



Hayward Community Attraction Panelists

Facilitated by Chris Ruckdaschel - Executive Director, Hayward Area Chamber of Commerce

Ben Popp, American Birkebeiner Ski Foundation

Originally from northern Wisconsin, Ben has been involved in American Birkebeiner events since the late 1970s. Born and raised in Phillips Wisconsin, Ben attended St. Olaf College as an undergraduate, and then received his masters degree in Education from St. Thomas University in St. Paul MN. Ben has coached Nordic skiing and soccer at Carleton College, St. Marys University. Ben has owned and operated Endurance Athlete Training Systems, as well as started the non-profit SISU Foundation before starting work at the ABSF. "Having grown up participating in North America's greatest ski race, I'm honored to be part of the ABSF team and continue the tradition of excellence, hosting quality events and getting people involved in an outdoor lifestyle. My family and I love being a part of the Northwoods community."

Cherie Morgan, Hayward Area Memorial Hospital & Water's Edge

Cherie Morgan serves as the Marketing & Communications Director of Hayward Area Memorial Hospital & Water's Edge. In her role she is responsible for developing marketing campaigns, coordinating internal and external communications, public relations, strategic planning and community outreach. Having lived, worked and volunteered in the Hayward area for the past 23 years Cherie has had the opportunity to work with large and small businesses, government officials, municipalities, area schools, the media and community volunteers. She currently serves on the Hayward Area Chamber of Commerce Board of Directors and volunteers for numerous events and organizations throughout the year. In her free time she enjoys spending time with her family, attending her son's sporting and band events, reading and being outdoors.

Wade Bishop, Lead Pastor - Element Church Hayward Area

Wade Bishop is married to his awesome wife of nearly 18 years, Karlee who is a Springbrook/Spooner native. They have two kids and have lived in the Hayward area for nearly 16 years. Wade has coached both youth and high school sports in the Hayward area and has had the privilege of serving his town through volunteering at events and serving on boards (currently on the Chamber Board). Lastly, he and his wife currently pastor Element Church, which they started six years ago in Hayward. They absolutely love serving their town by helping people find hope and life in Christ.

