



Year in Review July-December

July

(3) The Spot Bar, a staple on Cumberland’s Main Street has been sold. Bob and Kathy Otto have sold the bar after 29 years. Jim Carlson of Cumberland took over July 1st.

(10) The Cumberland City Council met on Tuesday, July 2, for their regular scheduled monthly meeting. A lengthy conversation which evolved from a request by Public works, for a K-9 Program and the purchase of the necessary squad car to accompany the project. The discussion came following a power point and informational presentation by Chief Heather Wolfe and Officer Anthony Brunner. The Council approved.

(24) Cumberland Federal Bank celebrated 90 years of dedicated service to the community and unwavering commitment to customers.



Pictured clockwise from left to right are Lexi Anderson, Tani Riebe, Hattie Hargrave and Holly Hargrave.

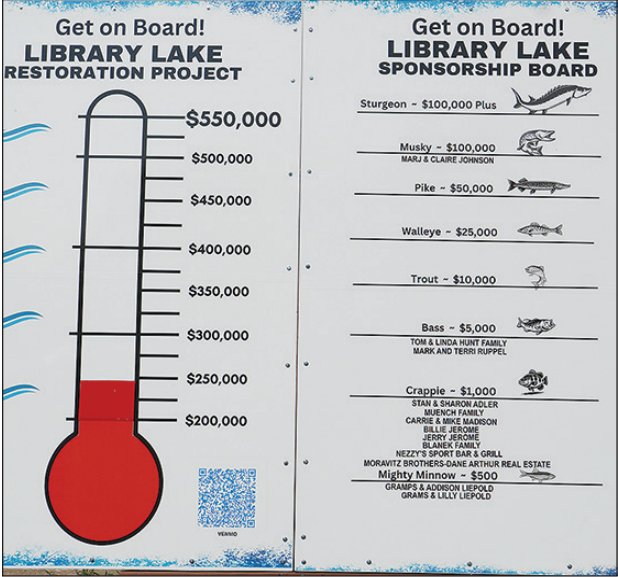
(24) Eleven year old Lexi Anderson of Cumberland was diagnosed with restrictive cardiomyopathy in December 2023. She is on the waiting list and awaiting a new heart. At the Barron County Fair this year, Lexi didn’t make sale with her lamb as she was two spots away from making the livestock sale. That’s when the Hargrave family stepped up and said they would like to sell daughter Holly’s lamb and whatever it sells for would be for Lexi. Holly’s lamb raised over \$26,000 dollars.

(31) Last Wednesday, a new trail was dedicated at Scoutland to Dr. Lee Jacobson, who was Cumberland’s 10th Eagle Scout in 1957. For the last 67 years, Dr. Lee has supported Troop 24 and Scoutland through thought, word and deed.

August

(14) Cumberland Senior Gavin Gores has ended his College recruiting process by committing to play basketball at the University of Wyoming. The Cowboys are part of the Mountain West Conference which includes Boise State, San Diego State, Fresno State, Utah State, New Mexico and UNLV.

Cumberland Healthcare is pleased to welcome the addition of two Advanced Practice Providers to the team in two different specialties. Ashley Regimbal, DNP, APNP, FNP-BC, will provide care in family medicine, DOT physicals, women’s health and assisting in surgical cases. Sarah Farr, FNP-C, will be doing Oncology and Infusion, Med-Surg and Emergency Department.



Card of Thanks

Thank you to the following businesses, organizations and individuals who donated to the Cumberland First United Methodist Church Christmas dinner! Nilssen's Foods, Louie's Finer Meats, St. Vincent DePaul's, Cumberland Catholic Women, Knights of Columbus, American Legion Auxiliary, Bruce Nelson and Cumberland Advocate. Without your generous donations, this meal would not be possible! Thank you!

Thank you,
Roxanne Burke

Kindergarten Roundup at Ascension Academy

Ascension Academy is hosting their 2025 Kindergarten Round-Up on February 3, 2025 from 9:00-11:00 a.m. Families with children entering 4- or 5- year old Kindergarten next school year will have the opportunity to meet the teachers, explore the classroom, and learn about curriculum, daily routines, and the unique faith-based environment we provide.

Their 4K program is now eligible for Wisconsin School Choice vouchers along with grades K - 8. The Wisconsin Parental Choice Program provides tuition vouchers for income qualifying families. The application window for these School Choice vouchers is February 3 through April 17, 2025.

For more information, or

to register for Kindergarten Round-Up, please contact our school office at office@ascensionarrows.org or call us at 715-671-0022.

Ascension Academy is a non-denominational Christian school that is focused on meeting high level academic standards, while adhering to a biblical worldview. We serve families with students in 4K-8th in Cumberland, WI and the surrounding area.

We are located at 825 8th Avenue in Cumberland.

"I am encouraged watching my kids light up with the connection between history and science and the Bible as a biblical worldview is taught. Not having that when I grew up, it's wonderful for my kids to teach me what they are learning." - Ascension Academy Parent



Cumberland Area Trails Alliance (CATA) started the new year with their first community hike of 2025 to Rabbit Island on New Year's day. Join in the walking challenge that starts on January 15. Keep track of your miles and be eligible for the Cumberland Chamber Bucks drawing on March 1. To check out details, visit our website at www.cumberlandtrailsalliance.org.

Ice Age Chapter Releases 2025 Hikes Schedule

The Polk-Burnett area chapter of the Ice Age Trail Alliance has announced its slate of 2025 hikes to which the public is invited.

Chapter hikes offer the advantage of companionship on the Ice Age National Scenic Trail, often with fellow hikers who are knowledgeable about natural features and flora. The statewide trail stretches for more than 60 miles in the two counties and is built and maintained by chapter volunteers.

The hiking schedule kicks off on Jan. 19 at 1 p.m. with a Sunday post-resolution hike at Straight Lake State Park. This out-and-back hike will go to County Road I, generally following the bluffline above the Straight River, where trumpeter swans often are found. Hikers may choose at County I between a shuttle back to the start or a return hike to the start. A park pass is required for cars in the park.

The chapter's Earth Day hike

on April 27 at 1 p.m. is a gentle hike along the Gandy Dancer State Trail, from the trail's rest stop in Centuria to 190th Avenue. Hikers may bring a garbage bag for litter picked up along the trail.

The popular annual flora and fauna hike along the St. Croix River will be held on May 18 at 1 p.m. Hikers will meet at Lions Park on Hwy. 87 on the north end of St. Croix Falls and be led on a relaxed-pace and informative hike by naturalist Barb Delaney, who has extensive knowledge of the river valley's natural phenomena.

The chapter will celebrate National Trails Day on June 1 with a 1 p.m. hike. This year's hike will explore a northern segment of the trail in the Indian Creek area. Hikers will meet at the Ice Age parking lot on County O/50th Street, and traverse 3.1 miles of forested and hummocky terrain to 30th Street.

The annual moonlight hike will be held on Sept. 6 at 6 p.m. Hikers will meet at the parking lot on County O/270th Avenue, hike north to McKenzie Lake, and north to the McKenzie Creek bridge, then back to the McKenzie boat landing, where Joe Snyder will set up a telescope for viewing the moon, sky conditions permitting. This hike is about two miles long and of intermediate difficulty. Participants are encouraged to bring chairs, treats to share and a beverage. Chairs will be shuttled to the viewing area.

October will bring two hikes. The first on Oct. 5 at 1 p.m. is a kick-off hike for the 2025 Mammoth Challenge, which is a program of the Ice Age Trail Alliance. This hike launches from Zillmer parking lot on Day Road in St. Croix Falls and follows Mindy Creek downhill to Lions Park. The creek was named after an Ojibwe woman of the Bad River band who lived and worked by the St. Croix in the area. More about the challenge is available at iceagetrail.org.

The second October hike is the traditional end of season

hike and potluck on Oct. 26 at 1 p.m. This easy two-mile hike on the Trade River north segment will go from 150th Street to the chapter shed on 140th Street. Non-hikers may join the potluck at 2 p.m.

People may register for hikes by calling Cheryl Whitman at 715 371-0048 or Barb Ceder at 715 410-8069, or by contacting IndianheadChapter@iceagetrail.org Hikes will be cancelled if the weather is inclement.

Hikers should bring water and a snack, dress for the weather, and bring sun lotion or insect repellent, depending on conditions. Intersections near the start of each hike will feature yellow Ice Age event signs for directions.

Cumberland Area Food Pantry
Open Fridays 1-3 pm
1270 1st Ave. • Cumberland
For first time visit please provide name and address information and bring a sturdy bags to carry food.
Donations of unexpired food items can be brought to the pantry Fridays from 12 pm to 3:30 pm.
Cash donations can be sent to the pantry
PO Box 741 Cumberland.
For further information or emergency food assistance, please call 715-822-3767.
Find us on Facebook @ Cumberland Area Food Pantry
cumberlandfoodpantry@gmail.com
This Pantry is an Equal Opportunity TEFAP Provider

Cumberland American Legion
Available to rent for
Weddings, Parties, Reunions, etc.
Hall • Bar • Kitchen
Can be decorated to fit your needs.
For More Info Contact
715-822-4121

YOUR LOCAL REAL ESTATE EXPERTS!

Holly
Jordan
612-239-0699

Meg
Lepak
715-733-0196

Jessica
Longtime
651-253-5651

Bill & Tina
Wagner
612-756-3709
715-419-3422

Jennifer
Nitchev
763-567-8737

Edina Realty Cumberland Office
a Berkshire Hathaway affiliate
1420 2nd Ave

**"Without you holding my hand,
I'm only half the person"**
Arnie & Maxine Ficocello
Celebrating 75 Years
January 13, 1950
Look in her eyes
Look at his smile -
This is forever
Not just for awhile.
It's the little things
Of everyday life -
That make up a marriage
A good husband and wife.
Be best of friends
Share laughter and tears -
And your love will strengthen
Over the years.
Always be truthful
Show respect and be kind -
For love has no boundaries
No limits on time
From the first time they met
And right from the start -
He held her love in his hands
She held the key to his heart.

**Happy 75th Anniversary
Your Loving Family**

Coming Soon!

Dredging of Library Lake to commence soon. Keep your eye out on Facebook or beaverdamlake.org.

Thanks
for reading
The
Advocate

"COME TO THE CABARET"
Take your Valentine to
Cumberland Cabaret
ETC's annual show
of local musical talent,
7:00 pm
Saturday, February 15
at the Arts Center.
Free-will donations.
Information regarding ETC events can be seen at
www.cumberlandetc.com or you can
"like" ETC on Facebook or watch the Advocate

SCHOOL LUNCH
Thursday, January 9
Hamburger/cheeseburger, fries, peas, pears. MS/HS: Flatbread pizza.
ES: Jelly sandwich & string cheese.
Friday, January 10
French toast sticks, cheesy ham hash browns, broccoli, applesauce. MS/HS: Chicken nuggets.
ES: Jelly sandwich & string cheese.
Monday, January 13
Chicken alfredo, peas, peaches. MS/HS: Hot ham and cheese.
ES: Jelly sandwich & string cheese.
Tuesday, January 14
Chicken fajitas, brown rice, corn, refried beans, applesauce. MS/HS: Cheese quesadilla.
ES: Jelly sandwich & string cheese.
Wednesday, January 15
Tater tot hot dish, green beans, pears. MS/HS: Walking fajitas.
ES: Jelly sandwich & string cheese.

All meals are served with a variety of 1/2 pint of milk, fresh, frozen and canned fruits and vegetables. MENU IS SUBJECT TO CHANGE DUE TO VENDOR AVAILABILITY.
This institution is an Equal Opportunity Provider

FIREFLY FIELDS | CUMBERLAND, WI
* * *
luminary Snowshoe Hike
February 15, 2025 | 6:30 - 8:30 pm
* * *
Hot Teas & Cookies available for purchase
2553 10th St | Cumberland, WI 54829 | Barron County
Google pin: H3f2+PVX

BARN QUILT WORKSHOP
February 15, 2025 • 8:00 AM TO 4:30 PM
Cumberland High School ART ROOM
REGISTER ASAP: SUSAN BRIDGER, COMMUNITY ED DIRECTOR
email: sbrid@csdmail.com • Phone: 715-671-8828
Send designs to Mkolstad2@charter.net OR
(www.facebook.com/mjbarnquilts)
KEEP THE DESIGNS SIMPLE WITH NO MORE THAN 5 COLORS
Limited space - Sizes & Cost 2x2=\$70 • 4x4=\$110

THE CUMBERLAND FITNESS CENTER
Come & Enjoy the Cumberland Fitness Center and stay in shape year round!
CHECK US OUT! COST IS FREE!
TRY OUR GREAT CARDIO-EQUIPMENT!
CFC HOURS: Monday-Friday mornings 6-8 am
Monday-Thursday evenings 4-7 pm
Questions or concerns please contact:
Susan Bridger CCE Director HS: 715-822-5121 ext. 403 | sbrid@csdmail.com

Lake life made better with a new dock and boat lift!

