



WISCONSIN GOVERNOR'S OUTDOOR INDUSTRY AWARDS

JUNE 24, 2026

OUTDOOR BUSINESS OF THE YEAR

Battle on Bago
Beaver Creek Reserve
Bikes for Kids Wisconsin
Coasters Cycle Works
EOS Surf Shop
Gerber Leisure Products
Hayward Power Sports
Henry Repeating Arms
Kurt's Island Sports Shop
Mercury Marine
Outdoor Junkies TV
Rutabaga Paddlesports
Silent Wake
Spring Street Sports

BIG TENT AWARD

4 Lakes 4 Wheelers
BIPOC Birding Club of Wisconsin
Blue Lotus Center
Ian Karl, Northwest Passage
Outdoor UW
SOS Outreach
Urban Ecology Center
Wausau 24
Wisconsin Northland Outdoors

FIRST ASCENT FOR INNOVATION

4 Lakes 4 Wheelers
American Birkebeiner Ski Foundation
Bill Sherer, We Tie It
City of West Bend's Westbury Bank Aquapark in Regner Park
Explore La Crosse
Explore Two Rivers
Visit Wausau & IronBull

RISING STAR AWARD

Kurt Baehmann, Forward Outdoor
Jessica Bedtka, Wisconsin Conservation Corps
John Cameron, MKE Outdoor Indoor Exchange
Dennis Duke, Boulder Junction Parks & Recreation



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TANDEM AWARD FOR COLLABORATION

Freedom Trailblazers Snowmobile Club & Oneida Nation
Friends of Devil's Lake State Park & Tumbled Rock Brewery
Langlade County's West Evergreen Off-Highway Motor Vehicle Trail
Log Cabin Store & Eatery
Lucky Duck & Wisconsin Waterfowl Association
The North Country National Scenic Trail Partnership in Iron County
Nutt Hill Winter Park
Olbrich Botanical Gardens
Three Eagle Trail
UW-Platteville Dept. of Civil & Environmental Engineering's Senior Design Capstone
Visit Wausau & Zartico
World Snowshoe Championships

TRAILBLAZER OF THE YEAR

Jillian Olson, International Mountain Bicycling Association
Mike Repyak, Kocourek Trailhead Foundation
Tim White, Visit Wausau
Brian Wickersham, Outdoor Junkies TV

DESTINATION OF THE YEAR

4 Lakes 4 Wheelers
Bayfield Chamber and Visitor Bureau
Elkhart Lake's Road America
Friends of Crescent Beach
Greater Wausau – Wisconsin's Basecamp
Hayward Lakes Visitor & Convention Bureau
Ice Age National Scenic Trail
Kohler, Wisconsin
Lake Geneva Ziplines & Adventures
Minocqua Area Visitors Bureau
Mt. Telemark Village
Skillet Creek Campground
The Great River Road Visitor and Learning Center at Freedom Park
The Village Green – Ripon, WI
Timberland Hills Foundation
WinMan Trails

CONGRATULATIONS, NOMINEES!