

## LAKELAND RENTAL PRESENTS: *A FUN NEW ADDITION TO THE BUSINESS*

Lakeland Rental Management is thrilled to introduce an exciting new feature for our guests and community —The Northwoods Navigator News! This bi-annual newspaper will be available in all of our vacation rentals as well as select featured businesses, offering an engaging and informative look at everything happening in the beautiful Northwoods.

The Northwoods Navigator News will feature two distinct editions each year: Fall/Winter and Spring/Summer. Each edition will be specially tailored to the unique charm of the season, filled with fresh content that reflects the changing beauty of the area and the activities that make each season special. From fall colors and winter wonderlands to the vibrant blooms of spring and sun-soaked summer days, every issue will highlight exciting local happenings, seasonal events, and recommendations for things to do, ensuring our guests always have the inside scoop on what's going on.

In addition to covering local news and seasonal activities, the newspaper will dive into stories of Northwoods history, offering a nostalgic look at how the area has evolved over the years. We'll also feature guest spotlights, sharing the unique experiences of those who visit or live in the region, and business highlights, giving a platform to local businesses that are integral to the fabric of our community. The Northwoods Navigator News will also feature a delightful touch of nostalgia, with vintage articles from the Lakeland Times' archives. These articles were originally part of the special centennial edition printed for Minocqua's 100th birthday. Sprinkled throughout the paper, these stories will give readers a glimpse into the rich history of the Northwoods, offering a fun and fascinating look back at the area through the years. It's our way of blending the old with the new and adding a bit of timeless charm to your stay!

Each edition will also keep our guests

up to date with what's new at Lakeland Rental Management. Whether it's announcing new vacation properties, exciting upcoming events, or special offers and promotions, the Northwoods Navigator News will be your go-to source for all things Lakeland Rental. We are so excited to bring this new offering to our guests, as we believe it adds another layer of connection to the area, making each stay not just a vacation, but an opportunity to immerse yourself in the life, history, and stories of the Northwoods. So, whether you're looking for tips on the best snowmobile trails in the winter, new hiking spots in the summer, or simply want to read about the colorful history of Minocqua, the Northwoods Navigator News will be a must-read for everyone who steps into one of our vacation homes. Keep an eye out for them, they are in each of our rentals and featured businesses.



**Cheif Huber and Agent  
Ober got their ears frost  
bitten while working at the  
fire Saturday morning.**

January 4th 1900

**Quite a large forest fire  
was raging west of  
woodruff the past few  
days. We understand that  
some camps belonging to  
O.S Lemma were  
destroyed.**

May 3rd, 1900

**E.D Kennedy has bought  
another "dorg".  
He has now got quite the  
kennel started, in  
numbers at least.**

February 15th, 1900



## To Your Vacation!

**Thank you for choosing to stay with Lakeland Rental  
Management!**

**We hope your vacation is both memorable and enjoyable.**

**A few quick reminders:**

**Be sure to check the Information Booklet in your cabin for details on your stay,  
local contacts, emergency numbers, activities, and our favorite dining and  
sightseeing recommendations. You'll also find interesting facts about the area  
you're staying in.**

**If you can't locate your booklet, simply scan the QR code provided or give our  
office a call.**

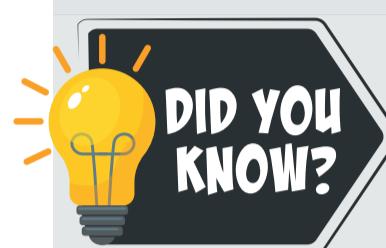
**We're here to help!**

**And remember these are peoples homes that they have graciously opened up to  
share with you, please treat them with care.**



