

ORA News

5 25 2017

Time to start getting **VOCAL**, time to start getting **ACTIVE**, and it's time to spread the gospel of **OUTDOOR RECREATION!** To that end ORA will be publishing a **bi-monthly** newsletter to help all of us stay informed and current on the issues facing outdoor rec here in La Crosse and the entire Driftless region. ORA members work passionately towards improving trails, expanding access and developing our sports, we continually face misinformation in the community. We have a great story to tell about the positive benefits of everything from shared use trails to rock climbing. The best way to change attitudes is getting the right information out there and educating people!! We want to give you the tools and information you need to advance the cause of outdoor recreation so our community leaders put even more resources into creating shared use trails that connect our communities. Shared use trails are a force for positive outcomes and truly a transformative means to making communities thrive.

Volunteers needed for ORA News

Have an article or story to share, would you be interested in writing one? Have a skill with a video camera, does someone know how to edit video? ORA is looking to not only publish this newsletter but to prepare a whole series of educational material on outdoor recreation and it's positive effects on everything from individual health and well being to thriving communities. We need content and help in putting it all together - items for the website, stories for this newsletter and we'd take great pride in having you all engaged and contributing your comments, thoughts and ideas, so specifically we could use help with;

- Writing articles/stories of interest
- Video and video editing
- Social media and general marketing
- Regular or one time columnist
- Photography - need photos of you all enjoying outdoor recreation!

Contact: jeff@oradriftless.org

ORA's NEW Website oradriftless.org

It's just a start, the bare bones right now. We'll continue to make improvements and add more relevant content.

All suggestions are welcome!

Pedaling to Prosperity: Aaron Hautala Talks About Cuyuna Lakes Mountain Bike Trails

By [LINDSEY MOON](#) & [CHARITY NEBBE](#)



Type to enter textHere in Iowa, we know all too well about what happens when a major local employer leaves a community. That is what happened in Crosby, Minnesota in the early '80's. In 1982, the mining industry left the area, took most of the jobs, and some felt, the future with it.

This is a great educational piece on what it takes to get it done in a community - great relevance to La Crosse and the whole Driftless area.

[Listen to the full interview here](#)
iowapublicradio.org

Aaron Hautala is president of the Cuyuna Lakes Mountain Bike Crew. He has been a driving force behind an effort to rebrand the area and the community.

“When the mines were closing, mountain bikes hadn't been invented yet. The industry was still that fresh,” says Hautala. “On the mine land, there was this open pit mining, so there were these big red piles everywhere of dirt. If you remember the pictures from Mars, that's what Cuyuna looked like. The mining companies didn't have any use for the area anymore, so whether it was garbage or illegal activity, this was a destination for it. The people who could leave did.”

Crosby is a much different place today. The town is now home to 27 miles of world class trails for mountain bikes. During this *Talk of Iowa* interview, host Charity Nebbe talks with Hautala about how the area redeveloped itself, and why he chooses to live and work there. Andrea Boulton, who is trails and greenways director for the Iowa Natural Heritage Foundation joins the conversation to talk about how Iowa has put resources toward developing a trails system across the state.

Monday Night Trail Work

First 3 Mondays in May, June, July and August 5:30 – 7:30PM

NEXT UP COMING EVENT

catgutpaddle

On July 22, 2017, the 1st annual Catgut Paddle, hosted by City of La Crosse Parks, Recreation & Forestry will feature a 14-mile Canoe Kayak Race and a 4-mile Fun Paddle Sponsored by J.F. Brennan with other events throughout the day including SUP yoga, paddleboard jousting, guided historical and birding paddles, and kayak beginner courses. Spectators will enjoy the Outdoor Enthusiast Expo, yard games, Food Truck Court, live music, and KidZone, all held at Veterans Freedom Park, Clinton Street, La Crosse, Wis. Proceeds from Catgut Paddle will benefit Youth Enrichment Association (YEA).



Hixon Trail Maintenance

As you know, the trails are a great place to go. However, they need work from time to time. The Outdoor Recreation Alliance needs your help. We are organizing the first 3 Mondays of each month now through August, 5:45 PM – 7:30 PM. to repair and improve the trails in Hixon. Hixon trail maintenance is all done by volunteers, with equipment provided by ORA. This is a good activity for groups of trail users to engage in. Trail Maintenance nights are a great way to meet new people, improve our community and have fun.

First 3 Mondays in May, June, July and August 5:30 – 7:30PM trail work,
Meet in Upper Hixon parking lot next to Pump track.

ORA Membership Drive

It's been several years since ORA signed up members, time to get that going again! Membership sign-up is on our new website

oradriftless.org

Articles of Interest

How the Walton family is shaping singletrack advocacy
The Walton Foundation has turned Northwest Arkansas into a living lab for Advocacy

may 23, 2017 by [kristin butcher](#)

<http://www.bikemag.com/>

How Mountain Biking Is Saving Small-Town, USA

From Nevada to Minnesota, hollowed-out mining towns are seeing economic revitalization on trails and tracks that attract mountain bikers from far and wide

By: [Nicholas Hunt](#)

outsideonline.com

Videos of Interest

Durango Colorado is home to hundreds of miles of world class —and world famous— multiple use trails. The system, comprised of trails on Federal, State, local, and private lands and cared for by active and skilled non-profit organizations and engaged land managers, is an exemplary model of successful stakeholder collaboration that results in low-conflict, high reward recreational opportunities for all types of outdoor users.

<https://vimeo.com/207244816>

The articles and videos used in this issue are ALL curtesy of Josh Blum

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<https://www.facebook.com/>