

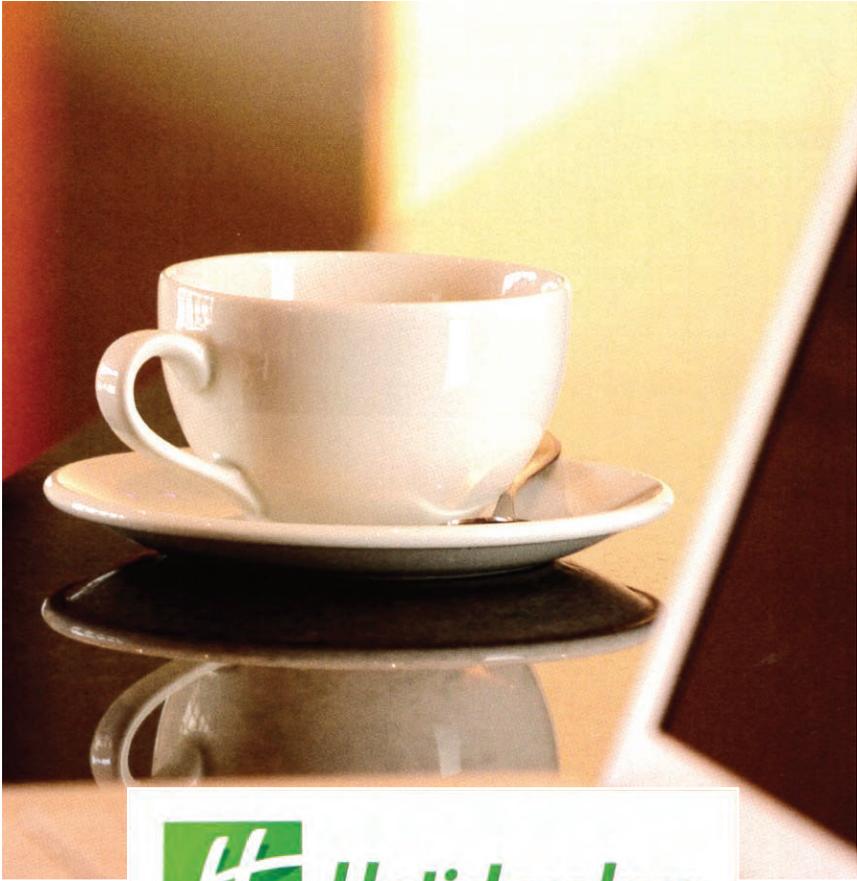
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# FOCUS™

## Welcome to Marshfield, Wisconsin

We hope you will enjoy your journey through Marshfield as told through the stories in this new publication, "Focus on Marshfield."

We hope you will "picture yourself" here whether you have been here your entire life or are looking for a new place to live, work and play.

You will learn about what makes Marshfield unique, the many career opportunities available (through a variety of cutting edge businesses), and why you too will want to consider

*"Coming home to Marshfield"*

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Tower Hall in Marshfield was previously utilized as the community's City Hall and is one of the more historic and beautiful buildings in town. ADAM HOCKING PHOTO

## Introducing the City in the Center

Welcome to Marshfield. This vibrant community of nearly 20,000 people is home to world-class medical care, emerging medical technology and research companies, several strong local manufacturing facilities, and perhaps supporting it all is the community's dedication to the farming industry.

Marshfield's location in the center of Wisconsin makes it a prime meeting place as well as an easy springboard to visit Madison, Milwaukee, and Chicago or to trek up to the beautiful northern woods of Wisconsin. Elite schools, friendly people, a safe place to raise children, little traffic, a vast park system, and a growing local arts scene are all amenities Marshfield offers.

Marshfield has the perks of small-town life with industries that would seemingly only appear in much larger communities. We invite you to come and take a look at all that Marshfield has to offer you.

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ERIC LEJEUNE PHOTO

**HEALTH CARE,  
IT'S IN OUR DNA**

## PreventionGenetics a local leader with worldwide impact

BY ADAM HOCKING

The mission of PreventionGenetics can be summed up simply. The company strives to prevent disease and disability through genetic testing.

PreventionGenetics opened in 2004 when Dr. Jim Weber left his role as a senior research scientist at the Marshfield Clinic Medical Research Foundation.

Weber said in starting the company he had two main objectives. “One was to provide continuing employment for the people in my laboratory at the time, and the

other reason was to try to make clinical genetics move along a little faster,” said Weber.

Weber noted that small companies have the advantage of being more nimble than larger organizations as they can adapt to changing technology faster. Currently, PreventionGenetics employs about 125 people, and the company has the largest DNA test menu of any lab in the country.

PreventionGenetics sequences DNA to develop a genetic map of who that person is and what diseases he/she may be susceptible

to with the ultimate goal of arming health care professionals with as much knowledge as possible in planning the care of that person.

“The earlier a disease, a health problem in a patient is correctly diagnosed, the better that patient will be in terms of the management of their disease,” Weber said.

He noted there are many applications of this type of work, but he highlighted cancer in particular.

“There are lots of women today who undergo breast cancer gene testing, and some of those who test positive will have their breasts

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removed surgically, mastectomies. There's a good example, a near perfect example, of prevention of disease through DNA testing," Weber said.

Weber points to the introduction of "NextGen" sequencing as one of the major advancements in the history of PreventionGenetics.

Bjorn Niskanen, a Prevention-Genetics DNA lab technician, described NextGen as "looking at a wider scope of the genetic makeup of an individual. This technology requires fewer resources than traditional methods and allows us to keep our prices low. This is particularly advantageous when the genetic markers of diseases or disorders may be located in numerous places of the genome."

PreventionGenetics provides tests for hundreds of health care facilities worldwide. The company recently moved into a 50,000-square-foot facility, which had its



Prevention Genetics Associate Lab Manager Sarah Pritzl performs Next-Generation Sequencing Library Construction. ADAM HOCKING PHOTO

dedication ceremony in October of 2013. PreventionGenetics also recently won the Governor's Export Achievement Award for its work with clients in foreign countries.

