, the NPS will analyze and consider all feedback received for inclusion in the final Adaptive Management Plan, scheduled for release in 2016.

# Iron Dog Brigade Marks 40th **Anniversary at New York Congress**

The Iron Dog Brigade celebrated its 40th Anniversary at the 2015 International Snowmobile Congress (ISC) at Niagara Falls, N.Y., June 10-13.

Meeting annually at ISC, the brigade was formed to be a "social and honorary" organization that could make a solid contribution to furthering the sport and industry and to be a speaker's bureau that would be available to promote the sport.

Over the years, the organization has grown to 125 members, including several past ISSA presidents. Membership is by nomination, and the main requirement is the nominee must have served a minimum of 15 years in the sport of snowmobiling either in industry, journalism, pioneer, government or volunteer service. Many members have also been inducted into the International Snowmobile Hall of Fame.

A formal banquet was held to celebrate the anniversary at this year's Congress. Approximately 30 Iron Dogs met along with their guests to induct new members and honor some of their brigade as well. This year's inductees included Frank Roy, Kim Raap and Dale Hickox.

At each Congress, Iron Dogs volunteer their time to help make the event run smoothly. They serve as greeters, ticket takers, auctioneers and speakers among other things.

At the awards banquet, they also announced the recipient of the George A. Eisenhuth Distinguished Service Award. This year's recipient was Dennis Burns of Canada.

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Booth space is filling up fast. To reserve your spot, contact Andrea Willey at (563) 920-4398 or morningstar.willey@gmail.com.

Advertise your booth in the October issue of the lowa Snowmobiler magazine. Ad will be numbered with Snow Show layout location. For rates or for more information, contact Cameron Hanson at (641) 330-5565 or editor@ iowasnowmobiler.com.

> **Hope to See** You There!



# **ISSA Plans Snow Show** or the Season for Dubuque, Convention for Storm Lake this Fall Pointe Resort in Storm Lake Nov. 20-22. attendance. **by Cameron Hanson** "We received a lot of good compliments Featuring an indoor waterpark, the ookending each side of the state, the

DISSA has planned a pair of preseason events this fall to get snowmobilers in Iowa excited for the upcoming season.

In October, building off the success of last season's event, the ISSA is hosting another Snow Show at the Grand River Center in Dubuque. 2014 Convention Committee Chair Andrea Willey is spearheading the second annual event and hopes to create a tri-state tradition for years to come.

"After the success of our inaugural event last fall, we wanted to continue having a Snow Show each year to help promote the sport of snowmobiling in Iowa," she said. "We found that Dubuque was a great area and could draw people from Iowa, Illinois and Wisconsin."

The two-day affair is slated toward the end of October. Doors open at 10 a.m. on Saturday, Oct. 24, and close at 6 p.m. On Sunday, Oct. 25, the snow show runs from 10 a.m. to 3 p.m. Admission is \$5 per person, and kids 12 and under are free to attend.

Vendor space is filling up fast, and show attendees should be able to collect information from a vast array of snowmobile-related businesses. For more information on the event, contact Willey at (563) 920-4398 or morningstar.willey@ gmail.com

"With a wide variety of vendors this vear, we are able to offer something for everyone from gear to club information to snowmobiles, trailers and groomers as well as vacation spots," Willey said. "We hope to increase the crowd from last year and recruit additional vendors in the hopes of growing the sport in not only Iowa but elsewhere as well."

#### **Convention Returns to Region 1**

A month after the Snow Show, ISSA members will be invited to the western part of the state to attend the 42nd Annual ISSA Convention. Clubs in Region 1 will be hosting the annual gathering at King's convention center last hosted the event in 2010, and 2015 Convention Committee Chair and current ISSA President Merv Hoermann is looking to offer similar events this year which made the previous convention there a success.

In addition to the usual business meetings, seminars, training sessions and awards banquet, the planning committee is offering free waterpark passes with paid hotel reservations as well as sponsoring downtown events to create a "hometown atmosphere" and offer entertainment for the entire family.

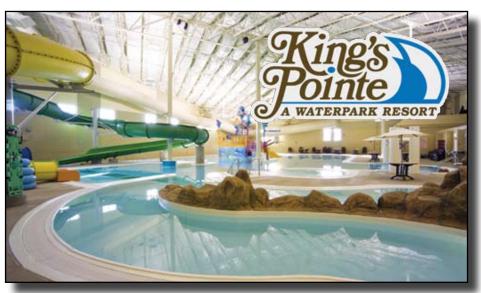
"One thing we noticed the last time we had it here is we saw more families coming with their kids," Hoermann noted. "There have been times at our conventions when there's nothing for the younger generation to do. Then pretty soon the kids stay home. Then if there's nothing for the spouses to do, the moms stay home. And if they don't come, eventually dad doesn't either. By offering something for everyone, we are hoping to avoid this domino effect with

from convention-goers the last time we were at King's Pointe," he continued. "They did a good job and the food was great. Everything seemed to work well so we wanted to give it another shot."

A convention agenda and registration form will appear in the October and November issues of this magazine. To reserve a room at the hotel, contact the resort at (866) 552-5960. Different price points are available and be sure to ask for the ISSA convention rate.

Waterpark passes are included in the room rate, and if they are not used, ISSA members are being asked to donate them back so they can be handed out to local youth groups at the end of convention weekend.

"We will probably have a jar at the registration desk for attendees to drop off their unused tickets," Hoermann said. "We know some of our members don't travel with children and will probably not use the passes. Hopefully, they will be receptive to this idea of giving to local charities."



Free waterpark passes are included with hotel reservations at King's Pointe. Unused passes will be donated to area youth groups at the end of convention weekend.



Winner: Mindi Gabrielson, Britt Participating Dealer: Trimble's cycle Center, Austin, Minn.



