



# 54th Annual International Snowmobile Congress

Friday, June 10, 2022 | Grand River Center | Dubuque, IA



## ISC 2022 Opening Ceremonies Thursday Morning

ISC 2022 officially opened Thursday morning with the presentation of colors by the Marine Corps League from Dubuque and the national anthems for both Canada and the U.S. sung by Iowa teen Kelly Beckman from West Delaware High School in Manchester.

Co-emcees Cal Taylor of Utah and Chris Willey of Iowa acknowledged this week's ISC sponsors as well as the volunteers from the ISC 2022 Planning Committee. Awards from Wednesday's Photo Scavenger Hunt and Snow Dance competition were also doled out.

Dubuque Mayor Brad Cavanaugh addressed the breakfast crowd and said his community was excited to host such a distinguished international event. He was particularly pleased to hear the Thursday night Off-Site Excursion included a trip to the nearby Field of Dreams movie location.

"The city of Dubuque and my city council colleagues are so happy to have you here," Cavanaugh said, promoting the area attractions and the new developments at the historic film site. "We are really excited you have chosen Dubuque and hope you have a great conference this week."

Rick Tiede, marketing director for Woody's Traction Products, stepped in as a last-minute keynote speaker Thursday morning, as the expected guest—snocross



Dubuque Mayor Brad Cavanaugh



The Marine Corps League from Dubuque presented the colors Thursday morning for the U.S., and CCSO's Brad Mann (far right) carried the flag for Canada. At left, Iowa high school student Kelly Beckman sang the national anthems for both countries.

legend and Woody's-backed racer Blair Morgan—fell ill unexpectedly and had to cancel his appearance late Wednesday afternoon.

"I'm probably not as exciting as Blair, but after the FOSPAC Pub Crawl yesterday, you can get talked into doing pretty much anything," Tiede joked after taking the podium.

Tiede said Woody's and Morgan have had a long history together, dating back to Morgan's first entry to snocross racing in 1998 at West Yellowstone. Morgan was new to Arctic Cat at the time, and Woody's sponsored Arctic Cat's Factory Racing Team.

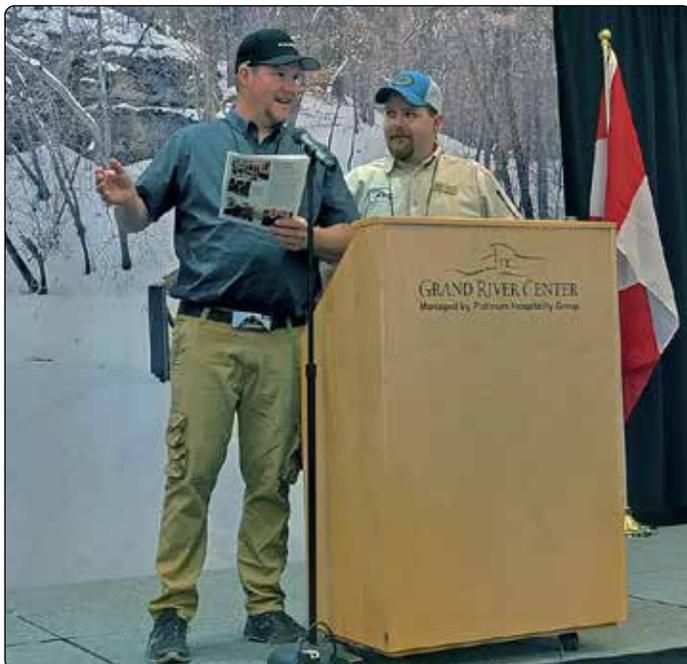


**Woody's Marketing Director Rick Tiede**

After early success on the track, Morgan joined Arctic Cat full time and also signed on with Woody's for the rest of his career. Morgan eventually moved onto Ski-Doo and won 13 World Snocross Championships in total. In 2008, a motocross practice accident left him paralyzed from the waist down.

Tiede, who once worked in the pits as a kid for Morgan, credited the Canadian racer with the 7c bib for his own interest in snowmobile racing. He also said Morgan's aggressive, high-flying riding style and winning performances transformed the sport of snowmobiling forever.

"When Blair showed up at that first race, standing up on a ZR sled, everybody wondered, 'What's this kid doing. He's going to get himself hurt!'" Tiede said. "But as everything moved forward and Ski-Doo built the Rev chassis around him, it changed everything."