"Twenty-six percent of our revenue last year came from exporting activity, which was to over 70 different countries," said chief business officer Amy Nystrom. ♦



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Ministry Saint Joseph's Hospital is looking to create an "all-private room care" environment for its patients.



ERIC LEJEUNE PHOTOS

# Marshfield Clinic and Saint Joseph's Hospital eye the future of health care

BY ADAM HOCKING

Marshfield Clinic is a known commodity throughout the state of Wisconsin, but its home base is and has always been Marshfield. It is the largest private group medical practice in Wisconsin and one of the biggest nationwide. Marshfield Clinic has 750 physicians, which represent more than 80 different specialties; 6,000 non-physician employees; and 60 locations throughout Wisconsin.

Despite an established reputation, Marshfield Clinic is currently pursuing the construction of a new "hospital of the future" to be

completed in Marshfield some time in 2018. The Clinic is also looking to expand its Ambulatory Surgery Centers in Eau Claire, Marshfield, Minocqua, and Wausau to include post-surgery patient comfort and recovery suites. Remodeling is already underway in Marshfield, and the Clinic has said that the project will add about 160 positions across the four locations where renovations are planned.

Another local health care leader is Ministry Saint Joseph's Hospital, which is looking to undergo major renovations as well and will create an "all-private room care" environ-

ment for its patients. Ministry Saint Joseph's Hospital President Brian Kief has said there are several steps to go prior to starting construction but that the main goal of the project is providing privacy for patients.

Currently, Ministry Saint Joseph's Hospital has 504 beds and provides care to over 19,000 inpatients and 38,000 outpatients each year. More than 400 Marshfield Clinic physicians are on staff at Ministry Saint Joseph's. It is one of the largest rural referral medical centers statewide and is also a Level II verified Pediatric and Adult Trauma Center. ♦

The Marshfield Clinic is the largest private group medical practice in Wisconsin and is looking to build a new hospital in Marshfield in 2018.



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# Major medical centers spur new growth

BY ADAM HOCKING

A subsidiary of Marshfield Clinic that is expanding in the food testing industry is Marshfield Food Safety (MFS), which provides testing services to food producing companies in the Midwest and nationwide.

MFS tests for things like salmonella, E. coli, and listeria as historically it has been a microbiology-based business. Now MFS is also getting into the chemistry world, testing products for fat levels, protein, moisture, and more.

“About two years ago, we decided that we wanted to bring in the expertise and build a chemistry division,” said Marshfield Food Safety CEO Roy Radcliff. The chemistry division opened in January of 2015 and had a ribbon cutting ceremony in May.

“It really sets us apart from a lot of other food testing companies because we do have access to infectious disease specialists or epidemiological specialists, or even we’re separate from Marshfield Labs, but



Marshfield Food Safety CEO Roy Radcliff gives a tour through the company’s lab facilities. Here he is describing an automated Kjeldahl digester for protein analysis.

ADAM HOCKING PHOTO

we know everybody over there,” Radcliff said, noting the advantages of being based in a medical community.

Apart from MFS, Marshfield Labs is a division of Marshfield Clinic, which has five veterinary diagnostic laboratories throughout Wisconsin and Ohio, a reference diagnostic laboratory that serves physicians throughout the Midwest, toxicology services, and also provides training to students for multiple career paths.

“It does help to be under the same umbrella,” Radcliff said.

Concerning microbiology services, much of MFS’ workforce already lived in Marshfield when the company started, but two-thirds of employees have come from out of town for the chemistry division. MFS currently has 15 employees and has been expanding both its employee base and its services.

“As the business grows, we’ll be expanding further,” Radcliff said. He later added, “Yeah, it’s growing. We’re getting busier every month.”

To find out more about Marshfield Food Safety, LLC, visit [marshfieldfoodsafetyllc.com](http://marshfieldfoodsafetyllc.com). ♦



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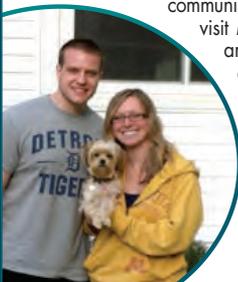
## YOUNG PROFESSIONALS CALL MARSHFIELD HOME!!

Bryan & I both grew up in Wisconsin and met while obtaining our undergrad degrees in Minneapolis, MN. Our next venture was to Detroit, MI where we became accustomed to the "big city" atmosphere and lifestyle. The cities were great, but they lacked the sense of community we desired. The first time we were both able to visit Marshfield, we felt at home. Marshfield had all the amenities - great grocery options, multiple restaurants, and solid entertainment. We quickly found out that if there was not something in Marshfield, you probably weren't looking in the right places. Since moving here, we know we made the right choice...great careers, large network of friends and greater involvement in our community.

**Marshfield is full of opportunities and a perfect place to call home!**

**Gina & Bryan Londre**

- I was born and raised in Marshfield. I always loved my community, but
- when I graduated I wanted to go explore a bigger city. After college
- I moved to the Twin Cities where I worked for 5 years, got married and
- had a child. I knew that I would have less time to enjoy big city amenities
- and what I really wanted was more time with my family in
- a safe, secure environment. Now that we're here, we
- love the fact that we can get home from work in 5
- minutes, never struggle to find parking and we
- always feel safe wherever we go.
- **We needed the conveniences, the**
- **security, the excellent schools, and**
- **the feeling of community that**
- **defines Marshfield!**
- **Adam, Amanda & Silas Hocking**



# AgSource Laboratories a key player in local economic growth

BY MATTHIEU VOLLMER

AgSource Laboratories, a subsidiary of Cooperative Resources International, has demonstrated steady growth and economic stability throughout its history. The company has added, on average, one new employee per year for the past 20 years and has tripled the size of its lab facility over the last year or so.

“We are providing testing to make sure the food chain is safe,” said Vice President of Laboratory Management Eric Helms. According to Helms, the business gener-

ates roughly \$3.5 million in sales per year and employs 38 people. The company strives to grow by five to 15 percent per year, in other words, consistent and steady growth.

