

July 23, 2014

Dan and Mary Lynn Toycen Chosen This Year's Parade Grand Marshals

Like father, like son. Bloomer businessman of nearly 40 years, Dan Toycen will be following in the footsteps of the family patriarch, LaVerne, in more ways than one as he and his wife Mary Lynn assume the roles of this year's parade Grand Marshals.

From their dedication to a family trade to their ardent hearts for volunteering, the Toydens became a clear choice to lead the community-inspired procession.

Dan Toycen is the current owner and operator of Bloomer's Toycen Motors, where he began working in 1974. Dan purchased the dealership in 1991 from LaVerne—a former grand marshal himself—who established the business in 1952. Dan's son Craig has elected to keep tradition, joining the Toycen team in 2003. Now father and son are co-owners of Bloomer Ford, a 2007 addition to the automobile enterprise. In 1995, Dan also purchased Toycen of Ladysmith, where third son Mike currently works.

The Bloomer dealerships hold a special place in Dan's heart, and he believes that being chosen as Grand Marshal is really a testament to his excellent team of employees and coworkers.

"It means a lot," Dan said. "My being parade marshal represents the 70 plus fellow workers that I work with. Because all of them do their work so well, I can take time to volunteer. I have been truly blessed to work with so many wonderful, ambitious, caring, dedicated people."

Since his role as vice president on the Bloomer Chamber of Commerce in the 80s, Dan's passion for service has only grown stronger. Over the decades, the business owner has poured his time and attention into multiple local fundraising endeavors—among them the Bloomer Area Aquatic and Recreation Center and Bloomer Area Food Pantry efforts—and has likewise been an active leader for Bloomer's Visitor Center, the Industrial Development Corporation, and the Feed My People Food Bank, where Dan is currently chairman. Mary Lynn has served on both the Chippewa County Board and the board for the United Way of the Greater Chippewa Valley. In addition to being vice president of the Toycen dealerships, she presides as bookkeeper of the family farm, located in rural Sand Creek.

While such commitment to volunteering is certainly admirable, Dan humbly stated that his services merit no applause and that it's easy for anyone to get involved.

"There is really nothing unique about my service to the community other than that I was willing to say 'Yes' to opportunities now and then," said Dan. "I would encourage everyone to say 'Yes' once in a while—you'll be amazed what you can get done."

Business partners and a married couple of 37 years, Dan and Mary Lynn have three sons, Craig, John, and Mike, as well as two grandsons. When the duo isn't wrapped up in a community project or tending to the family business, they can be found nestled in their Chippewa River home, trying out a new recipe, working in the garden, or, of course, doting over their lovable grandsons.

For Dan, the Bloomer parade goes beyond the floats, the fire trucks, and the flying candy. Instead, it represents an entire community and its servant-hearted people.

"Bloomer raises great leaders and great fathers and mothers," boasted Toycen. "It is a generous community that cares about others. The parade is a nice way to celebrate our community and enjoy all that small towns like Bloomer offer!"

And on August 3, the celebration will continue with Dan and Mary Lynn Toycen as the procession's frontrunners, paving the way down Bloomer's spirited, spectator-lined streets.