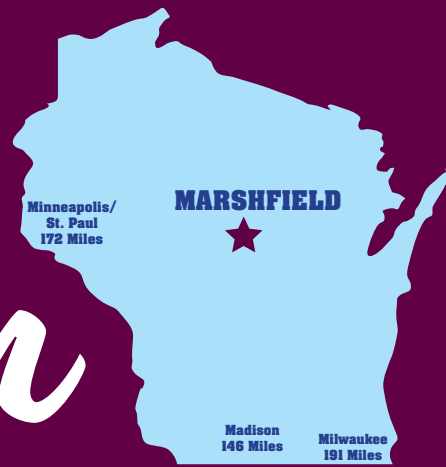


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Marshfield in Motion...

Our community has seen a lot of changes over the last year. The north side has exploded with new retail in the Marshfield Towne Center, the Rose Bowl Lanes facility was taken down to make way for a new car wash, a new Indian Fusion restaurant opened on the south side and several downtown buildings are being redeveloped by new owners.

Two newer City subdivisions, Green Acres Estates and Daniel's Addition, have added residential lots offering options for new homes in charming neighborhoods. Check them out to build or buy your dream home!

New community projects are in full swing, from pickleball courts to a new fieldhouse to a new community recreation center. Marshfield is becoming a hub for indoor/outdoor family activities, various sports tournaments, and events for all seasons.

The vision and opportunities for the Second Street corridor, located downtown, are beginning to take shape. We are excited to see what the redevelopment of this area will be.

Additional land was purchased and became a certified site in Yellowstone Industrial Park, with 123 acres now shovel-ready for future development. Several manufacturing businesses added new buildings to their footprint to accommodate continued growth.

Whether you are a visitor, a new resident, or you grew up in Marshfield, this publication will provide a brief look into what makes our community special and unique.



*Karen Olson
Business Development Director
Marshfield Area Chamber Foundation*

ON THE COVER

Top photo: Ribbon cutting for the Mid-State Technical College at Marshfield Clinic Health System (MCHS) location.

Bottom photo: Groundbreaking ceremony for new 123-Acre Certified site in Yellowstone Industrial Park.

To learn more about Marshfield, visit these websites or contact anyone from our Economic Development Team:

City of Marshfield - <https://www.ci.marshfield.wi.us>

Marshfield Area Chamber of Commerce & Industry - <https://www.marshfieldchamber.com>

MainStreet Marshfield - <https://mainstreetmarshfield.com>

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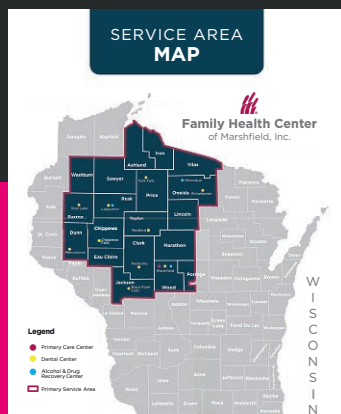
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Marshfield lands only Indian eatery for miles around

BY MIKE WARREN
EDITOR

MARSHFIELD – Let us take you on a journey along the Silk Road. Better yet, let's let Umer Khan be our guide. He is the newest owner of Al Madinah Cuisine, Marshfield's new Indian restaurant – the only Indian restaurant for miles, quite literally.

"There was an opportunity in Appleton, but there's already an Indian restaurant there," said India-born Khan, who lives in Appleton. "We noticed that there was a need here. There is no Indian restaurant for ninety miles.



Al Madinah Cuisine - the only Indian restaurant within roughly 100 miles of Marshfield - recently reopened on the city's south side, with a July 2024 ribbon-cutting.
Mike Warren photo

Sue Decker & Sammy Brock



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The closest one is in either Madison or you have to go to Appleton.”

Khan and his business partner, Siyar Abdullah, both agree the response to Marshfield’s newest eatery has been very positive, especially since they reopened Al Madinah Cuisine after the previous owners – a south Indian couple – shut it down in spring 2024.

“A lot of people seemed disappointed that this restaurant was closing,” Khan told us. “And we also looked into what were some of the gaps, so we felt like if they were getting this much response already, if we make it better – I have this notion, ‘Don’t feed anyone what you would not eat yourself’ – basically that is what we are focusing on. We cook like we cook for ourselves. No compromise on quality at all.”

Translated from Arabic, Al Madinah means “the city,” and Khan draws his inspiration from the historical Silk Road, an ancient network of trade routes connecting the East and West, facilitating the exchange of goods, cultures, and ideas. Along those routes, diverse spices from regions like India, Persia, and China converged, enriching culinary traditions and fostering a vibrant fusion of flavors across continents.

“I’ve always been fascinated by the Silk Road,” said Khan, during our July 2024 visit to the restaurant. “That was a road connecting northwestern China to Constantinople, present-day Istanbul. Along the way, there were a lot of mergers of different cultures and especially spices, and that gave us a lot of dishes which we offer

here. So, it’s not just Indian food, it’s Indian fusion food because the background is the Silk Road. So, you have some dishes from Afghanistan, some dishes from Persia, some dishes from Istanbul, but most of the dishes are from India.”

And while the restaurant keeps Khan busy, it is not his full-time job.

“Cooking is my passion, learning about different spices, it’s always fascinated me, but I’m also an IT nerd,” Khan said. “I have four degrees and one of them is in cyber-security. I have another job and I work there five days a week, eight hours every day.”

Umer’s and Siyar’s story – and menu – can be viewed online at almadinah-cuisine.com. ■

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Wisconsin Economic Development Corporation (WEDC) Sec. Missy Hughes was in Marshfield April 1, 2024 to help local officials break ground on a 123-acre parcel on the city's southeast side which is now part of the state's Certified In Wisconsin Program, letting developers know the land is shovel-ready.

Mike Warren photo

Chamber unveils shovel-ready industrial park

Well-situated site earns state certification

BY MIKE WARREN
EDITOR

MARSHFIELD – A 123-acre parcel of land on Marshfield's southeast side is open for businesses, and thanks to a statewide certification program, developers across the country are hearing about it.

As the newest member of the Certified In Wisconsin Program, Marshfield's Yellowstone Industrial Park is ready for development. In conjunction with the Wisconsin Economic Development Corporation (WEDC), the Marshfield Area Chamber of Commerce & Industry on April 1, 2024 broke ground on the certified site, bordered by Yellowstone Drive on the south, Galvin Avenue just to the west and Stadt Road to the east.

“WEDC is the final seal of approval on this moment, but none of this would happen without the efforts of the City of Marshfield, Wood County, the Marshfield Area Chamber of Commerce and Industry, Marshfield Utilities, it’s really all of you coming together to demonstrate the opportunity to have this shovel-ready site,” said WEDC Secretary and CEO Missy Hughes, during groundbreaking ceremonies. “And what it says is that you are ready for more industry to come to Marshfield, that you want to make that happen, that you’ve been incredibly proactive in making that happen, and so I just want to congratulate you on that because there’s so many different pieces that we need to put together for economic development to really be successful,” Hughes continued. “We talk about all the things that we need to do, including educating our workforce, making sure that they’re ready and available, removing barriers to the workforce getting here to be able to work, it means talking about quality of life and making sure that folks in

Marshfield have housing and transportation and childcare and all those pieces of the puzzle.”

The Yellowstone Industrial Park encompasses 123 acres and 101 of them are developable. The site – behind Packaging Corp. of America, Quality Tank Solutions, and UW-Madison Soil & Forage Analysis Lab – is less than two miles from four-lane U.S. Highway 10 and just 30 miles from Interstate 39, and is also served by the Canadian National Railway Company.

To become certified, Yellowstone Industrial Park and program officials invested in completing due diligence studies including a wetlands report; a geotechnical report; an endangered resources review; and archaeological, architectural, and historical reviews. A Phase I Environmental Site Assessment has also been completed.

“Looking back a few years ago we began to realize that we were running out of bigger lots in the industrial park,” said City Administrator Steve Barg. “We still had some land for development, but we didn’t have larger

parcels. So we worked out to purchase a-hundred-twenty acres from UW. That was closed in June of 2022. Now we can meet the land needs of people looking for larger projects. That opens the door to real possibilities here in the city of Marshfield that we couldn’t accommodate previously. Also, developers and site selectors know that we are shovel-ready,” Barg added. “We are ready to go.”

The state certification removes many of the ambiguities, pitfalls, and delays that can confront developers during the siting and planning process – something Marshfield was missing out on, according to MACCI Business Development Director Karen Olson.

