



Resort name change promotes its unique waterfront location

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The owners of Wagon Trail Resort are celebrating their 40th anniversary and reclaiming the original business name, Rowleys Bay Resort.

Located off Wisconsin 42 and 57, the resort often is overlooked by tourists, said Jewel Peterson Ouradnik, co-owner of the resort. New signs, framed in birch bark, just north of Sister Bay on Wisconsin 42 near the intersection of County ZZ, now direct travelers to the resort. "We went through an extensive branding process and discovered that we were not promoting our greatest asset, which is our exclusive waterfront location on Rowleys Bay," Ouradnik said. "We are situated on 100 secluded acres dominating a pristine and undeveloped bay with 700 feet of Lake Michigan shoreline. That's quite unique in Door County."

The resort was founded as Rowleys Bay Resort in 1948 by Lou Casagrande, a diamond dealer from Milwaukee. After Casagrande and several other interim owners, Leonard and Alice Peterson purchased the property in 1970, renaming it the Wagon Trail Resort. Alice Peterson, the namesake of the resort's Grandma's Swedish Bakery, died in 1988. Leonard Peterson continued to run the resort until his retirement in 2003, when his daughter, Jewel, and her husband, Bob Ouradnik, and Bob Czerniakowski took over. The third-generation family members continue to play active roles in the business. Bob Ouradnik used his journeyman pattern-making and woodworking skills to create a raised-letter sign in front of the resort.

"The research we did kept pointing to promoting Rowleys Bay and all it has to offer," Jewel said. "I think our new lighthearted theme will remind our guests why they came to Door County in the first place, and that's to have fun."

Rowleys Bay Resort has a private marina and launch, and fishermen have direct access to catch king salmon in Lake Michigan. The launch area also is used for kayaking, canoeing, sailing and windsurfing. Resort guests can rent equipment or sign up for kayak or bike tours or fishing charters. A zip line tour with a bird's-eye view lets guests fly through the resort's woods on a cable. Tennis, volleyball and basketball courts also are available. The resort has its own restaurant and bakery, as well as a banquet hall, meeting rooms, whirlpool, fitness center and game room.

Guests also can hear a storyteller detail the history of Rowleys Bay at the Saturday night fish boil.

Rowleys Bay Resort, formerly the Wagon Trail

www.rowleysbayresort.com

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