Always water-ready!

- ✓ Lightweight
- ✓ Easy to install
- ✓ Customizable
- ✓ Strongest frame on the market

Stop in and see all the options available to you!

715-671-0125

www.cbsdnl.com

Ask about our great deals on delivery and installation



CUMBERLAND
BOAT STORAGE, DOCK & LIFT

Your Lake Life Solution

715-671-0125 | www.cbsdnl.com
1215 2nd Avenue, Cumberland, WI 54829

Cumberland's Premier New and Used Dock & Boat Lift Sales and Boat Storage



RE/MAX NORTHSTAR
MAIN STREET CUMBERLAND
715-671-0200

Residential, Waterfront, Vacant Land, Commercial
Locally Owned and Operated Since 2008

Jon Hile
715-671-8270

Matt Weber
715-671-8196



SCAN ME



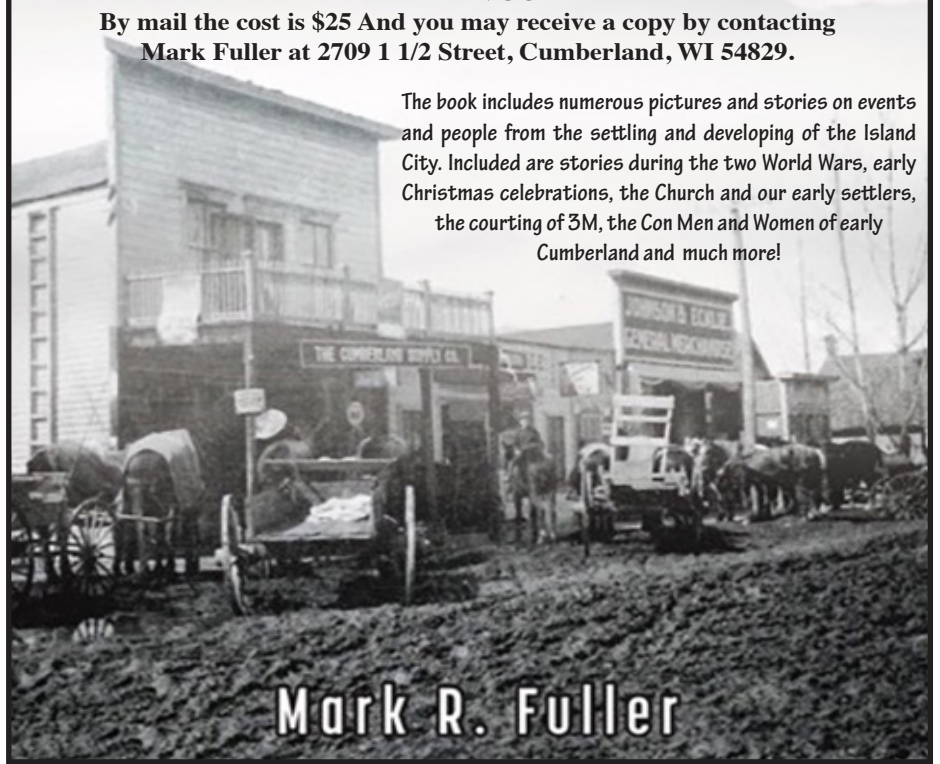
ISLAND CITY NOSTALGIA

THE PEOPLE, PLACES AND EVENTS
CUMBERLAND, WI

IF YOU NEED A CHRISTMAS STOCKING STUFFER.... FOR \$20 YOU MAY PICK UP A COPY OF "ISLAND CITY NOSTALGIA" AT THE ADVOCATE.

By mail the cost is \$25 And you may receive a copy by contacting Mark Fuller at 2709 1 1/2 Street, Cumberland, WI 54829.

The book includes numerous pictures and stories on events and people from the settling and developing of the Island City. Included are stories during the two World Wars, early Christmas celebrations, the Church and our early settlers, the courting of 3M, the Con Men and Women of early Cumberland and much more!



Mark R. Fuller

Sudoku Puzzle #4153-D

	1				2		
3			4		5		
	6		7		5		8
				8	2	7	9
	2						1
4		1	9	3			
2			3		1		8
		5			9		4
		7				6	

Northwoods Notebook: Of silly Christmases past

By Larry Werner

Our annual “blended-family Christmas,” which consists of us, our kids, grandkids, my ex-wife and her spouse, was held this year at the home of daughter, Beth, and son-in-law, Dan Wistracill. During dinner of ham, Polish sausage and cheesy potatoes, I said we should resurrect the tradition of “white-elephant gifts.”

When we first started this Christmas-evening event 18 years ago, we were told to bring a white-elephant gift that cost no more than \$10. As you might know, the way this process works is everyone draws a number, which determines the order of choosing a gift. Once you unwrap it, the others can steal it or let you keep it.

The white-elephant part has to do with the requirement that the gift be unusual, in the way white elephants are.

For some reason, several years ago, we stopped the goofy-gift part of the evening, which provided lots of laughs.

For years, Ann and I used to get our gifts at a place in Birchwood called Just Rite on Main. The owner of that store would buy out the inventory of stores between here and Chicago that sold gifts, many of them of the tacky variety. We could always find something at the Birchwood store that would provoke loud guffaws when unwrapped, such as a clear bar of soap with small statue of a Catholic nun embedded in it.

The standard gift we got from Just Rite was a talking or singing stuffed animal. There was the Mexican chihuahua that played mariachi tunes. My favorite was a stuffed seal that sang “Only You.” It was called “The Seal of Love.”

But the best white-elephant gift came on the very

first of these gatherings, which was held at Beth and Dan’s house. Our son, Zack, hadn’t bought his gift by Christmas Eve, so we headed for a shopping center in Burnsville, Minn., and, outside a gift shop, there it was.

The Little Green Drummer Boy!

At the door of one of those pop-up Christmas stores was this . . . thing. It was a four-foot elf made of green plastic, like the material artificial trees are made of, with a pointed hat and turned-up toes. It was holding a drum made of the same material. Thus, a “drummer boy.”

It was marked down to \$9.95 from \$99.95. So, it met the under-\$10 requirement.

After we expressed an interest, every staff member in that store rushed to dismantle it and get it into a box. I’m sure they figured that thing would never sell.

On Christmas evening 2006, we finished dinner, opened serious gifts, then gathered around the white-elephant pile. My ex-wife’s husband, Ray, drew No. 1 and went right for the biggest box, figuring, contrary to the idiom that the best things come in small packages, there had to be something pretty good in that big box.

He removed that creature in parts: the head, the arms, the legs, the drum. With every body part he removed from the box, we roared. Once this thing was assembled in Beth’s living room, we decided we had to share it. So, on this holiest of nights, the guys carried it over in pieces to the home of my pal, Bob, who lived a couple blocks away.

After assembling it and planting it in the snow outside Bob’s house, I called him and said something like:

“Ho. Ho. Ho. Merry Christmas. Look out your front

window.”

That was just the first trip the green guy took. A few days later, I got a call from Bob asking me for the address of my ex-wife, who found the thing on her front lawn. She brought it to our son, Eric’s, 30th surprise birthday party. It then ended up in the bridal suite when Eric and Kerri got married at Tagalong Resort in Birchwood six months later.

Eric’s favorite cousin, Melissa, had talked the desk clerk into giving her the key to their room. So, of course, when Melissa got married the next summer in Michigan, Eric and Kerri carried the drummer boy onto the dance floor while the band played the Michigan State fight song.

You see, Melissa was on the MSU dance team, and she had dressed drummer boy in one of her old dance-line costumes.

It then ended up being planted in the family room of a nephew who had graduated from Michigan State’s arch-rival, the University of Michigan, dressed in the Spartans’ green and white. The thing’s last stop was in the front yard of another nephew, also a Michigan fan, in Shreveport Louisiana.

We never found out what happened to the Little Green Drummer Boy. Perhaps that nephew deposited it in a Shreveport dumpster, proving something I – an MSU grad – always knew: that U of M fans have no sense of humor.

Or, maybe, that nephew tucked the homely, green, white-elephant gift into his basement. And maybe, on some snowy Christmas night, as the blended-family is gathered, we’ll get a call from him suggesting we look out the front window.

Larry Werner’s email is lhwner47@gmail.com.



LOUIE'S FINER MEATS

2025 Superior Ave. (Hwy. 63 N) • Cumberland, WI 54829
715-822-4728 • www.louiesfinermeats.com

Open to serve you:
M-TH: 8 am-6 pm • Fri: 8 am-7 pm • Sun: 10 am-4 pm

Specials good JANUARY 7 - 20

LOUIE'S WURST, DELI MEATS & WISCONSIN CHEESE

Cheese Whips	\$3.99 - 7 oz.
Colby Longhorn	\$3.99 lb
Kojack Longhorn	\$3.99 lb
Muenster	\$3.99 lb
Mozzarella	\$3.99 lb

LOUIE'S GOLD MEDAL SAUSAGE! CHOOSE FROM:
Lebanon Bologna - Summer Sausage
Regular or All-Beef **\$4.99 lb**
Ham & Cheese Smokies \$3.99 lb
Parmesan Garlic Bratwurst \$3.99 lb
Wild Rice & Cheddar Bratwurst \$3.99 lb
Roast Beef, Italian Roast Beef, Corn Beef, Pastrami, Dried Beef \$6.99 lb

Prices and product availability subject to change

U.S. CHOICE BEEF - SELECT PORK

Boneless Sirloin Steak	\$6.99 lb
Boneless Round or Family Steak	\$5.99 lb
Boneless Rump Roast	\$5.99 lb
Boneless Tri-Tip	\$6.99 lb
Bone - In Pork Shoulder Roast	\$1.99 lb
Bone-In Pork Steak	\$2.99 lb
Boneless Bacon Wrapped Pork Grillers!	
Porketta or Country	\$4.99 lb
Boneless Country Style Pork Ribs	\$3.99 lb
Pork Bellies	\$4.99 lb
Louie's Smoked Ribs	\$4.99 lb

FOR THE BIRDS!
Bird Logs 22 oz. **\$2.99 lb**

DOGGIE TREATS!
Smoked Bones, Pig Ears

Fresh Smoked Fish Weekly from Port Wing, Wisconsin!

Nearly 700 State, National & International Awards for our Sausage, Ham & Bacon since 1975!
45 Awards in 2021 alone!

CUSTOM MEAT & CHEESE TRAYS - GIFT BOXES -

Gift Cards Available!

FULL SERVICE MEAT COUNTER!

All our products are Cut, Trimmed & packaged to YOUR specifications!






Mixers • Soda • Cigars
Cigarettes • Ice • Bait
Meats • Snacks

LODGE SPECIALS!

MILWAUKEE BEST 15 pak 2/\$16.99
SUMMIT BEER 12 pak \$16.99
WINDSOR 750 ML \$8.99
40 Different BLOODY MARY MIXES!!

BEER • WINE • LIQUOR • facebook.com/louieslodge • 715-822-8741

LODGE HOURS: Monday - Saturday: • 8 am - 8 pm
Friday: 8 am - 9 pm • Sunday: 10 am - 6 pm

Louie's is committed to providing top-tier service and sanitation. Our staff take every precaution to maintain a clean store and the integrity of our products. We thank everybody - customers and staff alike - for their continued support and patience!

Opinion

Out My Window

by Paul Bucher, Editor



I know I live a pretty sheltered life according to my brother Mark. Pretty much lived in Cumberland my whole life minus a few years as a youngster in the cities and Black River Falls. I love small town life and have no desire to live in a big city. Heck I get grumpy sometimes driving from one end of Rice Lake to the other. I like peace and quiet. That’s why the story I saw last night amused me. New York has a new toll for drivers entering the center of Manhattan. People now have to pay \$9.00 just to access the busiest part of the Big Apple during peak hours. Can you imagine having to pay just to enter a certain part of the city? Wow, no thanks, I’ll stay in fly over land as much as possible, thank you!