“This is something as an economic developer you dream of,” Olson said. “[Three things] first got me interested in doing this process. First one was all the communities around us had certified sites, but not Marshfield. That’s not acceptable. Second thing was, we’ve been talking for years about having a site selector come to our community and critique what we are doing well,

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what should we be doing, what aren't we doing so well and what type of businesses could we attract here. And the third thing that I really looked at is, once we would get these sites certified, the state would do all kinds of marketing for us and we could market it as well, so it's a win-win for all of us."

"Businesses and investors want certainty," Sec. Hughes added. "The Certified In Wisconsin Program offers businesses peace of mind because it ensures that an array of concerns have been evaluated and addressed, making sites ready for immediate development. That assurance makes Yellowstone Industrial Park a prime development site."

For site selectors and developers, Olson told us certified site designation serves as a pre-qualification, indicating that a property's title is clear, that it possesses sufficient utilities and other infrastructure for industrial use, and that it is properly zoned and has adequate transportation access for such uses, among other criteria.

"Companies don't want to wait

a year for you to prepare a site for development," Olson said. "The state often gets RFIs (Requests for Information) from companies, and they're looking for twenty or thirty acres at a time, and prior to this land we didn't have larger spaces for industrial development. Now, Marshfield can be an option for companies looking to expand or relocate."

Olson said Marshfield is targeting industries including wood products, metal manufacturing, agriculture, and baseline food-related and health services as tenants for the site.

WEDC sponsors the Certified Sites Program to enhance the state's appeal to companies looking to invest. Working with WEDC, communities can obtain Certified Sites designation for properties at a much lower cost than they would pay to pursue the designation on their own through an independent consultant. Each community demonstrates readiness through dedicating significant staff time and effort, and by investing in the due diligence

studies required for certification. This demonstration of commitment is how site selectors and developers know these sites are serious about, and ready for, business expansion and attraction.

The Certified In Wisconsin Program began in 2012 with a goal of powering the development of commercial properties statewide. Through the WEDC program, offered in partnership with Site Selection Group, communities can obtain site certification at a much lower cost than pursuing development-ready certification through private consultants.

At last word, Wisconsin had 15 available Certified Sites, and a total of 23 sites have been certified since the program began. Currently, 46 development projects are underway or completed on the sites, which together are expected to create more than 3,445 jobs and generate more than \$581 million in capital investment.

For more information on Wisconsin's currently available Certified Sites, visit InWisconsin.com/certified. ■

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CFR Celebrates 40 Years of Growth in Marshfield

**BY MIKE WARREN
EDITOR**

MARSHFIELD – Marshfield is home to lots of unique and wonderful one-of-a-kind features – from a world-class health care facility nestled in the heart of dairy country and the must-see world’s largest round barn to a free community zoo that rivals those found in bigger cities, amateur baseball and semi-pro soccer teams, state and federal agricultural research facilities, four-year and technical colleges and so much more.

And in a community that also boasts lots of manufacturing and fabricating opportunities, Custom Fabricating & Repair rises to the top, as one of the

nation’s largest companies of its kind in operation today.

“We design, manufacture and install OEM (Original Equipment Manufacturer) process systems for food, dairy, beverage, pharma, so we’re formally called an OEM process integrator,” Jordan Gaiche, Director of Administration, told us in a recent interview about the company.

Having recently celebrated its 40th anniversary in June 2024, CFR is a privately-held and locally-owned Wisconsin company that is large enough to take on multi-million dollar projects, yet efficient enough to remain competitive with smaller competitors.

“A big part of our brand is that we’re

end-to-end,” said Gaiche. “So, we do design, engineering, manufacturing, programming and automation, installation and support, so we do the whole nine yards.”

And while this locally-grown, family-owned company is tucked away in a city of 18,000-plus residents in the center of America’s dairyland, don’t let its quiet existence fool you – CFR is a worldwide player in the OEM industry.

“We’ve manufactured systems that have gone to every continent, including Antarctica,” Gaiche said. “We’re one of the largest stainless steel manufacturers in North America.”

CFR currently has approximately 450 employees, most of them at the compa-



An aerial look at the Custom Fabricating & Repair campus in Marshfield, which has direct access to a four-lane interstate to other parts of Wisconsin and the country. **Submitted photo**

ny's Marshfield campus, which continues to expand.

"We've continued to grow," said Gaiche. "In 2023 we completed the doubling of capacity in our newest plant, and then we also built a new, state-of-the-art machine shop. So we have six different manufacturing facilities in Marshfield."

Gaiche says having "custom" in the company's name is appropriate because they listen to what the customer is trying to accomplish and use their experience to provide the best fit for the application.

"We do some pretty large-scale projects," he said. "We do large greenfield projects, brand new plant builds. We do existing plant retrofit projects, or brownfield projects, so we take on some large-scale operations. We serve some of the largest food and dairy companies in the world, but we also work with some of the smaller cheese and dairy plants

throughout the state of Wisconsin as well, so we're pretty versatile that way."

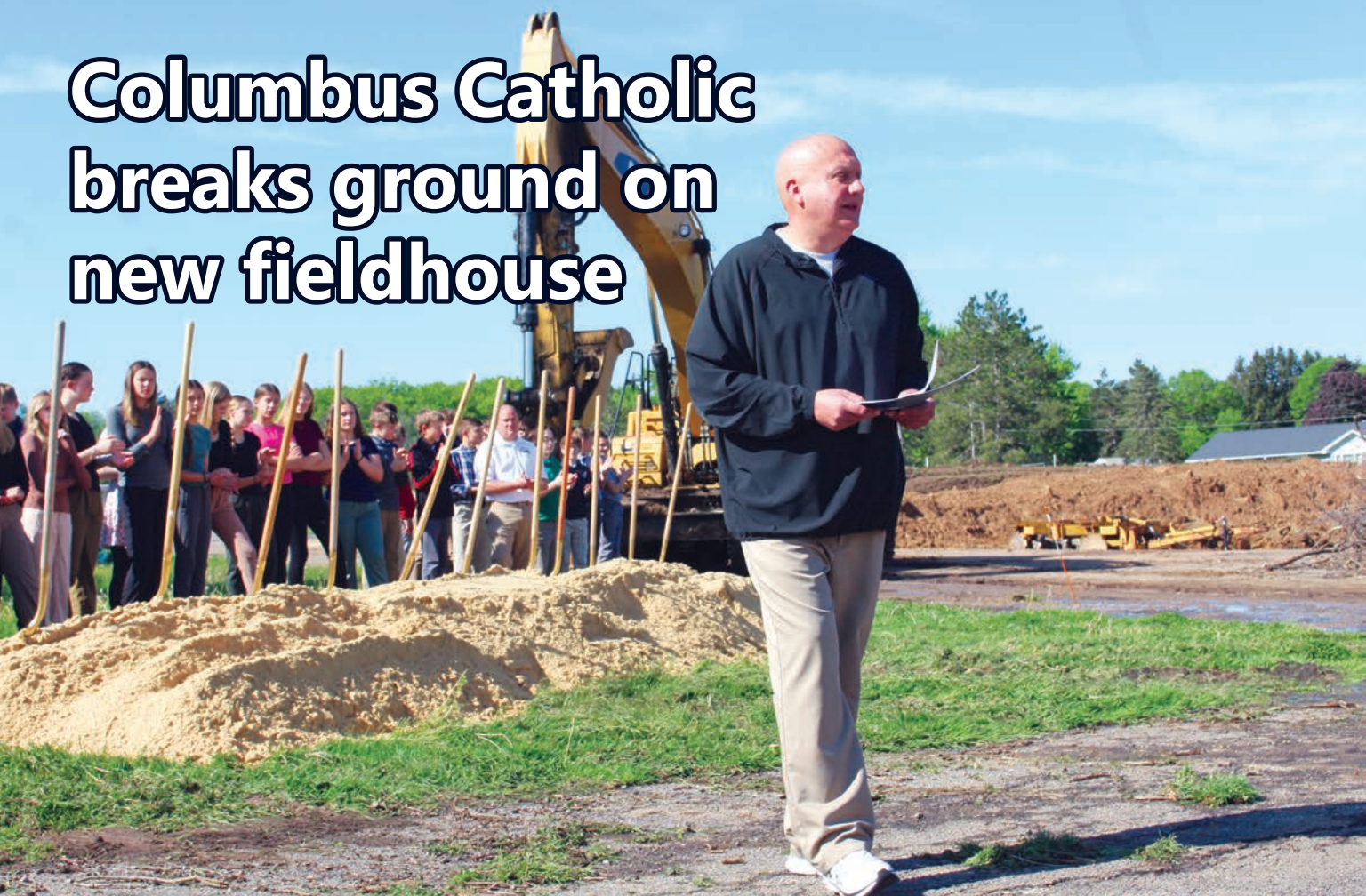
CFR has been a finalist for the Large Manufacturer of the Year Award from Wisconsin Manufacturers & Commerce on several occasions in recent years. And when they're not building something, Gaiche says they're building the workforce of the future.

