



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

December 2011

Christmas Greetings! from *Mary McPhetridge, Executive Director*

What a great weekend in Ashland to celebrate the start of the busiest shopping season of the year. In addition to shopping, there were lots of orange donned people hoping for the grand daddy! Hunting is a great boom to the economy in the bay.

The Christmas spirit is alive and well at the Chamber office! Stop in and purchase your Christmas Cash Raffle ticket. You can purchase them all month because the raffle takes place each day in December so you have many chances to win but, you can't win if you don't play! Don't forget Chamber Dollars.. The 2nd best way to shop local. Purchase Chamber Dollars for your employees or that someone that has everything or is super picky! The first best way to keep money local is to shop local and we appreciate all of you that do. The retailers also are thankful and agree they have seen more and more local spending for Christmas and this helps to stimulate our local economy plus, you can find so many unique, beautiful, quality, good valued items in our area and especially right downtown.

Rally to save jcpenny's in Ashland on Saturday, December 3rd at 2pm. Join the effort to help keep this viable downtown business in Ashland. Your support can make a difference!!! To voice your support, call 972-431-4834 or email the Retail Administrator at tmlyons@jcpenny.com. Meet at jcpenny's at 2pm December 3rd. Bring signs of support, family, friends and everyone interested in supporting this effort! This jcpenny store is one of the last small stores of its kind in the nation and they are really steering toward the "Mall" environment, so the Chamber, along with the City, and the Ashland Area Development Corporation are selling the unique, eclectic, hometown feel, along with the need to have this presence, as there is no other jcpenny aside from Duluth, Rhinelander and Marquette.

Hope you love the Christmas Lights at the Band Shell.. Just a little tweaking here and there, but they sure are pretty! Thank you to Gerry Nelson and Omer Nelson Electric! Thank you to the Kiwanis Club, Knights of Columbus, and the Lion's Club! It was a Team effort and there are about 11,000 lights out there!!!

We want to encourage you to help your fellow businesses this Christmas by Shopping Local. When we shop local we support families and community so keep up the good work and if you can't think of what to buy someone.....Think Chamber Dollars... A great gift and a great way to support local spending.

We are off and running with a great Christmas "Shop Local" and Stay in Ashland promotion. Ads are running on Charter with an emphasis on 25 days of Christmas on the Family Channel and it's a Wonderful Life on Lifetime.

See you at the 49th annual Garland City of the North Christmas Parade on Saturday, December 3rd at 4:30pm along with Customer Appreciation Day, all day, in beautiful Historic Downtown Ashland.

King of the Bay registration is open at www.ashlandkingofthebay.com and Book Across the Bay registrations are starting to come in~



MARK YOUR CALENDAR

- ◆ **December 1-31:** The Ashland Chamber of Commerce **Christmas Cash Raffle Drawing**.
- ◆ **December 2-4:** Children's Production of **"Nutcracker Suite"**, High School Auditorium. 715-682-2455.
- ◆ **December 3: Customer Appreciation Day**, in Ashland Area Retail Stores, 9:00 a.m.-5:00 p.m.
Pictures with Santa at Movies on Main from 10:00 a.m.-1:00 p.m.
Ashland High School Choirs under the direction of Zak Beeksma will be on Historic Main Street from 10:30 a.m. until 11:30 a.m., singing Christmas Carols.
Garland City of the North Christmas Parade, 4:30 p.m., Historic Main Street.
- ◆ **December 5-16: Where's Elfie?** weekday Promotion on visitashland.com
- ◆ **December 21: Christmas After Hours**, sponsored by and held at Explorer's Point, 5 p.m.
- ◆ **December 24: Christmas Eve**, Retail Stores open until 4:00 p.m.
- ◆ **December 25: Merry Christmas!!!**
Call the Ashland Chamber for more information! 715-682-2500



Shop Local this Christmas Season

*Welcome to these
New Members;*

Apostle Islands Sport Fishermen's Association

AI House
77700 Houghton Pt Rd
Washburn, WI 54891
715-292-5117
www.apostleislandsfishing.com



*Your
Membership is
appreciated!!*

Highlighting Our December Christmas After Hours Host, Submitted by: Explorer's Point, 682-0331, www.explorerspoint.com

Explorers Point is the perfect answer to your romantic dinner, business meeting, private party or special event. We have a full service bar with a large wine selection. Our cozy, friendly atmosphere helps you relax around our 3-sided 30ft. fireplace or enjoy the spectacular views of Lake Superior and abundant wildlife.

We offer casual, family friendly dining that incorporates a soup and salad bar, children menu and abundance of mouth watering choices including delicious steaks, pasta, hamburgers.

We are now taking bookings for your holiday parties. We would like to welcome Chef Dean Bergerson back to Explorers Point. Featuring Deans BBQ Ribs and sauce, Friday (Fish & Chicken Buffet), Saturday Night (All you Can eat Prime Rib) and Sunday (Lunch Buffet) 11:00 - 2:00. We still offer the 2 for \$20.00 from 11 to 5 daily.

