



President's Report

We have a lot to talk about.

Our new General Manager, Christopher Hicks, started with us in November and only lasted until May 30th. We suspect that his commute from north of Bayfield and his struggles learning the nuances of the job, finally wore him down. He gave only 3 days' notice May 27 but luckily, I was on vacation at Telemark Pointe and could cut vacation short to get into the GM role ASAP due to his short notice. Our new General Manager, and current TIOA Vice President Andy Karr will be on board July 21.

Andy has much experience as a timeshare owner and salesman as well as 20+ years' experience in hospitality management and in sales. Andy was offered the GM position before Chris Hicks was hired but had to decline due to several family health issues. He was our first choice again this year and can jump right in!

Our Owner Services Manager, Jackie Hughes, left us the same day Chris Hicks did. She had been talking about retirement for quite a while and left Telemark without notice on May 27.

Chris Hicks had hired Jackie's anticipated successor with the plan that he would be full-time, and Jackie and Mary would be part-time until Jackie retired. He started June 2 but quit after less than 2 weeks. It was too much for him.

Mary McCorison our Friday evening and weekend Owner Services Representative "jumped into the breach" first doing Jackie's job Wednesday – Friday and her own job over the weekend before working with Jackie's successors. We owe you Mary!

We have replaced Jackie with Hope Miller. Hope has hit the ground running. She started June 26th. Her third full day was July 1st. Mary had a doctor's appointment in the morning and Hope stepped right in. You will probably have received several Constant Contact messages from her by the time you read this.

We hope to hire another front desk person by mid-July to get our levels back up to full.

Andy Karr, Jim Pathos (TIOA Treasurer) and I all have access to Cloudbeds which is Telemark's reservation management system. With the sudden vacancies, and extra pressure on Mary and me, we all worked together to help out and discovered inconsistencies in the application of both the 21-day Owner Rate reservation and Owner Unit Upgrade policies.

For at least the last 3 years, both policies have been posted in the Owners section of the Telemarknorthwoodslodging.com website.

TIOA Owner's Special For TIOA Owner's in good standing only

Take advantage of a quick last minute get away to your home resort. With no more than 21-days advanced notice and based on availability, the following TIOA Owner's rates may apply:

- \$180.00 plus tax for 3 nights or less
- \$300.00 plus tax for 4-7 nights

Upgrade Fees – Upgrade fees to Telemark Pointe (**if available on date of check-in**) apply for all Christiana Villa Owners:

UNIT UPGRADE TO:

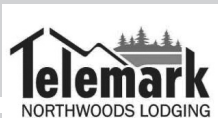
- C to B: \$75.00
- C to STD A: \$125.00
- C to DEL A: \$150.00
- C to 1600: \$175.00
- B to STD A: \$100.00
- B to DEL A: \$125.00
- B to 1600: \$150.00
- STD A to DEL A: \$50.00
- STD A to 1600: \$100.00
- DEL A to 1600: \$50.00
- STD A to TELEMARKE POINTE: \$250.00
- DEL A to TELEMARKE POINTE: \$250.00

Stay Connected

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General Manager
Andy Karr
715-798-3999 ext. 4, 920-896-1148
gm@telemarknorthwoodslodging.com

Owner Services
General Inquiries:
ownerservice@telemarknorthwoodslodging.com
715-798-3999 ext. 1



Board of Directors & Management Contacts

Mike Kocon, President
(Term: 2025)
📞 952-261-7265

Vice President
(Term: 2027, interim to be filled in October 2025)