ISC 2022 emcees Cal Taylor and Chris Willey run through the list of sponsors, each with a baseball-themed level of giving.



**Michigan's David Low and Ron Corbett (right) with Rick Tiede, Hunter Musselman and Rob Musselman from Woody's Traction Products.**

"Not only did snowmobiles get more aggressive, more rider forward and more over the front end, it changed our products as well," Tiede acknowledged. "Back in the day, you were putting in 192 studs and 10 inches of carbide up front to get your sled to turn."

"Now that everything has transferred up front, we're using less studs and less carbides," he continued. "Blair literally revolutionized so much of the sport, and everything truly went from the track to the trail for the consumer market. Fortunately, we were able to grow with him as a company, changing and developing as we went."

The son of the company vice president Larry Tiede, Tiede said he has worked for Woody's for nearly 20 years now, starting out in the shop as a 14-year-old. "I think I've done every job in that whole facility," he said, smiling.

Based in Hope, Mich., Woody's employs close to 90 workers. The company was co-founded by Jim Musselman in 1968 and remains in the Musselman family. Son Rob is company president and grandson Hunter joined four years ago as ECRM. The company produces traction products for all four OEMs and also works closely with aftermarket ski manufacturers.

"We have been very busy," Tiede said, noting the plant has been working overtime the last two and a half years to keep up with demand. "We have a great relationship and rapport with each OEM and work closely with them on product development and testing."

Tiede said Woody's—a Grand Slam sponsor for ISC 2022—gives back to the sport and community as much as possible and truly recognizes the efforts of the volunteers and clubs which make the sport possible and sustainable.

"Woody's would not be the company it is today without the support of all of our customers and everyone who drives this great sport," Tiede said in closing Thursday. "Woody's Traction Products wants to support your efforts in making this era in snowmobiling the best era there is."

# Place Your Bids in the Silent Auction

Items up for bid in ACSA's Silent Auction this week are located in Room 4 just off the skywalk. Bidding ends at 6 p.m. Saturday evening, and the winners will be notified during the banquet later that night.

Also on display in Room 4 is an original painting for ISC 2022 by Iowa artist Ray "Bubba" Sorenson. The painting will be auctioned off live Saturday night. Half of the proceeds from that sale benefit the Iowa State Snowmobile Education and Scholarship Foundation.

Sorenson, an Iowa lawmaker, is known nationally for his Freedom Rock murals. He has painted patriotic boulders in each county in Iowa and has since embarked on a U.S. tour.



An original painting commissioned for ISC 2022 is on display in Room 4 as an auction fundraiser for Iowa's scholarship program.



