

# MI-TRALE NEWS

P.O. Box 43

Ontonagon, MI 49953-0043

February 2014

[www.mi-trale.org](http://www.mi-trale.org)

## Under the PRESIDENT's HELMET

You will see a lot of information about your new 2014 MI-TRALE map in the following pages. For those of you that buy the map, we want to thank you very much for your support. I recall the days when I was the just a map buyer...those were the good old days! Now I, with others, am involved with the development and delivery of the map to you, the buyer. I never realized the effort that goes on behind the scenes to get a piece of paper out into the market. It is extraordinarily multi-faceted! Here's an overview of who the Map Committee is working with: The GIS folks (the people who make the map), Advertising sponsors (the ones that make the map happen), Layout folks (those who create the overall design of the map and decide what goes where), and the Printer (who makes the final product that goes into your hands). You have to proof everything each step of the way: The ads, the location of sponsors on the map, the location of special services, trail route locations and even the legends. Then you get to do it all over again once all the pieces are together. Whew!

The coordination of all these groups is a major, time-consuming task. We have complicated the process this year by trying something new: A book style map rather than the normal, folded flat map. This change allows us to have over 80 pages of very detailed maps for you. The real bonus is that we can include the Ottawa National Forest's (ONF) roads on these maps, as well. This is possible because of the unique partnership MI-TRALE has with the ONF, and that affords us an expansion of map space so that we can provide you with this increased level of detail.

We look forward to your comments on this new map style as it sure is a major change from our previous maps. Why do we do this? We are always working to improve our maps to further your trail-riding pleasure! We also want to ensure that you have a great tool with which to plan your trips well so you have a safe and informed vacation. After all, we all know the trails already!

It is a bit early in the season, but we want to mention this Fall's *Michigan Trails Week*. You will be hearing more about it as the year progresses. This takes place the 4<sup>th</sup> week of September. MI-TRALE is working with all trail-related organizations across the UP to provide special events during this week. So hold some vacation time open from September 20 – 27 this year. This will include motorized *and* non-motorized recreation, so there will be a trail ride event for all!

So, with MI-TRALEs great, new, super-informative map and the *Michigan Trails Week* to look forward to...Are you now planning your 2014 vacation? If so, it's time to start thinking about another (or your first!) vacation exploring our wonderful trails in the one-of-a-kind Western UP of Michigan. In upcoming newsletters we will provide some ideas on what you can do & see using our trails.

Your President – *Don Helsel*

## BOARD of DIRECTORS

**PRESIDENT** – Don Helsel  
[dhelsel1@charter.net](mailto:dhelsel1@charter.net)

**VICE-PRESIDENT** – Jim Altenburg  
[greenlandpitstop@gmail.com](mailto:greenlandpitstop@gmail.com)

**SECRETARY** – Linda Schulz  
[lschulz@runningbearresort.com](mailto:lschulz@runningbearresort.com)

**TREASURER** – Dave Bishop  
[MITRALE49953@gmail.com](mailto:MITRALE49953@gmail.com)

Russ Diethert  
[rfd403@aol.com](mailto:rfd403@aol.com)

Cindy Grams  
[peppermillgrams@charter.net](mailto:peppermillgrams@charter.net)

Khris Kennedy  
[kkennedy64@yahoo.com](mailto:kkennedy64@yahoo.com)

Kim Sims  
[godsgrace0927@yahoo.com](mailto:godsgrace0927@yahoo.com)

Cathy Wainio  
[cndwainio@yahoo.com](mailto:cndwainio@yahoo.com)