Mike Berge, Secretary
(Term: 2026)
📞 715-271-5156

Jim Pathos, Treasurer
(Term: 2026)
📞 715-379-4030

John Wesolek, Board Member
(Term: 2026)
📞 715-235-9360

Suzy Scheller, Board Member
(Term: 2027)
📞 763-337-2393

Susan Wiik, Board Member
(Term: 2025)
📞 651-483-2592

Andy Karr, General Manager
📞 715-798-3999 ext. 4,
920-896-1148

Owner Services
📞 715-798-3999 ext. 1

President's Report *continued from page 1*

- B to TELEMARKE POINTE: \$250.00
- C to TELEMARKE POINTE: \$350.00
- DEL A/B to TELEMARKE POINTE: \$100.00
- STD A/C to TELEMARKE POINTE: \$100.00
- STD B/C to TELEMARKE POINTE: \$150.00
- STD A/B/C to TELEMARKE POINTE: \$50.00
- RCI UNIT to TELEMARKE POINTE: \$500.00

The major issue is that owners can only upgrade from a Villa unit to a Pointe unit *on their day of arrival*. We found reservations made as many as 6 months in advance.

The purpose of an upgrade is to rent an unused premium unit at the last minute at a reduced rate that is better than getting nothing.

Taking a Pointe unit out of inventory 6 months prior, negates any opportunity to rent it for the appropriate rate rather than an upgrade fee of as little as \$50. The difference isn't too dramatic when compared to what a Pointe owner pays, for example. The real hurt is when we can't rent it and can't put the renter's money into TIOA's bank account.

The widest discrepancy between owners is when a C unit is upgraded. \$622 C unit dues plus upgrade fee of \$350 is \$972, instead of the \$1488 the Pointe owner paid. That's a difference of \$516 but if done at check in it does make the TIOA an extra \$350.

When a June week is upgraded for an individual owner in April as we found in one example, it takes a unit off the market 2 months early, that unit would have rented for as much as \$2693 that week. That incorrect upgrade puts an individual owner ahead of all the other owners in the association by only earning the TIOA \$350 (less than one weekday's rent of \$379) instead of a possible week's rent of \$2693. That is never going to benefit the rest of us owners and adversely affects TIOA's bottom line every time it's done.

We will not be honoring such upgrade reservations in the future. If you have one that we haven't yet found, you should contact Owner Services to assess your options. Because of the difference between Pointe and Villa inventory, Villas can be upgraded in advance. You could do so immediately and upgrade from there if a Pointe unit is available *on your day of arrival*.

Also, please note that the 21-day rate only applies if a unit is available 21 days before the start of a reservation. We'll continue to note that you are interested but won't take a unit out of inventory until the 21st day prior. If it gets rented beforehand then you'll have to pick another unit or time.

If you have been incorrectly upgrading to the Pointe in the past and would like to continue using the Pointe, contact the General Manager to discuss converting your Christiana Villa ownership to Pointe ownership. In at least one case this year, upgrading 2 Villa units to 2 Pointe units cost the owner more than if they owned one Pointe unit and bought a Pointe Owner Bonus Week. Note, they could legitimately reserve a bonus week as early as January 2.

To make reservations or check availability contact us at:

715-798-3999 | Ext. #1 or #4 | E-mail: ownerservice@telemarknorthwoodslodging.com

I'm looking forward to a year of growth in 2025.

In this newsletter, you will hear from our Board Secretary, Mike Berge, as he reminds us of all that we love about Telemark.

John Wesolek, our longest-standing Board member, takes us on a trip down memory lane as he helps us recall our Telemark memories and then directs our focus to what Telemark is becoming.

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President's Report *continued from page 2*

Former Board Vice President and long-standing member Susan Wiik's article explains what attracted her family to Telemark and shares all the fun activities that her family has enjoyed over the years.

Susan also is announcing her retirement from the Board. I have shared the Board with Susan for all but one of her years of membership. While we didn't always agree, Susan's input often helped the Board and me maintain our focus. My wife Dee and I cherish our friendship with Susan and her husband John.

I also share Susan's enthusiasm for new leaders joining the Board. I am running again this year, but it will be my last term as I too feel that an ever-younger Board will have new ideas and enthusiasm. With Susan and Andy's vacancies, we will have new voices!

Insurance went up dramatically last year and will renew in September. Treasurer Jim Pathos and Andy Karr are spearheading our efforts and hope that when we renew, their efforts will have kept premium increases to a minimum.

