



County-City Building remains a focal point of Alpine motif downtown.

Alpine motif — a statement in symbols, area spirit

Boulevard, with 46 units built in 1981 and expanded to a total of 70 in 1985.

Local education gained major recognition when Gaylord High School, Gaylord Middle School and St. Mary Elementary School won state and national honors for the Alpine Village in the 1980s.

The Alpine theme also has expanded beyond the main commercial district. North of town, the Wickes Corporation built a new lumber yard as a distribution center serving all of northern Michigan.

The firm also wanted to be part of the Alpine motif and remodeled soon after they built the first building. Wickes then adopted this design for its outlets across the nation.

The Gaylord Story also reaches into agribusinesses of many types, such as planting Christmas trees, potato farms, and a major livestock auction.

The strength of forestry in the area led to the landing of a U.S. Plywood plant in 1965. The main office of the N-4 particle board plant was constructed in that year, with the Alpine motif. That seemed appropriate, because the firm

originally manufactured particle board in the US under a Swiss patent.

U.S. Plywood Corp. merged with Champion International in the 1970s and now is part of Georgia-Pacific. The N-4 was replaced by the current N-6 plant, covering over 500,000 square feet of space.

The Gaylord Air Industrial Park has come about in the past two decades because of the Gaylord Industrial Development Corporation. The park, also employing the Alpine theme south of Otsego County Airport, helped create around 3,000 new jobs from 1975 to 1980 alone.

Gaylord is the home of the Glen's Market independent chain of grocery and family centers. The Glen's flagship store in Gaylord this decade unveiled major renovation and expansion. The new central tower is depicted in the official Alpine Village logo.

Many Gaylord area churches have employed the Alpine motif in their buildings, such as St. Andrew Episcopal Church, the Reorganized Church of Jesus Christ of Latter Day Saints, the Evangelical Free Church, Trinity

Lutheran Church, First United Methodist Church, Assembly of God, Peace Lutheran Church, Community Church, Gaylord Baptist Church, Michaywe' United Presbyterian Church, Grace Baptist Church, and others spanning many denominations.

Businesses, industries, schools, houses, and churches are all part of the continuing growth of the Alpine spirit in Gaylord, but community leaders believe even more can be done. The renaissance is not complete.

When all is told, the Alpine motif is a statement in symbols. The symbols are advanced by Gaylord's 24-year sister city relationship with Pontresina, Switzerland. A Pontresina group honored their American counterpart by dedicating an Alpine mountain stone on the County-City Building lawn in 1989.

Flower boxes on Main Street, the County-City Building with its clock tower — all are signs of the spirit of the citizens who live here, who joined together in a common cause to improve the quality of life.

That is what produced the Gaylord Story...a story that keeps growing.

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