**Lakeland Rental  
Office Hours:  
Monday-Friday  
9 AM - 4 PM  
715-356-3178**

## KEEPING 'NORTHWOODS' HISTORY ALIVE!

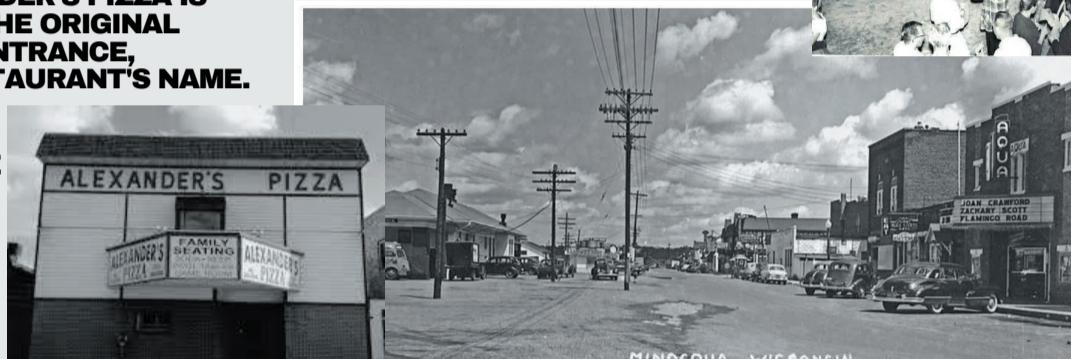
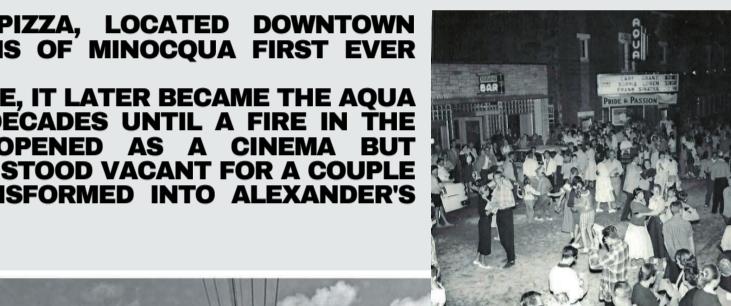


**DID YOU KNOW?** THAT ALEXANDER'S PIZZA, LOCATED DOWNTOWN MINOCQUA USED TO BE THE LOCATIONS OF MINOCQUA FIRST EVER BUSTLING THEATER IN THE EARLY 1900S? ORIGINALLY KNOWN AS THE ISLE THEATRE, IT LATER BECAME THE AQUA THEATRE, ENTERTAINING LOCALS FOR DECADES UNTIL A FIRE IN THE 1940S. AFTER SOME REPAIRS, IT REOPENED AS A CINEMA BUT EVENTUALLY CLOSED DOWN IN 1970 AND STOOD VACANT FOR A COUPLE YEARS. IN 1973, THE SPACE WAS TRANSFORMED INTO ALEXANDER'S PIZZA.

**TODAY, STEPPING INTO ALEXANDER'S PIZZA IS LIKE STEPPING BACK IN TIME. THE ORIGINAL MARQUEE STILL ADORNS THE ENTRANCE, PROUDLY DISPLAYING THE RESTAURANT'S NAME. WHILE MUCH HAS STAYED THE SAME SINCE THE '70S, IT'S ALL PART OF THE CHARM. FROM THE MOUTHWATERING AROMA OF PIZZA TO THE NOSTALGIC AMBIANCE, ALEXANDER'S PIZZA PROMISES AN UNFORGETTABLE EXPERIENCE THAT WILL TRANSPORT YOU TO A BYGONE ERA.**



Aqua Theatre, Minocqua, 1949 (courtesy Minocqua Historical Society).



MINOCQUA, WISCONSIN

On Thursday afternoon a young man living near Arbor Vitae entered the store of the Yawkey-Bissell Co., at that place and by flashing a revolver induced the employees to hand over a small amount of cash.

The robber then beat a hasty retreat for a resort near Woodruff, where he proceeded to lavish his ill-gotten gain like a drunken sailor. It is the opinion of many that the young man is mentally unbalanced and an inquiry will be made as to his sanity before Judge O'Connor today.