-0-

The Packers and the Vikings both laid a big fat egg this past weekend as both teams lost games prior to the start of the playoffs. The Bears broke a 10 game losing streak beating the Pack and the Vikings were blasted in a huge game at Detroit. The Packers played part of the game without quarterback Jordan Love, but the Vikings just plain stunk up the joint. Quarterback Sam Darnold was brutal missing countless open receivers. I hate to say it, but I can see an early exit by both teams in this years playoffs. Hope I’m wrong, but it’s not looking great!

-0-

Boy the heartland got hammered by a dandy snow and ice storm. Eleven inches in Kansas City and more in other parts of the state. Here we sit in January and the ground is bare. Just crazy. We have excellent ice on our lakes so bring on some snow. We need it. As you all know we need it for so many reasons. At least the sun has come out this past week. Let’s have winter! As I write this, I’ve been hearing of ice heaves forming on a few lakes including Staples and Shell Lake. I’m sure there are more. Be careful out there.

-0-

So here’s something you don’t see everyday in January in Northern Wisconsin. I’m cruising down Highway 63 North of Barronett, and there are “mowing operations ahead” signs and County Crews are mowing ditches in January. There should be a foot or two of snow in the ditches by now but not this year. Pretty crazy. Have a great week!

Cumberland Area Food Pantry

Open Fridays 1-3 pm

1270 1st Ave. • Cumberland

For first time visit please provide name and address information and bring a sturdy bags to carry food.

Donations of unexpired food items can be brought to the pantry Fridays from 12 pm to 3:30 pm.

Cash donations can be sent to the pantry PO Box 741 Cumberland.

For further information or emergency food assistance, please call 715-822-3767.

Find us on Facebook @ Cumberland Area Food Pantry

cumberlandfoodpantry@gmail.com

This Pantry is an Equal Opportunity ^{TEFAP} Provider

“An Independent Community Newspaper”

THE CUMBERLAND ADVOCATE

Owned by Jackson County Publishing, Inc.

A WEEKLY NEWSPAPER FOUNDED IN 1881

1375 Second Ave., Cumberland, WI 54829
Phone (715) 822-4469
email: news@cumberland-advocate.com
Office Hours:
Mondays: 8:30 a.m. - 4:00 p.m.
Tues-Thurs: 9:00 am - 3:00 pm
Friday: 9:00 am - 12:00 pm.

Paul Bucher, Publisher
Paul Bucher, Ad Manager
Mark Fuller, Sports
Jess Wackerfuss, Production,
Circulation, Photos
Debbie Fox, Ad Composer

SUBSCRIPTION RATES:
\$50.00 a year in Barron, Burnett, Polk and Washburn Counties.
\$55.00 in the Rest of Wisconsin and All of Minnesota.

MEMBER OF
WISCONSIN NEWSPAPER ASSOCIATION

Periodicals postage paid in Cumberland, Wisconsin
POSTMASTER:
Send address changes to:
Box 637, Cumberland, WI 54829.

✍ Letters to the Editor: The Cumberland Advocate welcomes letters to the editor, **500 words or less** on subjects of interest to our readers, however, the choice of any material is at the discretion of the editor. Letters are limited to one per month per person. Letters endorsing or criticizing candidates for elected office will not be published two weeks prior to the election.

The editor also reserves the right to edit letters to meet space requirements, clarify, or to avoid obscenity, libel, or invasion of privacy. All letters must bear the handwritten signature of the writer and include the address and phone number(s) for verification purposes.

Poetry and thank you letters are not appropriate. There will be a charge for letters of thank you from individuals and they will be included with the paid notices, not with Letters to the Editor.

Weekly deadline is 2:00 p.m. on Friday



Inside Wisconsin

by Tom Still

“Governor’s Business Plan Contest continues to produce successful graduates”

MADISON, Wis. – Winning prizes is one major reason people enter contests, and the Wisconsin Governor’s Business Plan Contest is no exception to that general rule. In fact, about \$2.9 million in cash and other prizes have been awarded since the contest launched in 2004. The real prize, based on the track record of many entrepreneurial entrants over time, is the chance to launch a young company in a competitive setting that provides experience, exposure and a demonstrated chance to raise startup cash. The deadline to enter the 2025 contest is 11:59 p.m. Jan. 31 at www.govsbizplancontest.com, a website that serves as a portal through four phases that culminate in June at the Wisconsin Entrepreneurs’ Conference in Madison. The contest is free to enter. More on those phases later, but let’s first examine how some of the 4,800 entrants over time have capitalized on the process. NovaScan, which shared the top prize in the first contest in 2004, is still operating and innovating in Milwaukee with its cancer-detection devices. Wausau’s U.S. Trailmaps

(2006) is still producing digital maps for the outdoors. Companies such as bluDiagnostics, Fishidy, GuestBridge and RevolutionEHR were acquired and are contributors in their respective settings. Exact records are hard to come by, but companies engaged in the contest have raised at least \$320 million in angel capital, venture capital, grants and venture debt over time – all while creating jobs and economic value for Wisconsin. Some companies that have attracted investors in the last five years include Advanced Ionics, Blexx Technology, COnovate, Seedlinked, SpayVac for Wildlife, Atirility Medical, eCourt Reporters, Last Lock, Nurse Disrupted, CrossKudi, Rapid Radicals Technology, Roddy Medical, Fleet Cycles, Graceful Management Systems and SixLine Semiconductor. There have even been cases in which a company that did not make it to the final two rounds hit it big, with consumer-loyalty app Fetch Rewards being a prime example. A competitor in 2013, Fetch was valued at more than \$2.5 billion in April 2022. The contest will again offer about \$120,000 in

cash and service prizes, courtesy of sponsors led by the Wisconsin Economic Development Corp., but many past contestants say the initial “prize” is the plan-writing and presentation process itself. Here are reasons to enter: You can walk before you run. The first phase entry is about 250 words spread among four criteria – product or service description; customer definition; market description, size and sales strategy; and competition. There’s no need to submit financials right away. The four contest categories are deliberately broad – advanced manufacturing, business services, information technology and life sciences. It’s rare that an entry cannot find a logical home. Entrepreneurs may enter multiple ideas for free, so long as each idea is separate and distinct. All entries are accepted through www.govsbizplancontest.com. The second and third stages of the contest also take place through that website, culminating in a 15-minute video. Up to 12 finalists will present live at the Wisconsin Entrepreneurs’ Conference, June 4-5 in Madison.

If past contests are any indicator, roughly one in 10 entrants will reach the top 20. Contestants meet some interesting people. All potential contestants are encouraged to attend a Jan. 22 online information session. The 50 semi-finalists are invited to a live Feb. 26 “boot camp,” where they’ll meet mentors, potential investors, successful entrepreneurs and others with startup experience. The judges and mentors offer years of valuable experience. About 70 judges drawn from the finance, sales, marketing, research and technology sectors across Wisconsin will score the entries and provide feedback. Many judges are investors. Your idea will get some valuable exposure. Semi-finalists may post their executive summaries on the Wisconsin Angel Network web site for secured review by accredited investors. Also, leaders in Wisconsin’s business press may see news value in your story. Still is president of the Wisconsin Technology Council, which produces the contest. He can be reached at tstill@wisconsintechcouncil.com.

A Look Back

10 Years Ago
January 14, 2015
The Cumberland High School Music Department hosted the 2014-2015 All Conference Band Concert. Nine Cumberland students have been named “All Conference” this year. The students who have been named all conference are: Parker Pruett, Micah Weltzin, Kalley Bergstrom, Isaac Bucher, Cody Elfers, Kayla Johnson, Carl Grendquist, Gavin Fountaine and Dylan McClain.

20 Years Ago
January 12, 2005
Dustin Linder, of Almena, has been selected to participate in the Presidential youth Inaugural Conference in Washington D.C., January 16-21. He is the son of Bob and Sue Linder of Cumberland and Gary and Lindy Moen of Almena. Linder will take part in the celebration of the man who will lead our country for the next four years.

January Middle School Students of the Month are: Sarah Mann, Angela Denver, Anjeanette Totzke, Melanie Bertelson, Eric Sorensen, Jeremy Tiegs, Hanna Hopkins and Kristen Lansin.

30 Years Ago
January 11, 1995
The Don Clark Youth Hockey Facility is up and

running. The total cost of the project was \$60,000 much of which came from area businesses and individuals. Included in the new building are four new dressing rooms, a dressing room for referees, a new concession room and the upstairs room that will hold about 75 people.

Dustin Anderson, Cumberland, participated in the state level last year in the Knights of Columbus Free Throw Contest. Dustin shot 23 of 25 in Tomah.

40 Years Ago
January 9, 1985
Wendy Nelson, 16, daughter of Mr. and Mrs. Raymond Nelson of Cumberland, has been accepted as a state finalist in the Miss Wisconsin American Coed Pageant to be held in May in Milwaukee.

Judy Jacobson of Cumberland has received honors for the fourth consecutive year as the number one beauty consultant in her Mary Kay Cosmetics unit. She was awarded an engraved plaque, a gold bracelet and a charm indicating her status.

50 Years Ago
January 9, 1975
Work is progressing on the new addition to the CESA No. 4 building on 8th Avenue. The building is owned by the City of Cumberland and leased to

CESA No. 4. The addition will provide much needed space for the educational facility. The cost of the addition is expected to be about \$13,375.00.

60 Years Ago
January 8, 1965
Cumberland voters will go to the polls on April 6 to name a city attorney and an alderman in each of the four wards of the city. Present incumbents are City Attorney Paul Hilton, alderman Angelo Ranallo, alderman Leighton George, alderman Les Mathwig, and alderman Ingle Jerde Jr.

Robert Hayes was installed as president of the Cumberland Kiwanis Club. Also installed were M. E. Weimar, vice president; Kenneth Barrows, secretary, and Louis DeGidio, treasurer.

70 Years Ago
January 13, 1955
Rollie Schell, former pro-baseball player, has been appointed Cumberland bulk agent by the Standard Oil Company. Schell took over his new duties on Monday. Schell played basbeall for eight years and was at one time a pitcher for Milwaukee Brewers during 1935 and 1936.

80 Years Ago
January 11, 1945
Almena becomes the sixth incorporated vil-

lage in Barron County as the result of the special election. The other five incorporated villages are Cameron, Turtle Lake, Prairie Farm, Dallas and Haugen.

WINTER!

WEATHER

Date	Hi	Lo	Pre.	Snow
12/31	30	26	-	-
1/01	17	24	.50	-
1/02	17	11	-	-
1/03	20	6	.01	Tr.
1/04	12	-4	-	-
1/05	9	-6	-	-
1/06	13	-5	-	-

Temperature and precipitation readings are taken at 7 a.m. for the previous 24 hours and are provided by the Cumberland Utility Office.

THANK YOU FOR READING THE

ADVOCATE

Sports

Boy’s Basketball Team Defeats Somerset; Home This Friday

The Cumberland Boy’s Basketball Team raised their record to 6 and 2 on the season with a 72-58 non-conference victory over the 3 and 6 Somerset Spartans last Friday night in Elmer Beran Gymnasium. The Beavers were in Hayward on Tuesday night and then host the St. Croix Falls Saints this Friday night at 6:00 pm.

“The boys had a good game against a solid Middle Border team, while battling through injuries and illness. It was a solid team effort,” said Coach Brian Dutton about the victory.

Gavin Gores once again led the Beavers with 37 points and 12 rebounds, while Coach Dutton also praised him for his defense saying, “Gavin was able to hold their leading scorer well under his season average.”

Coach Dutton equally recognized several other members on the roster for their contributions to the win with playing big roles in the win. “I thought Uriah played the best game of his career, while Troy did a nice job of controlling tempo and Chayden did a good job creating for himself and others.”

Uriah Johnson scored 13 points in the contest, while hitting four of nine from beyond the arc and grabbing 10 rebounds. Berghammer, meanwhile, scored nine points and added six assists and Troy Majewski had his usual strong all-around game.