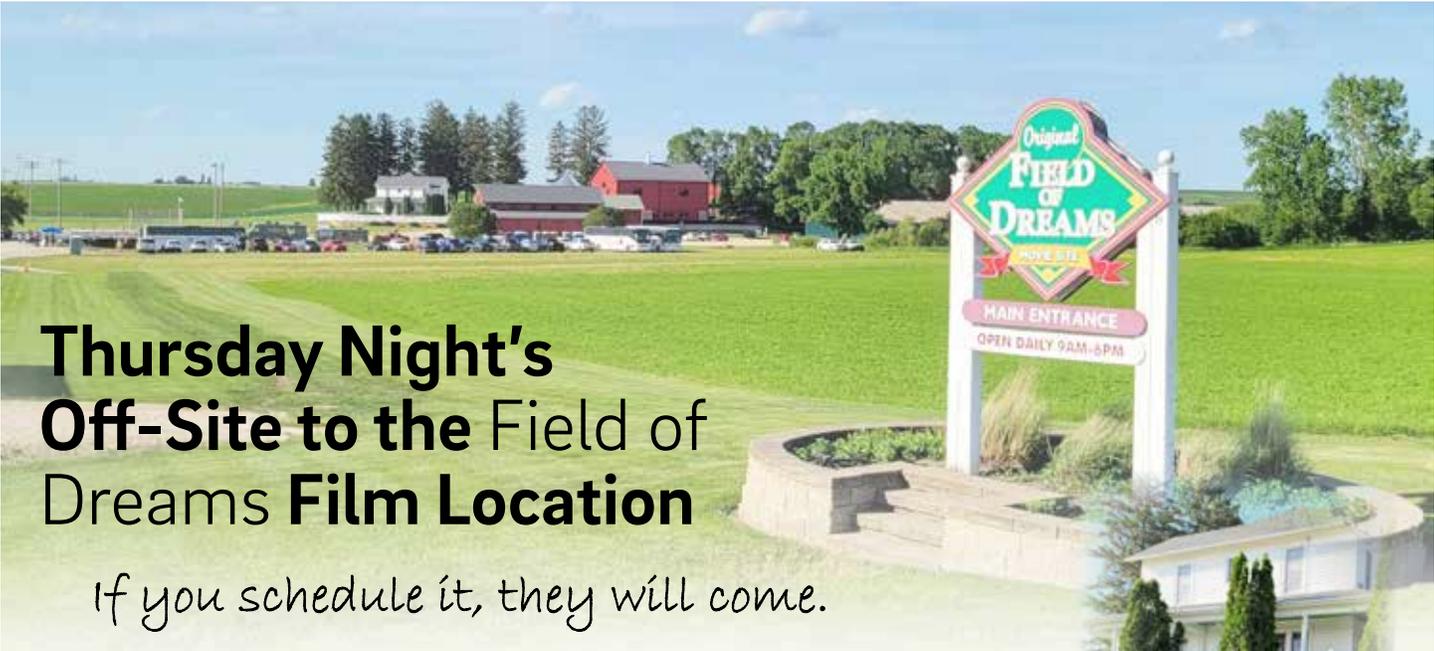
Check out the map down by the registration desk showing where all of this year's North American attendees hail from.



## ISC 2022 Trade Show

The ISC 2022 Trade Show is split between the Exhibit Hall downstairs and the Riverfront Concourse upstairs. On display throughout the Grand River Center are grooming equipment, OEM snowmobiles and vendor booths. At right, Indiana's Dan Blaney enjoys his office with a view on the upper level. Reminder, tonight is the groomer reception in the lower level hall. The trade show wraps up Saturday afternoon.





# Thursday Night's Off-Site to the Field of Dreams Film Location

*If you schedule it, they will come.*

ISC 2022's baseball theme delivered a home run Thursday evening with a special off-site excursion to the historic *Field of Dreams* movie location at nearby Dyersville.

Five busloads of snowmobilers arrived for the five-hour event, which included farmhouse tours, free food and beverages, live entertainment and guest appearances by local 'Ghost Players'.

Visitors were encouraged to bring their gloves, wear baseball apparel and explore the original grounds. The evening concluded with a fireworks display.

For Oregon's Dennis Jordan, the trip to the famous Iowa landmark fulfilled a bucket-list goal.

A lifelong baseball fan,

Jordan estimates he's watched the *Field of Dreams* movie "at least 30 or 40 times." He said he also appreciates Kevin Costner as an actor and therefore did not want to miss this event.

"When they announced the off-site for this year's Congress would be here, I said, 'I'm bringing my mitt,'" he said. "I'm such a fan of the movie. I just like storyline and the things that happened to the characters. Just crazy someone would tear down a cornfield and put up a baseball field."

Clearly, Jordan found himself in 'heaven' last night. No, it was ISC in Iowa.



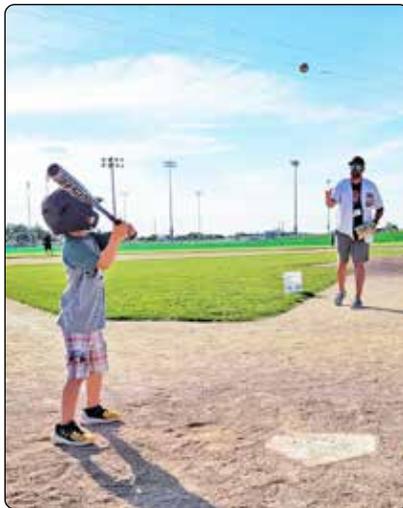
**Local 'Ghost Players' emerge from the trees (as there was no standing corn yet).**



**Christine Cash, good only at the ISC 2022 Off-Site**



**Superfan Dennis Jordan from Oregon**



**Illinois' Mason Long pitches to his five-year-old son Weston.**



**Cal's 'Pigpen' dinner special**