Article from The Lakeland Times  
May 4th, 1911

## REMEMBER: BOOK LOCAL!

In today's world, booking vacation rentals through platforms like Airbnb and VRBO has become the norm. While these services may seem convenient, what many people don't realize is that booking through third-party sites often takes away from the small business owners who manage and care for these properties. For guests booking in the Northwoods area, choosing to book directly through the local business or property manager makes a world of difference.

At Lakeland Rental Management, we encourage guests to book directly through our website, [northwoodsnavigator.com](http://northwoodsnavigator.com), rather than using third-party platforms. By doing so, you're supporting the local homeowners who open their doors to travelers like you, and the businesses that work hard to maintain these properties and ensure you have a fantastic stay. Not only does booking direct put more money in

the pockets of the homeowners and small businesses, but it also allows for a more personalized experience, with better service and attention to your needs.

"When you book through major platforms, a significant percentage of your payment goes to the booking site," explains Kaitlyn Kramer, Marketing Director for Lakeland Rental Management. "By booking directly with us, you're not just securing your vacation—you're actively supporting the homeowners who pour their heart into maintaining their cabins and the small businesses that work behind the scenes to make sure your stay is memorable."

At Lakeland Rental Management, we offer a variety of privately owned cabins that combine modern comfort with the charm and nostalgia of the Northwoods. Many of these homes have been part of the community for generations and are

lovingly cared for by local owners who are passionate about sharing their piece of the Northwoods with visitors. When you book through third-party sites, the service fees often leave these local owners with less of the revenue they rely on to continue providing high-quality, well maintained accommodations. So, next time you're planning your Northwoods getaway, remember that booking direct is the best way to support small businesses and local homeowners. Plus, you'll get the added benefit of knowing your hard-earned vacation dollars are going straight to the people who make your stay possible. Visit [northwoodsnavigator.com](http://northwoodsnavigator.com) to explore our wide selection of vacation rentals and secure your perfect cabin retreat today!

Supporting small businesses is important, and by booking directly, you're making a positive impact on the local community. Plus, we've

got special coupons and offers for our returning guests—just another way we say thank you for your loyalty and support!

### GIGGLE CORNER

Q: DO YOU WANT TO HEAR A WISCONSIN JOKE?

A: NEVERMIND, IT'S TOO CHEESY.

Q: WHY DID THE SQUIRREL GET LOST IN THE FOREST?

A: IT FOLLOWED THE WRONG ROOT.

Q: WHAT DO GRIZZLIES DO WHEN THEY ARE HAVING A BAD DAY IN THE FOREST?

A: GRIN AND BEAR IT.

Q: WHAT DO THE MOST FASHIONABLE FROGS WEAR IN THE SUMMER?

A: OPEN TOAD SHOES.



## LAKELAND RENTAL COMPETES IN BEEF ROASTING COMPETITION FOR THE FIRST TIME

On September 28th, 2024, Lakeland Rental Management made their debut at the 59th annual Beef-A-Rama in Minocqua, stepping into the beef roasting competition for the very first time. The excitement was palpable as they partnered with Food for Kidz, a remarkable organization that operates both locally and nationally.

Food for Kidz Northwoods holds an annual food repackaging event every third Saturday in October at LUHS in Minocqua, sponsored by the Boulder Junction Lions Club. With bulk food arriving from Stewart, MN, they repackage it into smaller portions, each bag holding 6-8 meals, which are then distributed to area food pantries and backpack programs.

This year, they're assisting 15 programs in total. Meals not used

locally are sent back to Minnesota for distribution to hungry children around the world. Last year alone, they packed an incredible 244,000 meals, and this year their ambitious goal is to hit 300,000 meals, with a milestone of their 2,500,000th meal on the horizon. Lakeland Rental Management was proud to partner with such a worthy cause and do their part to help reach that goal.

