



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

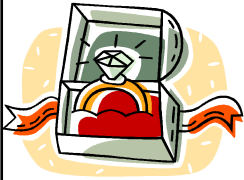
February 2012

Greetings! from *Mary McPhetridge, Executive Director*

We say goodbye this month to two of our Board Members; Brad Lundmark from the Color Center and Todd Chingo from Americlnn. We will miss them as they have been very committed to our success and the success of Ashland. Thank you Brad and Todd!! And as one door closes, another one opens and we welcome our two new board members Tina Miller from The Inn at Timber Cove, and Rick Forsythe from Northwoods Paving.

Interesting days in the life of Wisconsinites as we come off an incredible pro and collegiate football season and the dynamics of the political world keeping everyone on their toes along with the weather... Winter is finally here and we welcome it with all we have because we need it from the moisture for the apple trees to the snow for the purchase of snow tires to the ice for all of our winter events on Chequamegon Bay. Book Across the Bay is still a go!

We are busy-busy planning the 2nd annual King of the Bay snow drag races. Race day is Saturday, February 11th with races kicking off at 10:00am. We could use some volunteers!! please call us at 715-682-2500 if you are able to help with the race, from set up, to parking, to course officials. Thank you!!



The Diamond Detective will start on Wednesday, February 1st. What is the diamond detective you may ask??? The concept of the Diamond Detective is to create more awareness to the general public of what types of small retail businesses exist in our wonderful City of Ashland. The diamond will be hidden somewhere in the City of Ashland and we will give out clues that will lead you to discover the whereabouts of the diamond. Each day a clue is offered however..... It is ONLY given out at a **specific retail establishment for that day**. Clues are given each day until the diamond is found! We are very sure of your detective abilities that the diamond will be found in 10 days so we have prepared 10 clues. You can take a peek at our website www.visitashland.com starting February 1st to find the retailer's name who will hand out the next available clue. We will also be sending e-blasts each day with the retailer listed. Stop in at the **specific retail establishment for that day** to pick up your clue and maybe pick up a little extra something for your special person! The location of each clue will also be given out by our partnering sponsor Heartland Communications on these radio stations- 96.7 WJJH ~ 93.3 WBSZ ~ 107.3 WNXR. The first clue will be available on Wednesday, February 1st. Remember.... only the **location of the next clue** will be given out **on our website and on the radio** NOT the clue. Put this on your schedule so you don't miss any clues!! The beautiful diamond ring is from Ashland Jeweler's – Thank you Alan Smiles!

Happy Valentines Day!! 

MARK YOUR CALENDAR

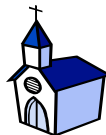
- ◆ **Ice Races** on Chequamegon Bay, Maslowski Beach every Sunday at Noon.
- ◆ **Valentine's "Diamond Detective Event"** starting **February 1st**
- ◆ **February 10-11 : Ashland King of the Bay Snow Drags.** www.ashlandkingofthebay.com
- ◆ **February 14: Valentines Day**
- ◆ **February 15: Business After Hours**, sponsored by Omer Nelson Electric, held at New China Restaurant.
- ◆ **February 18: Book Across the Bay Cross Country Ski Race & Snow Shoe Trek** across Chequamegon Bay.
- ◆ **February 20: Presidents Day**
- ◆ **February 21-22: Superior Days**, Northern Wisconsin Lobbying Effort in Madison.

Call the Ashland Chamber at 715-682-2500 for more information on any of these events

*Welcome
New Chamber
Members*

Trinity Evangelical Lutheran Church

Reverend Bobby Oberg
701 Vaughn Ave
Ashland, WI 54806
715-682-3293
ashlandtrinitylutheran.org



*Your
Membership is
appreciated!!*

**Highlighting Our February Business After Hours Host,
Submitted by: Omer Nelson Electric**

February 2012 marks Omer Nelson Electric's 60th anniversary. The company started in Omer and Agnes Nelson's garage in 1952, and has since grown into a Main Street business that employs 20 full and part time workers. Owned by brothers Alan and Bruce Nelson, the company strives to support the community and provide excellent service to its customers. Omer Nelson Electric has several components that make up the business, including commercial electrical contracting and service calls, retail electrical supplies and lighting, a Radio Shack Franchise, Verizon Wireless sales and service, and computer sales and service.

For more information, see www.onelectric.com. 715-682-4100.

We look forward to seeing you at the **February 15th Business After Hours at New China Restaurant.**

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.

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 Chamber Dollars but they may only be redeemed at Chamber Member 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 Chamber.**

Business News

The Northland College Outpost, 1411 Ellis Ave. rents and sells gear for a wide variety of outdoor activities. You can rent gear for: Backpacking, Hiking, Canoeing, Kayaking, Winter Camping, Cross Country Skiing, Telemark Skiing, and Snowshoeing. Have used outdoor equipment that you are looking to get rid of? Bring it down to our consignment area and we will help you sell it! 715-682-1823. outpost@northland.edu.

Perfect Touch Therapeutic Massage along with Ashland Yoga Studio present Intro to Meditation: 8 week series. Fridays February 3- March 23. 10:30am-11:30am at the Ashland Yoga Studio. Instructor Amy Billman. The practice of mediation helps to develop more peace of mind using the breath as an anchor for mental activity. For more information call 715-682-9644 or check out www.ashlandyogastudio.com

Copper Falls State Park will present **Candlelight Ski** (weather permitting) on February 11th from 5:30pm - 8:30pm. Both snowshoe and ski trails will be illuminated totaling over 2 miles of trail. There will be a bonfire and refreshments will be available. Call 715-274-5123 Park Stickers are required.