"The one big thing that we've been really focused on is making manufacturing accessible for everyone," he told us. "We've recruited and worked on introducing more women into the welding and manufacturing careers. We've hosted Women in Welding events here and continue to outpace the national average as far as that goes. We work a lot with local schools and tech colleges. And right now, we recently kicked off a Veterans hiring campaign, with a goal of hiring 25 Veterans achieving Veteran-friendly employer status through the

National Veterans Chamber of Commerce. [We've] been able to continue to grow our headcount through the difficult staffing environment over the last few years. We've kind of bucked those trends. So, our headcount has grown by twenty-five percent in the last three years. Our claim to fame, so-to-speak, is that we promote and grow within, so there's a lot of opportunity for growth and development. We have several executives that started here on the manufacturing floor years ago. We really pride ourselves on giving employees opportunities to grow their career and get the education and training they need to be successful. That's just very important to us."

For more information about the company or career opportunities, visit gotocfr.com. ■

Columbus Catholic breaks ground on new fieldhouse



CCS Athletic Director Joe Konieczny, during a spring 2024 groundbreaking ceremony for the Catholic school's new fieldhouse in Marshfield. **Mike Warren photo**

Classroom, multi-sport complex will bring students, tournaments to Marshfield

By Angie Loucks & Mike Warren
CCS staff Editor

MARSHFIELD – The next phase of adding new classroom and athletic space at Columbus Catholic is under-way.

Marshfield Columbus Catholic Schools (CCS) on May 23, 2024 held a groundbreaking ceremony for a new Educational and Athletic Center at the build site, located in between Columbus Catholic High/Middle School and Our Lady of Peace Intermediate Schools, along Columbus Ave., on the city's lower west side.

"Relief," CCS President David Eaton told us following the ceremony. "We first started talking about something like this probably eight years ago or so. Really in the last three years we really picked up the pace and really have been working hard to get to the point where we can break

ground and know we're going to do this."

"My heart is full, as the mayor, to be a part of this dynamic for Columbus Catholic, for the city of Marshfield, for the state of Wisconsin... heck, for our nation!" said Mayor Lois TeStrake. "We, as the City, will wrap our arms around it and make this the best we have!"

The Educational and Athletic Center will connect Columbus Catholic High/Middle School and Our Lady of Peace Intermediate Schools and will include: four full practice courts with portable bleachers, four classrooms to accommodate growing enrollment, a fitness center, batting cages, locker rooms, a referee room, concession stand, bathrooms, a stage for events/performances, and storage areas.

Eaton says it is a list of needs and not necessarily wants. "It genuinely is, for a couple of different reasons," Eaton



Site and foundation work was well underway in mid-July, for a new classroom/fieldhouse addition to the Columbus Catholic campus in Marshfield. **Mike Warren photo**

told us. “Our enrollment has been growing steadily and we’re at the point where, over at St. John’s, we are opening a fourth classroom of some of the grades. We try to keep our class sizes down to seventeen or fewer. And really, we’re going to run out of space at the pace we’re continuing to grow,” Eaton added. “So, those four classrooms that we’re adding, maybe not right away are going to be a need, but they’re going to need to be there to let us continue to expand enrollment.”

A decade or so ago, CCS enrollment was at an all-time low of about 450 students. Current enrollment is now at 650 kids, with some of the largest class sizes seen in years coming up through the ranks.

“We’re projecting at least 670, 680, could be 690 or more because that’s the kind of pace we’ve been on in terms of growth,” Eaton added. “That’s Pre-K through twelve, so it’s our whole system. And most of

it is growth from the bottom. St. John’s, our primary school, preschool through second grade, it’s full. Those are where our largest classes are. One of our largest classes is about to come over and join us in third grade next year.”

Anticipated uses for the fieldhouse include: athletic practices and physical education space for CCS; hosting tournaments; events such as the CCS Alpine Holiday; and hosting parish and Diocese of La Crosse events.

“We really only have one full-sized court, and it’s tied up all day and all night,” Eaton told us. “This will give us an opportunity to have our eighteen basketball teams, for instance, practiced and sent home by six o’clock.”

“Really exciting day,” CCS Athletic Director/Boys’ Head Basketball Coach Joe Konieczny added, during his public comments to those gathered for groundbreaking ceremonies. “I’ve been here for twenty years and

we have maximized everything we have as far as resources, to make sure that we continue to produce an unbelievable product. And I heard Mr. Eaton say two words that really bothered me. He said the word ‘waiting-list,’ and I said that cannot happen. Whoever wants to come to Columbus needs to be at Columbus, because I see what the staff does every day, and I see what the students go on to do.

“Seventy-five years ago, a group of people got together and said our community needs a Catholic high school, and they raised almost two-million dollars to make that happen,” Konieczny added. “And, as I thought about today, all I can think about is what those people gave us, and all the people this place produced and the opportunity to come to a school where you start every day with a prayer and you end every day with a prayer and you leave here knowing you’re going to change the world.” ■



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Green Acres is the place to be



This future extension of E. 21st Street will lead the way to Green Acres, Marshfield's newest housing development, located on the city's southeast side. Denyon Homes plans to develop 77 lots over the next decade or so.

Mike Warren photo

BY MELANIE ROSSI
CONTRIBUTING WRITER

MARSHFIELD – A new subdivision is taking shape in Marshfield, paving the way for more residents to make Marshfield their home.

Located east of Washington Ave. on a 21st Street extension, the Green Acres Subdivision will contain a total of 77 units: 39 single-family home lots, 22 twin home lots and 16 townhomes, connected four-unit buildings referred to as quads.

The developer for the subdivision is Denyon Homes, Inc., a residential home builder based in Weston, WI.

"Denyon has done some work in

both Weston and Plover," Marshfield City Administrator Steve Barg said. "We went to look at their homes in Weston, and we were fairly impressed with them. That was part of the process of evaluating them for this project."

The City of Marshfield, Denyon Homes, Inc. and Haas Sons, Inc. – which was awarded the bid for the construction of infrastructure for the subdivision – will phase the construction of the subdivision out over a period of years.

For example, Phase I of the project focused on East 21st from Washington Ave. to South Ironwood Ave. and South Ironwood Ave. from 21st Street to 23rd Street, with construction of both

underground utilities – including sewage, electrical, and gas services – and road construction, including curb and gutter and asphalt paving.

“Their hope is by the end of this year that they’ve got several new housing starts out there already,” said Barg.

The development of a new subdivision in Marshfield has been “an identified need for a number of years,” he added.

“Partly, it’s a concern if a new company comes into town: do they have home sites for their employees to build up? But, truthfully, our statistics show that we have way too few lots for what you should have on hand for a city of 19,000 people.

“We did a housing study maybe a decade ago, and at that time what

it showed was that we were deficient more in the area of multi-family rental. So, we worked with some developers, and over a period of five years, we actually were able to help get about four hundred to five hundred new apartment units built. Well, now we’re at a point where we realize...that we didn’t really need apartment units; what we really needed was to get single-family lots available. That’s when the city did its twenty-three unit subdivision called Daniels Addition on the west end. Now we have a developer who is working with us to get many more than that available on the south and east side.”

The addition of new subdivisions in the Marshfield area will act not only as a draw for new companies and residents, but also a means of

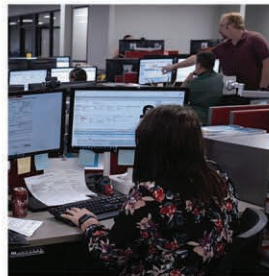
providing permanent residences for the families nearby who have been looking for an opportunity to live in Marshfield.

With the recent designation of the Yellowstone Industrial Park as a Certified Site, “we are actively marketing to get some employers here,” Barg said. “And if we bring employers here, they’re going to have places for their employees to live. So we see the demand likely to grow as a result of that, as well.

“[The Green Acres Estates] is going to produce a tax base that will help our community and home opportunities for people who would really like to live in the city. If you’re looking for home ownership, this could be a good place for you.” ■



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Joshua Shamrowicz opened Grey Dog Axe Throwing in the fall of 2023 in the heart of downtown Marshfield.

Mike Warren photo

Downtown Marshfield welcomes Grey Dog Axe Throwing

BY MELANIE ROSSI
CONTRIBUTING WRITER

MARSHFIELD – Providing family-fun entertainment for Marshfield residents, Grey Dog Axe Throwing aims to bring “something fun and different” to Marshfield’s downtown community.

Located at 113 E. Fourth Street, Grey Dog opened its Marshfield location in October 2023, after previously operating in Medford, 40 miles to the north.