Both teams were 7 for 21 from the three-point line, while the Beavers shot 15 free throw and Somerset 11. Team statistics show the Beavers with only seven turnovers in the contest.

The Beavers will hope to push towards the top spot in the Conference this week in their games against the 1 and 8 Hurricanes and the 2 and 5 Saints. Cameron and Ladysmith are currently tied for the top spot in the HON with 4 and 0 records.

Gores, meanwhile, is third in the state in scoring at 35.3 points per game and 11th in rebounds at 14.1 per contest.

Northwest Icemen Split Pair of Contests

The Northwest Icemen took to their home ice last weekend, where they dropped a 7-0 game to DC Everest on Friday before defeating Shawano/Bonduel 3-1 on Saturday. The team is 3 and 8 on the season, but has won three of their last five games after a slow start.

Against DC Everest, the Icemen could only muster 12 shots on goal and struggled to get scoring opportunities. Two of Everest seven goals came while they were short-handed while one came via a power play. Cole VanSlyke scored four times for the Evergreens.

The Icemen rallied to defeat Shawano/Bonduel the following day, despite being outshot 34 to 28. The contest was tied at 1-1 entering

the third period, when the Icemen scored the winning goal early in the period and then added an empty netter as the game came to a conclusion.

Cumberland Freshman Gavin Lehmann continued his excellent recent play with the Icemen’s first score of the contest, his seventh goal of the season to go along with four assists. The game saw 11 penalties, six by the Icemen.

The team played WSFLG on Tuesday and travel to Ashland on Thursday before heading to Wisconsin Rapids this Saturday for a 12:30 pm start. The team’s next home game is Tuesday, January 14, when they host Chequamegon/Phillips/Butternut at 6:00 pm in Barron.

Hockey Co-op Drops Contest to St. Croix Valley

The Hayward Co-op Hockey Team saw their record drop to 7-4-1 on the season with a 3-1 loss to St. Croix Valley in Baldwin last Friday night. St. Croix Valley is comprised of players from River Falls, Baldwin-Woodville and St. Croix Central, while Hayward has a roster of players from Hayward, Spooner, Cumberland, Rice Lake, Ashland, Barron and Shell Lake.

The team was back in action against North Shore on Tuesday and then play on

the road against North Tier of Minnesota before hosting Wisconsin Valley Union this Friday in Hayward.

Last Friday’s game was extremely close throughout with Hayward within one goal until a minute left in the game, when an empty net score by Jane Volgren of the St. Croix Valley Fusion put the contest away. Volgren, a Sophomore, scored all three of her team’s goals. The game was well played with only three penalties in the three periods of play.

Sports Calendar

Thursday, Jan 9
Boys Hockey @ Ashland 6:00
Wrestling @ Barron 6:00
Girls BB @ Ladysmith 7:00
Girls Hockey @ East Bethel 7:00

Friday, Jan 10
Girls Hockey vs Marshfield @ Hayward 6:00
Boys BB home vs St. Croix Falls 7:00

Saturday, Jan 11
Boys Hockey @ Wis. Rapids 12:30

Monday, Jan 13
Boys BB @ N. Western 7:00

Tuesday, Jan 14
Boys hockey vs Chequamegon @ Barron 6:00
Wrestling @ Praire Farm 6:00
Girls BB home vs Cameron 7:00



Nice Win!



Guard Troy Majewski gets around a Somerset defender during the boys win Friday night in Cumberland. Photo by Maria Lynch



Chayden Berghammer makes a sweet pass in the boy romp over Somerset. Photo by Maria Lynch



Beavers leading scorer Gavin Gores lays in two of his team high 37 points Friday night vs Somerset. Photo by Maria Lynch



Cumberland Area Fishing & Hunting Table

SOLAR TIMES • Longitude 90.05 Latitude 45.53 • LUNAR TIMES

	AM		PM		MOON							
DATE	Minor	Major	Minor	Major	Sunrise	Sunset	Rise	Up	Sets	Down	DST	
01/08 Wed	----	6:00	12:13	6:26	07:48	04:39	12:08p	2:16a	7:45p	7:17a		
01/09 Thu	12:35	6:49	1:03	7:17	07:47	04:40	12:38p	3:39a	8:41p	8:13a		
01/10 Fri	1:26	7:40	1:55	8:10	07:47	04:42	1:16p	5:00a	9:41p	9:11a		
01/11 Sat	2:19	8:34	2:49	9:05	07:47	04:43	2:06p	6:15a	10:42p	10:11a		
01/12 Sun >	3:15	9:30	3:45	10:00	07:46	04:44	3:09p	7:17a	11:41p	11:12a		
01/13 Mon >	4:12	10:26	4:41	10:55	07:46	04:45	4:20p	8:06a	NoMoon	12:10p		
01/14 Tue F	5:09	11:22	5:36	11:52	07:45	04:46	5:36p	8:42a	12:38a	1:05p		

Major = 2 hours/Minor = 1 hour • Times are centered on the major/minor window
F=Full Moon N=New Moon Q=Quarter Moon > = Peak Activity
DST will have * in it if it is in effect that day Calibrated for Time Zone: 6W





An Outdoorsman's Journal

By Mark Walters

2024, A Year on the Run!

Hello friends,
When I hit send on this column, I will be getting into my truck along with Ruby and Red and heading to the state of Mississippi for what seems to be an annual deer and (hopefully) hog hunting and camping trip. This week I am summing up the year 2024 and in all honestly, for myself, it was the busiest of all 63 years that I have walked this planet.
In January of last year, right after my daughter Selina graduated from UWSP I helped move her to Missoula, Montana. Selina took a job as a biologist for the USFWS and listening to what she does on a daily basis would make anyone a wiser person. Without biologists, this planet would be in bigger trouble than it already is.
On the Selina end of things, she traveled to Wisconsin 3 times, and I headed out to Montana in August and again in October. I love that part of the country and really enjoy elk hunting, even if no elk are harvested.
In 2024 I drove to Montana 3 times as well as Canada and Mississippi once each. The GMC Hotel is broke in.
NOAC is Necedah Outdoor Adventure Club, and we are part of the Necedah School District. I am the president and cofounder and in 24 months, we have created a very cool beach with a picnic area an ice-skating rink with lights and are currently building a disk golf course that is going to kick butt. Every 2 or 3 weeks I put out a message on Necedah's local Facebook page and that is a large part of how we have come up with our finances that it takes to build everything that we have created.
About all I can say is this, use Facebook like we have, create a group of get it done people and every community could have its own version of NOAC.
KAMO, I am still the president of KAMO, Kids And Mentors Outdoors and our group of 6 chapters

is simply on fire right now in a very positive way as in getting kids outside. Covid set us back during covid, but that is in the past. Check KAMO out at www.kamokids.org. If interested, we will help start a chapter in your neck of the woods.
Lake Matilda is named after Michelle Chiaro who was an incredible human being and a lady that made me dream big dreams. Michelle passed away unexpectedly on 6-15-22 and that has about crushed me. A person has to plow forward, and I built a pond in my front yard and named it after Matilda as that was my nickname for her. I put over 350 hours of hard labor into it in 2023 and again this past warm season. Lake Matilda is pretty much built and stocked with perch and next will be crappie and a few walleye.
I cannot describe how much I love Matilda, especially since it is 40-feet out my front door.
My gardening, cattle raising, and heating with wood are a way of life for me, physical, time consuming and fulfilling. It keeps me worn out but I can't/won't stop.
This job, I am now into my 63rd winter walking this planet and traveling on an almost weekly basis with a budget less than the average Kwik Trip employee's pay. It really is crazy between the go, go, go and no you cannot buy that attitude that I must live with.
I have come to realize that if you were viewing me with a drone, from the time my feet hit the floor each morning, until the time I take them off the floor, I am moving at a faster pace than the average human.
Matilda is built, my easy season which used to start the day after deer gun, starts when I get back from the trip that I am about to leave for and lasts until April.
This job is very much of my identity and some day, I will go every other week and after that I will retire.
For now I have miles to drive, hopefully hogs to



Mark Walters' good friends Doug Cibulka and Jeff Moll both retired this year.



This 23 inch stream run brown trout was Mark Walters biggest yet.

kill and campfires to laugh around.
Shop local and thank your papers management for running this column
Sunset

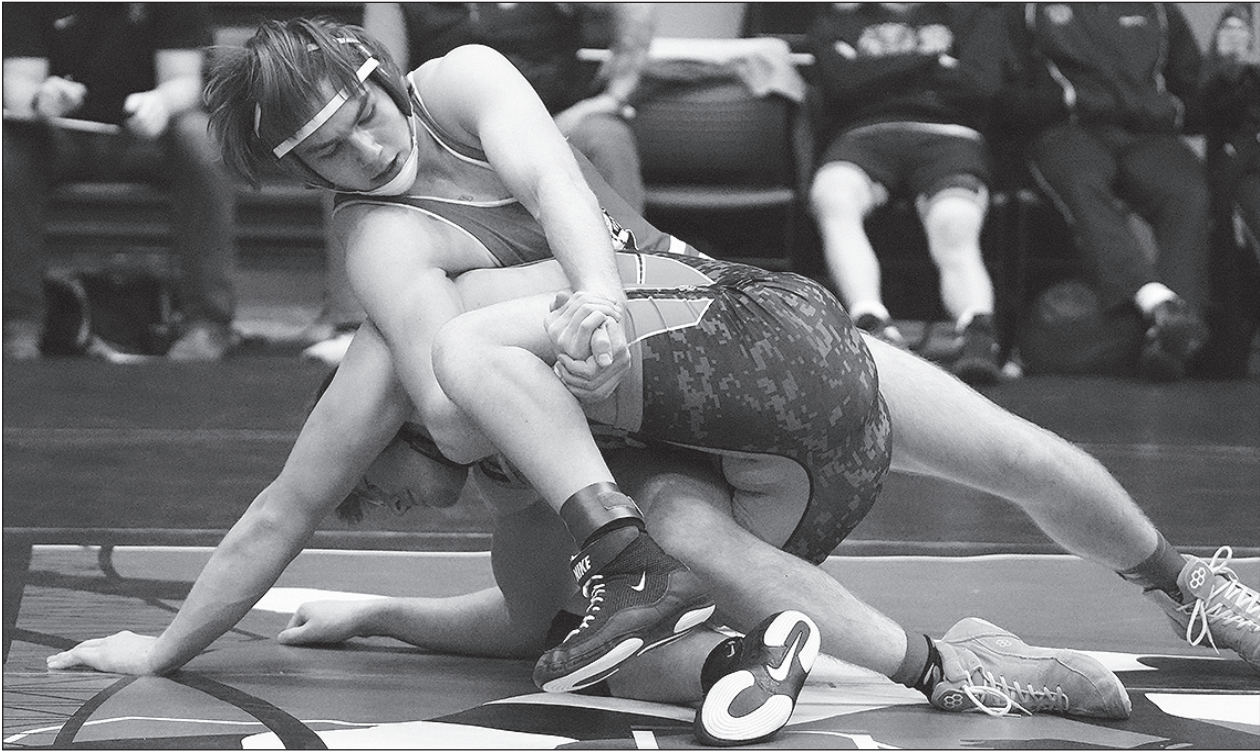
The Outdoorsman's Journal is brought to you by:

**WISCONSIN
RV & MARINE**
715-822-8714

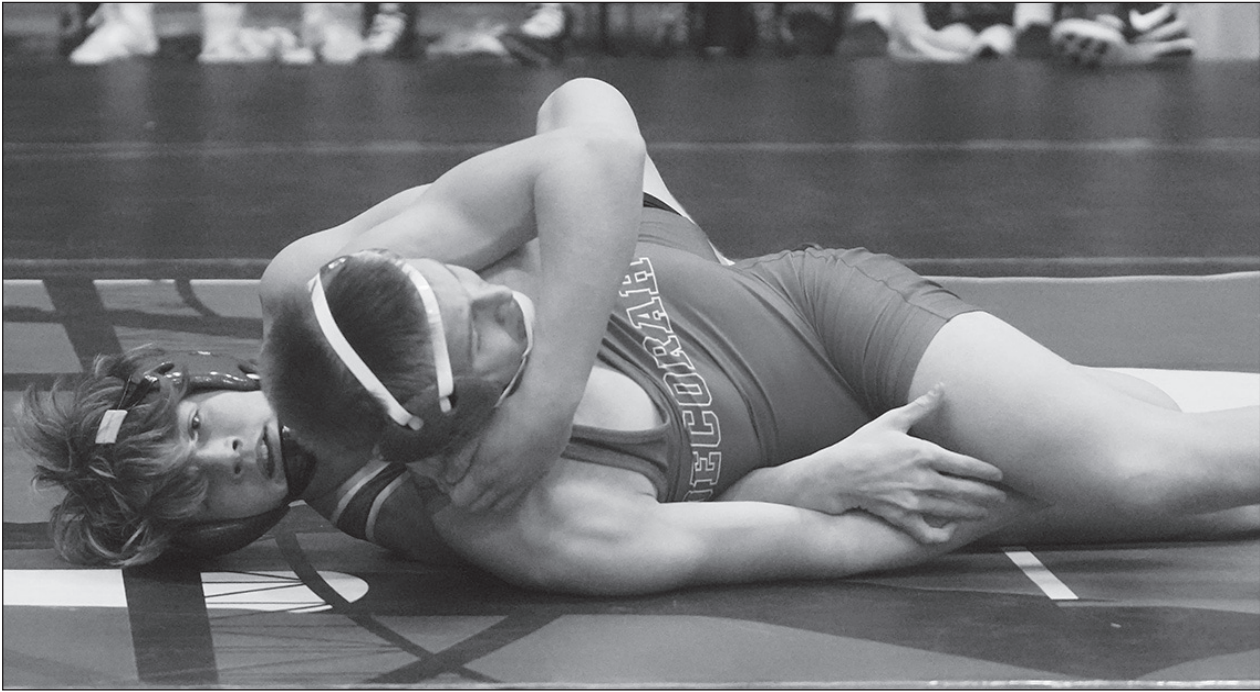
**DAIRY STATE
BANK**
Banking on Relationships
Cumberland • 715-822-8316

**Cumberland
Hardware**
Phone: 715-822-8459

**Nilssen's
Foods**
715-822-4541
Jason Nilssen, Owner
nilssensv@gmail.com



DauTre Allen in control at La Crosse. Photo by Kaely Wenzel.



Braden Johnson went 5-1 in La Crosse to raise his record to 22-1. Photo by Kaely Wenzel.



Onesimus West picked up a big pin in La Crosse. Photo by Kaely Wenzel

Wrestling Team Competes at Clash National Wrestling Duals

The Cumberland Wrestling Team joined teams from nine States at the 22nd Annual Clash Wrestling Tournament, which was held at the La Crosse Convention Center last weekend.
The Tournament began in Milwaukee as a special event produced by World Championship Wrestling in 1993. This year, thirty-two boys teams and nine girls teams participated in the dual format competition.
The Beavers went 2 and 4 during the two-day Tournament, defeating Caledonia/Houston, Minnesota and Batavia, Illinois, while dropping matches to Apple Valley, Minnesota, Melrose-Mindoro-Galesville-Ettrick-Trempealeau, Wisconsin, Washington, Illinois, and Decorah, Iowa.
“Our team saw great competition and showed great resiliency in bouncing back with two wins on Saturday, following our losses on Friday. Getting to wrestle in tough matches and see strong competition right now pays dividends at the end of the season. It was a great way to start the new year and now we can get back to work rolling into some conference match-ups the rest of the month,” said Head Coach Reid Olson about the Tournament.
The top performances by Cumberland wrestlers included 5 and 1 records by Jack Owens and Braden Johnson and a 4-2 record by Caleb Hile. It was Johnson's first loss of the season, as he dropped a 7-2 decision to Washington, Illinois wrestler Noah Woods, the top ranked wrestler in Illinois at his weight class. Johnson is now 22-1 on the season, while Owens improved to 18-4 and Hile to 18-6.
The Beavers 36-31 loss to Melrose-Mindoro/Galesville-Ettrick-Trempealeau came against Wisconsin's 7th ranked D2 team, while Cumberland is ranked 6th in D3.
This Thursday, Cumberland heads to Barron for a HON dual match and then on Tuesday, January 14, Cumberland takes on Chetek-Weyerhaeuser and Superior at Prairie Farm.
Last Weekend's dual scores:
Washington, IL 48 - Cumberland 12
Decorah, IA 41 - Cumberland 29
Apple Valley, MN 45 - Cumberland 21
Cumberland 46 - Caledonia/Houston, MN 23
Melrose-Mindoro/Galesville-Ettrick-Trempealeau, WI 36 - Cumberland 31
Cumberland 48 - Batavia, IL 21

Spare Time Monday Night Ladies Bowling League Standing

Team Standings	Danielle Vadnais - 189
Spare Time - 18	Sam Larson - 170
Becker's Trucking - 18	Gina Tahtinen - 168
Austad's Super Valu - 18	Debbie Anderson - 167
Big Bear Express - 16	5 High Scratch Series
Bowlin' Buddies - 15	Donna Berquam - 522
Northwoods Septic - 12	Sheila LaBlanc - 479
Clear Lake Self Storage - 6	Debbie Anderson - 473
Dane Arthur Real Estate - 5	Danielle Vadnais - 460
5 High Scratch Games	Judy Ullom - 436
Donna Berquam - 209	

Barron County Tipster Line
1-800-532-9008
OR TEXT TO:
BCTIPS
& the tip information to:
tip411 (847411).



Kyleigh McLemore plays tight defense Friday night vs Grantsburg. Photo by Maria Lynch.



Raegan Beecroft goes up strong Friday night vs Grantsburg. Photo by Maria Lynch.



Kaylee Jackson puts up a tough shot from close range in the girls close loss to the Pirates. Photo by Maria Lynch.

Girls Drop Seven-Point Contest to Grantsburg; At Ladysmith on Thursday

The Cumberland Girl's Basketball Team resumed action following the Christmas Break, with a 46-39 loss to the Grantsburg Pirates last Friday night in Elmer Beran Gymnasium. Following games against St. Croix Falls and Spring Valley this Monday and Tuesday, the girls will be back on the hardwood this Thursday night, with a trip to Ladysmith to take on the 6 and 4 Lumberjills. Cumberland stayed within striking distance the entire night and only trailed the

Pirates 20-18 at halftime. Shooting would be the eventual downfall of the girls race to victory, however, when they hit only 10 of 71 shots from the field. Macy Beecroft led Cumberland with 14 points, five rebounds, and two assists. Kyleigh McLemore added 11 points and six rebounds, while Melody Taylor scored eight points. Cumberland was seven for 36 from beyond the arc and hit 12 of 20 free throws during the contest.

Sports Look Back, January 12, 2005

The Cumberland Girls, under 19 team, raised their record to 9-2-2 after a 2 win, 1 tie week. Cumberland and Barron skated to a 3-3 tie. Cumberland lead 2-0 after one period and 3-0 after two, only to see Barron storm back with three unanswered goals in the third to make the final score 3-3. Kailee Sommerfeld, Tinille Lehmann and Karen Matthys each scored for the home team. Casey Soltau was credited with 13 saves in the contest. Mariah Lehmann had the lone assist. The girls were successful in their match with River Falls as they skated to an exciting 3-2 win. Once again Cumberland started fast, scoring in each of the first two periods to lead 2-0 after two periods. River

Falls would outscore Cumberland 2-1 in the third, but it would not be enough as Cumberland hung on for the 3-2 win. Alyse Lehmann, Emily Hanson and Tinille Lehmann each scored goals. Laura Wickre was credited with an assist, while Casey Soltau made 14 saves. The girls claimed their second win of the week as they cruised past Burnett by the score of 3-1. Cumberland scored one in the first, two more in the second to jump to a 3-0 lead after two periods. Burnett would get one back in the third to make the final 3-1. Tinille Lehmann had an outstanding night with a hat trick to lead Cumberland to the win. Molly Mahowald and Emily Hanson each had an assist. Casey Soltau had a solid night turning away 20 shots.

OutWiGo For Free Fishing Weekend Jan. 18-19

Wisconsin Department of Natural Resources (DNR) is hosting Free Fishing Weekend Jan. 18-19 to share the fun and excitement of winter fishing. During Free Fishing Weekend, anglers of all ages can wet a line in any Wisconsin waters open to fishing without a fishing license, trout stamp or salmon stamp. All other 2024-2025 Hook and Line regulations including bag limits, size limits and species restrictions remain in effect. While most trout streams are open during the catch-and-release season on Free Fishing Weekend, there are trout streams, spring ponds and lakes that are closed to fishing. Please review the trout regulations or check with your local biologist if you have questions about specific waters. For trout streams that are open, only artificial lures are allowed, and anglers must release all trout caught. If you plan to keep fish, review the DNR's Safe Eating Guidelines to stay informed of potential consumption advisories impacting some waterbodies throughout the state. Winter Fishing Reminders

Before any winter adventure, ice safety should be a primary consideration, as no ice is ever 100% safe. Dress appropriately for the weather, and remember safety gear: Warm layers that are water-resistant Sturdy waterproof boots with spike-style creepers for traction Extra hat and gloves Rescue throw rope Ice claws Remember, the DNR does not monitor ice conditions. However, local bait shops and fishing clubs are good sources for current conditions and fishing tips. No Ice Fishing Gear? No Problem. To help get you started, the DNR offers loaner ice fishing equipment at 19 tackle loaner sites around the state. Locations with ice fishing equipment will have an "IF" next to their name. Essential gear is available, although sites do not offer ice augers. Abandoned holes can be opened with a sledgehammer or spud bar. Hours and available equipment vary, so contact the site in advance and create a plan to pick up the gear.

FINAL WEEK WINNERS!

1st Place

Lisa DaBruzzi 11*

2nd Place

Jay Nelson 11*

3rd Place

Doris Laursen 11*



THANK YOU

to everyone who

played and to all the

Advertisers who make

this contest possible!

Barronett News

By Judy Pieper

Imagine a drum roll here – The 38th Annual Shallow Lake Ice Fishing contest is nearly here. It will be held next Saturday, January 18th, from 10:00 a.m. until 3:00 p.m. So, get those tip-ups and bait ready, find your warmest boots and mittens, and head out to Shallow Lake next Saturday for lots of fun on the ice. There will be prizes awarded on the lake for the biggest fish caught (northern, bass, walleye, pan fish, etc.) Civic Club members will also be serving delicious food and hot drinks. (Even if you do not drink coffee or hot chocolate, holding the cup is an easy way to keep your hands warm.)

After the contest, starting at about 3:00, club members will be serving their delicious Soup Supper at the community center. They will also be doing the drawings for raffle prizes. There will be lots of games to play and prizes to win. By the way, if you happen to be at the community center between 3:00 and 3:30, club members will be serving free beer.

I haven't heard if a new King and Queen of the Ice will be chosen and crowned, but I am certainly hoping that is the case. It's always fun to see which of the locals

will be representing our area for the next year. I will let you know about that next week.

The Thon family, Garrett, Kandice, Kane and Pierce had a wonderful mini vacation at Three Bears Resort in Warrens with their friends, Adam, Kelsey, Cadence and Talon Ferris. The kids had a wonderful time doing all the different activities the resort has to offer, and the parents had way too much fun watching the kids have fun. They went down on Friday, stayed Saturday, and came back on Sunday. It was a great way to spend the weekend, good friends, good food, good games.

Christmas is officially over. Rick and Joan Stettler, Katy Malone and Geri Pittman got together on Monday and took down the Christmas tree and all the decorations that were hanging around the church. Duane and I have most of the indoor decorations down at our house, but the outdoor lights are going to stay up for a while. It is so dark in the mornings that it is nice to have a little light out there when Lynn, Suzy and Tina (and whoever else) come over for coffee. I think Lois Nickel has the right idea – she leaves some of the little clear lights up all year long.

Duane and I are taking a short vacation. We are going to see our granddaughter, Savanna, in San Diego, then swing over to Arizona to visit with his brother and sister-in-law by Quartzsite, Arizona, then over to Texas to visit with Jeremy Olson's parents, Shaun and Jackie and then, finally, to Missouri to visit with Jay and Marcia Olson and Ken and Kathy Adams. We decided it was time to take a little time and get out of that bitter cold we had been having last week. It has been such an easy drive, the roads (except for about 100 miles in Wyoming) have been snow-free and dry. We plan to bask in the warm sunshine while our friends and neighbors are shivering in the cold. (Imagine an evil laugh here.)