Board member Suzy Scheller is President of the Telemark Northwoods Community Foundation (TNCF). TNCF will be sponsoring its first annual Triathlon on August 16th to raise Foundation awareness. Please check the TNCF

information included with the newsletter. You will be able to pick up additional Triathlon information in our lobby. Ultimately, we will be partnering with TNCF in a reception area, office space and an indoor pool.

What have we accomplished lately?

We drilled 3 new wells in December. The wells each service 2 Villa buildings but can be linked to provide water to all our buildings should we have any short-term pump issues.

We also received \$51,600 in an SBA Loan as a result of the lack of snow in the winter of 23-24. That money has helped us to buy a couple used pontoons, cope with some repairs to several decks, stairs and landings, AC replacements and window, door and furnishings surprises.

Our neighbor and market partner Birkie (ABSF) is going great guns. So much so that they have changed the name of their "Base Camp" to "The Hub". A new addition planned for Mount Telemark Village this year is the new Rivers Eatery Pizzeria. Yay!

I'm happy to be a Telemark owner and privileged to be your President. As always, I welcome your comments and questions and strive to earn your trust.

Thank you, Mike Kocon

It's Been a Winding Road

My experiences with Telemark Resort have been through many phases. John and I first visited Telemark Resort in February 1978. We came for a ski weekend sponsored by John's financial services employer. We were in awe of the sprawling architecture, the fireplace, the murals, the night club, the pools, the mini mall shops, its bars, restaurants, the coliseum, and the beautiful Northwoods cross country skiing. We brought our young daughters back to Telemark many times.

In 1988 we bought AB Birkie weeks; a few years after we bought July 4th AC weeks. We came to Telemark with our daughters and extended family in every season for many years. We loved the experience of Birkie Week with the international visitors, Barne Birkie, the pow wows, and huge spaghetti feeds in the coliseum. In 2007 I was invited to join the Telemark Board of Directors. My 18 years of service on the Telemark BOD have been a wild ride of twists and turns as we have creatively tackled many problems to keep the TIOA financially sound and improve the guest experience. I have formed friendships with my board member colleagues which I value. Our daughters' families including 4 grandchildren love to spend time at Telemark. We foresee that we will include Telemark in our vacation plans often.

It is with mixed emotions that I am retiring from the Telemark BOD; I will not seek re-election when my term expires this October. One factor in my retirement decision is my belief that there is a benefit in developing new leadership for the road ahead. I hope that one of you will step forward to serve on the board of directors. In my opinion it is fine to join the board with the plan to serve only one 3-year term. Any "Interest for Years owners" are welcome and eligible. Meetings are 4-5 times a year with occasional Zoom meetings too. Board members receive lodging for the weekend with an option to also use the condo for the whole week prior to the meeting. Members receive mileage expenses and a modest per diem for other expenses. The future of Telemark Northwoods Lodging is exciting and positive with the Birkie Mount Telemark Village development AND the Telemark Northwoods Community Foundation project. The TNCF is working to fulfill the dream of building a Telemark community center which includes a swimming pool and gym space. The most important qualification for any TIOA Board member is the love of Telemark and a desire to preserve the Northwoods experience for the future. Please consider becoming a candidate for the BOD this fall.

Take Care, Susan Wiik, Retiring Board Member

Experience the Beauty of Silent Sports at Telemark Northwoods Lodging

Nestled in the heart of northern Wisconsin is Telemark Northwoods Lodging, the perfect escape for anyone seeking adventure, tranquility, and a deep connection with nature through silent sport. Whether gliding through snow on the Birkebeiner's world-class cross-country ski trails, paddling the crystal-clear waters of the Namekagon River, or hiking beneath towering pines and vibrant sugar maples surrounding Mt. Telemark, this is the perfect destination for refreshing or invigorating both body and soul.