**TRAIL MGR.** – Mike Schulz  
[mike@runningbearresort.com](mailto:mike@runningbearresort.com)

**EDITOR** – Donna Wolf  
[donnaann.wolf@yahoo.com](mailto:donnaann.wolf@yahoo.com)

## 2014 Dates to Remember

**Club Meetings** – 7:pm EDT  
First Monday of the month

**March 3<sup>rd</sup> -General Membership  
Centennial Hall in Ewen, MI**

**April 7<sup>th</sup> – Board of Directors  
Centennial Hall in Ewen, MI**

## Rides / Events

**Sept 25 –7<sup>th</sup> Annual Senior  
Citizen Fall Color ORV Tour**

**Courtney Equine Camp 'n' Ride  
Sept 26<sup>th</sup> & 27<sup>th</sup>**

# **MI-TRALE** is printing a **NEW 5 County Western UP Multi-Use Trails Map**

*We are hoping you will be one of our advertisers!*

MI-TRALE has created, signed and cares for over 520 miles of connected multi-use trails~which is more trails than any other area in the State of Michigan! The trails go through 5 counties: Baraga, Gogebic, Houghton, Iron and Ontonagon, giving you the opportunity to bring trail riders to your business. Bringing tourism to the area through trails is our #1 goal! MI-TRALE is involved with area chambers and is on Pure Michigan's website in an effort to reach a larger tourist base. We will be ordering an initial printing of 5,000 copies of the new map to further spread the word about what we have to offer in the Western UP. We feel this is a tourism income opportunity you don't want to miss!

This year we are producing a new 8 ½ X 11 plat book style map. It will include: Our 520 mile trail system, Points of interest, Destination rides, Food, Fuel, Lodging, Services and a much more detailed set of maps. In addition, we are partnered with the Ottawa National Forest, so we can also include the many hundreds of miles of trails they have to offer!

Producing a top quality map to showcase our trails, this area and its businesses, is a very important marketing tool for all of us. It will be a *must have* for tourists in the rapidly growing sport of Recreation Trail Users. Almost 5000 of our maps were sold in the last 2 years!

**We have several advertising opportunities for you to showcase your business:**

- **Business Card size Ad - \$150.00**
- **Double Business Card Ad - \$250.00**
- **Inside Half Page Ad - \$500.00**
- **Inside Full Page Ad - \$1000.00**
- **Inside ½ or Full Back Page Ad - Call for pricing**
- **Outside ½ or Full Back Page Ad - Call for pricing**

With your ad, you will receive: a location marker on the map, a listing in the index, 2 free map books for your business and a listing on MI-TRALEs website.

New maps will be available April 2014.

## **DEADLINE March 15, 2014**

- **New ads need to be copy ready or in Microsoft Publisher and can be emailed to: [lschulz@runningbearresort.com](mailto:lschulz@runningbearresort.com) Then, complete the form below and remit with your payment.**
- **Business card size ads - Mail your card with the completed form below and remit with your payment.**
- **Pervious ads can be used, just fill out the form below and remit with your payment.**

Any questions, contact Linda @ 906-827-3208

If you would like maps to sell at your business, they will be available for purchase @ \$5.00 per map book. The sell price on the map books is \$7.00, so your profit will be two dollars per map sold!

Thank you for your support!

## Map Ad Remittance

Make checks payable to: **MI-TRALE**

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZipCode \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

*Mail to:*

**MI-TRALE Map Ad  
4593 Old US45  
Paulding, MI 49912**

Please check all that pertain:

New Ad Emailed     Use our Previous Ad     Card Enclosed

New Ad     Please contact me I would like some extra maps

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## *Your Stories Told Here*

**Calling all MI-TRALE members!**

**Ever had one of those rides that would just go down in the record books as “unforgettable”...?**

**Well, we want you to share your experiences with the rest of our membership!**

**Is there a particular spot on a particular trail that always delights you? Do you always see wonderful birds, flowers or rock formations on other trails? Did you by chance meet up with another group of riders ‘n’ have an awesome impromptu picnic & swap great stories?**

**Tell us your “Tales from the Trails” (we love accompanying pics!) and we’ll print them here~1 story per month. At the end of the year, the member with the best story will get a New Year’s present of an item of MI-TRALE gear!**

**Send your story and/or pic submissions to: [donnaann.wolf@yahoo.com](mailto:donnaann.wolf@yahoo.com)**

# Keeping Our Trails SAFE for YOU The Rider!!

An “in-shape trail” is a SAFE trail!

Our great, on-top-of-it Trail Manager, Mike Schulz,  
does a fantastic job of keeping our trails in shape  
for all those that rider them.

He wouldn't be able to do this without the dedicated support of members who:  
**Report downed trees, Help cut those trees up and remove them from the trail,  
Assist in posting signs, Do brushing work, Report pot holes, Etc., etc., etc.!**

Keep in mind if you can assist with any of these important tasks  
(once the snow clears!)