Winner: Al Zuehlke, Council Bluffs Participating Dealer: Leisure Life Sports, Omaha



Winner: Jeannie Sorensen, Lake View Participating Dealer: Nishna valley cycle, Atlantic



Winner: Kelli Ann Gerdes Participating Dealer: Black Hawk Marine, Lake View

Buy Your Tickets Today!



# 2015 ISSA Grand Raffle

# When the Sled I Your Dream

Win the snowmobile of your choice valued up to \$10,000 from any ISSA Associate Member Dealer.

Winner is responsible for all taxes, titles and fees. ISSA will provide payment to dealer for up to \$10,000.

> Grand Prize Drawing at the **42nd Annual ISSA Convention** Saturday, Nov. 21, Storm Lake

Purchase tickets from your Region Director or at convention. Need not be present to win.

> Tickets cost \$20 each or six for \$100.

Questions? Contact ISSA Raffle Committee Chair Gary McVicker at (641) 425-1375.

# RTP Funds Survive Summer Scare

Amendment to Shut Down Trail Funding Falls Short; Grassroots Effort Credited with Victory

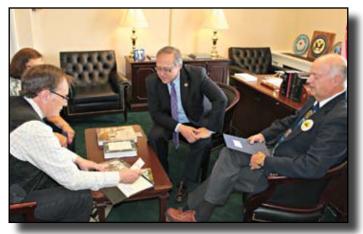
#### by Cameron Hanson

The federal grant program upon which the state snowmobile program in Iowa relies to offset its hefty groomer purchases each winter survived a scare to its future this summer thanks, once again, to the groundswell of support for the program's continuation from the organized snowmobile community and other trail enthusiasts.

In July, Sen. Mike Lee, R-Utah, filed an amendment to the Senate transportation bill calling for the elimination of the Transportation Alternatives Program. These alternatives include the Recreational Trails Program (RTP), a bipartisan grant program created in 1991 to provide funds to states to develop and maintain trails and trail-related facilities for both motorized and non-motorized users.

The program is funded by federal fuel taxes generated by the purchase of fuel for off-highway vehicles (OHVs), including snowmobiles, all-terrain vehicles, off-highway motorcycles and off-highway light trucks. The program currently supports recreational trails across the country at a level of \$85 million per year, according to Christine Jourdain, executive director of the American Council of Snowmobile Associations (ACSA).

"Throughout its history, the RTP has proven to be very successful in helping to fulfill the needs of recreationalists of all types,"



The Iowa snowmobile delegation from Iowa met with Congressman David Young in April while in Washington, D.C., for the annual ACSA D.C. Fly-In. Maintaining RTP funds was a major topic of discussion with the Republican representative from the third district of Iowa.

snow in Iowa purchased in part through the federal Recreational Trails Program.

One of 10 new Prinoth groomers on the

Jourdain said. "RTP-funded projects attract trail users region-wide and bring added revenue from the tourism to local communities. Losing this program would be a big loss to both motorized and non-motorized trail users."

In Iowa, the grant program is administered by the Iowa Department of Transportation (IDOT), and in January of this year, \$1.3 million was awarded to trail projects across the state. As it has for nearly each of the past 15 years, the Iowa Department of Natural Resources received \$240,000 to apply toward the purchase of new and updated grooming equipment in 2015-16.

As a result of this cost-share program, more than half of the 50 snow groomers in Iowa are now less than 15 years old with plans to update even more units later this season. Given the price tag of a new groomer and drag at approximately \$150,000, the importance of RTP funding cannot be overstated, ISSA President Merv Hoermann indicated.

For more than a decade, Hoermann has represented snowmobiling interests on the IDOT's Federal Recreational Trails Advisory Committee, which judges RTP grant applications and makes recommendations to the Iowa Transportation Commission. By law, the funds must be divided as follows: 30 percent motorized, 30 percent non-motorized and 40 percent multi-purpose.

"With the cost of new grooming equipment on the rise, we need to make sure we continue to have access to this important source of grant money," Hoermann said. "We then need to make sure we are applying this funding so we have the most benefit and reach across the state. That may include stretching our dollars by purchasing used equipment versus new."

#### **ACSA Call to Action**

After Sen. Lee introduced his amendment July 23, ACSA issued a Call to Action to contact the senator's office "to let him know that you are very concerned with the impact his Amendment will have. It will eliminate RTP...and will have serious consequences to snowmobiling and other OHV programs, not only in Utah but across the country."

Snowmobilers quickly responded, and within a week of her plea, Jourdain announced Sen. Lee's amendment was not introduced and the Senate passed a six-year highway bill, keeping the RTP in tact.

"Thanks to all of you who answered last week's call to action," Jourdain wrote in an email July 31. "Because of the many phone calls that Sen. Lee's office received, his amendment was not

brought forward for consideration. Victory for RTP!"

The transportation bill now moves to the House of Representatives for consideration this month. The Senate also passed a threemonth extension that the House had passed before they left Washington, D.C., for its August recess. That vote means the current highway funding bill continues through Oct. 31.

"It appears that a multiple-year bill will pass the House before then, but it is unclear at this point if it will be the Senate bill or if they will draft their own legislation," Jourdain said. "The one thing that is clear is grassroots snowmobilers will have to be involved. Your voice counts."

Jourdain encouraged snowmobilers to contact their congressional representatives to let them know how important RTP is to their trail systems. "If you have the opportunity to visit with your elected officials, please remind them of the importance of RTP....and that you pay for that funding every time you fill your sled," she said.

#### Message Delivered at D.C. Fly-In

In April, Hoermann and other leaders from across the Snow Belt brought this message with them to Washington as part of ACSA's annual "D.C. Fly-In." While there, the group spent two days listening to guest speakers on trail funding and access issues and then walked up to Capitol Hill to "Tell the Truth about Snowmobiling."

