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## ATV Route Update

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We have our first ATV Routes in Pierce County!

On Tuesday, January 8<sup>th</sup>, the Spring Lake Town Board voted to approve an ordinance permitting the operation of ATVs on designated township roads for a 6 month probationary period of April 1<sup>st</sup> to September 30<sup>th</sup>, 2008.

The PCAA will be required to have signing in place prior to April 1<sup>st</sup> or the ordinance will not go into effect.

The Ellsworth and El Paso Town Boards voted to hold referendums on April 1<sup>st</sup> and ask the residents of each township whether or not they'd like to have the township roads opened to ATV traffic.

Ellsworth and El Paso residents, it's **critically important** that you vote in favor of this referendum if you'd like to be able to ride your ATVs on township roads. Encourage your friends and neighbors to do so as well. The PCAA will be working on a PR campaign in the near future to help drum up support for the passage of these referendums.

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## 2008 Membership Renewals

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Just a quick reminder that per the PCAA Bylaws memberships run on an annual basis from January to December, regardless of when you joined the club during the year.

If you haven't already sent in your renewal for 2008, please fully fill out the application that is being sent out with this newsletter and return it to the PCAA as soon as possible.

Now that we're getting ATV Routes approved, the PCAA will need to start purchasing a large number of signs. The large ATV Route signs

that the state requires us to post cost from \$20-25 each. One way to think of this is that each paid individual or family membership directly helps to purchase one or two signs.

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## Winter Fund-raisers a Success

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Fund-raisers put on by the PCAA prior to the holidays were successful in raising several hundred dollars.

Kris Jones coordinated a Home Interiors Candle sale. With the help of Todd and Jody Johnson, Collette Larson, Teresa O'Connell, Sony Quist, and Karen Kehm, \$685.39 was added to the PCAA coffers. The PCAA receives \$0.50 for every \$1.00 of merchandise sold.

Another candle sale is planned for later this Spring (think Mother's Day gifts!). Kris will also be coordinating this sale. She can be reached at 715-273-4505 or [kristine.a.jones@uwrf.edu](mailto:kristine.a.jones@uwrf.edu) if you're interested in helping out or would like to place an offer.

Dave Swenson has also been busy coordinating several meat raffles at various locations around the county. The next meat raffle will be held at the T-Bar in Ellsworth at 6:00pm on Thursday, January 31<sup>st</sup>. Additional raffles will be held at the T-Bar every other Thursday.

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## The Newsletter Has A Name

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As you probably noticed above, the PCAA newsletter has a new name, "The Dirt", and a new logo. Thanks to Nate Place for suggesting the name and coming up with the logo!

Nate owns i4Graphics, one of the PCAA's business sponsors. Contact Nate (715-273-3860, [i4graphics@hughes.net](mailto:i4graphics@hughes.net), or [www.i4graphics.net](http://www.i4graphics.net)) for vinyl graphics or any other graphic design needs.

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## Club Ride

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At the January monthly meeting it was decided that the next club ride would be held on Saturday, February 16<sup>th</sup>, on the Clark County trails.

We'll meet by Snowball's Bar in East Ellsworth at 7:30am for the caravan to Clark County. Plan on leaving from the Hwy 10 parking lot between Fairchild and Neillsville at 10:00am.

Mark your calendars!

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## PCAA Executive Changes

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At the end of 2007 John "Braut" Jones resigned as Secretary of the PCAA due to medical reasons. Kathy Gutting was elected as the new Secretary.

Ruth Esanbock resigned as an At-large Board Member to focus her efforts more on the Spring Valley Chapter of the PCAA. Eric Markwardt was elected to replace her on the PCAA Board of Directors.

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## Monthly Meeting Day Changing

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Starting in March the PCAA monthly meetings will be held on the third Monday of each month rather than the first Monday. It is hoped that this will avoid conflicts with Town Board meetings and allow more people to attend the PCAA meetings. Meeting dates and locations are always posted on the Events page of the PCAA web site.

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## Eau Claire TPA Class

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A Wisconsin DNR ATV Safety Instructor and Trail Patrol Ambassador class is being held in Eau Claire on Saturday, January 26<sup>th</sup>. The session consists of 4 hours of Safety Instructor training and 4 hours of TPA training.

Contact Don Mrotek, WATVA NW Region Coordinator, if you'd like to register for this class. Don can be reached at 715-634-8458 or via email at [donmrotek@webtv.net](mailto:donmrotek@webtv.net).

