PROFILE OF HEATHER FIELD SWEET

With God’s Blessing, Heather Anne Field entered this world on December 24, 1970. Born in the Baraboo hospital, she was the daughter of Tim and Pam Field, and the sister of Sean Field. Heather represented the seventh generation of an extended family dedicated to the Wisconsin Dells community. As a life-long resident of Wisconsin Dells, Heather was educated in the Dells and graduated from Wisconsin Dells High School. Heather attended UW Baraboo and graduated cum laude from UW Stout, majoring in Hospitality and Tourism.

Heather’s career always involved hospitality and tourism, first “moonlighting” as a waitress in the family-owned and operated Field’s Supper Club and Field’s at the Wilderness, and then expanding her career into other local hospitality endeavors, including the Dells Visitors’ Bureau, hotel marketing, office manager and/or quality assurance manager within the local hospitality and tourism industry, then, serving as the general manager of the outlet mall then-owned by the Tanger Corporation in Lake Delton, which finally culminated in her being named the North American Marketing Director of the nationally based Tanger Corporation.

As she worked her way up in the Tanger Corporation, her diligence, common sense, enthusiasm, people-skills and sunny disposition served her well, whether she was handling complex financial issues, marketing, customer service or providing valuable mentoring to countless co-workers. The Corporation rewarded her with several awards over the years and has honored her posthumously by creating a new award and naming it the “Field’s of Sweetness Award.”

Her commitment to the Wisconsin Dells community extended far beyond her career—Heather was instrumental in organizing the “Pink Partini” event at the Dells outlet mall to benefit research at the UW Carbone Cancer Center, an event which included cancer survivors serving as runway models, a silent auction and a raffle. Innumerable other events benefited by her enthusiasm and organizational skills, such as walks/runs, bowling tournaments, and other fundraisers and benefits which sought to assist local families or good causes.

On November 29, 1997, Heather married the “love of her life,” Sam Sweet, and together they made a wonderful life together, jointly dedicated to the Wisconsin Dells community and their individual careers. Sam continues the locksmith business he and Heather purchased together.

A recitation of Heather’s innumerable contributions, accomplishments and honors will never be complete without reference to her infectious enthusiasm, irrepressible laugh and that million-dollar smile, which lit up every room she entered. Heather was known and dearly beloved throughout the Dells community.

Following her death on September 12, 2019, at age 48, from pancreatic cancer diagnosed only five weeks earlier, the entire Wisconsin Dells-Lake Delton area was aglow in purple lights to honor Heather’s brave battle and her legacy of service to the community. Hundreds whose lives she graced gathered to honor her at a service at St. Cecelia’s Catholic Church, as well as the celebration of her life at the Kalahari Convention Center.

Heather is survived by her husband, Sam; parents, Tim and Pam; brother, Sean and his son, Tygh, all of Wisconsin Dells; parents-in-law, Dennis and Donna Sweet of Sparta, Wisconsin, and numerous family members, aunts, uncles, cousins and countless friends around the country. She was preceded in death by her paternal grandparents, Bob and Lois Field; maternal grandparents, Robbie and Dolores Robertson and her cherished “pom poo,” Chanel.