

2023 ACSA Snowmobile Dealer of the Year

Interlakes Sport Center in Madison, South Dakota was named the 2023 ACSA Dealer of the Year. Interlakes has been in business for 51 years where they have sold Arctic Cat, Polaris, Ski-Doo and Yamaha, and currently sell Ski-Doo and Yamaha.



In 1972 Steve and Doug Koch purchased the motorcycle shop where they were working. They started with Kawasaki and Ski-Doo, and eventually added other brands and now sell snowmobiles, ATVs and utility vehicles. Steve, Doug and Dawn Koch are still involved in the dealership, along with other family members.

Interlakes sees the importance of education and training, and regularly hold safety education classes at their dealership, including Avalanche Education classes.

Duane Duerr, South Dakota Snowmobile Association President said, “The dealership truly participates in snowmobiling – they help with the local trails year after year. In addition, they have served as club leaders, promote membership and area also involved in vintage sleds.”. Duerr continued, the Kochs can always be counted on to be supporters of local club functions and events, snowshows and the SDSA convention.

Congratulations to Interlakes Sport Centers and the Koch family!

2023 ACSA Young Snowmobiler of the Year

Madisyn Gates-Roehl from Princeton, Wisconsin was recently named the ACSA Young Snowmobiler of the Year. Roehl has been involved in her local snowmobile club since age 8, and has also been involved in the AWSC youth program, KAOS, where she has attended many leadership events, rides, conventions and ISC.

Roehl first involvement in the club was result of a school English assignment on giving back to the community. She picked the snowmobile club to do a fundraising project, where she requested prizes and all you can eat pizza and wings! Needless to say, the project and assignment were a hit and the beginning of a new love for Roehl, who now belongs to 2 clubs and is also involved with the county association. She also spearheaded a scholarship at the county level.



AWSC President Lori Heideman commented, “Snowmobiling is a natural for Roehl, who is a snow cross racer, so she grew up snowmobiling, starting at 18 months old and was driving at 2 ½ years old. She now attends the club meetings regularly and also helps out on trail work, brushing, putting signs in and taking them out. She’s also been very

involved in getting new youth involved and speaks regularly to youth at club and county meetings as well as safety classes and other events.” Heideman continued, “Madisyn is a go-getter and truly an asset to the snowmobile community”.

Congratulations to Madisyn Gates-Roehl!

2023 ACSA Snowmobile Club of the Year

This year’s ACSA Snowmobile Club of the Year is the Mercer Area Sno-Goers from Mercer, Wisconsin. The Sno-Goers began in 1967. They now have nearly 900 members, which continues to grow. They promote membership locally, statewide and even to riders from out of state. They promote their membership on Facebook, SnapChat, Instagram and Twitter – and advertise on the local radio station.

This club represents snowmobiling in many ways, by being open and connected to the snowmobilers that ride their trails. This helps them understand what the riders are looking for and understanding their needs and wants. Members from this club attend many of their state events – as well as other club events. And it’s not the same members that attend the same meetings year after year, it’s different members, new members, along with some of the other members that have been attending.



The club is active in the community – they work with the Chamber of Commerce, they work with the City, to coordinate trails and the traffic they see on a regular basis during the winter. They are active with the local Lions Club, Fire/EMS department and the school, where they donate about \$2,500 to their scholarship program.

Fundraising is a topic for all clubs, including the Sno-Goers. One of their big fundraisers is the WinterBlast, held in their groomer barn. It starts with breakfast, continues through lunch and dinner. They have an antique snowmobile show, raffles, live bands and a bar – which raises about \$20,000 for their trail system.

AWSC President Lori Heideman commented, “In 2019, the Sno-Goers along with a neighboring club, was named a Snowmobile Friendly Community. The Sno-Goers are very involved in their local community, but they are also very trail-oriented. They have 220 miles of trail – and at least 25 volunteer groomer operators at any given time. When you are grooming the 220 miles of trails daily – you need those groomer operators!”

Heideman continued, “Fundraising is a topic for all clubs and the Sno-Goers have a WinterBlast, held in their groomer barn. It starts with breakfast, continues through lunch and dinner. They have an antique snowmobile show, raffles, live bands and a bar – which raises about \$20,000 for their trail system.”

The Mercer Sno-Goer’s motto is: ***Making the best trails better. They constantly work to make their trails even better, by the hard work of volunteers and partnering with everyone they can.***

Congratulations to this year's ACSA Club of the Year, the Mercer Area Sno-Goers!

2023 ACSA Snowmobile Family of the Year

Jerry and Emily Velishek, along with Randy and Wanda Velishek, from Faribault, MN, were named the 2023 ACSA Snowmobile Family of the Year. The four Velisheks spend countless hours each and every week at the clubhouse developing checklists and service and mechanical records, mowing and maintaining the club grounds as well as making trail signs, then marking and removing the signs as well.

The Velisheks have been involved in snowmobiling for 28 years. When their club was in desperate need of help, with no advance warning, they immediately stepped forward, took over the grooming program, and they are still deeply involved. They have spent considerable time on the clubhouse and storage facilities, including installing heat in the groomer garage for the operators and mechanics to thaw out the equipment for servicing.



Scott Wakefield, MnUSA President stated, "The two families see what needs to be done and find a way to get the job done, on time and without instructions. They are always involved in fundraisers as well as many other club functions." Wakefield continued, "These snowmobilers are most often not out in front, instead they quietly work behind the scenes."

While the Velisheks are very involved at the club level, they are always promoting the benefits of snowmobiling and are also involved at the regional level, the state level with MnUSA, the national level with ACSA, and also with the International Snowmobile Hall of Fame.

Congratulations to the Faribo Sno-Go Club members, Jerry and Emily along with Randy and Wanda Velishek being named Snowmobile Family of the Year!

2023 ACSA Snowmobiler of the Year

Mark Hazzard, from Winnebago, Illinois is the ACSA Snowmobiler of the Year and has been a club member for 40 years! Hazzard began riding in the Midwest, then moved to the west where he and his wife continued riding. Riding in the west, he saw how land use issues affected snowmobiling and what

needed to be done to preserve our riding areas and brought this knowledge back to Illinois a few years later.

He started his leadership in the club, working his way up through the positions until he served as President, then went on to serve at the state level, once again working his way up the ranks from Regional Representative, to VP and President and also remains the Trail Advisor. He has served at the National level as an officer of the Midwest Chapter and the ACSA Trails Riding Region.

Hazzard has attended many different events through the years, from club events to state events to several International Snowmobile Congresses. One event that really stood out was attending an ACSA Washington, DC Fly-In, where he was able to visit with the Speaker of the House and was able to look out over the Capitol steps and down the National Mall from the Speaker's porch. To imagine where riding a snowmobile can get you!

IASC President George Thompson said, "Mark is truly a team player, from running a groomer to selling raffle tickets to organizing rides to working on legislation, he has done many things for the clubs, state association and ACSA. Hazzard once met a conservation officer who said 'I enforce the laws as they are written, if you don't like the laws, get them changed'. Mark took that to heart and started working to change the laws to increase snowmobile program funding and to update laws."

Hazzard continued, "Snowmobiling has been a family activity for the Hazzards. His wife Ellen has held many offices in the local club, daughter Megan was the recipient of the IASC Scholarship and son Alex is currently president of the local club. Mark and Alex went from grass drag racing to now building vintage sleds."

Congratulations to this year's ACSA Snowmobiler of the Year -- Mark Hazzard!