AgSource, a cooperative established in 1959, is a member of the Marshfield Area Chamber of Commerce & Industry (MACCI), Wisconsin Cheese Makers Association, Wisconsin Laboratory Association, and the Wisconsin Wastewater Operators’ Association.

“They are very congenial. The quality of the work, turnaround

time, and accuracy of results is good. They stay very up to date in terms of their equipment,” said Ken Heiman, co-owner of Nasonville Dairy. According to Heiman, Nasonville has been doing business with AgSource since before 1970. The laboratory provides milk, cheese, environmental, and water testing for Nasonville Dairy.

Its original location was in Stratford, but the business moved to Marshfield in June 2014. The new lab is about three times larger than its Stratford location and, according to Helms, is more convenient

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Lab technicians generally have backgrounds in biology, chemistry or natural science. AgSource employs graduates from UW-Stevens Point, UW-River Falls, UW-Platteville, and Mid-State Technical College. Pictured is lab technician Tracy Weber. MATTHIEU VOLLMER PHOTO

for customers and employees in terms of location.

“MACCI was very good to us when we moved to town. They were very helpful. What MACCI does is very beneficial,” said Helms when commenting on activities that spur economic development.

Currently, AgSource employs graduates from UW-Stevens Point, UW-Platteville, UW-River Falls, Mid-State Technical College, and other programs. Most graduates have backgrounds in biology, chemistry, or natural science.

“This (Marshfield) area is surrounded by and is absolutely agriculturally oriented. This (AgSource testing) becomes an absolute necessity,” said Heiman. “They are one of the main threads of the economic infrastructure of this area.”

The business offers milk and other dairy product testing, food testing, water testing, and waste water testing with the goal of providing “accurate results, valuable information, superior customer service, and convenient reports.”

AgSource offers testing services for pathogens, yeast and mold, bacteria, metals, and more. AgSource has grown in water, environmental, and food safety testing as government restrictions and requirements intensify.



Milk samples are refrigerated until tested, but before testing takes place, the milk samples must be warmed in water.

MATTHIEU VOLLMER PHOTO

Helms summed up the company’s customer service philosophy in three words, “Fast, accurate, and reliable.”

AgSource Laboratories is located at 3700 Downwind Drive, Marshfield, WI 54449. For more information call 715-989-1402, email marshfield@agsource.com, or visit agsource.com. ♦



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## Marshfield Snapshot

**19,906**  
Population

**\$45,925**  
Median household income

**41**  
Median age

**\$130,515**  
Average single family home sale price

Source: Wisconsin Economic Development Corporation.  
Figures are from 2014.



## Small town BIG FUN

BY ADAM HOCKING

Marshfield will soon be home to two Kodiak bears in a newly built, state-of-the-art exhibit. The new bear pen includes a 4,600-square-foot, glass-enclosed area and a nearly one-acre “Bear Woods” with a 65-foot bridge spanning the two habitats.

Kodiak bears are the largest of all brown bears and are the second biggest bear species in the world behind polar bears. The bear exhibit is planned to be completed in October of 2015.

If animals are not quite your speed, Marshfield has plenty of other entertainment options available. Notably the Vox Concert Series consistently brings world-class

musicians to Marshfield.

The Vox Concert Series was founded in 2005 by Marshfield native Brian Sauer. Former “American Idol” winner Lee DeWyze performed in Marshfield in 2015, and talents such as Emerson Hart from the band Tonic; Anna Nalick; Noah Guthrie from the television show “Glee;” and Nicholas David, who was a finalist on season three of NBC’s “The Voice,” have all journeyed to Marshfield to perform for local audiences.

“We’re not just a place to go and watch a concert. We want you to come and experience music,” Sauer said. “We’re not a bar where the music is playing in the background. That’s not what we want

Musical duo The Sea The Sea performs at the Wildwood Pavilion for the Vox Concert Series on Aug. 21, 2014.

ADAM HOCKING PHOTO

to be. We’re also not a performing arts center like the Grand Theatre in Wausau. We’re a listening room. People come, and they listen. They’re quiet. They grab their beverage, and they drink their drink. They might bring some food, and it’s about the music first.”

The Vox Concert Series stages paid concerts at Wildwood Pavilion in Marshfield and a number of free concerts during the summer at beautiful Columbia Park in Marshfield. To view upcoming events or for more information about the Vox Concert Series, visit [voxconcertseries.com](http://voxconcertseries.com). ♦

# FROM FARM TO TABLE: MARSHFIELD VALUES THE AG INDUSTRY



Karen Seehafer poses for a photo while holding a fresh gallon of whole milk straight from the Seehafer Farm. MATTHIEU VOLLMER PHOTOS

## Seehafer Farm Creamery: A tradition of keeping it local

BY MATTHIEU VOLLMER

Seehafer Farm Creamery, a specialty grocery store and ice cream parlor located on State Highway 97 just outside Marshfield, was opened on Aug. 28, 2014, by owners Ken and Karen Seehafer.

“We try to stay as local as possible. We make our own milk and distribute it all over Wisconsin. Our cheeses come from all across the state. We have lots of specialty cheeses,” said Karen Seehafer.

The creamery employs five people and is managed by Stephanie

Seehafer, Karen and Ken Seehafer’s niece.

The Seehafers process their own milk right from the farm, which includes whole, skim, 2 percent, and soon to be 2 percent chocolate milk, which is available by the gallon in the creamery.

Ken and Karen Seehafer own and operate a third generation farm that was started by Ken’s grandparents, Elmer and Alma Seehafer. The 900-acre farm, home to 280 cows, hosted Farm Tech Days in 2011 — an event approximately 60,000

people attended — and recently received a quality award from the Marathon County Dairy Heard Information Association.

The Creamery sells a wide variety of cheeses, including Colby, Monterey, medium cheddar, horseradish, onion, bacon, hot pepper, garlic, mozzarella, Smokey Swiss, marble, and provolone.

Other items available include honey from Brian Prust’s Honey Farm on Eagle Road in Marshfield, floral arrangements by Mary Michlig of Garden Pride Cache

in Edgar, Wis., and various meats such as hickory smoked bacon and mushroom and Swiss brats supplied by Pete's Meat Service, LLC. Frozen chicken pot pies by The Farmhouse Bakery in Auburndale are also available.