Joined by Bob and Judy King of Council Bluffs, Hoermann met with the four representatives and two senators from Iowa. They passed along information on snowmobiling events in Iowa and engaged in dialogue with the politicians or their

"We did get a chance to visit with everybody, either in person or with their





aides," Hoermann reported. "There were other things that we talked about, but RTP was the main topic. We wanted to make sure they kept on supporting it, and we definitely stressed how important that program is to us."

snowmobiling," Willey said at the time.

Following a detailed itinerary, Hoermann said the trio from Iowa was given about 10 minutes to visit with each politician. They used their time wisely, handed out prepared packets and took turns making their presentation.

"This year, we were able to have a nice conversation with everybody, get our point across and stay out in front of them," he said. "Even though we see many of these folks every year, they may not always remember us and why we are there. We wanted to get our message out about snowmobiling and how important these RTP funds are. We have to keep reminding them, just like anything else that's close to your heart."

A five-time participant in D.C. Fly-In, Hoermann said he worked well with the Kings during their visit to Capitol Hill. Relocating from Minnesota, the Kings are no stranger to organized snowmobiling and have been active members in ACSA. Judy recently completed her term as ACSA secretary/treasurer, and Bob was elected Chair of ACSA's Midwest Chapter in

"I thought we were very effective as a team and came across quite knowledgeable," Hoermann said. "One thing I noticed right away is that we sometimes go to these events with way too many people, too many in fact that there's not always enough room for everybody in their offices. It gets to be too much. I thought three people was just the right amount this year.

"In these smaller settings, you get to know your politicians better and try to make them feel comfortable around us so they remember us," he continued. "I want them to ask questions of us. That way you can gauge their interest in our sport. As important as their job is and the impact they can have on our sport, we want to be sure they understood what we said once we left their office."

WELCOME

# SAECISU Team Builds CHA Confidence at SAE Clean Snowmobile

Challenge



The Iowa State University men's basketball program wasn't the only team from Ames grabbing some headlines last March. A week before the Cyclones claimed their second straight Big XII Tournament title, a group of engineering students from the school was leaving its own mark on a snowmobile competition in the Upper Peninsula of Michigan.

Led by Mechanical Engineering major Dan Clemens, the nine-member group became the first-ever entry from Iowa to participate in the Society of Automotive Engineers (SAE) Clean Snowmobile Challenge (CSC) March 2-7 at Michigan Tech University. Comprised of mostly juniors, the ISU contingent competed against 20 other colleges, finishing eighth and earning Rookie of the Year honors.

The greenhorns were pleasantly surprised by their overall performance, but more importantly, they were impressed by the sharing of information among the other teams present. As first-year competitors, the ISU students said they were able to visit with other veteran teams and take notes for next year.

"This has been great fun because not only is it a competition, but it has been friendly as well," noted Clemens on inspection day. "Everyone opens their hood. Everyone talks to each other, telling

us what they have done and why they did it. Nothing's a secret around here. We've had very good chemistry no the teams. Everyone is here to prove themselves and try to win, but we are all trying to improve the sport."

among the teams. Everyone is here to prove themselves and try to win, but we are all trying to improve the sport."

Founded in 1999 at West Yellowstone, the industry-supported competition just celebrated its 13th year at the Keweenaw Research Center (KRC) north of Houghton-Hancock. The contest is designed to promote ingenuity, improve snowmobile technology and reduce the sport's environmental footprint. In fact, past results can be seen in production sleds today, according to KRC Director and CSC organizer Jay Meldrum.

"What you're seeing in Ski-Doos today with the direct-injection technology, for example, was demonstrated here in 2007 and put in production in 2008," Meldrum said. "One of the teams from Idaho worked with (Ski-Doo parent) BRP and made it work. They didn't invent it, but they made it work in a snowmobile. That was a good thing.

"We've also learned from this event over the years that half the noise from a snowmobile comes from its track as much as it does from its engine," he continued. "We're now seeing quieter tracks and softer track designs. In the future, we will see more innovations as we drive emissions down."

Describing the event as a "week-long marathon," Meldrum said the competition truly illustrates how difficult it is to design and build cleaner, quieter snowmobiles. The students compete in three categories: internal combustion engines, diesel utility engines and electric engines, and the rules are stringent.

The emissions tests are modeled after Environmental Protection Agency (EPA) standards, while the initial inspection is thorough and performed by engineering professionals. Fine-tuning the sleds to pass inspection requires a lot of trial and error, officials said.

"The hard work is worth it when you see your sled doing what it was designed to do," noted Ryan Stingle, Michigan Tech's engine lead for the internal combustion category. "It's a lot of late nights."



Acceleration test



for the team to rebuild and enhance. An external fuel management system was installed, and the team saved weight

on the machine where it could. They were also able to reduce noise through testing and fine-tuning. Moving into a shop on the ISU campus in late November,

the team spent an estimated 40 hours a week toiling on its project before and after school and on weekends. "This project was our social life for most of the school year," Clemens joked. "People would recognize us around campus as the 'snowmobile team guys."

Eventually billed as the Cy-Clean team, the young men described themselves as a "good mix" of engineers, snowmobilers and powersports enthusiasts. As many as 30 students worked on the sled at one point or another, and the team's Facebook page received more than 100 likes by the time the competition rolled around.

"Finding quality guys to help out was critical for us," said Clemens, who serves as team president. "You have to find the right group of guys who are willing to put in the time to get this done. Once that was done, we just had to go for it. We were all looking for a challenge and something interesting to do."