I've always loved being outdoors. As an energetic kid who regularly vacationed at Telemark with friends and family, my fondest memories centered around water skiing and tubing on Garden Lake or downhill skiing at Mt. Telemark. Now in my middle years, I've come to appreciate the way silent sports—fishing, canoeing, kayaking, hiking, running, mountain biking, and cross-country skiing—allow me to slow down, take in my surroundings, and truly experience nature in the beautiful Northwoods of Wisconsin. Part of what makes this place so special is that each season brings new opportunities for adventure.

For skiers like me, Telemark Northwoods Lodging is perfectly situated at the start of the American Birkebeiner Trail, providing direct access to miles of impeccably groomed tracks that weave through breathtaking forest landscapes. As the snow melts away, I love that I can hop on my mountain bike and be immediately thrust into a technical trail not even 100 feet from my lodging. Also nearby are a variety of gentle paths that might take me to a lost lake or an unexpected vista of the Chequamegon Forrest. The trail systems surrounding Telemark Northwoods Lodging are immense, diverse, expertly maintained and exceptionally beautiful.

Summer offers a little of everything, but I especially enjoy being in and around the water. Just down Telemark Road winds the Namekagon river, which hosts abundant wildlife and excellent trout fishing. There are multiple entry points within 5 miles of Telemark Northwoods Lodging, making short tube floats or longer paddles easily accessible. This area offers endless waterways to explore, including the beautiful shores of Lake Superior, but I mostly enjoy kayaking glassy lakes at dawn and dusk and landing the occasional trout while fly-fishing the Namekagon. Finally comes Autumn, when the Northwoods is transformed into a palette of vibrant reds, oranges, and yellows, making it my favorite time of year for hiking, fishing, and anything that gets me into the woods.

No matter the time of year, silent sports offer an immersive way to explore and appreciate the natural world, and they are all available and waiting for you at Telemark Northwoods Lodging. Plan your visit today and experience the serenity and exhilaration of silent sports in the Northwoods. I promise, once you've discovered the beauty of this place, you'll keep coming back for more.

Best regards,
Mike Berge, TIOA Secretary



Owner Services Update

Attention owners: Book your owner's week as soon as possible. Demand continues to increase each year for both owners and guests. Early booking ensures your stay is secured.

Our summer months are steady — please book your Pontoon rental now for your awesome Northwoods adventure. Looking ahead to 2026, we encourage all owners to finalize their summer week arrangements by April 1st.

The Birkie continues to grow every year. To secure your unit, we ask that you book, rent, or deposit your week by the end of October. Please reach out to us to confirm your plans.

If you'd like Telemark to rent out your unit during the Birkie, here are the rental revenue share options:

- 3 months' notice: you receive 60%
- 2 months' notice: you receive 50%
- 1 month notice: you receive 40%

Please notify us as soon as possible so we can accommodate your request.

Thank you for being part of the Telemark story. Here's to a new season filled with adventure, community, and lasting memories!

The Resurgence of Telemark

Although the origins of Telemark go back to the mid-40s, for me and my family, the attraction of visiting Telemark goes back to an era my daughter calls the “The Golden Age of Telemark.” That was in the mid-70s when the newly opened \$5.5 million iconic lodge was in its prime. Upon our first arrival, we felt like we were at some elite ski resort in the Rocky Mountains or Europe. Although we weren’t into alpine skiing, we loved cross-country skiing on the beautiful well-groomed trails around the lodge. We also enjoyed many of the other various seasonal activities like horseback riding, biking, tennis, hiking, canoeing, playing the 18-hole championship golf course, and swimming in both the indoor and outdoor pools. Other amenities were also available. Dining specials prepared by master chef Emeril Lagasse and entertainers with the likes of Duke Ellington put the resort over the top in our world.