The Creamery's top selling products include cheese curds, whole milk, ice cream during the summer months, Swiss cheese, and cheddar cheese.

During autumn the farm offers wagon rides, features a corn maze, and has pumpkins available for purchase. In the months of December, January, and February, weather depending, they also offer sleigh rides.

To learn more about the creamery, visit [facebook.com/seehafercreamery](https://facebook.com/seehafercreamery), call 715-384-5152, or email [seehafercreamery@gmail.com](mailto:seehafercreamery@gmail.com). ♦



Countless types of cheese arranged neatly in a cooler at the Seehafer Farm Creamery.

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# Farming woven into the fabric of Marshfield

BY ADAM HOCKING AND KRIS RUED-CLARK

Marshfield does not just have local agriculture businesses. Agriculture is a part of Marshfield's very fabric, its culture. Nowhere is that more evident than during the city's annual Dairyfest Weekend.

Dairyfest has been a Marshfield tradition since 1981. At its inception the event was solely a breakfast, which served 100 people.

Since that time Dairyfest has grown into a weekend-long series of events that brings an estimated 15,000 visitors to Marshfield to witness the Saturday parade alone. Multiple organizations stage events throughout the weekend, and for many of them, Dairyfest serves as a major fundraiser, said Marshfield Area Chamber of Commerce & Industry Program Director Deb Bauer.

The Marshfield Fairgrounds hosts the Mayor's breakfast to kick off the weekend, and generally thousands of people attend. The fairgrounds are also packed with arts and crafts vendors during the weekend and host a coed softball tournament. The Upham Mansion, a local historical home, hosts a pie and ice cream social. This past year a competition at the Marshfield Skatepark and Picnic in the Park — a gathering for young families — were also a part of the weekend's festivities.

Aside from an opportunity for local organizations to raise funds, Bauer said Dairyfest serves as an economic injection for the entire Marshfield community.

"You look at people that are in town spending money. Maybe they're staying at hotels. They're eating, so it really is a good thing for the whole community," Bauer said. She added that business sponsorships are a big part of funding



Fresh flowers are just one of many locally grown items available at two local farmers markets in Marshfield, hosted at Festival Foods and Pick 'n Save. Pictured here is the market in the Pick 'n Save parking lot. KRIS RUED-CLARK PHOTO

Dairyfest's operation and bringing entertainment to town.

Another way in which Marshfield supports the agriculture industry is through two well-stocked farmers markets that are growing in popularity. On Tuesdays the Main Street Marshfield farmers market sets up in the Pick 'n Save parking lot, and on weekends the Festival Foods farmers market invites vendors to set up in the Festival Foods parking lot.

"We have about 18 vendors on Saturdays, and we've been averaging five to six on Sundays," said Joe Neville, Festival Foods assistant store director. "At its peak in July, we'll have 50 to 60 vendors." Hours are 8 a.m. to 1 p.m. every Saturday and Sunday through October.

Vendors are not charged to participate, but they are asked to register and fill out a form stating that they have grown or made the items they are selling within a 100-mile radius of Marshfield.

"It's awesome," said Neville. "It's a win-win situation for the store and the vendors. We get a lot of traffic, and the vendors love coming here. They have a passion for what they do. The vendors we have are all great to work with."

In addition to locally grown produce, vendors sell everything from colorful bouquets of freshly cut flowers to egg rolls.

"It is a variety of stuff, not just fruits and vegetable," added Neville. "We have people selling honey and crafts. We've had some food ven-



The Dairyfest parade attracts up to 15,000 people to Marshfield. ADAM HOCKING PHOTO

dors, some selling homemade bread and homemade soup. We're happy to do it. It gives the vendors a place to sell, and they also help us by bringing more traffic to the store."

The Main Street Marshfield farmers market in the Pick 'n Save parking lot takes place every Tuesday from 8 a.m. until 1 p.m.

"We don't charge the vendors," said Angie Eloranta, Main Street Marshfield's executive director. Currently, 23 vendors are signed up, and 10 to 15 participate any given week.

"We're really happy with the farmers market," Eloranta said. "In addition to vegetables, there are homemade goods, jams, baked goods, plants, and flowers as well."

For more information about the Main Street Marshfield farmers market, go to [mainstreetmarshfield.com](http://mainstreetmarshfield.com). ♦

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# Nasonville Dairy: A local company with a global footprint

BY MATTHIEU VOLLMER

Nasonville Dairy has expanded operations locally and sales globally over the past few years, contributing to Marshfield's economic development in a sustainable fashion like many other businesses in the agriculture industry.

"A lot of things are tied to agriculture. We won't see peaks and lows like others areas, like Silicon Valley, but we are going to see a stable economy. Our role is to expand on the sale of cheese to Wisconsin and other parts of the world," said Ken Heiman, co-owner of Nasonville Dairy.

Heiman has been a licensed cheese-maker for 47 years and a master cheese-maker for nine years. He is one of only 54 master cheese-makers in the state. His father was also a cheese-maker, and his brothers and sons are also in the cheese-making business.

The dairy averages \$140 million in sales per year and employs roughly 100 local people. It opened in 1885, was purchased by Ken's family in 1965, and is now co-owned by Ken and his brothers Kim and Kelvin Heiman.

"They really support the community. Ken provides a huge amount of enjoyment to a lot of people. He's an incredible supporter of this community," said Paul Meier, an area resident since 1985 and owner of the Blue Heron Brew Pub. Meier has been a customer of Nasonville Dairy for about 10 years. He purchases cheese curds directly from the dairy and orders feta from a Nasonville distributor.

Over the past three years, Nasonville Dairy has expanded sales on a



Large vats of cheese curds being mixed at Nasonville Dairy. MATTHIEU VOLLMER PHOTO

national and global scale with over 94 percent of the products leaving Wisconsin. The business sells its cheeses in every mainland state and also in China, South Korea, Canada, the British Virgin Islands, and Chile. Meanwhile, Nasonville Dairy continues to perfect its existing product line. Nasonville makes 18 percent of all feta cheese produced in the U.S.