In addition to recruiting members and securing shop space, fundraising was another challenge the team had to overcome. As evidenced by the stickers on the sled's hood, several business and organizations came through for them, including \$1,000 from the ISSA as well as donations from three Iowa snowmobile clubs: Saylorville Dam Snowmobile Club, Dickinson County

Snowhawks and the North Iowa Sno-Jammers.

"Time, money and space were the big three hurdles we had to overcome," said Clemens, adding the team is still accepting donations through its website at www.me.iastate.edu/snowmobile. "We appreciate everyone's support and were proud to represent Iowa at the competition."

"It was exciting to finally have a team from Iowa participating in this prestigious event," said ISSA President Merv Hoermann, who has volunteered at the challenge since it relocated to the U.P.

#### **Prepared to Compete, not Complete**

The University of Wisconsin-Madison won the overall competition, while second place went to Kettering University from Flint, Mich. Entries were submitted from colleges throughout the Snow Belt as well as from outside the U.S. A Finland team entered an electric sled into the contest, and three teams from Canada competed as well.

Dominic Mathieu, a 24-year-old student Montreal, belonged to a team from the ETS Engineering for Industry University, which, unlike the ISU team, had several years of experience behind them. In addition to providing three support vehicles to travel to the competition, he said his school was "really well equipped" with lathes and milling machines for

the team to employ. "We are pretty lucky at our school, and our instructors have been awesome to work with," the bilingual Mathieu said of the program which has existed at his university since 2003. "This competition is really fun to be a part of. It's not a classroom. You get a chance to

get into the shop, put your welding helmet on and get to work."

The ETS entry was a Ski Doo 600 Ace snowmobile with a four-stroke motor. The team added a turbo conversion kit and increased the horsepower from 60 to 85. "We could probably go more, but we don't want burn it up," he said.

In the north wing of the shop at the KRC, two teams were working on diesel-powered machines. CSC officials introduced this new category this year as diesel sleds have different characteristics than their gasoline counterparts, and there appears to be growing demand for snowmobile use in the agricultural field.

"They may not be the fastest sled in town, but they are proving that they are reliable and have low emissions," Meldrum said.

For those teams relying on gasoline in their motors, the competition required the students to use isobutynol, an





Clemens



Meldrum

EPA-approved fuel which forced the young engineers to recalibrate their machines. The rule change was just one way Meldrum said the CSC "keeps things fresh and interesting." Another method to combat complacency is to adjust the design requirements each

"I am always wondering what we are going to do next year," Meldrum admitted. "We change things up because we want the students to perform engine work. This is an engine competition as well as a noise and vibration competition. This is not about building something from scratch. We want to improve on what the industry has already done."

Meldrum said it's important for students to arrive prepared with their sleds and ready for the challenge. By the morning of Day



Sealed hood

2, the inspection was already complete, and the hoods on their machines were sealed to prevent furthering tinkering.

"We ask them to come to compete in the competition, not to come and complete their project," he said. "A lot of teams will show up still wrenching on their machines. We had a little bit of that here on the first day this year, but each year, we see the teams arriving more well prepared. They know if they don't get done with their inspections,

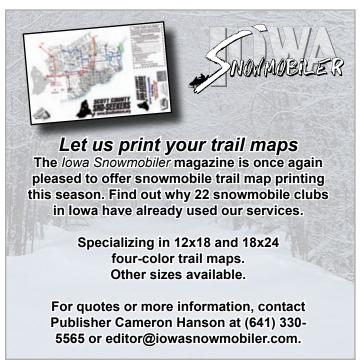
they don't get to go on the endurance ride."

"Getting through the initial inspection was pretty nervewracking," Clemens admitted.

"We made it through technical inspection in the first round which we were all ecstatic about," ISU co-technical director Cameron Pomeroy said.

#### **Endurance Run Sets Record**

Including a 45-mile trip to Copper Harbor, the endurance ride is just one of the many tests to which the sleds are subjected during the five-day competition. The teams are also graded on fuel efficiency, emissions, sound, acceleration and handling. Students



are also required to make technical presentations on their entries and explain their design parameters.

"With the endurance run, we are looking to prove that they can go 100 miles, because if it can't go 100 miles, it's not a snowmobile," Meldrum said. "We also want it to go 45 miles per hour because if it can't go 45, it's not a snowmobile. It's no fun either, by the way. We also want to measure their fuel economy on this run. They get points for the best fuel economy and get points for completing the run to Copper Harbor. If they stop for any reason, they are disqualified."

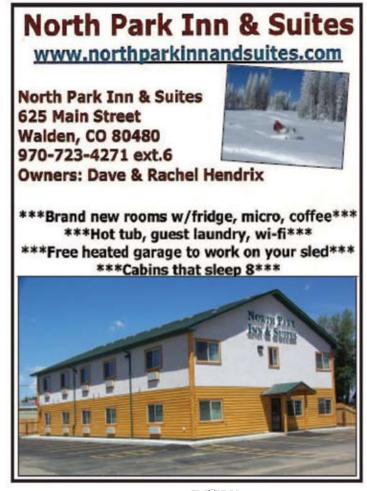
This year, 11 teams completed the run to the shores of Lake Superior, the most of any year in the 13 winters the competition has been hosted in the U.P. Last year, nine teams completed the run; and historically speaking, about half of the teams who start the endurance ride do not complete it.

"That was a monumental moment for this competition," Meldrum said as the teams lined their sleds up on a snowy side street in downtown Copper Harbor March 3. "I've watched this event grow. I've gotten to know these students as they come back year after year. and now we've set a new record."

For the Iowa State guys, they are already planning on returning for the 2016 competition. They feel they've matured as a team over the course of six months and survived many of the growing pains of a new start-up.

Obviously thrilled with the success of their first-year finish, the teammates said they have also learned life lessons through the competition by strengthening their work ethic, improving their problem-solving skills and managing their time as well.