Owner Joshua Shamrowicz said, “Marshfield was a market I originally wanted. I wanted to see if it would work out well, and it was very receptive in Medford, but employees were the main issue, trying to find them. But Marshfield turns out a bigger market, pulling from all the local areas, so my clientele is bigger and broader.

“I also have family in the area, too, which helps a lot. They own businesses, and we support each other a lot more down here.”

Shamrowicz noted the need for more family-fun entertainment in Marshfield, especially something

Marshfield in Motion



Grey Dog Axe Throwing is housed in a completely-renovated building, and has become a popular destination for families of all ages. The business also offers leagues, party rentals, business and team-building opportunities and more. **Submitted photo**

for people of all ages to do together.

“[Axe throwing] is an up-and-coming activity for adults and children to do. It’s not age restricted. Anybody can do this, from eight-year-olds to ninety-six-year-olds. It’s an activity for everybody, and it just takes their first initial step to try it.”

Anybody above eight years old has the opportunity to participate in axe throwing, but the Grey Dog offers so much more. They have games, video games, dart boards and a pool table, in addition to offering beer, wine and pizza.

The Grey Dog hosts axe throwing leagues, dart leagues and pool leagues, and they offer reservations for corporate parties, private parties, birthdays, events and more. They also rent out a fully-equipped, axe-throwing mobile unit, which allows people to bring axe throwing to their own parties.

For the Marshfield community, the Grey Dog adds a unique, year-round form of entertainment.

“Ever since the bowling alley left, it adds something to the Marshfield community, an activity,” Shamrowicz said. “It can be done all year round, it’s indoors, and it provides entertainment for the downtown and for the community and surrounding communities.

“There has been a lack of entertainment going on. This is just something fun and different. You can do water parks, but that’s more for kids; you have pickleball now for the older community. This encompasses everybody. It’s all inclusive, and that’s why I like it.

“I built this for everybody. There’s no age restriction for this, and everybody’s welcome to do it.”

To learn more about The Grey Dog or book a reservation, visit thegreydogaxe.com. ■

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H&S consolidation means more manufacturing in Marshfield

BY MIKE WARREN
EDITOR

MARSHFIELD – Consolidation plans first announced by Marshfield-based H&S Manufacturing in February 2024 are taking shape.

Leaders at H&S Manufacturing announced Feb. 5, 2024 they would be closing their Clintonville location and moving those operations to Marshfield. President Craig Harthoorn told us June 11 those plans have been put into motion.

“Unfortunately, part of our plan was that some staff would be terminated, there’d be staff reductions and then some staff would be relocated – which we did have a few staff that are relocating – and then remaining staff will be set up in a remote office, so there’ll be about ten to twelve people that’ll be working out of a remote office in that Clintonville area,” Harthoorn said.

“And then part of that consolidation from Clintonville into Marshfield was that we would be moving a bulk of the manufacturing equipment that is in Clintonville here to Marshfield, and we are in the process of doing that as we speak,” Harthoorn added. “So, currently everything is going according to plan, in terms of personnel and equipment moves.”

Harthoorn told us the Marshfield campus is ready for a transition to a higher manufacturing output.

“We established plans on how to repurpose two buildings, and we’re currently in the process with a couple of contractors right now in repurposing two buildings,” said Harthoorn. “And what I mean by repurposing is upgrading electrical facilities, upgrading some accesses, we put sprinkler systems in the one building because there will be welding in that building, so we’ve been working with contractors on repurposing and upgrading the facilities to handle the manufacturing that’s coming here to Marshfield from Clintonville.”

Harthoorn said additional manufacturing was to start in Marshfield around Aug. 1, 2024, with a complete transition by around Sept. 1.

As for the company’s research and development operations at Clintonville, that facility was scheduled to close sometime in early 2025.

“R&D is in the process of being relocated as well,” Harthoorn said. “We are relocating R&D to a building that we lease from Don Nikolai Construction.”

The total employment impact, in terms of eliminating redundant positions, is approximately 40 jobs, Harthoorn told us. Existing production workers in Clintonville were being offered an opportunity to relocate to Marshfield, where Harthoorn says the company’s manufacturing is growing, thanks in part to its acquisition in June 2023 by Oxbo International, headquartered in Roosendaal, the Netherlands.

“Part of this consolidation is upgrading our manufacturing capabilities to also bring in the Oxbo-branded forage products,” said Harthoorn. “So, not only are we consolidating and doing everything here in Marshfield for the red H&S products, but we will also be building the gold Oxbo-branded hay mergers and forage boxes.”

Harthoorn also told us the moves of production from Clintonville and an Oxbo facility in Byron, NY to Marshfield should create approximately two dozen positions.

Those moves coincide with the addition of a new 38,000 square-foot assembly building.

“We’re fully utilizing the new assembly building. That project has also led to some greatly-enhanced production efficiencies, so that, too, works well with bringing the gold Oxbo forage products here to Marshfield,” Harthoorn explained. “With our setup and with the improvement in tooling and processes and automation, we can actually get more throughput in the facility than what we could even two, three years ago.”

The new assembly facility was completed late summer of 2023.

H&S Manufacturing has customers in the 48 contiguous states, along with the southern provinces of Canada, and several dozen other countries across the globe.

H&S Manufacturing Co., Inc. was founded by Mr. Lauri Heikenen and two partners in 1967. In the years that followed, Heikenen bought out the original partners and H&S remained a family-owned business until the Oxbo acquisition on June 20, 2023. ■



H&S Manufacturing's new 38,000 square-foot assembly building in Marshfield accommodates multiple assembly lines with supplemental automation. **Submitted photo**



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Located near Marshfield's Wildwood Park & Zoo and aquatic center, Hub City Ice Cream Co. is the ideal destination for summer fun-seekers. **Submitted photos**

Here's the scoop on Hub City Ice Cream Co.

BY MELANIE ROSSIE
CONTRIBUTING WRITER

MARSHFIELD – With two Marshfield locations, Hub City Ice Cream Company provides a place to cool down all summer long.

Serving over twenty-four rotating flavors made by Wisconsin's own Chocolate Shoppe Ice Cream, Hub City's original southside location at 1610 S. Central Ave. was opened by Dave and Sandy Freeman in 2013.

Hub City Ice Cream's new owners, Tom and Jenn Witzel, took over in January 2022.

Originally, they saw no need to open a downtown location; however, after being asked by community members and doing their own research into Marshfield's needs, they became convinced.

"We realized that there was a desire and a need," Tom Witzel said. "Having been in other communities where there were downtown ice cream shops, we saw the success that they were having, so



Hub City Ice Cream Co. is now serving up sweet summertime treats at a second location in Marshfield's historic downtown, and right across the street from the city's always-bustling Wenzel Family Plaza.

we thought that it would be worth giving it a try.”

Their downtown location at 111 W. Second St. opened in May 2024. So far, the biggest challenge to opening the new location has been making Marshfield residents aware of it.

“It’s kind of slow-going right now. I think a lot of it is people not realizing that we’re here. I wander around the [Wenzel] plaza...during events, and people are surprised to hear we have an ice cream shop right across the street,” Witzel said.

Each of the two Hub City Ice Cream locations has something unique to offer.

“When Dave and Sandy opened the business, they purposefully did not put a drive thru at our south side location because the vision was it would be a destination, and it really is,” Witzel said. “We have a lot of people that will come, they’ll

sit for hours, they’ll have their ice cream, and then they’ll just sit and talk. We have people that come in and say, ‘Oh, I’m meeting family, they’re in town visiting and so we decided to meet here.’ It’s really a destination location on the south side,” he added.

“Our downtown location is more of a grab-and-go, but it’s right across the street from the [Wenzel Family] Plaza. It’s a nice gathering place where families can bring their little kids and turn on the splash pad. It’s free, and they can play around with the water, have a good time. It’s definitely a nice gathering place, whether it’s for events, concerts, or just hanging out with family, enjoying the splash pad or grabbing a dinner in the downtown area and sitting in one of the chairs.”

For Tom and Jenn Witzel, the benefits of owning and operating

Hub City Ice Cream Company are twofold.

“We have a wonderful staff,” Witzel said. “It’s really fun to work with our staff, and we really rely on them. It’s mostly high school, college-age kids. They start with us oftentimes around age sixteen, and then they work for us as a seasonal business when they’re out of school. They work for us into their college years sometimes.