Note to Rick Zappa: Suzy and Ryan asked me to let you know that they did have to travel through Laramie. They waved, hoping that you would see them, but didn't have time to stop by. Maybe next time – or maybe they will see you when you come back home for a visit.

I am going to run. I hope you are staying warm and I hope that you remembered to mark the 18th on your calendar for the Ice Fishing contest. See you next time.

OBITUARIES



Erma L. Bonneville

Erma Lucille Bonneville, age 92, passed away peacefully on Thursday, January 2, 2025, in Cumberland, WI. Born on November 13, 1932, Erma was known for her loving, generous, and caring nature.

Erma attended Sprague School and later found her professional calling with positions at Stokleys, Ericksons, and 3M, where she dedicated many years of service. Her commitment to her career was paralleled only by her devotion to her faith, in the United Methodist Church

community.

Outside of work and church, Erma had a passion for the outdoors. She was an avid ice fisher and snowmobiler, embracing the cold Wisconsin winters with vigor and excitement. Erma was also an enthusiastic traveler and camper, often taking the wheel herself on trips, a testament to her adventurous spirit and above all, her greatest joy was her family; she cherished watching her grandchildren and great-grandchildren grow, providing them with endless love and support.

Erma was predeceased by her beloved husband, Marshall Bonneville; her son, Bruce Bonneville; her daughter, Debbie Hines-Vennie; her parents, Norvel Vaubel and Inez Riley; her sister, Maxine Vaubel; and her brother, Norvel Vaubel Jr. She is survived by her daughter, Sandy Lindsley; her sister, Arlene Snowbank; her grandchildren: Justin (Tricia) Lindsley, Ashlee (Josh) Lindsley, Mina (Mike) Lindsley,

Adam (Ashli) Hines, Joseph Vennie, Amanda (Timothy) Stephan, and Allie (Greg) Weggen; as well as numerous great-grandchildren who will deeply miss her presence.

Ermas life was a testament to the power of love and the importance of family. Her legacy will live on in the hearts of those she loved and served throughout her remarkable life.

A Funeral Service is planned for Thursday, January 9, 2025 at First United Methodist Church of Cumberland at 11 AM. Visitation one hour prior at church. Pallbearers are Justin Lindsley, Ashlee Lindsley, Mina Lindsley, Adam Hines, Joseph Vennie, Amanda Stephan, and Allie Weggen.

Interment Lakeside Cemetery.

Skinner Funeral Home of Cumberland is serving the family.

Obituaries Cont'd on page 10

Community Outreach is ongoing at the Rice Lake Elks Lodge #1441

Local Lodges in the Wisconsin Elks Association including Rice Lake Lodge #1441 have donated 17,225 pounds of potatoes to food pantries, shelters, first responders and other groups who prepare meals and provide help to their communities.

It started when past State President Karl Hanke of Wausau Lodge #414 issued a "Potato Challenge" in 2023 after noticing Kwik Trip Stores offered a deal for 5-pounds of potatoes for \$.99 around the holidays. Hanke bought some potatoes, donated them, but additionally challenged Elk members to do the same.

The Elks organization is made up of volunteers who give back to their commu-

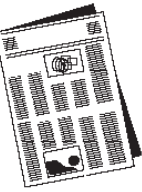
nities through service and donations, so they seized Hanks challenge. Even members could not have imagined the 4,000 pounds they donated in 2023 was small potatoes.

When the "Potato Challenge" was issued this year, Elks Lodges, throughout Wisconsin dug deep. Individuals as well as Lodges open their pocketbooks, gathered the potatoes and delivered throughout November and into mid-December to help their communities. "This was amazing," said Wisconsin Elks President Pat Moran. "Once again you have shown that as Wisconsin Elks we help others."

Locally, Rice Lake Elks Lodge #1441 donated over 800 pounds of potatoes to

the following organizations- We Share Food Pantry (2) deliveries, St. Vincent De Paul Pantry and Kitchen, UWBCEC Campus Cupboard, Benjamins House Emergency Shelter, Nora's Cupboard, Maple Plain Center (2) deliveries and Heart Island Family Enrichment Center in Rice Lake and they then dispersed the donations to additional Barron County sites. Heart Island also accepted warm weather clothing and non-perishable food items donated from a December members and guests' event.

Further information on this project please contact Exalted Ruler Rita Gronski at 715-234-2951 or Rita Librande <ritalibrande@gmail.com>



Thank you for reading The Advocate



Cumberland Area PROFESSIONAL DIRECTORY

ACCOUNTING

Guinn Vinopal & Zahradka, LLP
357-3013 • 675 Garfield St. • Almena
268-9320 • 234 Keller Ave. • Amery
246-6976 • 110 E. Third St. • New Richmond

INSURANCE

Noah Insurance Group
822-3355 • 1446 2nd Ave. • Cumberland

LEGAL SERVICES

Anthony K. Berg
715-822-3455 • 1344 2nd Ave., Cumberland
*Advertising Space available!
Call 715-822-4469
for more information*

HOSPITALS & MEDICAL CLINICS

Cumberland Healthcare Comprehensive Health Care Services
715-822-7500 • 1705 16th Ave • Cumberland
www.cumberlandhealthcare.com
Cumberland Healthcare Turtle Lake Clinic
715-986-2022 • 632 US Hwy 8 • Turtle Lake
www.cumberlandhealthcare.com
Turtle Lake Clinic Amery Hospital & Clinic
715-986-4101 • 550 Martin Ave. • Turtle Lake
amerymedicalcenter.org

Thank you for supporting these local professionals

SENIOR DINING

Thursday, January 9
Baked potato with ham, cheese and broccoli, cottage cheese, dinner roll, applesauce.

Friday, January 10
Creamy chicken and vegetables over a biscuit, buttered beets, fruit and yogurt granola parfait.

Monday, January 13
Chicken chow mein over brown rice, vegetable egg roll, assorted bread, mandarin oranges.

Tuesday, January 14
Entrée salad with chicken strips, assorted veggies, cheese, dinner roll, three bean salad, frosted cake.

Wednesday, January 15
Egg salad and lettuce sandwich, vegetable bean soup, fruit cup, Cook's choice cookie.

Lunch is served at 11:45 am and includes milk and/or coffee. Suggested contribution is \$8.00 per meal for anyone 60 years or older and \$15.00 full cost for those under 60. Please reserve your meal 24 hours ahead of time by calling The Cumberland Senior Center at 715-822-8794. MENU IS SUBJECT TO CHANGE.
(No reservation needed for Soup & Salad Bar days on the 1st and 3rd Tuesday of the month served 11:30 am - 12:30 pm.) The Senior Center is located at 1255 Webb St.

Support your friends and neighbors

SHOP CUMBERLAND

SERVICE DIRECTORY

Need A Service? Try An Area Business!

Pat's Heating & Cooling

Furnace, AC, boiler replacement and repair.
OVER 20 Years Experience
715-641-2476

911 Police Fire • EMT Police Fire

J.J.S. AUTO BODY CLINIC

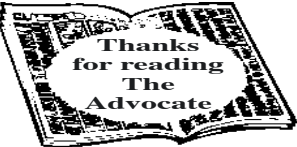
COMPLETE CAR & TRUCK REPAIR

- Drop off for PRAX AIR GASES
- Spray in Bedliners
- Glass Replacement

M-F 8 am - 5 pm
511 22nd Avenue
Cumberland, WI 54829
715-822-2600

Conway's Remodeling, LLC

SMALL JOB SPECIALIST
Doors • Windows Siding • Decks
PROMPT • RELIABLE
Over 30 Years Experience
Cumberland 651-261-3543 651-261-2773



Thanks for reading The Advocate

NORTHLAND PROFESSIONAL HEATING AND COOLING

Service in Cumberland
24 Hour Emergency Services
Free Estimates
www.northlandprohvac.com
715-580-0741



COMMITTED TO QUALITY

Madison Construction
Barronett, WI
(715) 468-4202

BASEMENTS DRIVEWAYS BUILDING SITES TRUCKING GRAVEL SAND ROCK

WHITE ELECTRIC, INC.

-Wiring
-Trenching
-Commercial
-Industrial
-Residential
-Farm
1021-20 3/4 Ave.
Cumberland, WI. 54829
715-822-2147 715-822-5007 Fax

SALES • SERVICE • PARTS

TRUSTED
AUTHORIZED DEALER OF
STANDBY GENERATORS
GENERAC • KOHLER
Licensed and Insured



SCHELL
POWER & LIGHT
715-790-0757

A PLUS Plumbing Service

"N More"
715-418-0136
Arnie Featherly
plumbing.aplus@gmail.com
MP897174

DIRKS

Cumberland 822-2990
Barron 537-3990

SERVICE ALL BRANDS
24-HOUR EMERGENCY SERVICE

- FURNACES
- HEAT PUMPS
- GEOTHERMAL

FREE ESTIMATES

DIRKS HEATING & COOLING
www.dirksheating.com

HOMEOWNERSHELPER

- Lawn Service
- Snow Removal

Call Bob at
715-419-0989

Edge of Color LLC

Paint and Stain • Wallpaper Removal •
Power Washing • Interior & Exterior
715-651-8667
715-308-3219

FARR INSURANCE AGENCY, LLC

Ryan Farr, Agent

INSURANCE
Home Auto Farm Commercial Crop Recreational Vehicle

1175 ELM ST
CUMBERLAND, WI
715-822-8151



DANA THE DRAIN DOCTOR
715/419-0233 THE-DRAINDOCTOR.COM

Electro Rooting & Hydro Jetting
From small drains to large sewers...No Job too Big or Small!
So give me a call!
715-419-0233

OBITUARIES



Joyce J. Hendren
Joyce June Hendren, 77, of McKinley, formally of Waverly, IA passed away peacefully on December 27, 2024, at her home after a Christmas surrounded by family. She was born June 3, 1947, in Waverly, IA to Ivan William and Loretta Marie (Albrecht) Ingersoll. Joyce grew up on the family farm in Waverly, IA with nine brothers and sisters. Later, she would once again find herself on a farm in McKinley, WI milking cows, raising beef cattle, chickens, and pigs. Joyce was retired from

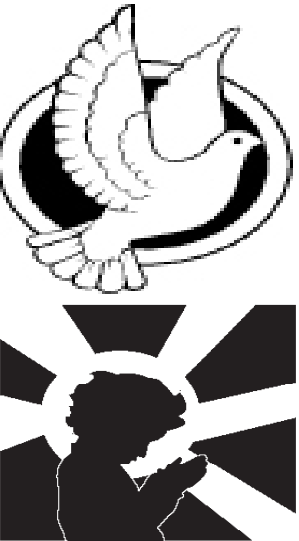
3M in Cumberland, a member of Cumberland First United Methodist Church, and a cherished friend to many. She enjoyed spending time with family, her winters in Moorehaven, FL, gardening on the farm in McKinley, bowling, golfing, volunteering at the church, and seeking out rummage sales. She and Jack also had multiple rental properties in Cumberland that kept her busy in retirement. She is survived by her life partner, Jack Sterner of McKinley; sons: Stephen Hendren of Wauke-sha, WI, Rick (Rochelle) Hendren of Woodville, WI, and Matthew (Erin Boland) Hendren of Holmen, WI; grandchildren: Jasmine Szekely, Joshua Hendren, Jessica Hendren, Josannah (Jordan) Heinecke, Jakoda (Tyler Foote) Hendren, Rylie (Jordan) Laster, Ashlee Hendren, Keegan Hendren, Seraphim Boggs and Paige Jensen; step grandchildren,



James O. Krueger
James Otto Krueger, 92, of Cumberland died on January 2, 2025, at Cumberland Healthcare. He was born July 15, 1932, in Waterloo, IA to Otto and Mary (Dana) Krueger. Jim served in the U.S Air Force from 1950-1954. He was married in Denver, IA on September 25, 1955, to Carol Steege. He worked for 25 years at 3M and had many side jobs during his retirement to help keep him out of trouble. Jim certainly left his mark on the community with the many carpentry projects he helped with. He also served on the Cumberland Fire Dept. for 27 years. Jim and Carol could often be seen walking together

around town with a pit stop at the Dairy Queen. Jim enjoyed daily golfing, fishing on the Mississippi, ice fishing on North Lake, and deer hunting with his sons and grandsons. He was actively involved in his grandchildren’s school and sports activities. Jim was not afraid to offer his wise advice on their athletic proficiencies. His great grandchildren helped to reveal Jim’s genuine and tender love. He is survived by his wife, Carol Krueger; children: Scott (Peg) Krueger, Monte (Theresa) Krueger, and Troy (Jennifer) Krueger; grandchildren: Lindsay (Jack) Norby, Kyle (Brittany) Krueger, Jody (Taylor) Anderson, Erik (Jessica) Krueger, Cody (Lydia) Krueger, and Noah (Allison) Krueger; great grandchildren: Beckett, Wyatt, Merritt, Evett Norby, Samuel Krueger, Julia, Molly, Caleb Anderson, Colt Krueger, and one more on the way; sister, Helen (Wendell) May; nieces, nephews, and many other family and friends. Jim was preceded in death by his parents; brother, Ron Krueger; and sister, Evelyn Scholmann.

