

Dan Hickey

My wife Jennie and I have lived on Moose Lake since 2017. We love this gem of a lake and its beautiful surroundings. Our house is located on “the point” on the east side of the lake, and we enjoy many activities the lake provides, including boating, kayaking, paddle boarding, swimming, and floating. Fishing and birding are also high on our list of favorite activities, and I know many of you have seen me fishing from our dock regularly.

During the day, I’m the CEO and a board member at Kalmbach Media, an 87-year-old enthusiast media and marketing services company based in Waukesha. My wife Jennie is a farmer at Stone Bank Farms. I have also worked at non-profit companies and served on several business and non-profit advisory boards.

I am running for President of MLAA because I believe the beauty and resources of Moose Lake should bring us together as a community. Our lake is special, and I believe we can find ways to ensure everyone can fully enjoy its offerings.

I don’t represent any particular interest or activity on the lake, and I take seriously the duty of representing all our association members. I stand for the following:

- **Stewardship of the Lake.** Ensuring the lake and its surrounding shoreline stays clean and healthy for generations to come.
- **Representation.** Listening to our members’ needs and concerns.
- **Community.** Bringing members together through shared activities on the lake.
- **Lake Safety.** Keeping our lake safe for our members as well as others who use it.
- **Enjoyment.** Maximizing the enjoyment of the lake for our members and guests.
- **Communication and Transparency.** Communicating regularly with full transparency.

I want to thank Greg for serving as MLAA President, and I look forward to meeting more of our members during the upcoming year.

Thank you!