“The other part of course is seeing our youngest customers as they come in. There’s nothing quite like a child eating an ice cream cone and the way their face lights up as they get that item handed to them. And even kids of all ages. We have adults that when we hand them a banana split and they see how beautiful it is, they just light up, and that’s exciting. Just seeing that occur is a really fun thing.” ■

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Marshfield Clinic Health System's main building dates back to 1974, while its East Wing (foreground) was built in 2002. Marshfield Medical Center can be seen in the background. **Marshfield Clinic photo**

Marshfield Clinic steps up recruitment efforts, aligns with Sanford Health

BY MELANIE ROSSI
CONTRIBUTING WRITER

MARSHFIELD – Marshfield Clinic Health System (MCHS) has made “tremendous growth” in its recruitment efforts, allowing the clinic to offer 180 different medical specialties.

“We’ve been actively recruiting and building our medical staff, and we have a couple of key areas in particular that we’re focused on and very excited about,” MCHS President Bob Chaloner said. “A lot of focus on building our cardiology program.”

MCHS recently brought in a new team for cardiovascular surgery; a new full-time director of cardiology, Dr. Stephen Kwan; and a new electro-physiologist/cardiologist Patrick Aquilina, MD.

“We’ve also been in the process of recruiting and growing our orthopedic surgery program, as well,” Chaloner said. “Both of those are areas where we see tremendous growth in the communities that we serve and particularly around Marshfield.”

In addition, MCHS has reopened and reimagined its oral

surgery clinic and recruited new pediatric physicians, including a new pediatric endocrinologist, Luis Siliezar, MD while expanding its neonatal critical care unit and increasing the number of ophthalmologists.

“You don’t find this care in a community the size of Marshfield typically,” Chaloner said. “Having this availability of specialty care is really quite remarkable. That’s something you would find in major academic medical centers and cities. The fact that we provide that for, not just Marshfield, but for the entire region, it’s so important because the distances are pretty great here, and if we weren’t here, people would be traveling vast distances to get that care.”

Research initiatives

Marshfield Clinic’s Research Institute continues to make strides, having “one of their best years ever in terms of being awarded national and private grants to do research with a real focus on a couple of interesting programs,” Chaloner said.

In the area of rural and agricultural safety, the Research Institute is studying the distribution of tick species in Wisconsin, and they are asking the public to submit ticks to the

Research Institute using collection kits.

Ticks carry diseases such as Lyme disease, anaplasmosis, and babesiosis. By studying the distribution of ticks in Wisconsin and the pathogens that they carry, the researchers hope to improve their prevention efforts and facilitate the process of diagnosis and treatment.

The Research Institute is still collecting ticks from the public. To learn more, contact tics@marshfieldclinic.org.

Another major area of research being completed by Marshfield Clinic's Research Institute is the Connect for Cancer Prevention Study.

The study is supported by the National Cancer Institute (NCI), which is partnering with ten health care systems across the country for this project; Marshfield Clinic is the center for the North Midwest.

The study will include 200,000 adults from across the country. Using surveys, blood, urine and saliva samples and access to each participant's health records, the study is designed to understand the patterns and risks that can lead to cancer.

"They're collecting as many participants as possible and studying everything about a person, frankly, to track lifetime exposure to things that might cause cancer," Chaloner said. "It launched this spring (2024), and we're very proud to be a part of that. We'll be a center for continuing to research what might be environmental, genetic, whatever causes cancer."

MCHS maintains commitment to the community

Even as a major health system serving Wisconsin and the Upper Peninsula, the Marshfield Health System remains community-oriented.

"We are as committed to the community as we ever have been," Jay Shrader, Marshfield Health Clinic's vice president of community impact & social accountability said. "We've been really successful, too, on the community side – the community health, community benefits, community engagement. We bought in around seven-million dollars that gets pushed back out into our communities in some form or fashion. About ninety cents on a dollar goes back to the communities for alcohol and substance use, methamphetamine, opioid, behavioral health programs. We work with around eighty different school districts around social emotional learning and screening kids for at-risk behaviors. We work closely with our YMCAs and United Ways, on different programming, et cetera. So the list can go on and on and on."

Chaloner added, "We don't just provide healthcare; we are the largest employer for the community by far. We're a major economic engine, and we're very proud of that and the fact that we employ so many people."

"But in addition to just employing the people, we have numerous educational programs that we are very proud of, whether it's residency programs for internal medicine or surgery and fellowships for cardiology. We have training

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programs for radiology technicians...nursing training programs.

"We have lots and lots of educational activities that we're offering to the local community, and that helps us because it helps us find our workforce, but it also gives people real opportunities.

"We're a large, complex tertiary Medical Center, but we are the community's hospital also, so we've got that connection."

MCHS to merge with South Dakota-based Sanford Health

Sanford Health, headquartered in Sioux Falls, South Dakota, and Marshfield Clinic Health System announced on July 10, 2024 a nonbinding Memorandum of Understanding to combine their complementary assets and capabilities and create an integrated health system dedicated to advancing health care in the rural Midwest.

"We are excited to combine our common purpose to lead the way for the future, drive innovation and solve the most pressing challenges facing rural health care," said Bill Gassen, president and CEO of Sanford Health. "We are who we are today because of combinations with care delivery organizations in rural communities across America's heartland. These opportunities have allowed us to follow through on our promise to deliver world-class health care to every patient we serve no matter their zip code, and we are eager to continue building on this track record with Marshfield Clinic Health System."

"Partnering with Sanford Health presents an incredible opportunity for our organizations to unify and establish the premier rural health system in the nation," said Brian Hoerneman, M.D., interim CEO of Marshfield Clinic Health System. "Together, we will ensure sustainable access to exceptional care for our communities for years to come. With a shared mission to serve, a mutual emphasis on research and education, and a strong tradition of physician leadership, Sanford Health is the ideal partner for this endeavor."

According to Marshfield Clinic Health System Board Chair George Brown, M.D., "The partnership marks a new chapter in our organization, and we look forward to serving our patients as the nationwide leader in rural health care."

The combined system will bring together nearly 56,000 employees, 56 hospitals, 4,300 providers, two fully-integrated health plans, specialty pharmacies and nationally-recognized research institutions.

Utilizing each organization's respective health plan, Sanford Health Plan and Security Health Plan, will allow the fully-integrated system to serve more than 425,000 members, maximizing the benefits it can deliver to patients and members through shared governance.

Upon finalization of the combination, the name of the parent company will be Sanford Health, with system headquarters in Sioux Falls, South Dakota. Marshfield Clinic Health System will be a region within Sanford Health and maintain regional leadership with its flagship medical campus in Marshfield, a regional board of directors, a regional physician executive council and regional brand presence. Sanford Health president and CEO Bill Gassen will serve as president and CEO of the combined system. Marshfield Clinic Health System interim CEO, Brian Hoerneman, M.D., will serve as president and CEO of the Marshfield Clinic Health System region.

About Sanford Health

Headquartered in Sioux Falls, South Dakota, the organization serves 1.4 million patients and nearly 200,000 health plan members across 250,000 square miles. The integrated health system has 45 hospitals, 211 clinic locations, more than 160 Good Samaritan Society senior living centers, 2,900 Sanford physicians and advanced practice providers, 540 active clinical trials, and nine world clinic locations around the globe.

About Marshfield Clinic Health System

Marshfield Clinic Health System serves Wisconsin and Michigan's Upper Peninsula with more than 1,400 providers comprising 170 specialties, health plan, and research and education programs. Primary operations include more than 60 Marshfield Clinic locations, 11 hospitals, Marshfield Children's Hospital, Marshfield Clinic Research Institute, Security Health Plan and Marshfield Clinic Health System Foundation. ■

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The state-of-the-art Heiting Stadium complex - on the campus of Marshfield High School - features a modern-day playing surface for both football and soccer, as well as a new track and concessions, bleacher, press box and video board amenities. **Submitted photo**

Marshfield schools

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FOR MARSHFIELD IN MOTION

MARSHFIELD – The Marshfield School District is a unified school district with an average annual budget of \$54 million and serves approximately 3,800 students. The district employs 270 teachers, 21 administrators, and 152 support personnel with a payroll of approximately \$27.4 million.

Bus transportation is provided for students who live outside the city limits. Marshfield residents may also purchase transportation from the contracted bus company.

The district's facilities consist of five elementary schools – Grant, Lincoln, Madison, Nasonville, Washington – a middle school, high school, as well as 4K and Alternative School programs.



"Anastasia: The Musical" was awarded Outstanding Musical, the highest Jerry Award, from the Overture Center for the Arts in Madison in spring 2024. In addition, sophomore Campbell Cutlan received Outstanding Leading Performance for her role as Countess Lily Malevsky-Malevitch and senior, Liam Kaplan playing Vlad Popov received the Spirit Award.

Submitted photo

The school system has churned out National Merit Scholarship semifinalists every year since 2018, on an average of four per year.