THEN

Please contact Mike to become a member of his team:

[mike@runningbearresort.com](mailto:mike@runningbearresort.com)

(906) 827-3208

## PRIVATE LANDOWNERS

It is incredibly important to remember  
to treat all lands upon which you ride  
with the utmost respect.

None more so than that of a private land-  
owner who has granted us permission to  
have one of our trails go thru his property

Repeated land damage can lead to revocation  
of that permission. PLEASE remember to be  
caring of the land when you ride. Thanks!!

## *Remember*

### *Members...*

*It's going to be renewal time in a couple of months!*

*If you've got a few riding friends that aren't now*

*MI-TRALE members...*

*Get them to join this great group!*

Have them contact Cindy Grams at:

[peppermillgrams@charter.net](mailto:peppermillgrams@charter.net)

She'll hook them up for a year of fun!

## Geocachers Needed

Dave Bishop, our Treasurer,  
is the Director in charge of this project.

If you have experience in this area,  
or are a newbie and want to learn,

Please contact Dave at:

[MITRALE49953@gmail.com](mailto:MITRALE49953@gmail.com)

It's time to plan the routes now so they can be set in the Spring!

## MI-TRALE GIFT IDEAS

*Looking for a great gift...*

*Look no further than a...*

*MEMBERSHIP in MI-TRALE,  
or a T-shirt, hat, sweatshirt, etc!*

*Treat your favorite ORV enthusiast  
to a “treat” they will enjoy all year!*

Go to the website: [www.mi-trale.org](http://www.mi-trale.org)

*follow the directions and...*

*...your gift is gotten!*

## Important Information from MDNR

### Changes to ORV license prices will improve trails, riding experience

Michigan's fishing, hunting and off-road vehicle (ORV) license options will change beginning March 1, 2014. The new license structure – authorized by the Legislature and signed into law by Gov. Rick Snyder in 2013 – provides vital funding to improve outdoor recreation opportunities for hunters, anglers and ORV riders.

What does this mean for ORV riders? The new ORV license structure includes two levels depending on the type of riding you are doing. There will be a \$26.25 ORV License that will be required on eligible county roads, state forest roads in the Upper Peninsula and eligible national forest roads as well as on the frozen surface of public waters. This license is required to operate anywhere off of private lands.

In addition to the ORV License, an ORV Trail Permit (an additional \$10, for a total of \$36.25) will be required when operating on [State-designated ORV trails, routes and scramble areas](#).

Revenue generated from license sales will provide a better experience for ORV riders, with improvements that include:

- Acquiring an additional 300 miles for the state's designated ORV trail system.
- Providing sufficient trail grant funding for stakeholders to develop, groom and brush trails and add signage.
- Providing local law enforcement grants and grants for trail expansion areas.
- Ensuring a safer environment for ORV trail users by increasing the number of conservation officers in Michigan, thereby boosting opportunities for education contacts and public safety through trail patrols.
- Replacing and renovating failing or aging infrastructure, including bridges and culverts to address safety and environmental issues.
- Creating destination places by adding trail connections to communities through easements and acquisitions.
- Improving the ORV license-buying experience both online and in retail stores by enhancing the retail sales system.
- Creating a southern Michigan ORV area closer to local population centers.
- Better promoting Michigan's extensive network of trails to strengthen our reputation as the nation's Trails State.

Off-roading is a big part of our state's outdoor recreation landscape, and we intend to roar to the top as the destination state for ORV enthusiasts – benefiting thousands of small businesses around the state and providing quality opportunities for residents and visitors to connect with our natural resources. If you've purchased an ORV license in the past, thank you. If you're new to off-roading, we hope you enjoy the ride!

For more information about the license restructuring – including license prices, frequently asked questions and details about how license dollars will be invested – visit [www.michigan.gov/dnr](http://www.michigan.gov/dnr) and click on "hunting and fishing license structure" under "In the Know."

As always, you can find information about ORV riding in Michigan – including trail maps—at [www.michigan.gov/orvtrails](http://www.michigan.gov/orvtrails).