Owned and Operated by: Gary and Lynn Lavasseur.

Chamber Member Benefits

Newsletter Insert: Market to your business community with a promotional page in the newsletter. You provide the 550 copies and pay \$75 and we will do the mailing.

Website Directory: Free listing of your business on the Chamber website www.visitashland.com. includes free links to your business website.

Display Wall: Promote your business using the display racks in the Chamber Office.

Event Sponsor: Advertise your business and sponsor a Chamber Event: Apostle Islands Inline, Chequamegon Bay Sprint Triathlon, Bay Days and/or WhistleStop.

Volunteer! Volunteer to work an event. It's a great way to network.

Chamber Dollars: Anyone may purchase a Chamber gift certificate but they may only be redeemed at Chamber Businesses.

Business After Hours: A great way to network and for people to learn about your business. Business After Hours takes place every third Wednesday September–May.

**Come on Board!!
Be a Chamber Member!!**
For more information on the many benefits of being a Chamber Member, call the Ashland Chamber.

www.visitashland.com
www.travelashlandcounty.com

Business News

***Garland City of the North Christmas Parade will be
December 3rd at 4:30 pm and broadcast live on Z93.***

Ashland Yoga Studio, 1207 East Lake Shore Drive will have two upcoming sessions. **"Yoga for Busy Times"** on Saturday, December 3rd, 10am to 12noon with Linda Mundt, RYT 500. and **Costa Rica Q&A Session**, Saturday, December 10th, 10-11am. Join Charmaine Swan, and Judy Thompson, JET Travel, talking about the wellness retreat to Costa Rica this April. 715-682-9644.

The Mellen Chamber of Commerce announces the **2011 Person of the Year** is Terry Peters. A dinner and recognition night will be December 3rd, 5:30pm at Snow Creek Bar & Grill in Mellen. For reservations call 715-274-2330.

WITC-Ashland's Love Lights honors loved ones and provides scholarships to deserving WITC students. This year's Love Lights will be December 7th at 6pm at the WITC Campus. Check out witic.edu/ashland or call 715-682-4591, ext. 3113.

Heartland Communications has teamed up with Coffey Oil (Ashland Holiday East and Lakeshore Holiday West) to help out the BRICK Food Shelf.

The Magic Stockings will be out in area businesses in December. For every dollar you put into the Magic Stocking, Coffey Oil will match it up to \$1000! Last year Magic Stocking helped raise over \$1250 for BRICK. 715-682-2727.

Old Rittenhouse Inn, 301 Rittenhouse Ave, Bayfield has their full schedule of Events and Wassail Concerts on their website at www.rittenhouseinn.com Call 715-779-5111.

The 7th Annual Cashing in on the New Year **Ashland Snowmobile Raffle Tickets** are now on sale and can be purchased at the Ashland Chamber Office. 1st prize is \$2,000. The drawing will be January 14th. For more information call 715-292-1115.

Congratulations to Superior Grooming on their recent ribbon cutting and grand opening at 703 West Lake Shore Drive. 715-685-0555.

The Lions Club is collecting "Deer Hides" for Lions Camp. Drop off locations are: Subway, O'Reilly Auto Parts, River Rock Inn & Bait Shop, Heartland Communications, and the Ino Bar. Call 715-746-2027.

Congratulations to McRae True Value Hardware, 118 Prentice Ave on their **35th Anniversary** in Business!! 715-682-9083. A special thank you to Jodi for going above and beyond to help with Christmas Lights!

Salvation Army has bell ringers at County Market, jopenney's and Wal-Mart. Support this worthy cause by donating to the bell ringers bucket or volunteering to ring the bell. Call 715-682-3928.

Call the Chamber with your Business News

Chamber News

- ◆ Each week the Ashland Chamber of Commerce will **highlight a business** on Heartland Communication's Radio. The Chamber **draws a name** from our pool of members and the radio station writes a 30 second ad exclusively for your business! December highlighted businesses will be: **ACE Hardware, Coldwell Banker East West Realty, Walgreens, and The Medicine Shoppe.**
- ◆ The Ashland Chamber has a **great selection of gifts.** Shopping hours are 9am.-5p.m. Monday- Friday,
- ◆ **Madeline Island made the Yahoo.com!** Listed under "World's Most Secret Islands", Jamie Moore writes: "Looking for the perfect place to get away from it all? We searched the world and turned up 10 dreamy islands unknown to the average U.S. traveler. Midwesterners need not go far for a secluded island paradise. Part of Wisconsin's Apostle Islands archipelago, Madeline has many trappings of a tropical oasis—sandy beaches, sailing charters, sea caves, cliff-jumping, and even stand-up paddleboarding. No wonder the population swells in summer. Visit in winter and you can make first tracks on a dogsled or see ice caves".
- ◆ **Remember our local Troops this Christmas season.**

Chamber Dollars are a perfect gift for Christmas or any time of year!