Funeral services were held Tuesday, January 7, 2025, at St. Paul Lutheran Church with Pastor John Miels officiating. Burial will be in Lakeside Cemetery. Pallbearers are Lindsay, Kyle, Jody, Erik, Cody, Noah, and Mike Rouzer. Military honors were accorded by Anderson-Thomson Post #98 American Legion, Cumberland. In lieu of flowers, please make a donation to the Cumberland Library or Cumberland Fire Department. Skinner Funeral Home of Cumberland is serving the family.



Church Directory

“Resolutions”
by Pastor Matthew Earls
Northern Lakes Community Church

As we approach the start of a new year, many of us will be making resolutions to better ourselves and our lives. While setting these goals is a positive step, it is important to approach them with the right mindset and intentions. One key aspect to consider when making New Year’s resolutions is to align them with our faith and values. As Christians, our resolutions should reflect our desire to grow spiritually and draw closer to God. In Philippians 3:13-14, the apostle Paul writes, “But one thing I do: forgetting what lies behind and straining forward to what lies ahead, I press on toward the goal for the prize of the upward call of God in Christ Jesus.” This passage reminds us to focus on the future and strive towards spiritual growth.

When setting our resolutions, it is important to make them achievable and realistic. Instead of setting broad goals that may feel overwhelming, break them down into smaller, manageable steps. Proverbs 16:3 encourages us to “Commit to the Lord whatever you do, and he will establish your plans.” By involving God in our goal-setting process, we can trust that He will guide us towards success. Another important aspect of New Year’s resolutions is accountability. Share your goals with a trusted friend, family member, or mentor who can provide support and encouragement throughout the year. Galatians 6:2 reminds us to “Carry each other’s burdens, and in this way you will fulfill the law of Christ.” By leaning on others for support, we can stay motivated and focused on our goals.

Lastly, remember that setbacks are a natural part of any journey towards self-improvement. If you stumble or falter along the way, do not be discouraged or give up. Isaiah 41:10 reminds us, “So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand.” With God’s strength and guidance, we can overcome any obstacles that come our way. As we embark on this new year, let us approach our resolutions with faith, determination, and a spirit of growth. May our goals be aligned with God’s will for our lives, and may we rely on His strength to see them through to fruition. I hope to see you in church this year!

With blessings and best wishes for the year ahead,
Pastor Matthew Earls

- AUGUSTANA LUTHERAN CHURCH (ELCA)**
1025 Second Avenue
Phone: 715-822-2890
Pastor Shane Anderson
Worship Service: 9 a.m. Sunday School 10:15 a.m. Holy Communion at all services.
- BARRONETT LUTHERAN CHURCH (ELCA)**
776 Prospect Ave.,
Phone: 715-822-5511, cell: 715-671-3197
Minister: Todd Ahneman
Sunday: Worship 9 a.m.; Holy Communion 1st & 3rd Sundays.
- CHRIST LUTHERAN CHURCH, LCMS, Pipe Lake**
See us on Facebook
Polk County Hwys. “G” and “T”
christlutheranpipelake.com
Steve Miller, Pastor
Phone: 715-822-3096
Worship Service, 10:30 a.m.
All Year; Sunday School/Bible Study: 9:00 am. Sept. -May.
- CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS**
644 South 6th St., Barron
Bishop Jay Jevne
Chapel: (715) 537-3679
Home: 402-677-0574
Sunday Sacrament Meeting: 10-11 a.m.; 11:10-Noon: Priesthood, Relief Society, Primary, Sunday School.
- CUMBERLAND BAPTIST**
Jared Andrea, Pastor
1225 Hwy. 48
Phone: 715-822-3520
Bible Study: 8:30 a.m.; Worship Service: 10:00 a.m.
www.cumberlandbaptistchurch.com
- FIRST LUTHERAN (ELCA)**
Elm and Eighth Avenue
Timothy Schmidt, Pastor
Phone: 715-822-4416
Worship Times: Sunday 8 am, 10:30 am; Sunday School 9:15 am
Communion 1st and 3rd weeks of the month.
- FIRST UNITED METHODIST CHURCH**
Rev. Adelbert Frejas
Phone: 715-822-4293
Worship Service & Sunday School 8:45 a.m., Worshiping, witnessing, sharing community, Cry room available. Sunday Fellowship following each service. Holy Communion 1st Sunday each month.

- GOSPEL MENNONITE**
Almena, WI.
Sunday: Sunday School, all ages 10 a.m. Worship Services: 10:45 a.m. Evening services: 7:45 p.m.
- HOLY TRINITY ORTHODOX CHURCH**
Clayton, WI.
Father Christopher Wojcik, Saturday Vespers, 5 p.m.; Sunday Divine Liturgy: 9:30 a.m.,
- HOPE COMMUNITY CHURCH**
1788 Elm Street
Pastor Paul Green
Phone: 715-822-3586
Worship Service: Sunday 9:30 am
hopecommunitychurch.life
- HOSANNA FREE LUTHERAN CHURCH**
662 20th Ave., Cumberland
Tom Olson, Pastor
Phone: 740-644-0537
1st & 3rd Sundays • 4:30 pm
Worship & Refreshments
www.hosannacumberland.org
- LAKE PARK ALLIANCE CHURCH**
Shell Lake, WI.
John Sahlstrom, Pastor
Phone: 715-468-2734
Prayer: 9 a.m.; Worship Service: 10 a.m.
- NORTHERN LAKES CHURCH**
825 8th Ave., Cumberland
Matthew Earls, Pastor
Phone: 715-822-5502
Sunday Morning Service 10:00 am for sermons from the Bible and Contemporary Worship, Children’s Church and nursery during service; Wednesday 5:30 pm AWANA for Children and Youth Impact (returning in Sept.); Online services and calendar of events available at www.northernlakeschurch.com

- SACRED HEART CATHOLIC CHURCH**
Soo Ave., Almena,
Father Jayanna Kanna
Weekend Mass: Sun., 8:30 am
- ST. ANN CATHOLIC CHURCH**
320 Pine St., Turtle Lake,
Father Jayanna Kanna
Phone: 715-822-2948
Masses: Saturday: 4:00 p.m.; Sunday: 8:30 a.m.
- ST. ANTHONY ABBOT CATHOLIC PARISH**
900 St. Anthony Street
Father Jayanna Kanna
Phone: 715-822-2948
Weekend Masses: Sat. 6:00 p.m. Sunday: 10:30a.m.
- ST. JOSEPH’S CATHOLIC CHURCH**
502 Second St., Shell Lake
Father Edwin Anderson
Phone: 715-635-3105
Saturday Mass: 4:30 p.m.
- ST. MATTHEWS LUTHERAN CHURCH**
Missouri Synod (LCMS)
Almena, WI.
Vacancy Pastor: Isaac Nicholson
Sunday: Sunday School: 9:00 a.m. Divine Service: 10:30 a.m.; Wednesday’s 6:00 pm-Vesper Service
ST. PAUL LUTHERAN
Missouri Synod
1 mile East on Hwy. 48
John Miels, Pastor
Phone: 715-822-8690
Sunday morning traditional worship: 9:00 a.m.; Wed.evening contemporary worship: 6 p.m..
- SEVENTH DAY ADVENTIST CHURCH**
Rice Lake, WI.
Hwy. SS 1/2 mi. S. of Cedar Mall
Pastor: Scott Manly
Phone: 715-434-7798
Saturday: Sabbath School: 9:30 a.m. Worship Service: 11 a.m. Wed. Bible Study: 7:15 pm.

- SHELL LAKE FULL GOSPEL CHURCH**
Shell Lake, WI.
Josiah Hodgett, Lead Pastor
Worship Service: Sundays at 10 am; Kids for Christ: Sundays at 10:30 am, Uturn Student Ministries: Sundays at 6 pm.
SILVER CREEK LUTHERAN CHURCH
Missouri Synod (LCMS)
483 7th Avenue, Clayton
Pastor: Rev. Quentin Buechner.
Divine Service: Sunday 9 am; Holy Communion: 1st and 3rd Sunday of each month
- STANFOLD LUTHERAN**
Hwy 48, 9 mi. E. of Cumberland
Pastor John Bergson
Phone: 262-354-4537
Assistant Pastor Gerald Hibbard
Sunday Service: 8:30 a.m. & 10:30 a.m.; Coffee & bible Study
- TIMBERLAND RINGEBU FREE LUTHERAN**
12 miles north on “H”
Timothy Carlson, Pastor
Sunday School, all ages 8;15 a.m. Worship 9:30 a.m. Holy Communion 2nd Sunday of each month.
- TRINITY LUTHERAN**
10 mi. W on Hwy. 48, McKinley
Pastor Diane Norstad
Phone: 715-822-3001
Sunday Worship and Holy Communion: 8:45 am Sunday School: 10:00 am
- UNITARIAN UNIVERSALIST**
Blue Hills Fellowship
Phone: 715-234-6337
www.bluehillsuu.org
230 W. Messenger St., Rice Lake
Services Sunday 10 a.m.
- ZION LUTHERAN**
Wi. Ev. Lutheran Synod
715-641-0945
3 miles NW of Almena
Worship Service: Saturdays 11:00 am; Holy communion first and third Sunday

THE FOLLOWING BUSINESSES INVITE YOU TO ATTEND THE CHURCH OF YOUR CHOICE

CUMBERLAND FEDERAL BANK Your Hometown Bank 715-822-2249 www.cumberlandfederal.com Member FDIC	RE/MAX NORTHSTAR See us for all your real estate needs 800-511-2615 www.remaxnorthstarwi.com	CUMBERLAND MUNICIPAL UTILITY 715-822-2595 Online Payments got to: www.cumberlandutilities.com	CUMBERLAND ACE HARDWARE & LUMBER Home of the <i>Helpful Hardware Man.</i> 715-822-8459	White Electric, Inc. Wiring, Trenching, Commercial, Industrial Residential, Farm 715-822-2147	NORTH COUNTRY PACKAGING Home of <i>North Country Gourmet Cheese Spread</i> 1623 6th St. • Almena 715-357-3080 Retail Store Hours: M-F 8 am - 4:30 pm
Odden’s Flowers Open Mon-Fri: 8 AM -5 PM Saturdays 8 AM-4 PM Phone: 715-822-4835 Cumberland, Wisconsin Cut Flower Arrangements • Perennials Shrubbery & Bedding Plants Big Geranium Pots • Hanging Baskets	5 O’CLOCK CLUB “Your Cumberland Caribbean” Phone 715-822-2924 Hwy. 63 North Cumberland	CUMBERLAND HEALTHCARE Hospital <i>Medical Clinic</i> 715-822-7500	KINDLED HEARTH FIREPLACE STORE WOOD • GAS • PELLET • ELECTRIC Sales • Service • Complete Installation Downtown Cumberland 715-822-5355 www.kindledhearthfireplacestore.	DAIRY STATE BANK 1405 2nd Ave., Cumberland Phone: 715-822-8316 Member FDIC	
DIRKS Heating & Cooling We service ALL brands! 24 Hr Emergency Service Free Estimates! 715-537-3990	SENECA FOODS CORPORATION “Compliments of Management and Employees” Cumberland, Wisconsin	1268 on Main What are we? Check out Our Website www.1268onmain.com	NILSSEN’S FOODS Groceries • Deli • ATM • Lottery Open 7:00 am - 10:00 p.m. 7 days/week 1170 2nd Avenue • Cumberland 715-822-4541	FARR INSURANCE AGENCY, LLC Farm - Homeowners - Fire & EC Liability - Auto - Commercial Recreation Vehicles Office: 715-822-8151 • Cell: 715-671-8411 Cumberland, Wisconsin	LOUIE’S FINER MEATS “Home of Award-Winning Sausage” Phone: 715-822-4728 Hwy. 63 North, Cumberland
LakePlace.com Brothers Realty 715-822-3303 1345 Elm St. • Cumberland Lake Properties, Cabin Rentals, Family Resorts	BOB & STEVE’S BP AMOCO SHOP BP FUELS • Pizza & Deli Phone 715-822-4202 1633 Superior Ave. Cumberland, Wisconsin		LAKELAND CO., INC Steel Fabricators Factory Direct Trailers Hwy. 63 North • Cumberland Phone 715-822-8748	CUMBERLAND BUS SERVICE John & Sandy Peichel Locally owned and operated 715-822-2348 1750 Industrial Blvd., Cumberland	HAACK ORTHODONTICS Working with you and your general dentist to create healthy, happy smiles. 715-234-9071
	NORDQUIST TRUCKING LONNIE FOREHAND, OWNER 110 Prospect Ave. • PO Box 117 Almena, WI 54805 715-357-3286 or 715-357-3716 nordquisttruck@chibardun.net	MIDWEST MOTOR GROUP Quality Cars & Trucks 715-419-1772 or 715-803-4889 Kevin Monson Matt Torgerson Corner of CTH P & US HWY 8 • Almena	WISCO RV & MARINE Sales • Service • Storage 2236 Hwy. 63 Cumberland, WI 715-822-8714 www.wiscomarine.com	ASPEN ACUPUNCTURE Stacy Rischette, L.A.c, MT Chinese Master www.aspenacupuncture.com mail@ aspenacupuncture.com 715-822-4418 1268 2nd Ave. • Cumberland	