"We had a blast here this week and are looking forward to next year," Clemens said. "We learned how to work together as a team, how to manage a project and how to meet deadlines. We will be back and hopefully better than ever."





#### **ISSA GLUBS**

Clubs in red reported 100% ISSA Membership

#### **REGION ONE**

Buena Vista Blizzard Busters

President: Jeffrey Sassman 709 Hudson St., Storm Lake, IA 50588 (712) 732-6500

Clay County Sno Broncs

President: Doug Alger 912 E 14th St., Spencer, IA 51301 (712) 260-6855, eliteautodoug@hotmail.com

Dickinson County SnowHawks

www.dickinsoncountysnowhawks.com P.O. Box 504, Spirit Lake, IA 51360 President: Kathy Fahy 411 Hill Avenue, Spirit Lake, IA 51360 (605) 359-7177, kfahy@mchsi.com

Lyon County Sno-Lyons

P.O. Box 576, Rock Rapids, IA 51246 President: Eric Borman 405 N. 4th Ave, Rock Rapids, IA 51246 (712) 470-0190, ebconst@yahoo.com

D'Brien County Snowtrackers

President: Kelly Jongerius Visit club's Facebook page at www. facebook.com/pages/OBrien-County-Snowtrackers/149959738392476.

ceola County High Point Riders

www.highpointriders.com President: Jeremy Wollmuth 5992 200th Street, Melvin, IA 51350 (712) 461-1510, wollmuth@mtcnet.net

Powder Players Inc.

P.O. Box 154, Remsen, IA 51050 www.powder-players.com President: Dee Jay Kellen 23657 Marble Ave., Le Mars, IA 51031

Sioux County Snowmobile Club

www.siouxcountysnowmobileclub.com Search Sioux County Snowmobile Club on Facebook under club info in Iowa Snowmobiler President: Dave Taylor 313 Hunter Ridge, Rock Valley, IA 51247 (712) 449-5556, Dave Taylor@interstates.com

#### **REGION TWO**

Emmet County Driftbusters

President: Tyson Enerson 4591 195th St., Estherville, IA 51334 Enerson747@gmail.com

**Humboldt Sno-Skimmers** 

President: Brian Ricklefs P.O. Box 72, Dakota City, IA 50529-0072 (515) 368-0384, bricklef@goldfieldaccess.net

uth County Drift Skippers

President: Jeremy Walker 1402 170th St., LuVerne, IA 50560-8552 (515) 295-8721, jlkwalk@gmail.com

Palo Alto Rough Riders

President: Kurt Bonnstetter 111 Iowa St., P.O. Box 62, Cylinder, IA 50528 (712) 424-3011, kbonnste@iowatelecom.net

Sno-Pak

P.O. Box 122, Rockwell City, IA 50579 www.snopak.com President: Kolby Wagner 749 South Street, Rockwell City, IA 50579 (712) 830-3821, kolbywagner@yahoo.com

#### **REGION THREE**

Hancock County Snowmobile Assn.

President: Dan Stromer 1840 Hwy 69, Klemme, IA 50449 Stromerd@yahoo.com

**Iowa River Riders** 

President: Al Muhlenbruch 206 Highway 3, Alexander, IA 50420 (641) 425-2790, iowariverriders@yahoo.com

#### Club News

#### Region 5

#### Cresco Driftrunners

by Bob Martinek, Treasurer

Hello from Cresco. I am wondering if anyone has a clue as to what happened to summer? Went by way too fast! As we go into fall, the club has already been planning for the "W" season (winter & white stuff).

We start off this year with our annual Steak Fry and Membership Drive meeting on Sept. 20 at Kessell Lodge in Cresco. Social hour starts at 11 a.m. The annual board meeting, including board member elections, starts at noon with steaks on the grill immediately following. The club furnishes the steaks and the beverages for a small donation. Everyone is asked to bring a dish to pass and their own table service. Always a fun time and very relaxing. The meeting is open to all so please bring the kids, and any friends who might be interested in joining our club. After the food, we will have bean bag games and the entire park available to play.

Just in case you need to get the days blocked off on your 2016 calendar, Snow Fest 2016 will be Jan. 21-24 and Charlies' Chili Feed will be on Feb. 13. I will have more details on these later. Thanks for now and hope to see everyone at the Steak Fry or on the trails this upcoming winter!

#### Trails Unlimited

by Bud Winter

Hello, snowmobile friends!

It seems like forever ago that we last had snow, doesn't it? Our club ended last season in great spirits even though it wasn't the best year by any means. We had a great turnout at our Spring Landowner's Breakfast as well as great support from other patrons.

More and more people in our club continue to step up and help out with things, so snow or no snow, it's awesome to see more involvement. Our club continues to strive to improve our trail system, and with the help of these new members, we know that we will be able to do so.

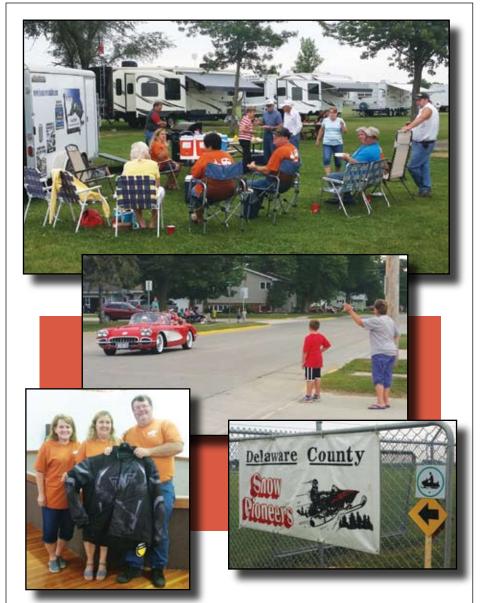
This summer, our club didn't meet so besides just running in to each other and talking about snowmobiling we haven't done anything since we took signs out. We look forward to getting our new sign order in soon and getting back together to assemble them.