Dave Swenson from the PCAA is planning on attending so contact him at 715-273-6454 or [dnaswenson@yahoo.com](mailto:dnaswenson@yahoo.com) if you're interested in sharing a ride to Eau Claire.

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## Spring ATV Safety Class

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The PCAA is planning on holding an ATV Safety Class in Spring Valley in the late March or early April timeframe. Additional details will be sent out as soon as the dates and a location are finalized.

Contact Henry Marson, PCAA Training Coordinator, at 715-273-4140 if you'd like additional details or would like to register people for the class.

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## Tech Talk

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### Electronic Communications

If there was a way to make an extra donation to the PCAA without costing you a dime, would you do it? Here's how you can: If you are a current PCAA member and use your email on a regular basis, send an email to [webmaster@piercecounyatv.org](mailto:webmaster@piercecounyatv.org) with your full name, email address, and a brief sentence stating that you'd like to receive your newsletters and other communications electronically. By doing so you will be donating the cost of printing and mailing a paper copy of the newsletter back to the club. It's that easy.

### Email Road Blocks

There are two types of email roadblocks that we run into on a regular basis.

The first is people that have changed their email address and forgotten to notify us. If you haven't received an email from the PCAA in a while, send an email to [webmaster@piercecounyatv.org](mailto:webmaster@piercecounyatv.org) with your full name and current email address. We'll make sure you get back on the distribution list.

The second roadblock is your email's spam blocker. Most computers or Internet Service Providers have spam blockers that can filter out group email messages like the ones we occasionally send out to our members. To avoid this make sure that you have the following email addresses added to your "approved" list or in your address book:

[webmaster@piercecounyatv.org](mailto:webmaster@piercecounyatv.org)

[emarkwardt@yahoo.com](mailto:emarkwardt@yahoo.com)

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## Upcoming Events

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What	When	Where
PCAA Meat Raffle	Thu, Jan 31, 6:00pm	T-Bar, W6087 US Hwy 10, Ellsworth
PCAA February meeting	Mon, Feb 11, 7:00pm	Jasper's Eastender Bar and Grill, 250 N Broadway, East Ellsworth, WI
PCAA Meat Raffle	Thu, Feb 14, 2008, 6:00pm	T-Bar, W6087 US Hwy 10, Ellsworth
February club ride	Sat, Feb 16, 2008	Neillsville, WI on the Clark County trails  Meet in East Ellsworth at the parking area in front of Snowball's Bar at 7:30am if you'd like to join the caravan to Clark County.  If you'd rather just meet everyone in Clark County, we'll be leaving from the Highway 10 parking lot between Fairchild and Neillsville (just west of Snyder Park) at 10:00am sharp.  Plan on riding 60-80 miles over a mix of twisty trails and fire roads at an average speed of ~25mph. We'll ride up to Rock Dam for lunch and then wind our way back to the Hwy 10 parking lot to load up and head for home.
PCAA Meat Raffle	Thu, Feb 28, 2008, 6:00pm	T-Bar, W6087 US Hwy 10, Ellsworth
PCAA March meeting	Mon, Mar 17, 2008, 7:00pm	TBD

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## PCAA Contacts

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Role	Name	Phone	Email Address
President	Mark Denzer	715-307-1278	<a href="mailto:president@piercecountyatv.org">president@piercecountyatv.org</a>
Vice President	Ron Anderson	715-495-4397	<a href="mailto:vicepresident@piercecounty.org">vicepresident@piercecounty.org</a>
Treasurer	Tony Brantner	715-307-3828	<a href="mailto:treasurer@piercecountyatv.org">treasurer@piercecountyatv.org</a>
Secretary	Kathy Gutting	715-273-5142	<a href="mailto:secretary@piercecountyatv.org">secretary@piercecountyatv.org</a>
Board Member	Scott Jones	715-307-1554	<a href="mailto:sjones@smgalliance.com">sjones@smgalliance.com</a>
Board Member and Webmaster	Eric Markwardt	715-262-3286	<a href="mailto:webmaster@piercecountyatv.org">webmaster@piercecountyatv.org</a>
Board Member	Darren Place	715-273-3716	<a href="mailto:dlplace@pressenter.com">dlplace@pressenter.com</a>
Fundraising Committee Chairman	Dave Swenson	715-273-6454	<a href="mailto:dnaswenson@yahoo.com">dnaswenson@yahoo.com</a>