Lakeland's booth was set up right in the heart of Main Street, in front of Minocqua Popcorn and Gifts, and drew quite the crowd with their creative Lumberjack Camp theme. The team really embraced the spirit of the event: Tyler Kramer took on the role of Paul Bunyan, and the Lakeland ladies donned adorable costumes as Babe the Blue Ox. Throughout the day, they accepted

donations, giving donors a chance to play one of three fun games for a shot at winning exclusive prizes. The booth featured some truly eye-catching, custom designed merchandise, all themed around the iconic cow print motif. The hottest items? Cow print bucket hats with cute little horns and ears—won by playing 'Cow Tipping'—and the coveted cow print hoodies, which participants earned by mastering 'Fling-a-Chicken.' This game in particular became a crowd favorite, as players flung tiny rubber chickens with the goal of hitting a bullseye five feet away. The competitive spirit and laughter that followed each attempt attracted onlookers and added to the lively atmosphere around the booth.

To top off the experience, Lakeland brought a cozy, camp-style

vibe with a fire pit for roasting s'mores and making pudgy pies, which made their booth even more inviting.

While they didn't place in the beef-roasting competition or take home any official awards, the day was an absolute success. Lakeland Rental raised an impressive \$645 for Food for Kidz, which translates to 3,583 meals for children in need. Already excited for next year, the Lakeland team is planning bigger and better things for their next Beef-A-Rama appearance, and with any luck, 2025 will bring them a win. But for now, they're celebrating a fun-filled day that left a lasting impact on the community and made a meaningful contribution to a wonderful cause.

# WE'RE EXPANDING!

## *LAKELAND RENTAL TO EXPAND AND INCLUDE REALTY*



**NAVIGATE NORTH  
REALTY LLC**

Lakeland Rental Management has built a stellar reputation for providing top-tier vacation rentals, property management services, and meeting both long-term and short-term rental needs. Now, we're excited to announce that we're taking it one step further by expanding our offerings to include all things home-related—introducing realty services to our menu of expertise! Starting in 2025, Lakeland's owner and licensed broker, Nicole Beer, will offer real estate services in Minocqua and the surrounding areas. Whether you're planning to sell your current home or are on the hunt for that perfect vacation retreat, Nicole brings a wealth of local knowledge and dedication to help you navigate the real estate market.

For sellers, Nicole's deep understanding of the Northwoods market and her extensive connections ensure your property is in great hands. She'll work closely

with you to get the best value for your home, leveraging her expertise in both real estate and property management to highlight the full potential of your property.

If you're looking to buy, whether it's a cozy cabin, a lakeside retreat, or a place to call home year-round, Nicole's passion for the region and keen eye for the perfect property will guide you every step of the way. Her goal is to match you with a home that not only meets your needs, but also connects you to the charm, beauty, and nostalgia of the Northwoods.

At Lakeland Rental Management, we've always been committed to delivering excellent service, and now, with the addition of realty services, we're your go-to partner for all things related to homeownership in the Northwoods. Your dream home or successful sale is just around the corner—let Nicole Beer and Lakeland Rental Management make it a reality!

### **NEW FOR 2025: SCAVENGER HUNTS**

Starting in 2025, Lakeland Rental Management is thrilled to offer a fun and unique experience for our guests— Scavenger Hunts! This exciting adventure not only gives you a chance to explore the Northwoods in a new way but also offers the opportunity to earn discounts that can be stacked with any other promos we may have running at the time.

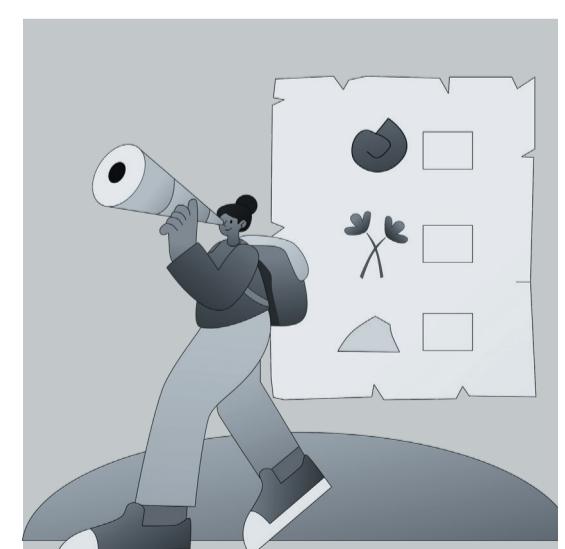
Here's how it works: We'll be partnering with local businesses, and you'll receive a scavenger hunt card with tasks to complete at each location. Get your card punched at every stop, and once you've completed the entire hunt, you'll earn a 15% discount on a return stay—plus, you may uncover another special treasure along the way!