Until then, have a great end of to the summer and safe start of a new school year.

## **2015 ISSA** Club Challenge

Webster County Ice Breakers	\$1.001
Wapsipinicon Snowmobile Association	\$1,000
Saylorville Dam Snowmobile Club	\$500
Frozen Few	\$500
Floyd County Groomers	\$300
Eastern Iowa Sledheads	\$500
Iowa River Riders	\$400
Tri-County Snowmobile Association	\$351
Jones County Snow Chasers	\$351
Central Iowa Snowmobilers	\$350
Sac County Snow Lovers	\$301
Snow Pioneers	\$350
Bremer County Sno-Knights	\$250
Cedar Falls Sno Hawks	\$200
Howard County Stump Jumpers	\$150
Palo Alto Rough Riders	\$150
Driftrunners	\$100
Trails Unlimited	\$100
O'Brien County Snowtrackers	\$100
Emmet County Driftbusters	\$100

Fundraising campaign renews at the annual ISSA convention. All donations benefit the ISSA's lobbying efforts at the State Capitol in Des Moines. Send your contribution to your Region Director or ISSA Treasurer Kim Herman. Contact information can be found in the front half of this magazine.



# Snow Pioneers Host ISSA Summer Campout at Manchester Falryrounds

The Snow Pioneers snowmobile club of Region 5 hosted the 2015 ISSA Annual Summer Campout at the Delaware County Fairgrounds in Manchester Aug. 7-9. Approximately 60 snowmobilers attended the event, and overnight campers filled 20 spots.

ISSA members were treated to five meals with their paid registration, including a noon meal provided by the ISSA Trail Break Trailer (top photo) and a Sunday morning breakfast served by the local band parents support group.

In addition to the customary camping games and fireside social events, campers were invited to visit local snowmobile dealers as part of Saturday's slate of activities. People who collected business cards from the various places were then entered into drawings for items donated by those dealers.

Bottom left, Karen McVicker made the hour-long trip to Nick's Powersports in Dickeyville, Wis., and won one of the top prizes of the night: a pair of Ski-Doo bibs and matching jacket. Making the presentation were Campout Committee Co-Chair Becky Willey and Past ISSA President Jim Willey.

Weekend festivities also included a Saturday evening car cruise and a Sunday afternoon car show sponsored by the Country Cruisers Car Club. Center, the 350-car parade motored past the fairgrounds for the enjoyment of many campers and residents who lined the streets.

#### **ISSA GLUBS**



Clubs in red reported 100% ISSA Membership

Lakota Sno-Eagles

President: Jordan Valvick 4410 Highway 169, Lakota, IA 50451 (515) 538-0290, jordanvalvick@gmail.com

North Iowa Sno-Jammers

P.O. Box 103, Lake Mills, IA 50450 www.northiowasnojammers.com President: Valere Holtan 38320 210th Ave., Forest City, IA 50436 (641) 567-3674

North Iowa Snow Seekers

President: Angie Lien northiowasnowseekers@yahoo.com (641) 494-6133

Worth County Fencestretchers

P.O. Box 27, Northwood, IA 50459 President: Steve Arnold (641) 390-0567, k44arnold@gmail.com

REGION FOUR

Bremer County Sno-Knights

President: Dennis Koehler 805 9th St NW, Waverly, IA 50677 (319)352-5576, (319) 240-5756 koehler805@gmail.com

Cedar Falls Sno Hawks

President: Brian Carmichael 14784 290th St., Aplington, IA 50604-9368 319-215-5006

bcarmichael@industrialfab. net

Chickasaw Sno-Riders

President: Steve Schulz 2584 220th St., New Hampton IA. 50659 (641) 330-0677(c), (641) 394-5186(h) steve\_leeann@hotmail.com

**Dewar Snow Chasers** 

President: Cory Allspach 4016 Round St., Cedar Falls, IA, 50613 (319) 404-2878

Floyd County Groomers Association

President: Philip Schrage P.O. Box 7, Marble Rock, IA 50653 (641) 397-2775, schrage@windstream.net www.floydcountygroomers.webs.com

Howard County Stump Jumpers

President: Nathan Hale 4145 Hillcrest Dr., Riceville, IA 50466 (641) 985-2699.

Mitchell County E-Z Riders, Inc.,

President: Keith Popp 1408 Pleasant St., Osage, IA 50461 (641) 732-3625, keith@poppexc.com

Snow Snoops Snowmobile Club

President: Derek Buss (641) 228-0954 drb@butlerrec.coop

#### **REGION FIVE**

Allamakee Sno-Blazers

Allamakee Sno-Blazers PO Box 94 Waukon, IA 52172 President: Mary Dehli 1830 Hwy 76 N, Waukon, IA 52172 (563) 568-6111, rmdehli@live .com

**Asbury Snowhawks** 

President: Tom Spalla 3309 Brook Hollow Dr., Asbury, IA 52002 (563) 582-8893. tnspalla@hotmail.com

Clayton County Snowbirds

12469 Hwy. 18, Postville, IA 52162 President: Mark Bries 21352 Highway 18, Monona, IA 52159 (563) 539-4555, mbconstruction@neitel.net



#### ISSA GLUBS

Clubs in red reported 100% ISSA Membership

Driffrunners Inc.

