

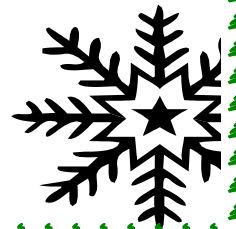
The Flurry

February 2011



2010 Porker Run

President: Dennis Kowalewski
Vice Pres: Preston Hudman
Secretary: Lisa Kowalewski
Treasurer: Stacey Eddings
Historian: Debbie Hudman
Club Rep: Ron Hodson





Hope to see you February 12th for the annual poker run. We will have lots of great food, drinks and prizes. If you have a prize that you would like to donate please contact Dennis Kowalewski at 801-745-6138 or email him at dkowalewski@yahoo.com

Happy Birthday

Stacey Eddings	2/02
Lynne Olsen	2/03
Kimberly Aldrich	2/04
Gary Perigo	2/09
Jeff Hudman	2/11
Lynne Kennedy	2/19
Carma Bennett	2/22



“Welcome”
our new members
David & Kimberly Aldrich
See you at the February meeting!!



Annual Ride

The annual ride this year will be held at Strawberry Bay in Herber City, Utah. You can make reservations now for

your room. Be sure to tell them you are with the Golden Spike Snowmobile Association. We will be riding 3 days February 18th, 19th and 20th. Those that are not able to stay for the entire time may make travel plans to fit their schedule and come and ride with us for the day. Hope to See You There!!



One of our own wins!!

That's right Dennis Kowalewski's name was chosen at the drawing. He had a little help from his friends Jeff Eddings, Jeffs mom in N.Y., Preston Hudman & Damon Long
Congratulations to All



The Life Ride for 2010 can be watched on channel 4 Saturday Feb 5th at 11pm or, Sunday Feb 6th at 9am. Also, remember you can watch it on the At You Leisure website AYLTV.COM starting Tuesday. So tell all your friends, set your TiVo's, pop your corn, sit back and enjoy.



Take a friend Snowmobiling

We would like to thank the members who attended this event. A fun time was had by all and the snow was great too.

History of the Arctic Cat



In 1962, after its inaugural year of business, Polar Manufacturing was renamed Arctic Enterprises, Inc. That year it introduced the red 'Arctic Cat 100,' the first front-engined sport sled in the United States, which Hetteen referred to as the 'Tin Lizzie.'

When Edgar Hetteen saw his first snowmobile, his reaction was immediate, leaving no question about his feelings. 'I wouldn't have anything to do with the thing at first,' he later recalled, 'I told my brother-in-law, David [Johnson], he had wasted our time and money building it and I wanted no more of it.' For someone who would spend nearly every waking hour for the next ten years trying to arouse widespread enthusiasm in snowmobiles, Hetteen's words marked a decidedly chilly beginning to what would become a lifelong love affair. Hetteen, who would go on to found the predecessor company to Arctic Cat and, by doing so, position himself among the handful of pioneers in the U.S. snowmobile industry, was more concerned at the time about his farming equipment fabrication company than the curious sled that greeted him upon his arrival in Roseau, Minnesota. The year was 1955 and Hetteen had just returned from a sales trip, his latest effort at turning his company, Hetteen Hoist and Derrick, into a flourishing concern. It was proving to be a difficult task. Far removed from more populated, lucrative markets, Hetteen Hoist and Derrick was struggling in its eighth year of business, scoring only a modicum of success as a custom fabricator of specialized farm implements and tools. Hetteen's latest business trip had achieved lackluster results, and he initially was unimpressed with Johnson's snowmobile. Before long, however, one of the world's preeminent snowmobile manufacturers was established, spawning the creation of Arctic Cat snowmobiles and a new form of winter recreation for millions of people.

Johnson's prototype had been built at the request of a local resident, Pete Peterson, who asked the manufacturer to fabricate a 'gas-powered sled.' The proceeds from the sale of Peterson's snowmobile enabled Hetteen Hoist and Derrick to make payroll, tempering Hetteen's view considerably, and shortly thereafter another Roseau local placed an order for a gas-powered sled, as demand for the novel snow machines began to build. By the end of the winter of 1955-56, Hetteen's company had constructed five snowmobiles; the following winter 75 machines were built, and during the winter of 1957-58, more than 300 snowmobiles were produced by Hetteen and his workers. In the space of a few short years, the primary business of Hetteen's company had switched from fabricating farm equipment to building and testing machines designed for snow travel. Hetteen, by this point, was hooked.

For years, Hetteen had endeavored to sell the straw cutters, post setters, and other equipment his company made to markets outside Roseau, but had found little success. With snowmobiles, he sensed the opportunity to achieve the

success that had eluded him with agricultural machinery. Early on he realized that to make his new product a success in distant markets it would have to be marketed as a recreational device, but during the late 1950s public interest in snowmobiles was essentially nonexistent, a hurdle Hetteen would overcome by launching an ambitious public relations campaign. In March 1960, Hetteen and three of his cohorts took their snowmobiles to Alaska and completed an 1,100-mile trek from Bethel to Fairbanks in 18 days, drawing the attention of newspaper reporters, magazine writers, and ham radio operators.