These hunts are designed for both adults and kids, making them a perfect family-friendly activity. It's

a fantastic way to have fun while helping drive traffic to our wonderful local businesses, especially during the slower seasons. You might even discover hidden gems around the area that you've never been to, or finally check out those places you've been meaning to visit.

So, when the new year rolls around, be sure to ask us about our Scavenger Hunts. Join in on the fun, explore the Northwoods, and enjoy a sweet discount for your next stay. After all, who doesn't

love a little adventure with a reward at the end?



# SNOWMY KROMER: *MINOCQUA'S LEGENDARY SNOWMAN*

In the wintry heart of Minocqua, Wisconsin, a towering figure of joy and tradition rises from the snow each season, welcoming visitors and locals alike with its playful charm. Meet Snowmy Kromer, Minocqua's legendary 30-foot snowman, proudly standing near the Let's Minocqua Welcome Center. Wearing a custom-made size 96 Stormy Kromer cap, Snowmy has become an iconic symbol of the town's festive spirit and winter magic.

**A Tradition of Community—**  
The story of Snowmy Kromer dates back to the 1960s, when

the tradition of building a giant snowman became an annual way to celebrate winter and draw visitors to the heart of Minocqua. What started as a local custom has grown into a beloved community event, reflecting the town's collaborative spirit and love for the season. Every year, Minocqua rallies together to ensure that Snowmy stands tall as a testament to the town's unity and enthusiasm for all things winter.

Building Snowmy Kromer is no small feat—it's a true community effort that blends creativity, engineering, and old-fashioned teamwork. Schrom Excavating

provides the heavy machinery to haul snow, while the Minocqua Area Chamber of Commerce and countless volunteers work together to hand-shape the snowman's enormous tiers. The Minocqua Fire Department plays a crucial role by spraying Snowmy with 25,000 gallons of water, ensuring that he stays sturdy through the winter months. His eyes, smile, and iconic blue buttons are lovingly made from painted scrap wood and cardboard, giving him a rustic and familiar charm that visitors have come to adore.

Since Snowmy's reintroduction in 2015, he has not only become a beloved symbol of Minocqua but also gained international attention. Snowmy went viral on social media, generating a staggering \$250,000 in free advertising value. His story and image captivated over 200,000 people on Facebook alone, proving that this humble snowman has the power to create a global sensation. Snowmy Kromer's whimsical presence continues to capture hearts across the country, making him one of Minocqua's most famous residents.

**A Symbol of Winter Magic—**  
Snowmy Kromer isn't just a snowman—he's a cherished emblem of Minocqua's winter magic, hospitality, and enduring community spirit. Each year, depending on the snowfall, the town gathers to bring this jolly giant to life, ensuring that the tradition lives on for future generations to enjoy. Snowmy's grand stature and warm smile embody the essence of a true Northwoods winter, offering a friendly welcome to all who visit. Visitors are invited to admire Snowmy Kromer's impressive size and charm, but are kindly reminded to enjoy his splendor from a distance to help preserve his snowy majesty for as long as the season allows.

As the snow falls and Snowmy stands tall, he remains a beloved figure, representing the heart and soul of Minocqua's winter wonderland—a town where the spirit of the season is alive in every flake of snow, and where a snowman can become a global sensation.



## SMOKEY BEAR TURNS 80: *THE LEGACY OF AMERICA'S WILDFIRE PREVENTION ICON*

This year marks a special milestone for Smokey Bear, the beloved symbol of wildfire prevention, as he turns 80 years old. While many recognize Smokey from his famous tagline, "Only YOU can prevent wildfires," few may know the fascinating history behind this iconic figure and his lasting impact on forest conservation.