Join Us on Facebook under 'Groups' President: Dean Zakostelecky 124 Fourth Ave. SW, Cresco, IA 52136 dean@decorahautocenter.com

Dyersville Driftskippers

www.dyersvilledriftskippers.net President: Phil Helle

610 6th Ave NE, Dyersville, IA 52040 (563) 590-0549, philhelle@yahoo.com

**Snow Pioneers** 

President: Steve Vorwald 1582 210th St., Manchester, IA 52057 (563) 927-5362, ssvorwald@iowatelecom.net

Trail Blaz-zers Inc.

President: Tim Arthur 20197 130th St., Sumner, IA 50674 (563) 578-5417, trail.blazzers.inc@gmail.com

Trails Unlimited

Trails Unlimited 15778 282nd St., West Union, IA 52175

President: Bud Winter (319) 231-3337, bwinter@acegroup.cc

Wapsipinicon Snowmobile Association

P.O. Box 802, Indepedence, IA 50644 www.wsaiowa.com

President: Morgan J. Kuper 1916 Central Ave., Jesup, IA 50648. (319) 239-0590, mkuper3@jtt.net

niek Trail Twisters Inc.

P.O. Box 154, Decorah, IA 52101 President: Jake Ludeking 2005 Centennial Rd, Decorah, IA 52101 (563) 380-6747, jakeludeking@gmail.com

#### **REGION SIX**

Sac County Snow Lovers P.O. Box 464, Lakeview, IA 51450 President: Bradley Garrels 307 Adams St., Lake View, IA 51450 (712) 210-4262, garrelsbrad@hotmail.com

#### **REGION SEVEN**

High Bridge Trailblazers

President: Jason Moorman 614 West Oak, Ogden, IA 50212 (515) 230-4171, jmmoorman@netins.net

Raccoon Valley Snow Chasers

President: Mike Patten 5204 Neva Pt., Panora, IA 50216 (641) 755-3863, mjpat76@aol.com

lle Dam Snowmobile Club

Saylorville Dam Snowmobile Club P.O. Box 3133, Des Moines, IA 50316 www.saylorvilledamsnowmobileclub.org President: Craig Krapfl 3614 SW 29th, Ankeny, IA. 50023 (515) 707-7237, ckrapfl@gmail.com

Team Iowa Snowmobilers

www.teamiowasnowmobilers.com President: David Eide

teamiowasnowmobilers@hotmail.com (515) 230-0389

Webster County Ice Breakers President: Jim Suchan 3374 Garfield Ave., Gowrie, IA 50543 (515) 352-3039, jsmgr@lvcta.com

#### REGION EIGHT

wa Snowmobilers

P.O. Box 1751, Marshalltown, IA 50158, President: Kevin Weese (641) 485-0123, yamaha.family@yahoo.com

#### Club News

#### Region 12

#### Snowdrifters, Inc.

by Ron Roe

Hello, everyone. Ready or not, we are getting into the fall season, meetings are starting with winter planning and school is starting with football season starting soon. After that is the snow season.

We have been planning a lot of things this summer with a tractor pull on Aug. 22 (which will be over by the time we read this). We started talking about the fall swap meet later in October, which will be here soon. Then, we will start doing all the trail work, which involves repairing and replacing several bridges.

It seems like at our summer meetings, we have different people at them. Everyone seems to get away for a short summer vacation. I and my wife hit the ATV trails in July. Wisconsin has some good riding now that they opened up a new county to ride in. Nothing hard to ride, some black top roads, fire lanes in the timbers, some gravel roads and just dirt trails. All easy to ride and very scenic. We are looking forward to our next trip to Minnesota for Hay Days. Then we can really get enthused for winter.

I don't really have anything more to write about at this time, so more next month on what is taking place here. Enjoy the rest of your summer.

#### CALENDAR OF EVENTS

#### September

- Hay Days Sept. 12-13. View flyer on back or visit www.haydays.com for more information.
- ISSA Board of Directors meeting Sunday, Sept. 20, at 9 a.m. at Farm Bureau, Hampton.
- Driftrunners Steak Fry and Membership Drive Sunday, Sept. 20, at noon at Kessell Lodge in Cresco. Social hour starts at 11 a.m.

#### October

- · Snowdrifters swap meet TBD.
- ISSA Snow Show Oct. 24-25 at the Grand River Center, Dubuque. Doors open both days at 10 a.m. The show ends Saturday at 6 p.m. and Sunday at 3 p.m.
- ISSA Board of Directors meeting Sunday, Oct. 25, at 9 a.m. at the Grand River Center, Dubuque.

#### November

- 42nd Annual ISSA Convention Nov. 20-22 at King's Pointe Resort, Storm Lake.
- · Capitol City Shootout Grass Drags, Saylorville Dam Snowmobile Club, Saturday, Nov. 7, Todd's Air Field. Ankenv.

#### December

ISSA Board of Directors meeting Sunday, Dec. 13, at 9 a.m. at Farm Bureau, Hampton.

# AGSA Legal Defense Challenge

Eastern Iowa Sledheads \$100 North Iowa Sno-Jammers \$70 Snowdrifters \$50 Dickinson County SnowHawks \$25 Iowa River Riders \$20 Floyd County Groomers \$20 V&V Insurance \$20 Chickasaw Sno-Riders \$10 Cedar Falls Sno Hawks \$10 Central Iowa Snowmobilers \$10 Bremer County Sno-Knights \$10 Humboldt Sno-Skimmers \$10 Sac County Snow Lovers \$10 Saylorville Dam Snowmobile Club \$10	000000000000000000000000000000000000000
Saylorville Dam Snowmobile Club	0 0 0



**Grand Raffle Early Bird Winners** 

The ISSA Grand Raffle Committee held its Early Bird drawing at the 2015 Summer Campout at Manchester Aug. 8. Anyone who purchased a Grand Raffle ticket by then was entered into the drawing for a combined \$1,000 in snowmobile gear and accessories. Randy Mall (not pictured) won the top prize of \$500. Vicki King (center) won \$300, and Chad Sexton (with young friend Myles Schnoebelen) won \$200. The prize money must be spent at an ISSA-member dealer of the winner's choosing.