The 36th Annual Bay Area Art Exhibition will be March 5-18 at the M&I Bank. The Art Exhibition coordinators are now calling for artists. Applications are due by February 17th. For more information call 715-682-0682.

The Elks Lodge will present their annual "Cash is King" Raffle Drawing on February 18th at 5pm at the Elks. To purchase a ticket or for more information call 715-682-5215.

The Chequamegon Bay Arts Council has a call to Artists, Do you have something to say...with words? Express it in "TEXT" Words in Art - CBAC's Spring Community Art Show, March 2012, at the Washburn Cultural Center. The show is open to CBAC members and the community at large. See cbayarts.org or call Therese at (715)682-0184 for details.

Congratulations to:

Omer Nelson Electric, 316 Main Street East on their **60th year in business** in Ashland. 715-682-4100.

Fall General Surgery, 216 West 3rd Street, Suite 201 on their **10th Anniversary** in Ashland in March. 715-685-0656.

"Ashland Ice Races" on their **25th Anniversary** racing cars on the ice in Ashland near Maslowski Beach.

Country Buds Flower Shoppe, 701 West Lake Shore Drive, on their recent Ribbon Cutting and Grand Opening. 715-682-5566.

Call the Chamber with your Business News

Chamber News

- ◆ All entries for **Business News** must be submitted by the 20th of the month to be included in the next month's newsletter. **A Newsletter Insert** is a reasonable and smart way to get your Business information or promotion out there. See page 2 Chamber Member Benefits)
- ◆ *Each week* the Ashland Chamber 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! February highlighted businesses will be: Subway, New England Store, Ashland Dental Clinic, Dykstra Construction.
- ◆ **2012 Person of the Year Reminder!!!** Nominations will be accepted until **February 2nd**. Pick up a nomination form at the Chamber office.
- ◆ **A Newsletter Insert** is a reasonable and smart way to get your Business information or promotion out there. All you need to do is put together an insert, send one by fax or email to the Chamber for approval, have 550 copies printed and drop them by the Chamber with \$75.00. We do the rest!



**Book Across the Bay,
February 18, 2012**

The Race starts at 6pm in Ashland near the Marina. Ski or Snowshoe the 10k course across Chequamegon Bay, by the light of the stars and a thousand candles in ice luminaries. Prior to the start of the race join the **Book Across The Bay Expo**, in a heated tent near the starting line. The Expo starts at 11:00 a.m. There will be exhibitions and educational displays. After the race, on the Washburn side, there will be a party in a heated tent featuring food & music.
For more information call the Ashland Chamber or check out the Book Across the Bay website at www.batb.org



**Ashland King of the Bay– Feb. 10-11
Snow Drag Races
www.ashlandkingofthebay.com**

Welcome Snowmobile drag racers and fans!
Come experience two events in one day
by Maslowski Beach;
660' 4 lane side by side drags
2 on shaved ice and 2 on groomed snow.
8am registration with racing at 10am.

Volunteers Needed!
For more information call 715-682-2500.

EPC News

We invite Chamber Member Retail Business Owners or Representatives to join us for the monthly Events and Promotions Committee meeting to help plan & promote events for retail shopping in the Ashland. Call the Chamber for the EPC times and dates

The Events and Promotions Committee will put *balloons* on Main Street on
February 14: For Valentines Day Weekend
Keep your sidewalks free of ice and snow



Copper Falls State Park is open year round. The Park offers great activities for winter fun. Snow continues to fall in Southern Ashland County and the Cross Country Ski Trails and Snowshoe Trails at Copper Falls are in good condition.

Copper Falls offers 6 plowed sites for those wishing to experience camping in the northwoods during the winter season. For more information on Winter Fun at Copper Falls State Park call 715-274-5123.

**Member information Needed
For our new website coming in
March 2012!**

We will be launching our new website in March. The new Ashland Chamber website has some distinct features that will allow us to highlight your business with logos and pictures along with a locator map.

As a member of the Ashland Chamber, you receive a Free website listing which will include the following:

- Business Logo.
- 3 additional pictures of your business or product.
- Social media links to your facebook and twitter addresses.

Please email us your logo and photos along with your social media addresses. Please indicate which photo you would like to use as your primary photo. ashchamb@centurytel.net

Thank you;
Ashland Area Chamber of Commerce

Our Newsletter

If you are receiving this newsletter via email and snail mail and would like to discontinue the snail mail version please contact our office at ashchamb@centurytel.net



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

This Months insert
Bad River Casino

**Ashland Area Chamber of Commerce
Board of Directors**

Executive Board Members:

Stacey Adams, President
Mike Hines, Vice-President
Gail Fox-Anderson, Secretary
Jeff Moravchik, President Elect

Members at Large:

Mike BeBeau Lisa Gervais
Larry Nelson Dave Martin
Tina Miller Rick Forsythe

Ad Hoc Members:

Pete Mann Keith Hilts
Dale Kupczyk

Staff:

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

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

Fax: 715-682-9404

Email: info@visitashland.com

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

***Business After Hours
February's Host:
Omer Nelson Electric
Radio Shack***

***February 15, 2012
5:00 p.m.***

***Held at:
New China Restaurant
300 Lake Shore Drive West***

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.*