Hetteen returned to Roseau pleased by his success in piquing public interest in snowmobiles, but his arrival home did not meet with applause or congratulatory pats on the back. Hetteen Hoist and Derrick had since been renamed Polaris Industries, Inc. and capitalized by local investors, who were somewhat miffed that Hetteen had abandoned his duties at Polaris and gone to Alaska. As this dispute over the future course of the company was being played out, Hetteen was approached by a group of investors from Thief River Falls, Minnesota. Led by L.B. Hartz, a successful food broker and supermarket owner, the group offered to financially back Hetteen if he moved his company to Thief River Falls; Hetteen declined, and in May 1960, two months after completing his successful trek in Alaska, Hetteen sold his controlling interest in Polaris and returned to Alaska, where he hoped to start a new career as a bush pilot and frontiersman. Hetteen's second visit to Alaska was not as successful as his first. After several months of working at isolated airstrips as a pilot and mechanic, Hetteen decided to accept Hartz's offer and renew his interest in designing, building, and testing snowmobiles. By Christmas 1960, when Hetteen arrived in Thief River Falls, financial arrangements already had been made to provide him with a co-signed note for \$10,000, which he used to rent a vacant 30- by 70-foot grocery warehouse and start his new business, Polar Manufacturing Company.

Polar Manufacturing opened its doors on January 2, 1961, and initially manufactured electric steam cleaners and a device to kill insects called 'Bug-O-Vac' to raise enough money to begin snowmobile production in earnest. The first snowmobile, the 'New Polar 500,' was completed by the end of the year and marketed as a utility model for use by forestry, power and light, telephone, and oil exploration companies. Although Hetteen had wanted to develop snowmobiles as a recreational product nearly from the outset of his involvement with the machines, he knew he needed to develop a need for snowmobiles before he could begin to inspire a desire for them. In 1962, after its inaugural year of business, Polar Manufacturing was renamed Arctic Enterprises, Inc. That year it introduced the red 'Arctic Cat 100,' the first front-engined sport sled in the United States, which Hetteen referred to as the 'Tin Lizzie.' Concurrent with the introduction of the Arctic Cat 100, a distribution network was established to carry the machine to distant markets, as Hetteen had always hoped. Although the New Polar 500 had been the first model produced, the Arctic Cat 100 represented the beginning of an era for both Arctic Enterprises and snowmobile enthusiasts across the country, ushering in a new winter sport and launching the Arctic Cat tradition.

Distributor relationships were forged throughout a wide territory ranging from New York to Idaho, as the fledgling company sought to secure a foothold in distant markets. There were 19 distributors signed up for the 1963-64 winter season and 13 Arctic Cat models, up from the six offered the previous year. During the first half of the decade, the company's sales climbed encouragingly, propelled by the increasing number of models produced each year and supported by a steadily growing distribution network, but annual profits were not demonstrating the same vibrancy. This inability to post consistent profit growth--the company lost \$20,000 in 1964 on \$750,000 in sales--was part of the reason Hetteen decided to step down from his leadership position in 1965 and hand the reins of command to Lowell Swenson. Hetteen, literally, had spent nearly all of his time during the previous decade trying to make a successful snowmobile manufacturing company; now as his company was on the brink of success he decided that a new leader was required to push Arctic Enterprises over the edge. Hetteen receded from the bustling activity pervading Arctic Enterprises but he did not disappear altogether. Years later, Hetteen would return, but during the interim, Arctic Enterprises would grow into the flourishing concern he had long sought. When Swenson became president of Arctic Enterprises in 1966 he made one goal of the company's future clear: 'We [will] concentrate on one machine,' he vowed, 'and make it a damn good one.' True to his word, Swenson spearheaded the effort toward designing a snowmobile that could carry the company into the future, putting to an end the era of the red Arctic Cats after the 1965-66 winter season to make room for the black 'Panther.' Debuting in 1966, the Panther possessed technological breakthroughs that drove sales and, most importantly, profits upward for the remainder of the 1960s.

CPR Class

When: February 24th 2011

Where: Golden Corral

Time: 6:00pm

The February 17th meeting has been changed to February 24th



RIDE SCHEDULE

February 12th - Poker Run @ Monte Cristo

February 18th -21st Annual Ride @ Strawberry Bay

March 5th - Life Ride @ Monte Cristo

March 11-13th Snowmobile Expo in West Yellowstone



MEETING SCHEDULE

February 24th Dinner Meeting, Golden Corral, No.Ogden @ 6:00

March 17th Dinner Meeting, Golden Corral, No.Ogden @ 6:00

April 21st Dinner Meeting, Golden Corral, No.Ogden @ 6:00

May Closing Social, location and time TBD

Don't forget to make your reservations @ Strawberry Bay Lodge for the annual ride on February 18th -21st phone 435-548-2500 or www.strawberrybay.com and mention that you are with the Golden Spike Snowmobile Club.