

FOR IMMEDIATE RELEASE

MINNESOTA UNITED SNOWMOBILERS ASSOCIATION (MnUSA)

Presents the:

UNSUNG HERO OF THE YEAR AWARD

Unsung Heroes are usually people that do things, just because they love to do them, and because they have a strong passion, and belief in what they are doing. Recognition for what they do is far



Larry Moses with MnUSA President Keith Twombly and MnUSA Charity/Awards Chair Mary Hilke

from their minds. Larry Moses “Moe” from the Merrifield Marathons and Crow Wing County Trail Association was presented with this year’s Unsung Hero Award.

Moe has been a driving force in snowmobiling since his neighbor borrowed him a snowmobile over Thanksgiving weekend back in 1963. After that first weekend of being on a snowmobile, he was hooked. He joined his local snowmobile club near the metro area, was a member of that club for 20 years -- 9 of them as president.

In addition, he belonged to another club “up north”, where he had a cabin. He’s been a member of MnUSA since 1978, and proudly pulls his membership card out to prove it.

About 18 years ago, he retired, moved north to the lake, and became a full fledged member of his “up north” club, where he chaired many committees, and spent 10 years as president. He played an integral part in building the Marathons Center, a place that provides meeting space to snowmobile clubs, a trail association, non-profit organizations, and private gatherings. Moe had a vision where all snowmobile clubs in Crow Wing County would meet on a regular basis, and work together to create a smooth operating trail system. He went to work getting contact information from local snowmobile clubs, brought those contacts together, found volunteers to serve as officers, and created what is known today, as the Crow Wing County Snowmobile Trail Association -- an association comprised of 12 snowmobile clubs that maintain over 800 miles of trail in the Brainerd Lakes area.

After creating this trail association, Moe then took it to the next level, to raise funds to support this trail system. He worked with various businesses in the area, and in 1993 started a raffle with a 1994 Polaris Indy as the prize. Through the years Moe has spent countless hours growing this raffle by lining up sponsors, securing more prizes, and even donating large items on his own. Last year this raffle offered 56 prizes that included a full size snowmobile, an ATV, a 120 snowmobile and snowmobile trailers to name a few. This event grew into a very well attended annual event in the Brainerd Lakes Area, called the “Silver Rider Dinner”

Moe is always looking out for the best interests of snowmobiling. You’ll find him at the Crow Wing County Commissioners Meetings, and he’s an active member of just about every motorized recreation task force within the county. And, thanks to his gift of gab, Moe was able to save a parcel of land that was an intricate part of a trail. A landowner informed him, that due to family disabilities, he wasn’t sure how much longer he would be able to let the snowmobile

trail cross this land. Moe mentioned how important this link was to that trail, and suggested he contact the county, to see about a land trade. That very afternoon, the landowner contacted the county, and not long after one of the local snowmobile clubs not only had a permanent easement, but a shelter to boot, as there was a small cabin on that parcel of land.

Moe wonders how he ever had time to work -- he is currently working on a new trail system planned for Camp Ripley -- a trail system when finished will provide many military men and women, from around the country, who is training at Camp Ripley, the chance to experience this great sport of snowmobiling.

Larry Moses is a member of MnUSA which works closely with the legislature, state, local and national organizations, such as the Department of Natural Resources and Explore Minnesota Tourism, to promote favorable snowmobile legislation, regulations and funding. The association and its volunteers have worked extensively to help develop Minnesota's snowmobile trail system – one of the most comprehensive systems in the country. Visit www.mnsnowmobiler.org for additional information.

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