However, the “Golden Era” didn’t last forever. With owner/developer Tony Weis’s dream of continually expanding the resort with bold projects like building the Sports & Conference Center, the “colosseums.” These growth investments placed further financial pressures on the classic resort. These financial investments eventually led to closures from lenders and placed Telemark operations on tenuous ground. Owners were posed with losing the lodge and their properties, which ultimately led to the formation of an owner management organization. TIOA (Telemark Interval Owners Association) was created and offered a means to save the property and continue the resort’s operation. TIOA was challenged with saving the Telemark we all loved with a significantly smaller owner base. The owners who stayed in the boat were given the option to transfer their lodge unit weeks to the Christiana Villas or to Pointe weeks when the lodge was deemed unfeasible to renovate.

So where are we now, and what does the future hold for us current owners? Without the lodge, many of the key amenities were gone, and with fewer owner members, the challenges were significant and called for a different management model. Programs like expansion of focused marketing to non-owner transient guests were initiated. Creating the Interest For Years (IFY) program was adopted in an effort to increase guest revenue and attract more new owners. The program, introduced by our board president Mike Kocon, who is an active member of the National Timeshare Board Members Association, has had a positive effect on retaining owners and offering less risky options for interested new owners.

From my perspective as a long-term board member, I see a resurgence occurring with a strong prospect for recapturing those “glory days.” TIOA has weathered the transformation storm relatively well and is poised to be an integral player in the future development of what is now termed Mount Telemark Village. This project is actively in progress and

leading to a resurgence of the treasured Telemark name, that familiar destination for fun we’ve enjoyed for years. There are several reasons for my optimism:

- TIOA has a close working relationship with the American Birkebeiner Ski Foundation (ABSF). Ben Popp, the creative and energetic executive of the ABSF, has promoted silent sports competitive events to a new level in and around the Hayward/Cable Lakes area of Wisconsin. As we are aware, the American Birkebeiner start-line facilities are among the finest in the country and serve for more than that big event, the Birkebeiner, each February. Training camps for skiing, mountain biking, running, and other events will attract more lodging guests to our Northwoods Lodging facilities throughout the year. Think of the convenience for renters and owners staying at our Villas; one can ski, run, walk, or bike just outside the front door to that start area. Those events and activities are likely to increase in the near future, given Ben’s ability to expand and promote events. Even though the golf course is in the throes of being re-purposed for housing development, there are several nearby courses in the area just a short drive away. Action in our backyard is on the rise!
- Last fall’s grand opening of the ABSF Base Camp center will attract more vacationers and lodging guests to the developing Mt. Telemark Village destination.
- There are also plans for other hospitality businesses in the Village. A coffee shop already exists in Base Camp and other stand-alone restaurants like a pizza restaurant are anticipated and will be welcomed, adding more amenities for our owners and guests in and around the Christiana Villa Condos.
- A fund-raising campaign is underway with our Mount Telemark Northwoods Foundation in collaboration with the Cable Area Community, to develop a recreation center between the Base Camp building and our 1700 building. It’s designed to include event/meeting space, an indoor swimming pool, hot tub, and indoor and outdoor recreation facilities. It would also include Telemark Northwoods Lodging’s reception, office, and lobby areas.

My enthusiasm for our future is strong and growing. I can’t wait for our daughter and our grandkids to return from New Mexico and trek north with us to see the new and growing Mt. Telemark Village and experience what can be the second “Golden Age of Telemark!”

Sincerely,
John Wesolek, TIOA Board Member

Call for Board Nominations

Are you passionate about preserving Telemark's future? Please consider running for the Board of Directors this fall! Meetings are flexible with Zoom options, and lodging, mileage, and per-diem expenses are covered.

Interested? Please fill the enclosed application out and return it to Telemark by September 5th.

Contact: General Manager Email: gm@telemarknorthwoodslodging.com

Nomination Application

Must be postmarked by September 5th, 2025, and mailed to our General Manager

I, _____, hereby submit my name for election to the Board of Directors of Telemark Interval Owners Association (TIOA) dba Telemark Northwoods Lodging.