The generosity of the Marshfield community recently provided all new athletic facilities for football, soccer, softball, baseball, lacrosse, and running track events.

Advanced Placement (AP) program

Marshfield High School's Advanced Placement (AP) program is one of the most successful AP programs in the state of Wisconsin. It is one of the few schools in the state to offer 30 AP courses, while the average American high school only offers eight.

Marshfield High School continues to be recognized with a "Pacesetter Award" by the Wisconsin AP Advisory Council, which is awarded to schools based on the percent of students who participate in at least one AP exam and

the percent of those students who earn passing scores.

MHS has the most AP State Scholars of any high school in Wisconsin dating back to 1994, based on the College Board's AP Awards and Recognitions program, which recognizes the top male student and top female student from each graduating class in each state who have taken the most AP exams and scored the highest average score. With over 930 exams administered each year, Marshfield families save about \$1 million in college costs per year as hundreds of students earn numerous qualifying AP exam scores each spring.

The Advanced Placement program at Marshfield High School is dedicated to encouraging and assisting all students who plan on attending post-secondary education, and with dedicated teachers, administrators, and families, the program has built a strong foundation to continue its exceptionalism.

Youth Apprenticeship

Youth Apprenticeship is designed for high school students who want hands-on learning in a career area at a worksite, along with related classroom instruction. Youth Apprenticeship offers several career programs to pursue in-demand careers.

The School District of Marshfield partners with the Marshfield Area Chamber of Commerce & Industry to identify Youth Apprenticeship opportunities in our community. Employers are involved in Youth Apprenticeship for many reasons including the opportunity to prepare future workforce and increased visibility of an industry or business.

Youth Apprenticeship students have paid on-the-job work experience, earn a skills certificate, and learn about multiple aspects of an industry. After graduation, Youth Apprenticeship students move straight into the workforce, registered apprenticeship, or continue their education at a post-secondary institution.

Career & Technical Education

Career and Technical Education (CTE) is helping our nation meet the very real and immediate challenges of economic development, student achievement, and global competitiveness. Students in grades 7-12 can participate in hands-on classroom activities, rigorous coursework, relevant career-based learning programs, and student organizations that allow students to apply their learning.

Pathway Partners

Pathway Partners Mentoring Program has students matched with long- (one-on-one mentoring program) and short-term (job shadowing and informational interviewing programs) mentors according to career paths, interests, and hobbies.

For more information, visit www.marshfieldschools.org. ■

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Mid-State nursing students learn in modern-day classrooms with in-person instructors.

Submitted photo

Mid-State's Nursing Program

A stitch above

BY MELANIE ROSSI AND MIKE WARREN

WISCONSIN RAPIDS – Mid-State Technical College's Nursing Program remains one of the best in the state.

The program, which results in students receiving their Associate in Applied Science Nursing degree, has been ranked fourth in the state on the 2024 Best RN Programs in Wisconsin list by RegisteredNursing.org.

The ranking depends largely on each program's National Council Licensure Examination for Registered Nurses, or NCLEX, pass rate.

All graduates of nursing programs need to pass the NCLEX before working as a registered nurse; at Mid-State Technical College, the NCLEX pass rate was 100 percent, with all students passing the examination on their first attempt.

To Deb Johnson-Schuh, the dean of Mid-State's nursing program, its success depends on three main elements: the experienced faculty, the program's partnerships and its students.

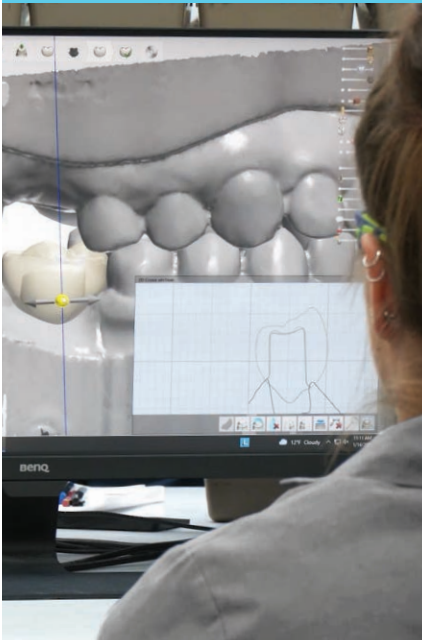
"We have thirteen full-time faculty that teach in our nursing program, and they come with a perfect balance of professional experience and teaching experience," Johnson-Schuh said. "For example, we have a course that focuses on obstetrics, otherwise known as OB, and Pediatrics. So we have nursing faculty who worked in Pediatrics and OB. It's very deliberate as to who is teaching those courses.

"We have nursing faculty who are experienced in geriatric care, we have the OB and Peds like I had mentioned, and then in the upper level courses where we dive in a little bit deeper with some of the emergency kinds of



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US Secretary of Health and Human Services (HHS) Xavier Becerra (left) assists a nursing student, during his June 13, 2024 tour of Mid-State Technical College's Healthcare Simulation Center, located on the third floor of Aspirus Riverview Hospital in Wisconsin Rapids.

Mike Warren photo

things, we have two nursing faculty who have been flight nurses. So that right balance of professional experience and teaching experience in the classroom I think helps to build our success."

Johnson-Schuh also attributes the program's success to its partnerships, particularly those which allow the nursing students to work at clinical sites, such as Aspirus and Marshfield Clinic Health System.

"Without those partnerships, we would not have clinical sites. They are crucial to our program and to the students," Johnson-Schuh said.

A pivotal element of Mid-State's success which it owes to its partnerships is its Health Simulation Center, located at Aspirus Riverview Hospital, Wisconsin Rapids, in south Wood County.

The Simulation Center can replicate real-life scenarios, including emergency situations, creating an environ-

ment which allows nursing students to "learn how to react when things go wrong," Johnson-Schuh said.

"The greatest thing about our high-fidelity mannequins is we don't have an instructor actually in the room watching over our shoulder," said nursing student Michael Pietsch, Marshfield. "We have security cameras and they can watch what we're doing, and so we actually interact with the high-fidelity mannequin, so I can talk to the mannequin and through this speaker here, the mannequin can talk back to me," Pietsch demonstrated for us. "That's absolutely wonderful because now I'm not nervous, having an instructor watching my every move. I can have a conversation with my mannequin and I get that more-realistic feel, as if I'm actually her nurse. I can come in here, I can ask her name and date of birth, I can ask her any questions that I want, and I can go through a head-to-toe assess-

ment on her and make sure that everything that I'm doing is going to be more patient-realistic. So, I can actually do all the things I need to do on this mannequin as if she were a real person. This is, by far, probably one of the best things in health care education that we can do."

Pietsch is hoping the training and education he's receiving through Mid-State's Healthcare Simulation Center at Aspirus Riverview will prepare him for the Intensive Care Unit at the Marshfield Medical Center in Marshfield.

Out of Mid-State's 822 students enrolled in a health-related program in the 2023-24 year, 82 percent are from rural communities and many of these students train in the Simulation Center.

The combination of state-of-the-art technology and simulations, clinical partnerships, experienced faculty, and small classroom sizes all contributed to Mid-State's successful ranking, even among four-year nursing programs.

With a two-year program, Johnson-Schuh said, "our students, when they come to us in the first semester, at about week six or so are already heading off to the clinicals. They're already getting exposed to patients, where the [four-year] student probably doesn't get any patient exposure until maybe a year or two into their program."

She added, "I think that starting off with an associate

degree is a really good option. The reason I say that is because they're going to go to school for two years. They're going to get out, start working, make a great wage, get some really good experience, and then if they're interested in going on for their bachelor's degree – which we do encourage – then they have some experience under their belt."

Despite all the efforts of Mid-State's faculty and partnerships, the program's high ranking and 100 percent NCLEX pass rate would not be possible without its students.

"It's a rigorous program," Johnson-Schuh said. "[The students] have to work hard. They have to invest a lot of time, and they certainly do prove that they are going to be successful because of our high NCLEX pass rate.

"[The success of this program] means a lot to me. But more importantly, the success of the program is vital to our community. We need nurses, registered nurses, more than ever before. And so I think with those strong partnerships, students get to try on for size some of their future potential employers, which I think is wonderful. It's extremely important to me. But I think more so it's the nurses that we provide, and hopefully they stay in the community." ■



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(Tidal) Wave of new northside businesses



Tidal Wave Auto Spa is now open at 1510 N. Central Ave., on Marshfield's bustling north side.

Mike Warren photos



A new Valvoline Instant Oil Change has replaced Marshfield's original Pizza Hut along North Central Avenue, which saw lots of changes in 2024.



Pizza Hut has moved from its decades-long location at Central-and-Upham and into a new building in the Menard's Plaza on Marshfield's far north side, which also saw the addition of a new Kwik Trip in recent years.