"We are trying to do a better job with the products we already make," said Ken. In the past three years, Nasonville has improved its Marshfield facility by adding new coolers, curing rooms, locker rooms, office buildings, and packaging areas, resulting in the hire of roughly 30 additional employees.

Despite major growth, the business remains local. "Everything we do is local. The milk is all local. Our responsibility is to return that (to the local community). The local area has been very good to us," said Ken.

Eighty-eight percent of the business' gross sales are comprised of

cheese sales, and the remaining 12 percent come from the sale of cream, whey protein, and lactose. The company makes 35 different types of cheese, although Wisconsin as a whole makes 630 different types of cheese and provides the U.S. with over 50 percent of its entire cheese supply.

"We have the ability to create new products. We've never been afraid of trying something new and different," said Ken.

Nasonville Dairy supports many area charitable and philanthropic organizations including the FFA, 4H, Marshfield Clinic, Ministry Health Care, House of the Dove, and the American Cancer Society, among others.

Nasonville Dairy is located at 10898 Highway 10 outside Marshfield. For more information visit [nasonvilledairy.com](http://nasonvilledairy.com) or call 715-676-2177. Store hours are Monday through Friday from 8 a.m. to 5 p.m. and Saturdays from 8 a.m. to 12 p.m. ♦

# MADE IN MARSHFIELD: COMMUNITY'S MANUFACTURERS THRIVE



Amanda Serna (left) and Amber Vouers (right) remove machine cut fabric at Marshfield Furniture. Many of the fabrics are machine cut; however, genuine leather is still cut by hand. MATTHIEU VOLLMER PHOTO

## Marshfield Furniture prides itself on a history of quality and a legacy of philanthropy

BY MATTHIEU VOLLMER

Marshfield Furniture, founded in 1944, serves high quality furniture to over 700 accounts across the United States.

“The local community knows very little about us mostly because our customer base is not in Marshfield. Our customers are independently-owned furniture stores,” said William Mork, president and owner of Marshfield Furniture. Mork has nearly 50 years of experience in the furniture business.

The company is a top producer of lodge-themed furniture. Major clients have included Cabela’s, Ducks Unlimited, Bass Pro Shop, and the Rocky Mountain Elk Foundation. Marshfield Furniture designed and built custom furniture for Dick and Mary Cabela made from zebra and black ostrich hide.

According to Mork, the company has been very involved with philanthropic initiatives over the years, especially in the health care sector.

They have redesigned recliners

for chemotherapy patients so that they have the look and comfort of home but are also fit for medical facilities. They have collaborated with the American Cancer Society, Ronald McDonald House Charities, Ministry St. Joseph’s Hospital, and Marshfield Clinic. Marshfield Furniture is also a member of the Marshfield Area Chamber of Commerce & Industry.

The manufacturer employs over 90 people. According to Mork, the company has done well in the last



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two years, although the recovery has been slow since the 2008 recession.

“We have been blessed to be doing better than the rest of the industry,” said Mork.

Mork added that, “We are focused on American-made products that are made by cheeseheads.” He said that they use as many fabrics and supplies that are produced in Wisconsin or the U.S. as they possibly can.

When asked what he likes about the furniture business most, Mork said, “I like the creative side and the people side. It’s still a people business. I like how we interact with our customers in a way that is really a partnership-type relationship.”

Marshfield Furniture has permanent showrooms in California and North Carolina. They also have a regional show room in Minnesota.

For more information or to find a dealer, visit [marshfieldfurniture.com](http://marshfieldfurniture.com), or find the company on Facebook and Pinterest by searching “Marshfield Furniture.” ♦



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## Paget equipment continues to expand

Paget Equipment is a stainless steel fabrication company based in Marshfield. The company has expanded multiple times over the years, most recently adding 16,500 square feet to its facility, which allowed the company to add new equipment, expand services, and meet growing production demands.

Paget serves multiple industries, including but not limited to biodiesel, chemical, food and dairy, ethanol, mining, nuclear, oil fracking, and waste treatment. The company builds columns, heat exchangers, evaporators, separators, process vessels, skids and modules, and has also built specialty equipment. ♦



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# Masonite a major area employer and economic driver

BY MATTHIEU VOLLMER

Masonite Architectural, formerly Marshfield DoorSystems, combined with Masonite's components division, employs nearly 600 individuals facility-wide, making the plant one of the top three largest employers in the Marshfield area.

"It doesn't matter what job you have here. There is a savvy and awareness (to each position). You have to have your head in the game," said Tony McCauley, director of human resources for Masonite Architectural. He has been with the company for almost three years.

The architectural division, which employs roughly 100 people, makes doors for multiple locations, including Marshfield DoorSystems products. The components division is also part of the Marshfield facility. The facility recently hired 120 employees and averages about 20 new positions per year.

"I love coming to work with the group of people that seem to relentlessly do things better and solve problems. They motivate me to work harder and to come up with ideas. Everybody here participates in solving problems," said Joel Banks, regional plant manager.

According to McCauley, Masonite hires individuals with technical degrees for administration positions. Individuals hired for production typically have a strong background and a high school diploma or GED.

"My favorite part of working for this company is the circle of virtue: satisfied employees, satisfied customers, and satisfied shareholders. We make decisions to put the employee and customer first. We offer a lean, dynamic, and challenging career," said McCauley.

Masonite Architectural is a member of the Architectural Woodwork Institute and the Window and Door Manufacturer's Association. The organization engages with several philanthropic groups and activities and was a key player in the Doors of Hope program through the United Way.

When asked about the firm's customer service philosophy, Banks replied with a simple mantra, "Easy, fast, on-time, complete, correct, and safe."

The Marshfield plant, which started 110 years ago, has a long tradition. For example, the plant built patrol torpedo boats for the U.S. Navy in World War II and played a major role in provid-

ing wood products for the Spruce Goose, a massive wooden aircraft designed by Howard Hughes that took its first flight in 1947.