Smokey Bear was born in 1944 as part of the U.S. Forest Service's Wildfire Prevention Campaign. The character was inspired by a real-life New York City firefighter, "Smokey" Joe Martin, who bravely suffered burns and blindness during a rescue in 1922. Artist Albert Staehle brought Smokey to life in the

first official poster, depicting the bear wearing a campaign hat and jeans while pouring water on a campfire—an image that would become synonymous with fire prevention in America.

Many also don't know there was a Real-Life Smokey Bear. In 1950, the fictional Smokey Bear gained a real-life counterpart. After a devastating fire swept through Lincoln National Forest in New Mexico, a bear cub was found clinging to a tree, his paws and fur badly burned. Soldiers who rescued him originally named the cub "Hotfoot Teddy," but he was later renamed Smokey Bear in honor of the campaign's mascot. The cub became a living symbol of fire prevention, eventually

finding a permanent home at the National Zoo in Washington, D.C., where he captured the hearts of millions of visitors.

Smokey Bear officially retired in 1975 at the age of 25, coinciding with the federal retirement age of the time. He lived out his final days as a beloved figure before passing away in 1976. Smokey Bear was laid to rest in the Smokey Bear Historical Park in Capitan, New Mexico—the town where his story began.

Over the decades, Smokey Bear has become one of the most recognized symbols in American culture. His slogan, "Only YOU can prevent wildfires," continues to remind the public of the importance of wildfire prevention, helping to reduce the number of human-caused fires. Smokey remains a vital figure in protecting the nation's wildlands, with his message as relevant today as it was 80 years ago.

As Smokey Bear turns 80, we celebrate not

only his enduring legacy but also the profound impact he's had on preserving our forests for future generations. His mission lives on, reminding us that we all have a role to play in preventing wildfires.



# THIS JUST IN: LAKE LAND RENTAL REBRANDS

*LAKE LAND RENTAL OFFERS  
AN “OLD” KIND OF VACATION*



Lakeland Rental Management (formerly Northwoods Property Management) has been the leading rental property management company in the Northwoods for over 20 years. Recently, the company underwent a rebrand to better embrace and preserve the rich history and nostalgia of days gone by. As part of this new direction, Lakeland Rental proudly manages a variety of cabins that maintain their rustic charm and historic roots. Many of these properties are beautifully restored cabins that date back to the early days of Northwoods tourism. The vision for this rebrand came from Kaitlyn Kramer, the company's new Marketing Director, who joined the team in January. While reviewing the vacation property inventory, Kramer noticed the unique charm many of these cabins possessed. “There were so many cabins that clearly held precious stories and had been the source of great family memories for years,” she explained. A lover of history and all things vintage, Kramer felt it was important to lean into the character these properties already had.

“In a world where people are often chasing after the new and modern,

there's a growing number who crave a slower, simpler experience—one that connects them to the past,” Kramer said. “We can offer them that chance here. Whether it's reliving the charm of the 60s or staying in a cabin that's been part of the community for decades, our properties have a history to share.” While Lakeland Rental Management continues to offer modern cabins with all the amenities guests expect, they are especially proud to preserve and share the properties that have become part of Northwoods history. By doing so, they offer visitors the opportunity to experience the area as it once was, creating new memories while celebrating the legacy of the past.

LAKELAND  
RENTAL MANAGEMENT, INC

# WE ARE EXCITED TO SHARE THE NEWS OF OUR NEWEST VENTURE

## HISTORY IN THE PINES: YOUR 'UP NORTH' PODCAST OF HISTORIES, MYSTERIES, AND LORE

History in the Pines, the blog and podcast is dedicated to uncovering the rich history and intriguing lore of the Northwoods. Join host and blogger Kat, as she explores some of our favorite places, delving into their colorful pasts and the stories of those who came before us and learning about new stories and tales to share with you along the way.