Just up the road from Marshfield's bustling north side is Seehafer Refrigeration, a second generation-owned company that services dairies in a 90-mile radius of Marshfield. The company, established in 1976, just finished construction of its new headquarters just north of Marshfield on Hwy. 97.

NEW NORTHSIDE BUSINESSES



Hobby Lobby is the newest addition to the former Marshfield Mall property, which now features multiple tenants, each with their own unique entrances. Hobby Lobby opened in spring 2024.



Ross Dress For Less opened in the fall of 2023, not long after Harbor Freight had opened its doors at the site of the rebranded Marshfield Mall property along North Central Avenue, now known as Marshfield Towne Center.



Nestled between Harbor Freight Tools and Ross Dress For Less in the redeveloped Marshfield Towne Center is Five Below, a teen-oriented chain with an assortment of games, snacks, jewelry, and more.



Located between Marshfield’s numerous northside shopping and dining options and the Marshfield Clinic Health System campus is a new Hampton Inn & Suites. **Submitted photo**



A new co-working space, similar to this one, was slated for a fall 2024 opening in downtown Marshfield. The Coven Marshfield is located in the heart of the city's historic downtown, in a former bank building which has been rebranded as The Vault.

Bethany Birnie photo

The Coven: New co-working space comes downtown

BY MELANIE ROSSI
CONTRIBUTING WRITER

MARSHFIELD – A new co-working space is opening in downtown Marshfield this fall, allowing for entrepreneurs to collaborate, develop and expand – all while staying local.

The Coven Marshfield is located at 211 S. Central Avenue, in what was previously known as the MoneyWise Mortgage Center, but which has now been rebranded into The Vault.

“At one point in time in Marshfield’s

history, this building was the largest bank in the community,” Marsha Bushman, The Coven Marshfield Community Owner said. “And as a result of that, there’s actually four bank vaults still in the building, which are really cool and kind of unique conversation pieces. The play on words in terms of The Vault can mean all sorts of things that have all sorts of associations, but it’s really around the idea that there’s a lot of opportunity, a lot of great creative ideas that can be held within a vault.”

The building will be divided up into three distinct areas, all intended “to center around really supporting individuals who are interested in becoming entrepreneurs and members of the Marshfield business community,” Bushman said.

The upper portion of the building will be office space available for businesses or individuals to rent. On the lower level, a small portion of the building will house Main Street Marshfield.

The majority of The Vault’s lower

level – around two-thirds of the space – will be home to a community co-working entrepreneurial space called The Coven.

“The Coven is actually a franchise that began in Minneapolis-Saint Paul,” Bushman said. “It was originally founded by four women with marketing backgrounds, prior to COVID, who felt like there were some gaps in service to certain individuals within the entrepreneurial community in that geographic location. Their original intent was to be really inclusive, compassionate and offer services to where they felt there were gaps in service.”

Bushman had been interested in bringing a co-working space into Marshfield for years before learning about The Coven.

“I was born and raised here in Marshfield,” Bushman said. “I have always wanted to see some type of a community – whether it was co-working, whether it was a generator,



Marsha Bushman, The Coven Marshfield Community Owner, has brought the concept of a community space to town.

Bethany Birnie photo

incubator entrepreneurial center. It’s something that I’ve always been extremely passionate about.”

After joining Main Street Marshfield’s Board of Directors, Bushman decided to revisit the idea of bringing a community space to town. She began researching spaces in communities with similar demographic makeups to Marshfield, and in Eau Claire, Bushman learned about The Coven Eau Claire, a space recently rebranded from CoLab to draw on the support The Coven offers. Excited by the work they were doing to support and foster entrepreneurialism, Bushman reached out to them, toured their facilities and saw that they would make a great addition to Marshfield’s business community.

The Coven’s space in The Vault is designed to ease the path of individuals interested in entrepreneurship, a career that often feels “lonely and tricky.”

“[Entrepreneurism] is not something

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that you can really do alone, and the more people that you have in your corner and the more support services that you have, the more successful you can be," Bushman said.

With the goal of fostering collaboration and community, the coworking space will include seven private offices, dedicated desk spaces, a conference room, two huddle rooms, and a space for beverages and snacks.

The Coven is membership-based, and any members will have 24/7 access to the building and its resources at any moment.

In addition to entrepreneurs, the space can also be used by freelancers, remote workers, students, and community members – anyone interested in finding a flexible workspace.

"There's really no limit to how they can utilize the space," Bushman said. "The idea is that...[the members] will hopefully be working together and making some connections with other like-minded individuals that want to

do some really cool things, but aren't sure how to get started or who can help them in the community to make that happen."

With the new co-working space opening this fall, their main goal now is to attract members.

"Founding memberships will be crucial to our launch and can include all individuals and businesses, whether they are entrepreneurs or not. The growth in members really supports the fact that we have people in this community who want to share their ideas, and they want to be able to do big things here," Bushman said. "Unfortunately this is a community where we do tend to lose a lot of younger individuals because they don't see a career pathway for them. And so I'm hoping that through that we'll start to see some growth and partnerships."

Bushman hopes that by encouraging Marshfield residents to develop their businesses locally, Marshfield itself can benefit economically and publicly,

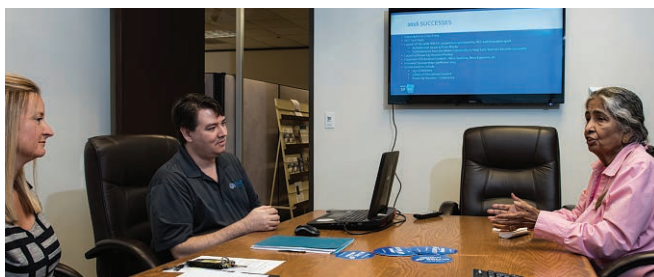
transforming itself into a hub for entrepreneurial development.

"Partnering with other community resources will be critical because we don't want to duplicate, but rather augment and strengthen the community as a whole, so we are continuously engaging with other economic development groups.

"My hope and my goal is that the businesses that get started and that get fostered eventually will grow out of this space because they will become too large, and they will be the ones that will be doing the job creation and really making that economic impact.

"Obviously we're very well known for our medical community; we've got a great manufacturing community. But I think that we have the potential to also be known as a really exciting entrepreneurial community, as well."

Membership information can be found at thecoven.com/marshfield. ■



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The campus of UW-Stevens Point at Marshfield, on the city's west side, has many two- and four-year degree options, a state-of-the-art STEM center, a community makerspace, theatrical productions and much more. **Submitted photo**

New pot of money available to UWSP at Marshfield students

BY MELANIE ROSSI
CONTRIBUTING WRITER

MARSHFIELD – After receiving a \$2.7 million gift from a local couple, University of Wisconsin-Stevens Point at Marshfield's campus will be offering four new scholarships, all of which are available to a variety of prospective students.

The gift came from the estate of William and Sandra Eiche and established the William and Sandra Eiche Scholarship Fund.

Both William and Sandra graduated from Marshfield High School, in 1953 and 1955, respectively. William Eiche attended Marquette University's School of Dentistry and later

owned his own dental office. Sandra Eiche worked with her husband, and she died in April 2023.

"They were a very engaged family," Samuel Scarpaci, UW-Stevens Point at Marshfield's Adult Student Recruitment Coordinator, said. "Their family did dentistry in Marshfield for quite a long time, and then they were also very heavily involved in the community with multiple different organizations."

Beginning with the 2024-25 academic school year, the gift will add \$100,000 in scholarships in perpetuity, in addition to the \$50,000 in scholarships currently awarded each year to Marshfield students.

"We hope that most, if not all,

incoming students will be able to receive some type of tuition scholarship assistance," Scarpaci said.

The first scholarship, the Invest in Your Future Scholarship, will be available for any incoming student with a 3.0-plus GPA. If accepted to the Marshfield campus, the students meeting this criteria will be automatically eligible for the full tuition scholarship, which is renewable for a second year if the student maintains a 3.0-plus GPA and full-time student status.

The Marshfield Destination Scholarship supports local students by offering a \$1,000 scholarship to any high school students with a 2.75-plus GPA that attended or graduated

in spring 2024 from the following local high schools: Spencer, Pitts-ville, Granton, Marshfield, Stratford, Neillsville, Columbus Catholic, Colby, Lincoln, Auburndale, Abbots-ford, Assumption Catholic, Edgar, Loyal, Greenwood, Nekoosa, and Port Edwards.

"This gift makes an incredible dif-ference to our campus and also to the Marshfield community as a whole. It allows generations of people in the Marshfield area to be able to afford college," Scarpaci said.