Year in Review...

of \$5,000, two \$2,500 winners and five \$1,000 winners.

(28) Some exciting news to share. The Wisconsin Department of Transportation has permitted the city to re-stripe the lanes and turning radiuses at the four corners, on a trial basis. They believe it will provide immediate relief, and success may lead to this being part of a permanent solution implemented by WisDOT during the resurfacing of Highway 63.

Ascension Academy is a Christian School in Cumberland and beginning their 3rd school year of educating students in 4k-8th grade. A ribbon cutting ceremony was held to honor the occasion. The school is celebrating their first year of participating in Wisconsin School Choice.



Cumberland Police Officer Dylan Feiertag.



Cumberland Police Officer Anthony Brunner.

September

On August 21, 2024, Cumberland Officer Feiertag and Officer Brunner were dispatched to an area for a report of a pedal bike crash. In just over one minute after being dispatched, Officer Feiertag arrived on scene and discovered the incident was far more serious. The handlebar of the bike punctured the 13-year-old's upper thigh, lacerating arteries in his leg, and leaving a golf ball size injury through his upper thigh. Officer Brunner then arrived on scene and applied a second tourniquet to the child's leg to control the bleeding. Due to their quick response, teamwork and immediate lifesaving actions, this child's life was saved.

Congratulations to Holly Scheps for being the winner of the Cumberland City Logo Contest.

(18)Wisconsin Governor Tony Evers visited the Cumberland Elementary School. His visit included reading to the students, touring the building and question and answer session.

The former Comstock Creamery will soon be reopened under a new name and new owners with some exciting changes to come. Louie's Finer Meats of Cumberland has purchased the property.

(25) Former Cumberland Graduate, Robert McFadden, retires after 63 years at the New York Times. Bob's last day was September 1st. Bob has ranked among its finest reporters and most eloquent writers at the New York Times.

Once again the Cumberland community stepped up. A total of \$12,000 dollars was raised and donated to the Cumberland K9 Program at the first annual K9 Fundraiser. The Fundraiser raised \$9,000.

October

(2) Hundreds of cyclists were on hand to celebrate the grand opening of the Timberland Hills this past Saturday. On Wednesday, September 25, 2024, the Ashland Police Department alerted the Barron County Sheriff's Department that they received information that two children were abducted from Ashland and may be in the area of Haugen. Further information was obtained that they may be in the Barronett area. With the assistance of the Washburn County Sheriff's Office, the suspect vehicle located, and the children were ok.



Owners of Island Ice Larry Savina and son Beau Savina.

(9) Have you noticed the big new building located behind Island Wines and More? The new home to Island Ice is 60' by 180'. Island Ice began in 2021 when owner Larry Savina purchased Minong Ice and moved the equipment to Cumberland. Larry and son Beau will run the new facility.

(23)On Thursday, October 17, the Rice Lake Fire Department was dispatched to a reported building on fire at 17 East Messenger Street in Rice Lake. The building housed Kitchen and Floor Decor warehouse, Finewood Inc., Cheese Louise and Agonic Brewing. The building and contents were a total loss. The cause of the fire is still under investigation at this time.

On Saturday, October 19, the Cumberland High School Marching Band traveled to Whitewater to take part in Wisconsin School Music Association's State Marching Band Championships. Thirty five bands from across the state competed for top honors in music, marching, percussion, and colorguard. Cumberland took home 2nd place honors in their division.

November

(6) Forty-two residents of the Island City attended a DOT Public Involvement Meeting at City Hall last Wednesday night, to hear updates on the Lake Street Bridge Project which is on schedule for a start date in April of 2026. The purpose of the project is to address the deficiencies on US 63 pavement in order to provide a safer and more efficient transportation system. The new bridge will accommodate recreational traffic, including larger watercraft and an ATV passage over the structure. There will be several traffic alterations needed during the closer of US 63 during the four months.

Representative Donald Trump was elected President with 77,303,573 votes. Democrat Kamala Harris had 75,019,257.



Emergency Personnel aid in the search for a missing 17 year old who drowned in Kirby Lake.

(13)Emergency personnel from the Barron County Sheriff's Department and the Chetek Fire and Rescue Dive Team, along with emergency professionals from throughout the county aid in the search for a missing 17 year old subject from Minnesota who had gone under the water and not resurfaced on Kirby Lake.

(27) Jessica and Rachael Kelly-Knudsen are the new owners of Nezzys Sport Bar & Grill. On Tuesday, November 19, the Barron County 911 Center received several calls of a serious traffic accident on Highway 8 just east of Turtle Lake. Initial investigation shows a truck struck a deer and the driver of the truck and a passerby went into the road to remove the deer, and then was struck by two vehicles and was pronounced deceased.



The demolishing of St. Anthony Catholic Church.

December

(11)St. Anthony Abbot Catholic Church was demolished this past week as a new church has been built just across the street. The 100 year old structure was built in 1924 after a fire burned the original church to the ground. Several items from the old church were used in the new church including stained glass windows, pews, a statue, and more.

(18)The Wisconsin Department of Agriculture, Trade and Consumer Protection has identified a case of highly pathogenic avian influenza in a commercial flock in barron County. The disease can be spread by contact with infected birds, commingling with wild birds or their droppings, equipment, or clothing worn by anyone working with animals.

(25) The Wisconsin Department of Justice Division of Criminal Investigation is conducting an officer involved shooting investigation in the town of Webster that occurred on December 16. St. Croix Tribal Police Department officers responded to a domestic incident at a residence in Webster. Officers encountered a male subject with a knife. One officer discharged their firearm striking the subject. Involved law enforcement officers are on administrative leave.



THANKS FOR READING

THE ADVOCATE







with Sherri Wesolowski

Transformational Brain Art Workshop

Whether you're a beginner or have some experience, art can play a crucial role in promoting social and emotional well-being. This is a wonderful opportunity for older adults to explore their creativity, form meaningful connections, and improve their brain health.

Come join us, make new friends, and discover the joy of artistic expression!

Sign up for as many sessions as you would like to attend:
Jan 16, Feb 20, March 20, April 17, May 15, June 10, July 17, August 21, Sept 18, Oct 16, Nov 20, Dec 18

3rd Thursday of the month 10:00 a.m. - 11:30 a.m.	Cumberland Senior Center 1255 Webb Street Cumberland, WI 54829	No Cost All Supplies Provided
--	--	----------------------------------

For registration & information visit:
www.adrcconnections.org/registrations
or call 1-888-538-3031



www.adrcconnections.org

Non Emergency
Phone Numbers:

Cumberland
Police Dept.
822-2754

Barron
County
Sheriff
537-3106

Tipster Line
1-800
532-9008

Polk County
Sheriff
485-8300

Emergency
911

Love Lights

Lights on the Love Light Tree, Tree of Hope and the Tree of Light are a special way to remember, honor loved ones and recognize Cumberland Healthcare Team Members and First Responders.

REMEMBERING THE LIGHTS ON THE LOVE LIGHT TREE IN MEMORY OF:

Savannah Yodatiger
Judy Bellefeuille
Otto Bender
Lawrence Bergmann
Lawrence & Marvel Bergmann
Nancy Bergmann
William Bergmann
John & Francis Bonneville
Lary Borrmann
Sandy Borrmann-Nyberg
Brenda Bowen
Robert & Leona Bowen
Arnold Butzler
Raymond Butzler
Tony & Bernice Cifaldi
Al DeDominces
Dewey Denver
Frank & Cecelia Donatell
Edgar Duncan Family
Bob Ekenstedt
George Forejt
Joanna Forejt
Carl & Violet Grage
Doris Hazen
Jim & Lorraine Hill
Edna Holmes
Pete Jennings
Richard & Helen Johnson
Wilbur Johnson
Bob Kanne
Damian Karpenske
Al & Betty Knoepke
Dale Knutson

Lester & Ellen Knutson
Maria Kostuch
Ivan Kuhnhausen
Jean Lange
Mildred Lange
Steven B. Lange
Sandra Leisz
Etta Lowry
Mason Lowry
Loved Ones
Will, Betty & Patricia Meyer
Tom Moeller
Don & Ann Nelson
Harry Nelson
Jeanne Nelson
Gail Paige
Al & Toots Peichel
Dawn Peichel
Frank Peichel
Mike Perkins
Janice Zappa Peterson
Rudolph & Dagny Pihle
Lillian Quick
Joanne Ranallo
Ella Schafer
Allen & Lucille Schiebel
Krista Schiebel
Linda Schiebel
John Severson
Sharyelle & Patrick Severson
Ron Stewart
Doug & Doris Thompson
Harold & Frances Walters
Barry Whalen

Rueben & Milly Wickman
Angelo & Margaret Zappa
Hermie & Betty Zappa
Missy Elizabeth Zappa

IN MILITARY APPRECIATION:

All past and present members of Post 98, Cumberland All Military Veterans & Personnel
Dick DeDominces
Derek Fennern
Dave & Katherine Husby
Terry Manke
Gene Nemeth
Charles Zappa

IN THANKS TO:

Ann Bergmann
Dr. Thomas Lingen
Jill Ranallo

IN RECOGNITION OF:

Those most in need Cumberland Healthcare Team
Karen (Kat) Dague
Lowell (Mo) Dague

REMEMBERING THE LIGHTS ON THE TREE OF HOPE:

IN MEMORY OF CANCER PATIENTS:

Becky Bents
Marvel Bergmann
Nancy Bergmann
Carol Whitt Borrmann
Emma Borrmann
Stanley Borrmann
Warren Bryce

Lois Cook
Darlene Dille
Willie Langholz
William Matejka
Tom Mysicka
Kathy Nolle
Les Olsen

Marlie Peterson
Til Peterson
Nels Ricci
Nancy Ruppel
Ron Stewart

IN HONOR OF CANCER SURVIVORS:

To all those affected
Sandy Anderson
Gerard Bents
Paul Bergmann
Karen (Kat) Dague
Dan Denver
Jerry Denver

Robin Denver
Linda Duncan
Sheila Ekenstedt
Emily Miller
Tom Mysicka
Jeff Peterson
Kellsey Ruppel

IN RECOGNITION OF CANCER DIAGNOSIS & TREATMENT

Linda Duncan
Amelia Kowalik
Rick Peterson
Joan Schmitt

Thank you to all those who recognized the First Responders and Cumberland Healthcare Team Members. Let the Tree of Light shine proudly!