Everyone knows Paul Bunyan, but have you heard of Na-na-boozoo, the legendary Ojibwa hero? Or the mystery of Clawson Hill and its significance to the town of Minocqua? Each week Kat will share these tales of lost lore and history alongside many others, like what on earth is the fearsome Hodag of Rhinelander, forgotten towns that are now nothing but ruins and old foundations overgrown in the woods, the origins of popular vacation spots all over the northern half of the state, gangster shootouts, and perhaps even a few ghost stories.

In addition to these fascinating tales, we'll be interviewing Up North

residents and business owners about a variety of subjects. Discover local hot spots, where to find the best fish fry, the coolest places to rent and stay around the area, and hear personal anecdotes and much more.

New episodes of our podcast and new blog posts will drop every month. You can listen wherever you listen to your podcasts or read along, right here, with our blog posts. This blog will be in tandem with our podcast episodes. Each blog post will elaborate a little bit more on each subject, as well have visuals of items, people, places that we will talk about on our episodes.

Be sure to follow @Historyinthepinespod on Instagram and join our community. We will have all sort of engaging posts, discussions and so much more.

I'm excited to reminisce, discover new stories with you and uncover lost history! Tune in and let's explore the histories and mysteries of the Northwoods together.

@historyinthepinespod

YOUR  
UP NORTH  
PODCAST

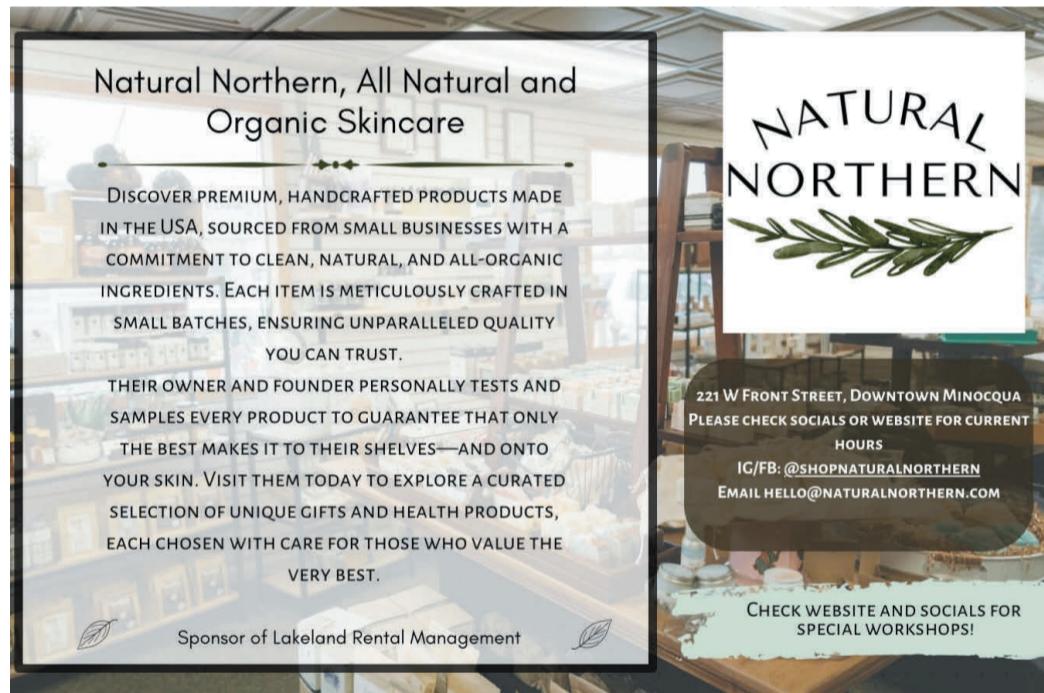


AVAILABLE  
NOW

SCAN  
ME



# CHECK OUT THESE LOCAL BUSINESSES



## WANT TO SEE YOUR AD HERE?

Contact us today to find out about  
our advertising opportunities!

For more information contact Kaitlyn Kramer at:  
[lakelandrentalmarketing@gmail.com](mailto:lakelandrentalmarketing@gmail.com)