

Scotty Berg

This week we are happy to name Scotty Berg as the 131st inductee in Marshfield's 150: Heroes and Leaders, Past and Present register. Scotty Berg was nominated by Mike Warren.

Scotty Berg told his ninth-grade Home Economics teacher he would someday own his own restaurant. Six years later, in 1987, he purchased Spike & Booker's from Ron and Audrey Moen and created Scotty's Pizza & Chicken. After being told he would never make it, Scotty doubled the restaurant's sales in his first year of ownership, using the same pizza recipe Spike Schweikl had used in his previous establishments. Scotty's quickly expanded his pizza options and his menu now features two full pages of specialty items.



After fourteen years of growing his business, expanding his menu, and working his way out of debt, Scotty Berg started over. On Aug. 27, 2001 – two weeks before the tragedies of 9/11 – Scotty's Pizza & Chicken burned to the ground. After working into the early-morning hours to catch up on paperwork following a two-week vacation, Berg left the restaurant around 2 a.m. that morning. By 5 a.m. his phone was ringing. It was the police department calling to say his restaurant was on fire, started by what firefighters described as “the perfect storm.” A wind from just the right direction had found holes in a vent pipe which led to a pizza oven that Scotty had always left on because of its age and the time it took to heat up. It was a setup which had just passed a fire inspection five days earlier. Three months later – and three months away from having everything paid off – Berg decided to rebuild. Scotty's Pizza & Chicken reopened in the same location on Feb. 13, 2003, with a two-hour wait for pizza that first week back. Scotty and his crew worked around the clock – literally – to fill every order. More than twenty years later, the business is as popular as it's ever been.

Scotty, with lots of help from wife Lisa (Vick) and his parents, twice built up a successful business all while helping to raise three children and coach youth sports for the better part of thirty years. Berg, the son of Donald and Dorothy Berg, began volunteering with his parents at AWANA at what was then called Alliance Missionary Church, the modern-day East Gate Alliance, on Becker Road.

In the late 1980s, Berg helped to establish a club soccer team at Marshfield High School, before it became an official WIAA varsity sport in central Wisconsin. Berg coached the boys' and girls' soccer programs for ten years. He also served as a volunteer coach in the Varsho

Baseball League while his kids were active and he and his wife spent 25 years coaching and volunteering for the youth hockey and Silver Laces figure-skating programs at the Marshfield Area Ice Arena at Fairgrounds Park.

Berg was also a founding member and on-and-off president of MARSH-21, a grassroots organization formed in 1992 committed to the development of outdoor sports and recreation facilities in Marshfield, including Griese Park, Hackman Field, the modern-day Reeths Field and the rest of Steven J. Miller Park and more. The group also launched annual youth baseball tournaments, which Berg oversaw for ten years. That led to the creation of the Marshfield Area Baseball Association, which Scotty organized with his younger brother Kris. Today's Sandlot organization has since taken its place.

Aside from volunteering, Scotty and his family have also been generous with their profits and their pizzas. A place where "no" is never the answer, Scotty will tell you he gives back and donates what he can because "the city of Marshfield has given so much to me." When the COVID-19 pandemic hit central Wisconsin, Scotty's Pizza & Chicken was the first business to donate meals to strained, front-line health care workers. And while others followed suit, Scotty's meals continued to be free of charge. "My business expanded during COVID, so I'm giving it back. That's just the way it is here," Berg told Hub City Times. That was just one of the many reasons Berg received the Marshfield Police Department's 2020 Community Partner Award. Berg also donates, at cost, pizzas and subs to the concession stands you'll find at most Marshfield High School sporting events. That allows those groups to raise money for their causes, mainly the Tiger Booster Club.

Scotty's Pizza & Chicken was recognized as the Marshfield Area Chamber of Commerce & Industry's Small Business of the Year in 2022. Scotty was also named the Elks Person of the Year that same year. Most recently, Scotty and his family were named marshals to lead this year's Dairyfest parade in Marshfield. Scotty's in 2023 was also named "Best Specialty Pizza" for the 15th consecutive year, in the "Best of Marshfield Area" Awards program, presented annually by Visit Marshfield and Hub City Times.

Well done, Scotty, Lisa, Jenna, Scott Jr., Jessica, Donald, Dorothy and family.