

## Doug Schneeberger

Nominated by Patti Martin, Jay Schneeberger, and Judy Blass (his children)

Many of the nominees for Marshfield's 150<sup>th</sup> Anniversary have been life-long residents of Marshfield. Doug Schneeberger is not one of them. Doug was not born and raised in Marshfield. However, as soon as he and his family relocated there, he went straight to work learning everything he could about his new home. He quickly joined many civic organizations. In 1979, he was installed as president of the Marshfield Lions Club. He was a member of the Zor Shrine, Freemasons Lodge, Shriners of North America, and Boy Scouts of America. Doug devoted himself to the support and promotion of Marshfield and several of its organizations.



James Douglas Schneeberger moved to Marshfield in the spring of 1975 from Wausau. He had many years working in the grocery industry since starting in 1952 at the age of 22. He was the youngest salesman for Miller Brewery on the Pacific Northwest Coast. He then worked for Campbell Soup Company from 1960-1962 as a grocery merchandiser. From 1962 to 1968, he worked for IGA International. In 1968, he opened Doug's IGA in Wausau. He famously coined the phrase "Doug's IGA open 8 days a week," which was Doug's life motto as he was always on the go. He often-times said that you had to keep your eye on the "rabbit," stay on task, and don't lose sight of your objective. He started in 1975 at Hub City Foods as Retail Counselor and in 1979 he was Director of Marketing and Merchandising. In 1989, he was promoted to President of then Godfrey Co. Marshfield division; retiring in 1995, as President CEO of then Fleming Company Marshfield divisions.

After retirement, the fun began for Doug. He tried for a short time to stay still and fish and help out around the house. It was during this time that his wife Arnette felt that he needed to find something else to do or there was going to be a major upset in the household! Doug devoted himself to the support and promotion of Marshfield and several of its organizations. He was responsible for bringing the Service Corps of Retired Executives Association (SCORE), a group of business veterans who help advise entrepreneurs, to Marshfield. He was an active member of Marshfield Convention and Visitors Bureau, serving as president for the majority of his time with the organization. He served as a member of Marshfield Area Chamber of Commerce and Industry Ambassador "Red Coat" for 9 years. He was a member of the Central Wisconsin Fair Association starting in 1996 and served as president from 1998 to 2003. He loved the fair and had worked tirelessly to make it a good representation of Marshfield and Wood County. It is hard to pin down exactly everything Doug did for Marshfield, but if anyone who met Doug remembered him and left feeling good and like they may have learned a thing or two.

In newspaper articles, Doug was described as "an individual who gave his all to everything that he did. And he had a total blast doing it." Phrases like 'engaging personality,' 'keen intellect,' and 'sharp wit' were words often used in conversations pertaining to Doug. Former Marshfield Mayor, Mike Meyers, once was quoted as saying, "You had a very difficult time saying no to one

of Doug's requests." On March 27<sup>th</sup>, 2004, Mayor Meyers proclaimed the day as Doug Schneeberger day. Meyers said, "Having worked with him in several different capacities, I value him for his abilities and his contributions to the community." On the day of his funeral, the Mayor had the city's flags flown at half-staff.

A few days after Doug's death in April 2005, the Marshfield News herald published an article entitled 'Our friend, Doug, lived life well, was loved dearly.' Here is a portion of what was printed:

"There are a few, precious men and women in every town. They're the ones who get things done. When they volunteer, they do it with their heart and soul. They know who to ask, but more crucially, they know how to ask. Doug was the master of 'the ask.' Those involved in his projects and diversions soon found themselves entranced by his personality."

Doug Schneeberger may have been a transplant to Marshfield, but he embraced the town and loved Marshfield for the duration of his life. He left his mark and worked to help make Marshfield a great community.