They are available in increments of \$5, \$10 & \$20. Chamber Dollar "Purchases" must be made at any of the Chamber Businesses who accept them. They are the same as cash! (change may be given but only with a purchase) Chamber Businesses can be Reimbursed for the Chamber Dollars by mailing them to the Ashland Chamber Office or stop by at 1716 West Lake Shore Drive. Keep Shopping Dollars Local, Buy Chamber Dollars!!!

Where's Elfie??

Every morning starting December 5th and running through December 16th, between 10am and 10:15am, a picture will be posted on our website at www.visitashland.com. Click the Elfie link. Then from 10:15am-11am, you can place one email guess, per person, per day. Have fun, play Where's Elfie! You could win Chamber Dollars!! If no one guesses correctly there will be another \$25 in Chamber Dollars added to the pot.



EPC News

December 3rd, is "Customer Appreciation Day"

Ashland Area Businesses will make a sincere effort to thank the many customers for shopping in their stores this past year. The day will include:

1. Pictures with Santa at Movies on Main, 10am-1pm.
2. Many Retail Businesses will be serving refreshments.
3. Ashland High School Choirs will be on Main St. singing Christmas Carols from 10:30am, to 11:30am,
4. The 49th Annual "Garland City of the North Christmas Parade". Parade time is 4:30pm, on Historic Main Street.

Many retail stores in the Ashland Area will be open with extended shopping hours starting December 12th. The Events and Promotions Committee would like to thank everyone for **shopping local** this Christmas Season. Please keep your sidewalks shoveled and free of ice!

Meet Corwin (Corey) Holzman-Crass, an intern at the Ashland Chamber this fall.

Corwin is a senior at Northland College and one of the top four kata competitors in the world. He recently took home a bronze medal in karate from Sanci Petri Spain.

Corwin has had a *variety of duties* here at the Chamber including: writing, decorating Christmas lights, washing buckets and driving a golf cart into town during WhistleStop. He has written about the Annual Scarecrow Contest, and the fall colors. He went on a bike tour of the area and wrote an article on his experience (even though he had to bike an extra 13 miles when he took a wrong road). Corwin also has compiled a list of handicap accessible activities for locals and visitors to enjoy. And above all he has gallantly survived working in an office with 4 very busy, and at times high strung women. It is a pleasure to have Corwin working in our office and politely finishing every duty with a smile.

The Chamber girls congratulate Corwin on his achievements.



Snowmobiling is coming soon! Great riding in Ashland County and a "Chilling Event"

King of the Bay Snow Drags, February 10th and 11th
On Chequamegon Bay of Lake Superior Ice
www.ashlandkingofthebay.com

February 10: Registration and Test Day, 12-4pm

February 11: Race Day, Racing begins at 10am
Saturday early registration available

22 Classes for Drags

Spectators are welcome!

There will be food and music and fast racing
Registration online: www.active.com

Call the Ashland Chamber at 715-682-2500

Snowmobile Season!!

Weather permitting the 2011/2012 Snowmobile Season will open on December 17th in Ashland County, and **ONLY** if the Ashland County Snowmobile Alliance determines the trails are ready to open. For an updated report call the Ashland County Snowmobile report at the Chamber Office, 715-682-2500 or check out the web-site at www.visitashland.com. Click recreation, and you will get an updated snowmobile and ski report. Snowmobile Maps are available at the Chamber office.

Think Snow!!!



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Ashland Area Chamber of Commerce
P.O. Box 746
Ashland, WI 54806

This month's inserts are:
Moore's/Army Navy Store
Country Blossoms

**Ashland Area Chamber of
Commerce**

Board of Directors

Executive Board Members:

Stacey Adams, President
Mike Hines, Vice-President
Gail Fox-Anderson, Secretary
Jeff Moravchik, Treasurer
Brad Lundmark, Past President

Members at Large:

Todd Chingo Mike BeBeau
Larry Nelson Shirley Moran
Lisa Gervais Dave Martin

Ad Hoc Members:

Pete Mann Keith Hilts
Dale Kupczyk

Staff:

Mary McPhetridge, Executive Director
JoAnn Erickson, Office Manager
Maribeth Monroe, Public Relations
Crystal McCracken, Office Assistant

Phone: 715-682-2500
800-284-9484

Fax: 715-682-9404

Email: info@visitashland.com

Web: www.visitashland.com
www.travelashlandcounty.com

Christmas After Hours
December's Host:
Explorer's Point

December 21, 2011
5:00 p.m.

Held at: Explorers Point
30580 US Hwy 2
Ashland

Join us for good food and a great time!
*If you are unable to attend, we encourage
you to extend this invitation to another
representative of your business.*