

Ken and Joellen Heiman

This week we are happy to name Ken and Joellen Heiman as the 150th inductees in Marshfield's 150: Heroes and Leaders, Past and Present register, Ken and Joellen were nominated by Michelle Heiman.



Ken and Joellen Heiman created a life in Marshfield centered around hard work, family values and a commitment to their community. Joellen worked with her siblings on their family's farm that has since become a favorite in Marshfield for milk, ice cream and cheese. Weber's Farm Store was established by Joellen's parents in 1955. While Joellen and her siblings worked on the farm, Ken was working with his parents making cheese. Ken moved around a bit when he was younger, but his folks ultimately planted their roots in Lincoln Center. This was a co-op that was eventually purchased by the Heiman family and became known to the Marshfield community as Nasonville Dairy.

After the union of Ken and Joellen in 1974, Joellen established a career in health care and Ken finished his architectural design in Wausau. The couple loved living in Wausau but knew that they wanted to be closer to their families to start their own. The couple moved back to Marshfield and Ken worked, with his brothers, alongside his father to master the art of cheesemaking. Since that time, the Heiman family has been recognized for the masterpieces they create daily at the cheese factory.

Joellen's family also worked hard to perfect the process of serving customers with the freshest milk possible. Since the start of Weber's Farm Store, the list of products sold has grown to so much more than milk. On any day, aside from Sunday, you can drive by and see families smiling and making memories in the playground outside.

Both Ken and Joellen's parents believed strongly that their lives were orchestrated by their Lord. To this day, both family stores are closed on Sunday to respect Him and take time for their families. Faith is one of the foundational pillars of the life they created, family and the community are the two other pillars that make the bond between Ken and Joellen so strong.

These family businesses were not built by Ken and Joellen alone. It was the systematic power of family working together over generations that have created two businesses that are now well established and continue to grow each year. Family isn't always blood though

and the community of Marshfield has become part of Ken and Joellen's family and hence the third pillar of their success.

Chances are if you attend a community event you have seen the Nasonville Dairy logo hanging somewhere identifying them as a sponsor. That is for one simple reason, Ken and Joellen were taught to never take anything for granted and to pay-it-forward. So next time you go to a sporting event, check out the fair, go to a dairy breakfast or attend a fundraiser, look for the Nasonville Dairy logo. That logo is there because Ken and Joellen, along with their families, respect and value their three pillars: faith, family and community.