As detailed in the flyer on page 10 of this month's issue, the ISSA is once again raffling off \$10,000 toward the purchase of a new snowmobile from any ISSAmember dealer. Tickets cost \$20 each or six for \$100, and the grand prize winner will be drawn at the November ISSA Convention. All three Early Bird winners have been re-entered into the drawing. For more information, contact Committee Chair Gary McVicker (second from left) at (641) 425-1375. Also pictured are Campout Committee Co-Chair Becky Willey and Past ISSA President Jim Willey.



drawing. An ISSA membership application is available online at www.iowasnow-

mobiler.com/issa/2015memapp.jpg.

#### **ISSACLUBS**



Clubs in red reported 100% ISSA Membership

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P.O. Box 231, Traer, IA 50675 President: Jamie Erhardt 312 Mill St., Traer, IA 50675 (319) 415-8189, jhardt88@yahoo.com

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Eastern Iowa Sno-Riders

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Snowmobilers of Jackson County

President: Aaron Michels 39014 308th St., Bellevue, IA 52031 brittany-farrell@hotmail.com

#### **REGION TEN**

outhwest Iowa Snow Scooters

President: Trent Larson 25817 208th St., Crescent, IA 51526 trentlarsn@gmail.com

#### **REGION ELEVEN**

Appanoose County Trails, Inc. P.O. Box 825, Centerville, IA 52544

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ccwwarriors@yahoo.com President: Jerry Meier 1241 Jackson Áve., Tipton, IA 52772 (319) 325-6021, jmeier@hupp-electric.com

rn Iowa Sledheads

P.O. Box 519, Lone Tree, IA 52755 easterniowasledheads@aol.com President: Mindy Scott P.O. Box 435, 204 W. Dougherty Dr. Lone Tree, IA 52755 scott4@iowatelecom.net (319) 629-4630(h), (319) 325-8917(c)

nowdrifters, Inc.

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Scott County Sno-Seekers

www.snoseekers.org P.O. Box 2332, Davenport, IA 52809-2332 President: Kevin House (563) 505-3385, khouse805@yahoo.com

outheast Iowa Ridge Blasters

President: Aaron Dorothy 502 E. Cedar Ln., Mt. Pléasant la 52641 (319) 986-5188(h), 319-671-0329 (c) aarond65@hotmail.com



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dannek2034@gmail.com **Happy Time Resort** 526 470th St., Lake Mills, IA 50450 (641) 592-2267, smantha@wctatel.net www.happytimeresort.com

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# Become a Platinum Sponsor of the ISSA

Save 50% Over Published Rates

The Iowa State Snowmobile Association and the *Iowa* Snowmobiler magazine are once again teaming up to offer a special marketing package for the 2015-16 season.

For the fourth straight year, your business can become a Platinum Sponsor of the ISSA for <u>just \$500 a season</u>, representing a <u>40% savings</u> for the following package benefits:

#### Marketplace Display Ad (a \$650 value)

Market your business under one of the following categories in each issue of the *lowa Snowmobiler* magazine: Dealer, Services, Tourism, Lodging or Hospitality. The Marketplace Section appears in each issue of the magazine. Please note the December and February issues will be online/digital versions only.

#### Free Web Ad and Link (a \$200 yalue)

Same print ad and web link will be posted for one season on the ISSA website at www.iowasnowmobiler.com. Our website receives more than 10,000 hits each month during the winter.

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#### **Marketplace Ad Size**

## Sign Up Today!

Please fill out the form below or email editor@ iowasnowmobiler.com. All ads are listed on a first-come, first-served basis in each category.

For more information, contact Cameron Hanson, lowa Snowmobiler Publisher, at (641) 330-5565 or Jim Willey, ISSA Communications Chair, at (563) 920-0911.



# Iowa State Snowmobile Association Platinum Sponsorship Application

Please remit with payment.



\$500 Platinum Sponsorship
a \$875 value which includes

- Seven (7) Magazine Display Ads
- · Seasonal Website Advertising
- 2016 ISSA Associate Membership
- · Listing in Magazine Directory
- · One-Year Magazine Subscription

\$25 ISSA Associate Membership (does	s not quality for we	eb link
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Amount Enclosed					
CashCheckCredit Card					
Make check payable to the Iowa State Snowmobile Association.					
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Send your sponsorship form and prepayment today to:					

Name of Business or Dealership:		Contact Person:			
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Phone:	Email:	Website:			
If signing up through a club, list club name here		Snowmobile Brar	Snowmobile Brand(s) (if applicable)		
Anything you'd like	to add to your listing in the magazine?				

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#### SPECIAL EVENTS

\*EXTREME EXPO\*

Snowmobile & ATV Jumps and Tricks
Two Times on both days
\*TERRA CROSS UTV RACING\*
\*ATV DEMO RIDES\*

#### 2016 SLED & ATV DISPLAYS

200+ Dealers

#### SWAP MEET

1,000s of Swap Vendors (Swappers must register on-line)

#### VINTAGE SLED DISPLAYS

Saturday & Sunday





ARCTIC CAT • POLARIS • SKI-DOO • YAMAHA



FOR MORE INFORMATION CONTACT SNO-BARONS HOT LINE: 763.274.0235 OR VISIT OUR WEBSITE: WWW.SNOBARONS.COM • 38740 ORIOLE AVE. • SUNRISE TOWNSHIP, MN LOCATED 7.2 MILES EAST OF NORTH BRANCH • NO ATVS. BICYCLES OR ANIMALS ALLOWED