The Chart Your Course Scholarship is available for any transfer, UWSP re-entry, or MBA student. They are eligible for this \$2,000 scholarship if they enroll full time at Marshfield, while part-time enrollment could

result in 50 percent of their tuition covered.

In addition to financially support-ing first-time college students, The William and Sandra Eiche Scholar-ship Fund offers funding for MBA students.

The final scholarship pulled from the Eiche gift is partnered specifically with the UWSP MBA program.

"We are hoping with this set of funds our campus will help encour-age community members to continue with their education and begin earn-ing a graduate degree," Scarpaci said.

"The gift and these scholarships break down barriers for not just high school students and their families contemplating the cost of college, but also adult learners," Scarpaci added.

"[This gift] really gives back to the community and fulfills our mission of providing affordable, quality educa-tion to rural Wisconsin. It makes it much more of a reality to any pro-spective students and fulfills our mis-sion of delivering quality education."

All scholarships awarded are last dollar scholarships, meaning that they will be applied only after all other forms of financial assistance. These scholarships are also first come first served, as funds are lim-ited by what UWSP has budgeted for each year.

To learn more about UWSP at Marshfield's scholarships, visit <https://www.uwsp.edu/marshfield/scholarships/>. ■



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Main Street roster, attractions, visitors grow



With the city's main street acting as the backdrop, the Hub City Days Car & Bike Show attracts thousands to Marshfield's downtown each July.

HCT Staff photo

BY KAELE GOMEZ
EXECUTIVE DIRECTOR

MARSHFIELD – Main Street Marshfield is a recognized downtown economic development program, receiving support from Main Street America and the Wisconsin Economic Development Corporation (WEDC). Its primary objective is to rejuvenate and bolster the central historic business district through downtown promotions, grants, business resources, and beautification initiatives. This non-profit organization thrives on robust public and private partnerships and local volunteerism.

2023 highlights include: Welcoming 15 new businesses to the downtown area; Drawing over 22,000 attendees to downtown events; Volunteers contributing over 1,000 hours to programming; Positive impact on 20 businesses through expert-driven marketing grants, merchandising visits, restaurant consultations, and architectural reviews; Preparing

the Adopt-A-Parking Lot program to enhance the appeal of public parking lots.

With a lineup of activities that surpassed any previous year, a Marshfield mainstay celebrated its 20th anniversary in 2024.

“[Hub City Days] is a Marshfield tradition, so I hope you come every year for the nostalgia of the car show and the special events,” Main Street Marshfield Executive Director Kaelie Gomez told us.

With the recent additions of almost-continuous live music in Wenzel Family Plaza and a new Family Zone, attractions and visitors have grown. A Bike Cruise and Shop Hop have also both been added in recent years. A BBQ Cookoff and Brew Fest compliment the crown jewel of the weekend – the Car & Bike Show, spanning ten city blocks and featuring 500-plus car/bike entries, a live DJ, tons of door prizes, a Veteran appreciation raffle and more.



A Marshfield tradition continues on the first Thursday following Thanksgiving, when Main Street Marshfield holds its annual Holiday Parade down Central Ave. **Thom Gerretsen photo**

Main Street Marshfield also offers one of the few holiday parades in central Wisconsin. The parade is held one week after Thanksgiving and also features a tree-lighting ceremony following the parade in Wenzel Family Plaza. Sing *O Christmas Tree* with family and friends, warm up by the bonfires, and enjoy complimentary cocoa and s'mores beside St. Nick, Mrs. Claus, the Snow Queen, and real reindeer.

A summer Farmer's Market and concert series are also featured, along with downtown trick-or-treating and a fall beer and cider walk the week of Halloween.

Main Street Marshfield, Inc. was founded in the spring of 1990 by a group of local business people, professionals and city officials. As a not-for-profit volunteer corporation, Main Street Marshfield is designed to act as a catalyst for revitalizing the downtown area through concentrated efforts of organization, promotion, design and economic vitality. Its mission is to energize and strengthen Downtown Marshfield. Its vision is to honor the history of Marshfield's downtown while looking for new ways to invigorate and stimulate the economic vitality of businesses within the district. Its aim is to make downtown Marshfield a vibrant destination and create experiences that provide a sense of family, community, and togetherness for all residents and visitors. ■

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Marshfield's industrial & business parks

Norwood Industrial Park

This 60-acre, privately owned industrial park is located on Marshfield's east side, less than one mile from the four-lane U.S. Highway 10. The asphalt paved streets are set up with mountable curb and gutter. All city utilities are available. The park features a convenient horseshoe layout for easy access by semi truck traffic.

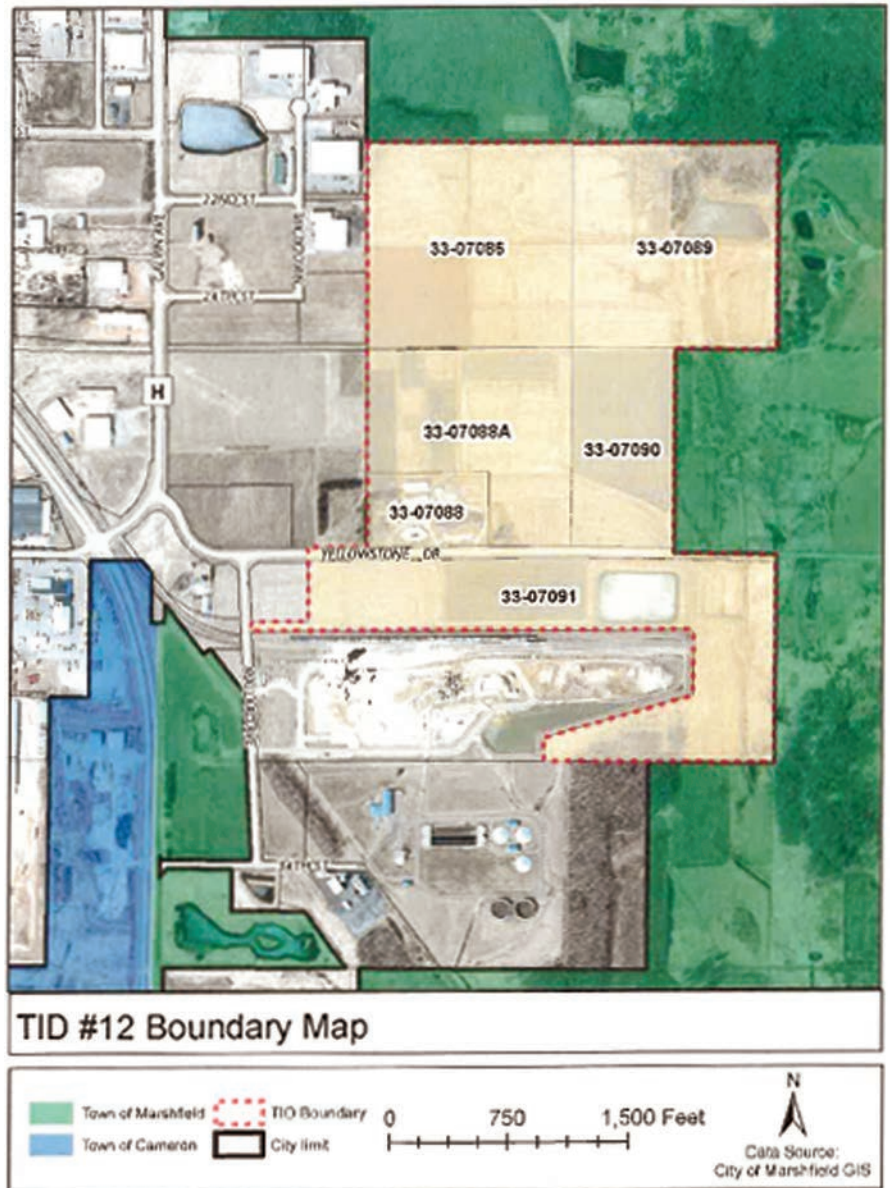
Mill Creek Business Park

Located on Marshfield's southeast side, Mill Creek Business Park offers close proximity to the municipal airport and is less than a quarter mile to the four-lane U.S. Highway 10. A multi-modal trail meanders through the park. The lots may be subdivided to fit your needs. Fiber is also available.

Yellowstone Industrial Park

Yellowstone Industrial Park is located on Marshfield's southeast side, less than one mile from the four-lane U.S. Highway 10. Rail access is available in the southern portion of the park. The park also features a beautiful walking trail and bike lanes. The new Tax Incremental District No. 12 is an Industrial District comprising approximately 181 acres located on Marshfield's southeast side. TID 12 features a 123-acre certified site, development ready for new companies or those looking to expand. Lots can be subdivided.

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