Occupation: _____

Education: _____

Experience: _____

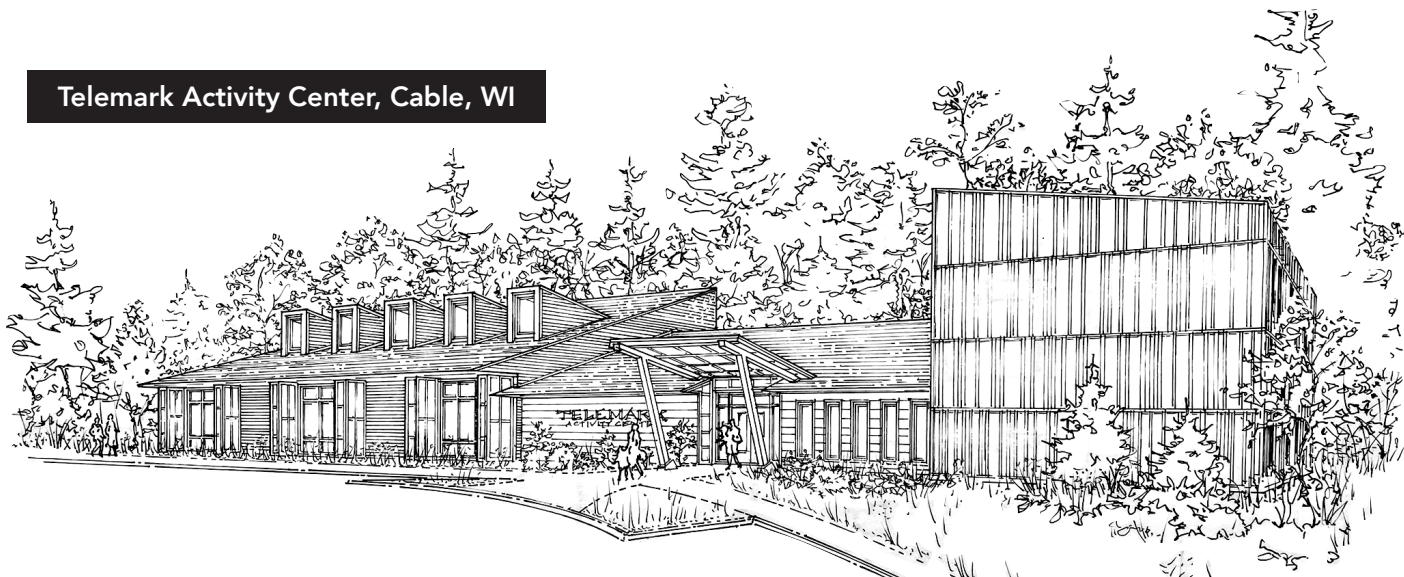
Outside Activities: _____

I think that I would be an asset to the Board of Directors because: _____

Signed: _____ Date: _____

Address: _____ Unit #: _____

Telemark Activity Center, Cable, WI





JOIN US FOR THE FIRST
TELEMARK SPRINT TRIATHLON

8.16.2025

CABLE, WISCONSIN

Race options:

750 METER SWIM

Do you prefer to swim
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Stick with what you love!
Enjoy a 750m standalone
swim in beautiful Perry
Lake!

SPRINT TRIATHLON

Tackle the challenge on your
own!

750M SWIM in Perry Lake
12 MILE BIKE around Lake
Takodah
5K RUN at the base of Mt.
Telemark

**SPRINT TRIATHLON
RELAY**

Complete the sprint
triathlon race as a team!
You can do one or two legs
of the race with a friend or
two!

The race will be hosted by the Telemark Northwoods Community
Foundation as a fundraiser for the Telemark Activity Center. To
register or view more information, scan the QR code or visit
TinyUrl.com/TelemarkTri





Telemark Northwoods Lodging
15315 Nordmor Road
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CHANGE SERVICE REQUESTED

First
Class

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Explore the 2025-Birkie Calendar: www.birkie.com/calendar

Upcoming Events & Highlights