Masonite Architectural produces high end and customized doors that customers self-configure. The Marshfield plant rests on 14 acres demonstrating the sheer scale of the facility. "This is the plant that can make any brands. It has a lot of capability," said McCauley. Architects or designers specify the doors, which are then shared with general contractors who send the specifics to distributors.

To illustrate the level of customization, orders include three doors or less that have the same specifications, and the warehouse stores zero finished goods. Masonite Architectural does business around the globe. More than 6,000 part numbers go into the doors produced. According to Banks, they have a skilled workforce that makes low volume and highly specified doors.

Masonite Architectural, formerly Marshfield DoorSystems, is located at 1401 E. Fourth St. in Marshfield. For more information call 800-869-3667 or visit marshfielddoors.com. ♦



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# LOCAL TRUCKING COMPANIES KEEP MARSHFIELD MOVING FORWARD

## Roehl a nationwide power in transportation

BY ADAM HOCKING

Roehl Transport is one of the largest trucking operations in the United States, possessing over 1,900 tractors and 5,200 trailers. Founder Everett Roehl started the company in 1962 with just a single truck.

The company reports that its revenue is close to \$500 million per year. The company also prides itself on its safety record.

Everett Roehl recently made large donations to the project for a new library and community center in Marshfield and as well as for a new Science, Technology, Engineering, and Math facility for the University of Wisconsin-Marshfield/Wood County, a testament to the company's commitment to the city.

Roehl has 2,250 employees across the nation and offers dry van, refrigerated, dedicated, curtainside,

flatbed, and specialized services. Roehl Logistics is another component of the business, which provides third party logistics.

Roehl's corporate office is located in Marshfield, but the company has operating centers in Appleton, Atlanta, Dallas, Gary, and Phoenix. Roehl Logistics has offices in Green Bay, Dallas, Marshfield, and Phoenix. ♦

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Trucks line the lot at Mid-State Truck in Marshfield.

SUBMITTED PHOTO



## Mid-State Truck celebrates 50 years in business

BY MATTHIEU VOLLMER

Frank Vandehey and his partners opened their first Mid-State Truck Service location in Marshfield on Sept. 1, 1965. This year they are celebrating 50 years in business.

“We treat our customers like we want to be treated. We strive to be the most complete truck center in Wisconsin, if not the country,” said owner Tom Vandehey, a Marshfield native with over 25 years in the industry.

Mid-State Truck is a second-generation, family-owned and -operated business that now boasts roughly 240 employees at its six locations in central and western Wisconsin. On average, employee tenure is over 14 years.

“To the best of my knowledge, we purchased the first truck that Mid-State ever sold,” said William

J. Mork, owner and president of Marshfield Furniture. “We have had an excellent working relationship with them.” According to Mork, Frank Vandehey (Tom’s father) sold the first truck to the then president and owner of Marshfield Furniture, Jay Conner, who is Mork’s father-in-law.

Tom said people would be surprised to know that they generate about \$150 million in sales annually and that Mid-State carries the statewide school bus franchise for International Truck.

“We are very aggressive in all areas of our company, including in the lease business. We carry over 5 million in parts to get trucks back on the road as fast as possible,” said Tom.

The International Pro Star heavy duty tractor is among the compa-

ny’s best sellers. According to Tom, this is the most fuel efficient Class A truck in the industry. Mid-State is also one of the only area dealerships that is equipped to work on compressed natural gas vehicles.

“I like to be involved in every facet of the business, not sitting in a corner office. I like to be hands on and out working with our people,” said Tom when asked what he likes most about his role at Mid-State.

In 1990 Mid-State Truck Service earned the “Firm of the Year” award from the Marshfield Area Chamber of Commerce & Industry for its good corporate citizenship and extensive community involvement.

Mid-State Truck of Marshfield is located at 2100 E. 29th St. To learn more about hours of operation, products, and services, call 715-406-4266 or visit [midstatetruck.com](http://midstatetruck.com). ♦

# NATIONALLY RECOGNIZED FOR ELITE EDUCATION



Marshfield High School offers nearly 30 different advanced placement courses, which can turn into college credit for students. ERIC LEJEUNE PHOTO

## Challenging, high performing schools a town trademark

BY ADAM HOCKING

Marshfield High School (MHS) has consistently been recognized by the Washington Post in its annual rankings of the most challenging high schools. Most recently MHS was ranked as the third most challenging high school in the state of Wisconsin. The Post determines the rankings by taking the “number of college-level tests given at a school in the previous calendar year divided by the number of graduates that year.”

In addition to MHS, Marshfield has Columbus Catholic Schools, which provide private, faith-based education. There are three facilities that serve the Columbus Catho-

lic network of students. St. John the Baptist Primary School serves students from preschool through second grade, and Our Lady of Peace Intermediate School provides education for students from third-fifth grades. Columbus Catholic Middle School and High School are located in the same building and serve grades six-12.

Marshfield Middle School is the public school option for seventh and eighth grade students, and there are also five public elementary schools in the Marshfield School District.

MHS offers 28 different advanced placement (AP) courses, which allow high school students to

earn college credit. Retiring MHS instructor Bill Zuiker did a data study just based on his team-taught class with fellow retiring educator Jim Bokern. The two teachers had taught a combined AP U.S. History – AP English Language course.

According to data collected by Zuiker, since starting the combined course in 2004, students have taken 1,293 total exams, and 1,076 — or 83.2 percent — of those students earned a passing grade and gained college credit.

Also according to this data analysis, students have saved approximately \$1.4 million over the life of the class by earning college credit in high school and thus not having

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UW-Marshfield/Wood County now offers a four-year degree program and is in the process of fundraising for a new science, technology, engineering, and math facility.

ADAM HOCKING PHOTO

to take and pay for those equivalent courses at the college level.

The AP program is a source of pride, so much so that MHS alum Derek Blanchard is personally contributing \$2,500 per year to the school in order to help all students afford the cost of taking an AP exam.

“I’ve been looking for a way to kind of give back and do something close to home,” Blanchard said. “My wife and I both were heavily involved in the AP programs when we were in high school, and we were both able to graduate a year early from college because of what that program did for us.”

