

5th generation Trempealeau County resident decides it's time he gets involved in public office

Longtime resident of Whitehall, Wisconsin, David Estenson has decided to run for Wisconsin Senate, District 31. For him working with the local community, no matter where he ended up, has always been an important part of his life. After years of working as a police officer and running his own small trucking company he never thought he'd want to run for public office however, as he put it, "That all changed with the pandemic."

Dave was born in 1978 and grew up in Whitehall, Wisconsin. He works at his own trucking company managing his four employees and driving across the U.S.

During Dave's "classic American childhood" as he put it, his family had strong ties to the community of Whitehall with his father being chief of police.

For the first three years after high school, he worked in a rodeo as a bull rider but also took jobs as a trucker, his introduction to the industry.

After four years Dave decided it was time he thought about where his life was going. College seemed like best step. He chose to take after his father, and entered law enforcement school at Chippewa Valley Technical College in 2000.

In 2001, working part time as an officer all over northern Trempealeau County and graduated from school in 2002 when he got steady job with Osseo police department.

After six years working in Osseo Dave moved to Wright County, Minnesota, where he became a deputy sheriff.

During this time Dave started getting very involved with his local community. "I was full time DARE officer up there and school resource officer, so I did all of the public relation stuff, so you know the neighborhood watch meetings I was there for the Sheriff's Office you know I did the dare program I graduated 1500 kids a year, through the DARE program"

However, while working in Wright County Dave wanted to start his own business and with a few years of trucking experience and an up-to-date commercial driver's license he discussed the idea with some close friends who owned a trucking company.

Realizing the idea was financially sound he used savings and bought a truck. Sadly, it didn't all work out perfectly, "We said sure let's try it, so I bought a truck and I hired out the driving for about 8 months and then I figured out, you really can't be a truck owner and a cop, you can't do both of those well, so it was time to change."

Seeing the changing climate in the law enforcement Dave retired from police work in 2013 and used his retirement to buy a second truck, thus started NORTHMEN TRUCKING, LLC.

Over the next 10 years Dave grew his company to five trucks and four employees, driving in all of the lower 48 states and several provinces in Canada.

With little free time and a successful company Dave had no ambition to run for any public office, never even considering it as a career path.

He changed his mind when mask mandates started being implemented in counties around Wisconsin, “so, a friend of ours found out that this vote was coming up for the Trempealeau County mask mandate and it was about 36 hours before the vote at the county board meeting and we just said somebody's got to do something, nobody's doing anything, time for us to do something”

He and a small community group were able to organize around 300 people to show up to the county board meeting convincing the county to not pass the mandate.

After that day he and a few other locals worked together to form a political group focused on local communities called Liberty Alliance.

Ever since its foundation as a co-founder he's organized events and lead meetings, getting him more involved with local politics and the community, convincing him to run for and get on the Whitehall School Board.

As the Wisconsin Senate, District 31 election moved closer and closer Dave felt he needed to at least try and run for the seat.

This wouldn't be a simple decision though, as he needed to plan a way to keep his company running safely. Thankfully he sees his employees as some of the best around, self-motivated, and self-sufficient.

Dave decided to stop driving truck for a while and focus on managing the company while he runs his campaign, and if he wins.

Although his campaign for the seat has not been officially announced the reception from the community and his family has been great according to Dave. He's also gained support from Republican Party leadership.

He plans on working with a consulting group that focuses on political campaigns, they plan on launching a what Dave called “an official media blitz type of kickoff” but with no set date.

As of now Dave is focusing on his campaign. He admits that he doesn't have specific policy plans in mind but instead, plans on doing the best job he can for the community whatever way he can. He said if he loses the race, he will fully respect the decision and doesn't plan on running for any further public offices.

David Estenson is a 5th generation resident for Trempealeau County, Wisconsin. Currently he is running a campaign for Wisconsin Senate District 31 while working fulltime managing his own trucking company.

Estenson can be reached through @daveforwi on Facebook or through his campaign website daveforwi.com



Dave Estenson speaking at the Republican Lincoln Day Dinner on May 7th, 2022

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