**Be sure to thank our Business Sponsors for their support of the Pierce County ATV Association**

**61 Marine & Sports**

Arctic Cat and Polaris ATV Sales and Service  
11730 Point Douglas Dr S  
Hastings, MN 55033  
651-437-3522  
[www.61marine.com](http://www.61marine.com)  
[salesinfo@61marine.com](mailto:salesinfo@61marine.com)  
PCAA members receive 10% off all parts and accessories with proof of PCAA membership

**Fritz Motorsports**

Bud Fritz, Owner/Operator  
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[info@rivervalleypowerandsport.com](mailto:info@rivervalleypowerandsport.com)  
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**MDMA Equipment Ellsworth**

Pat Brookshaw  
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Hager City, WI 54014  
715-792-5177  
Dave Sinz, Manager  
107 Cty Rd C  
Ellsworth WI 54011  
715-273-3511  
[www.mdmaequipment.com](http://www.mdmaequipment.com)  
[daves@mdmaequipment.com](mailto:daves@mdmaequipment.com)  
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E. Ellsworth, WI 54010  
715-273-3550

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W8945 Hwy 10  
Ellsworth WI 54011  
715-273-4839

**Pondview Café & Bar**

Dean Haglund  
515 Main St  
Plum City WI 54761  
715-647-2172

**Furlong's Bar & Grill**

Dave Furlong  
325 W Main Street  
Ellsworth WI 54011  
715-273-3200

**Just Chillin' Eatery**

Chuck Paton  
2000 Old W Main St  
Red Wing, MN 55066  
651-388-9305

**Little New York**

Kristi Straub  
845 Hwy 10  
Ellsworth, WI 54011  
715-273-6221

**El Paso Bar and Grill**

Philip Huggett  
W4277 Cty Rd G  
Ellsworth WI 54011  
715-273-5111

**Designs by Jill**

Jill Sears  
W6054 410<sup>th</sup> Ave  
Ellsworth WI 54011  
715-273-0114  
[designsbyjill@dishup.us](mailto:designsbyjill@dishup.us)  
Custom logo designs, silk screening and printing

**Moody's Inc.**

Mike Moody  
590 S Wasson Ln  
River Falls, WI 54022  
715-425-2472  
[www.moodychev.com](http://www.moodychev.com)

**Pierce-St. Croix Comm.**

Todd & Angie Olson  
W9870 500<sup>th</sup> Ave  
Hager City, WI 54014  
715-792-5521

**Thank you!!!**

**Jasper's Eastender Bar and Grill**

250 N Broadway  
E. Ellsworth WI 54010  
715-273-5435

**State Farm Insurance**

Denton Achenbach, Agent  
310 W Main St  
Ellsworth WI 54011  
715-273-4000  
[www.4-denton.com](http://www.4-denton.com)  
denton.achenbach.lzk7@statefarm.com  
ATV, boat, and snowmobile loans and insurance

**Sneakers Pub and Eatery**

S119 McKay Ave  
Spring Valley WI 54767  
715-778-4200

**Traynor Insurance Agency**

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136 S McKay Ave  
Spring Valley WI 54767  
715-778-5580  
[www.traynorinsurance.com](http://www.traynorinsurance.com)

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Steve & Susie Oakis  
111 Packer Dr  
Roberts, WI 54023  
715-273-0341

**Mike's Bay Town Bar and Grill**

Mike Celt  
W6454 State Rd 35  
Bay City, WI 54723  
715-594-3888

**Pierce County Meats, Inc.**

Jeff and Julie Farris  
460 E Wall St  
E. Ellsworth, WI 54010  
715-273-4741

**i4 Graphics LLC**

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[www.i4graphics.net](http://www.i4graphics.net)  
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423 Industrial Rd  
Ellsworth, WI 54011  
715-273-3358

**T-Bar**

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W6087 US Hwy 10  
Ellsworth, WI 54011  
715-273-6602

**Steel Horse Saloon**

Dave L'Allier  
W8766 US Hwy 10  
Ellsworth, WI 54010  
715-273-0707

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463 E Wall St  
E Ellsworth WI 54010  
715-273-5174

[www.victoryfireworksinc.com](http://www.victoryfireworksinc.com)