When students graduate from either Columbus or MHS, they have two local options available to continue their educations, a two-year community college and a technical college.

Since 1964 UW-Marshfield/Wood County (UW-M/WC) has provided an affordable and high level of education for students in central Wisconsin and beyond. This year UW-M/WC is celebrating its 50th anniversary.

Dean Patricia Stuhr, who retired

at the end of the 2015 school year, said that the founding principle of UW-M/WC and other two-year schools around the state was to provide high level education in convenient locations for all students.

“It was part of the Wisconsin idea, of having education very close at hand for all Wisconsin citizens and to provide a wonderful, University of Wisconsin-quality education,” Stuhr said.

UW-M/WC built student housing near campus in August of 2014. Stuhr said the new housing will be a nice option for students that commute from a few hours away.

The new housing also accommodates students from Mid-State Technical College, nursing students, and residents training to be doctors.

“Anyone who’s a student at all can stay there,” Stuhr said.

Nursing, Stuhr said, is UW-M/WC’s biggest program. Students in the nursing program can attend school for two years locally and then finish their degree via classes offered at Saint Joseph’s Hospital in Marshfield and also the University of Wisconsin-Eau Claire.

“At least 200 of the nurses employed at Saint Joseph’s Hospital are graduates that have come through here,” Stuhr said. “Students that are starting the nursing track here can transfer into the Eau Claire nursing program, and then they actually have some classrooms at the (Saint Joseph’s) Hospital. So between here and the hospital, they can finish off their four-year degree.”

Stuhr said business, sociology, health sciences, and education are

other popular fields at the University.

Another recent development at UW-M/WC — and one that will offer expanded opportunities to students — is the implementation of a four-year degree program. Students now have the opportunity to earn a Bachelor of Applied Arts and Sciences degree (BAAS) without leaving Marshfield.

UW-M/WC made an agreement with the University of Wisconsin-Stevens Point where after students

earn a two-year associate’s degree, they can earn an additional 30 credits from UW-Stevens Point and 30 more from UW-M/WC. The extra 60 credits constitute four semesters of coursework, and students who complete them earn a four-year BAAS degree.

The University is also in the midst of a capital campaign to build to build a new science, technology, engineering, and math facility and to renovate the existing science facilities. ♦

## Mid-State Technical College launches new programs, prepares graduates for local employment

BY MATTHIEU VOLLMER

Mid-State Technical College (MSTC) recently started offering new programs — including stainless steel welding basics, health and wellness promotion, and gerontology — all in response to employer needs.

Marshfield Campus Dean Brenda Dillenburg said the school’s role in local economic development was “to be flexible in providing workforce training to meet the needs in the community.” Dillenburg has spent 28 years in the technical education system and is a past president of the Marshfield Area Chamber of Commerce & Industry.

“It’s about preparing our graduates with in-demand skills for in-demand careers,” added Karl Easttorp, director of communications. Easttorp has worked in higher education for 12 years.

The MSTC district includes campuses in Marshfield, Stevens Point, Wisconsin Rapids, and a learning center in Adams. According to Easttorp, about 65 percent of all district students stay in the district

FOCUS



The new Stainless Steel Welding Basics certificate offered by MSTC is a four-course program that focuses exclusively on welding stainless steel as shown in the photo.

SUBMITTED PHOTO

upon graduation, and 92 percent of students are employed within six months of graduation.

The Marshfield campus of MSTC enrolls roughly 3,000 students per year, a major player in local workforce development.

According to MSTC, there is an

inverse relationship between unemployment and enrollment. The district observed enrollment increases over 2008, 2009, and 2010 but has maintained stability since.

“Our enrollment is very stable,” said Dillenburg. “You can improve your employability by pursuing



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The Marshfield campus of MSTC enrolls roughly 3,000 students per year, a major player in local workforce development. SUBMITTED PHOTO

education. Individuals can grow and improve their ability to earn.”

MSTC began offering classes at its Marshfield location in 1913 and moved to its current location in 1991.

The Marshfield campus employs roughly 50 instructors, all of which have occupational experience in their teaching areas. Master’s degrees are required for full-time instructors. The Marshfield campus enrolls about 3,000 students per year, 70 percent of which attend part-time. The district enrolls 8,000 students, and the Wisconsin Technical College System enrolls roughly 350,000 students state-wide.

One way MSTC has invested in workforce training is through its new Stainless Steel Welding Basics certificate. According to Associate Dean Ronald Zillmer, “This program is a direct response to the stainless steel industry in this area. Our job is to connect with local business and industry.”

The school received a \$500,000

grant from the U.S. Department of Labor to start the program, which was originally designed to train incumbent workers but is now open to high school graduates.

Training began in 2013. The program is self-paced and runs year round. Students can enroll each month rather than waiting for traditional semester start dates. According to MSTC, “The certificate is designed to help students develop entry-level skills needed to gain employment in the welding industry.”

MSTC offers associate degrees and technical diplomas in areas such as accounting, nursing, business management, health informatics and information management, medical coder, respiratory therapist, surgical technologist, medical assistant, administrative professional, and more.

The Marshfield campus of MSTC is located at 2600 W. Fifth St. For more information call 888-575-MSTC, visit [mste.edu](http://mste.edu), or find them on Facebook, Twitter, and YouTube. ♦

Winter Wonderland is a display of over 1 million holiday-themed LED lights located at Wildwood Park and Zoo in Marshfield. ADAM HOCKING PHOTO



## Marshfield's winter wonderland: A community effort for a good cause

BY ADAM HOCKING

Rotary's Winter Wonderland is perhaps the center of the holiday season in Marshfield. For those that love to get into the spirit, there is no better place to go than this display of over 1 million holiday-themed LED lights located at Wildwood Park and Zoo.

Not only is the display visually dazzling, but the theme of giving is ever present. Admission is free for all Winter Wonderland visitors, but donations of nonperishable food items or monetary contributions are encouraged to support area

food pantries. Over its first eight years in existence, Rotary's Winter Wonderland has given 347,000 food items to 22 area food pantries.

