

# Reeling them in

Washburn Life works to hook highway 83 travelers

BY PHAIDRA YUNKER  
REPORTER

Washburn Life has rolled out a billboard campaign along U.S. Highway 83 designed to shine a spotlight on the community’s attractions, invigorate local commerce and encourage travelers to pause and explore.

The first sign, installed this spring, carries a “Discover Downtown” theme. The second, set to go up this fall, will highlight local activities like kayaking, hunting, golfing and fishing.

The effort to revive the weathered displays north of Enerbase began in 2024 when board members Rashell Crowell and Mark Lem noticed one billboard’s tribute to state basketball championships was partly gone and the other’s community-events poster had faded beyond recognition. Crowell proposed repairing and redesigning the signs and Lem led the structural work. This year, President Donna Sommer joined to sharpen Washburn Life’s promotional reach.

“Our hook is to let travelers know Washburn does have things going on,” Crowell said. “Many people want to shop local and support small towns, but it takes more than the classic saying. We want to showcase energy, activities and a reason to stop.”

Sommer said the core message is awareness.

“We want to give drivers a snapshot of what our community has to offer, outdoor events, shops, restaurants,” she said. “If we can raise awareness, businesses benefit.”

Discover Downtown features a photograph of seven



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The Discover Downtown billboard, installed this spring, spotlights local entrepreneurs and leaders. A second billboard is slated for installation this fall. From left: Jenny DuToit, Bev Peterson, Rashell Crowell, Kristi Wachendorf, Jamie Nelson, Tana Larsen and Kandi Shape.

local businesswomen and community leaders. Crowell financed two photo shoots to spotlight Washburn entrepreneurs. Tana Larsen, owner of Rollin’ Rebel boutique, retained one of the images from the first photo shoot, which was ultimately used in the Discover Downtown billboard design. Larsen later purchased the billboard space, and Washburn Life covered the cost of repair and installation.

“Those women represent leadership and small-business spirit in Washburn,” Crowell said. “I would still love to see the second set of photos used one day, as they feature additional local women.”

For the fall installation, the group is finalizing design plans and hopes to rotate the billboards seasonally or as they begin to wear out.

To fund the project, Washburn Life will request \$1,500 from the city’s lodging tax, which is earmarked for tourism promotion. The money will cover design, production, installation and upkeep.

Sommer said success will

be gauged by community feedback and, secondarily, by any uptick in local sales and lodging, though she acknowledged it’s difficult to attribute revenue directly to the signs. Crowell will measure success by how many drivers turn off U.S. Highway 83 to lodge, camp, shop or explore and by the visibility the displays provide to businesses along the frontage roads.

Both women view the billboards as part of Washburn Life’s broader economic development strategy.

“If the billboards bring in more traffic, everyone in town benefits,” Sommer said.

Crowell agreed, adding the idea is to get travelers to “pause, turn in and look around.”

“The result will be more revenue for our businesses and more recognition for Washburn as a destination,” Crowell said.

Residents interested in shaping Washburn’s future are invited to attend Washburn Life’s open meetings at noon on the second Tuesday of every month at City Hall.



## STUDENT OF THE WEEK

### Washburn



Jed is Mrs. Hochhalter’s student of the week! Jed comes to school ready to learn each day, and he takes accountability for his learning by participating during class. Jed is also very helpful around the classroom and never forgets his manners! Keep up the great work, Jed!

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1304 Northgate Road  
Washburn, ND  
701-462-8404



Central Dakota Frontier Cooperative (“Seller”) is inviting the public to place bids for the purchase of fertilizer equipment and buildings (excludes underlying real property) owned by Seller located at 24 Railroad Ave, Turtle Lake, North Dakota 58575, with the following specifications:

1. Six (6) 4,000 bu Lorrich Bins
2. One (1) 84’ x 42” catwalk
3. One (1) 84’ x 24” under-bin conveyor
4. One (1) 36’ x 24” load out conveyor
5. Building(s) (to be moved from premises)
  - a. One (1) 16x24 ft overhead
  - b. Two (2) 21x24 ft overhead

The fertilizer equipment and buildings shall be sold AS-IS, WITH ALL FAULTS, AND WITHOUT ANY WARRANTIES, WHETHER EXPRESS OR IMPLIED. Bids will be accepted for individual items or for all items as an aggregate.

Bids must include, at a minimum, the bidder’s: (i) name, (ii) address, (iii) phone number, and (iv) email address (if available),

**SELLER RESERVES THE RIGHT TO REJECT ANY AND ALL BIDS FOR ANY REASON OR NO REASON IN SELLER’S SOLE DISCRETION, AND SHALL UPON REJECTION, RETURN ANY CHECK OR LETTER OF CREDIT TO THE REJECTED BIDDER(S). SELLER ALSO RESERVES THE RIGHT TO FURTHER NEGOTIATE TERMS OF POTENTIAL SALE WITH ANY ONE OR MORE BIDDER.**

The deadline for bid submissions is 5:00 p.m. CST, on September 26th, 2025. All bids must be delivered to the following address, whether (i) personally, (ii) via U.S. Postal Service, or (iii) other reputable third-party courier service:

Central Dakota Frontier Cooperative  
PO Box 570  
Turtle Lake, ND 58575

Please contact Mike Martin with your request for any additional information regarding this purchase opportunity by calling 701-315-0844 or emailing [m\\_martin@hotmail.com](mailto:m_martin@hotmail.com) to request a physical inspection/walkthrough of the Elevator.

Please be sure to comply with all bidding procedures to ensure your bid is considered. Thank you for bidding!



## LEGALS

Richmond Township  
2026 Public Budget  
Hearing.

To review the 2026 budget and discuss new business. Monday September 15, 2025 7 p.m. at the Doris Saeman Residence 27600 370th NE

## The Pet Vet

Will now be taking appointments. Call ahead to reserve a time.

**Tuesday, September 9  
& Tuesday, September 23**

Mobile Veterinary Clinic  
will be in

Underwood at the Rose  
3 - 4 p.m.

and Washburn Cenex  
1 - 2:30 p.m.

**Surgeries, Exams & Vaccinations  
Call 720-8387**

**SATURDAY  
SEPTEMBER 6TH**

**Century Baptist Church - Bismarck**

**205 Colt Ave**

**4:00 PM (CDT)**

**Free Will Offering**

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**Questions? Call Doug 701-226-3533**