Co-Chair of Rotary Winter Wonderland's Steering Committee Dan Knoeck said that now over 50,000 canned items are donated on an annual basis. Knoeck added that he enjoys participating in a project that gives back to those in need.

"I guess for me it's that I've been blessed and work in a great setting here, live in a great community, and realize that there are people in need. You want to do something

about it. This seems like a good way to make a difference," Knoeck said.

Running from late November through December, horse-drawn wagon rides are offered through the stunning display of lights. Music is also played inside of a heated gazebo, and Santa is present on many nights to grant wishes to children. Duffy's Aircraft Sales and Leasing has also conducted flights over the light display.

For more information about the events, history, and how to get involved in Rotary's Winter Wonderland, visit [rotarywinterwonderland.com](http://rotarywinterwonderland.com). ♦

# ECONOMIC DEVELOPMENT A MAJOR COMMUNITY FOCUS

## Public-private partnerships fuel development and growth

BY ADAM HOCKING

Marshfield's city government and its private residents have worked hand in hand to raise enough money to begin construction on a \$7 million new library and community center. Fundraising is still going on and will look to raise an additional \$2 million for enhancements to the community center. Groundbreaking on the project occurred in late July, and construction will begin imminently.

When construction begins, the existing library will be transformed into a multi-generational community center, and a new two-story library will be built. The two buildings will be connected via a common lobby. The new library will include 30 computer stations, a children's story time room, and an enhanced children's library.

The community center will feature increased meeting room spaces, which has been a demand item in the community, and expanded activities and services for senior citizens. The two buildings will combine to make a nearly 72,000-square-foot structure.

"I want everybody to say, 'This is my library, and I'm proud of it,' and all the wonderful things that they can do, and it supports them in whatever their endeavors, whether it has to do with their work or some personal interest or just for



Local project leaders break ground on what will be a \$9 million new library and renovated community center. ADAM HOCKING PHOTO

fun," said Marshfield Public Library Director Lori Belongia.

City government and business owners also showed the power of collaboration in working together to transform the look of downtown Marshfield. Since 2009, 44 projects have been undertaken as part of Marshfield's Façade Improvement Program to restore the luster to buildings in the heart of the city.

The program, which ran from 2009 to 2014, was funded via a 50/50 split in which the city of Marshfield and Main Street Marshfield partnered with interested business owners to share the cost of restoring or improving store fronts. The businesses matched the funding offered by the city and in some cases went beyond that amount to complete additional renovations to the interior of their buildings.

In sum, the city and Main Street Marshfield contributed nearly \$450,000 to the project in matching grant funds. When combined with what business owners spent on renovations, the total spent on

improving the downtown area came to just over \$2.2 million.

The recently revamped Blodgett Häus, which houses the corporate headquarters of Browns Living in downtown Marshfield and aesthetically resembles the historic Blodgett Hotel, was a recent participant in the Façade Improvement Program.

Executive Vice President and a co-owner of Browns Living Christopher Howard, who, in addition to the Blodgett Häus, owns a number of downtown locations, including the Railroad Antique Mall, said the Façade Improvement Program allowed him to undertake renovations he otherwise would not have.

"We never would have done (the Railroad Antique Mall renovation) without the Façade Program. It would have sat there looking like it always had," Howard said. "I think a lot of people would not have improved their facades without it."

Shelley Babcock, who owns Merle Norman & The Day Spa Boutique, also participated in the program.

Merle Norman removed an older façade from its building to expose the original brick underneath and replaced all of the first-level windows.

Babcock echoed Howard's sentiments, saying she also would not have made the façade improvements without the matching funds from the city.

"I think the downtown area has such unique stores right now. We have a little bit of everything. We've got wonderful varieties, wonderful business owners, and the appearance of the way our new main street looks ... has just been such a huge improvement," Babcock said. "For myself, economically, it was a lifesaver because it was something I wouldn't have been able to do on my own right away."

Looking to further invest in the downtown, the city of Marshfield has identified Second Street as a potential area to create a pedestrian friendly corridor. Second Street is a main downtown thoroughfare, and the city is looking to make portions of the street one-way and add angled parking in an effort to calm traffic. Adding green space, public art, outdoor seating areas, and widening the sidewalks are also part of the plans.

Prior to any renovations to Second Street will be the opening of another green space in the middle of downtown Marshfield, directly on Central Avenue. Hardacre Park will transform some run-down properties into a beautiful new green space with murals adorning surrounding walls. It will be a prime downtown location for locals to gather and will be named for former Marshfield Mayor Marilyn Hardacre. The city made a small investment to assist the project, but most of the funding for the park is being raised privately. Local businessman Paul Rogers is spearheading the fundraising effort.

Director of Planning and Economic Development for the city of Marshfield Jason Angell said the following about investment in the downtown and the power of public-private partnerships:

"Downtowns are commonly referred to as 'the heart of the community,' in that this is the place where people go to truly understand the strength and pride that a community holds. It is with this same mindset that the city of Marshfield has invested over \$20 million in the past 15 years specifically dedicated to downtown revitalization with even more to come.

"Many of the more recent projects have come in the form of a public-private partnerships, such as the Downtown Façade Improvement Program, where a public investment of approximately \$450,000 resulted in over \$2 million worth of storefront improvements. Hardacre Park is currently under construction and will add a beautiful gathering place to our downtown.



Hardacre Park, still in its initial phases, will be a lovely downtown greenspace with murals adorning the walls. It could also be a spot for local music and entertainment.

ERIC LEJEUNE PHOTO

By far the greatest public-private partnership to date just broke ground, the Everett Roehl Marshfield Public Library."

The city has also identified new housing as a primary need of the community. To that end the city is looking at creating a new subdivision with the primary focus of establishing affordable, quality homes for families. Two new apartment complexes were also built in Marshfield in the last year, Heritage Estates and Garden Ridge.

Garden Ridge has two buildings completed with eight units in each building and is planning a third building to be done soon. The units have two-bedrooms, two-bathrooms, two-stall garages, all appliances, and fireplaces.

Heritage Estates' units are also two-bedroom, two-bath. The units have on-site management, private entrances, in-unit laundry, air conditioning, and stainless appliances. ♦

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