



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

February 2014

Greetings! from *Mary McPhetridge, Executive Director*

Welcome new Chamber board members Gail Fox-Anderson from the New England Store and Mark Gutteter from the Deep Water Grille, Alley, and Breakwater restaurants. We also say goodbye to Lisa Gervais and David Martin, who served our members with respect and dedication – Thank you!!

The ice caves are open! We have had so much fun pitching the ice caves story to media, members and travelers and anyone who will listen! It has been 5 years since they were open and they are absolutely breathtakingly beautiful! Our message.. Come for the weekend and walk on water! Visit the Lake Superior ice caves and take advantage of the only time of year you can drive to Madeline Island (at your own risk, of course). Ice fish and catch some whoppers. Ashland County's snowmobile trails are in excellent condition along with the area cross-country ski trails. Snowshoe at the Northern Great Lakes Visitor Center, wind down with a yummy meal from any of our independently owned restaurants and sleep in comfort at the many lodging properties in Ashland. Venture downtown and enjoy the beauty of the Historic Murals and shop throughout the town in our specialty and gift stores. Make a weekend of it.. You should come! Oh.. You live here, aren't you fortunate!

Lots of upcoming King of the Bays on the horizon - Snow Drag Races, Car Ice Races, Ice Fishing Contest and of course the granddaddy, Book Across the Bay... Registrations and interest are strong for all of these events and kudos to the organizers for bringing another event into the Book. The "Bike" Across the Bay takes place on Friday night and should be a real hit with those "fat tire" bikes.

The Diamond Detective will start on February 3rd.



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 certificate will be hidden somewhere in the City of Ashland and we will give out clues that will lead you to discover the certificate's whereabouts. 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 3rd to find the retailer's name who will hand out the next available clue. We will also be posting the retailer on Facebook each day. 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 February 3rd. 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 Jewelers – Thank you, Alan Smiles!

MARK YOUR CALENDAR

- ◆ **Car Ice Racing** on Chequamegon Bay, every Sunday at noon, near Maslowski Beach. And don't miss the **King of the Bay Car Races** on **February 8-9** near Maslowski Beach.
- ◆ **Valentine's event in Ashland — "Diamond Detective"** There will be daily clues given out at participating businesses starting **February 3rd** and **running through February 14th** or until the diamond ring is found.
- ◆ **February 8: Ashland King of the Bay Snow Drags** on Chequamegon Bay. www.ashlandkingofthebay.com
- ◆ **February 10-23: No-Snow Snowman Contest** for businesses featuring a terrific grand prize of \$100 in Chamber Dollars, 30 radio spots and much more. See page 3 of this newsletter for details!
- ◆ **February 14: Valentine's Day**
- ◆ **February 15: Book Across the Bay Cross-Country Ski Race & Snowshoe Trek** across Chequamegon Bay.
- ◆ **February 17: Presidents' Day**
- ◆ **February 18-19: Superior Days**, Northern Wisconsin lobbying effort in Madison.
- ◆ **February 26: Business After Hours** hosted by Orthopedic & Spine Therapy of Ashland at The Alley. **note Business After Hours is one week later.*

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



Highlighting our *Business After Hours* host
Submitted by: *Orthopedic & Spine Therapy of Ashland*

Orthopedic & Spine Therapy (OST) specializes in Manual Physical Therapy. OST physical therapists customize each patient's physical therapy plan to fit their needs. OST also provides a private, comfortable setting with one-on-one physical therapy and new referrals seen within 24 hours. OST provides generous continuing education for their physical therapists to continue to be leaders in physical therapy techniques. In fact, our topic for our event is Dry Needling, Trigger Point Therapy. Maja Thoma, DPT, will be available for a short demonstration and can answer any questions you may have. Proudly serving Wisconsin for over 20 years.

Orthopedic & Spine Therapy of Ashland, 220 3rd Ave West
715-685-9656 fax: 715-685-9544

Chamber Member Benefits

Newsletter Insert: Market to your business community with a promotional page in the newsletter. You provide the 475 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, Chick-uamegon or CenturyLink WhistleStop Marathon.

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 from September through May.

Ski/Snowshoe Rentals

Solstice Outdoors, 400 Main St. W., offers affordable Nordic, skate-ski and snowshoe rentals, plus a full menu of wax and tuning services. Visit solsticeoutdoorstore.com, call 715-682-3590 or stop in. Open 7 days a week!

Northland College Outpost, 1411 Ellis Ave., rents snowshoes and skis for cross-country and Telemark styles. Learn more at www.northland.edu/student-life-support-outpost.htm or call 715-682-1823.

Business News

Wisconsin Indianhead Technical College will host a **Business Career Night** on **Feb. 5th** in the WITC-Ashland Student Lounge, 2100 Beaser Ave., from 6-7 p.m., with a brief program at 6:15 p.m. Call WITC-Ashland at 715-682-4591 or go online at witic.edu/ashland.

Copper Falls State Park — "**Candlelight Ski at Copper Falls** on **Feb. 8th** from 6-9 p.m. Both snowshoe and ski trails will be illuminated and there will be a bonfire and refreshments available. Call 715-274-5123.

Northland College will host a **Job & Internship Fair** on **Feb. 13th** on the first and second floors of the Ponzio Campus Center, and the Alvord Theatre, 1411 Ellis Ave., from 10 a.m. to 3 p.m. Call 715-682-1230.

The Elks Lodge will present their annual "**Cash is King**" raffle drawing on **Feb. 22nd** at 4 p.m. at Sammie's Italian Grille, 3000 Golf Course Road. To purchase a ticket or for more information, call 715-682-4329.

The 38th Annual BMO Harris Bank Art Exhibition is set for **March 3rd-14th** at the bank. Exhibition coordinators are now calling for artists. Applications are **due by Feb. 14th**. For more information, call 715-682-0682.

The Chequamegon Bay Arts Council will have their **Annual Spring Community Art Show** during **the month of March** at the Washburn Cultural Center. Entry forms for the **Tent Show = 144 Square Feet of Potential** are **due by Feb. 27th**. Artists will use a 12" x 12" canvas square cut from the old Big Top Chautauqua tent to create their artwork. Call 715-373-5591 for more details or visit www.cbayarts.org.

Heartland Communications Magic Stocking collected over \$1,125 this past Christmas season. With **Coffey Oil's** \$1,000 match, **The BRICK** will receive approximately \$2,125! Thank you to everyone who contributed to the Magic Stocking!

Congratulations to Andy Pearson of **Sixth Street Market** who graduated last month from the Master Meat Crafter Program at the University of Wisconsin-Madison. Including the application process, this program was a nearly three-year journey for Andy.

Northwoods Community Credit Union will be awarding two \$1,000 scholarships this spring to graduating seniors from high schools within their 14-county membership area. Applications are **due by April 15th**. For more information, contact Katie Rybak at 715-762-3208, ext. 100, or visit www.northwoodscu.com.

During the holidays, the media picked up on a story that benefits **Northland College** and this region. The Associated Press, National Public Radio, the Washington Post, New York Times and other newspapers highlighted Northland College's announcement of a new Tuition Guarantee, in which students can lock into their freshman tuition price. Here is the Huffington Post story: http://www.huffingtonpost.com/2013/12/23/fixd-tuition-colleges_n_4494525.html Essentially two initiatives -- Access Guarantee (a tuition match) and the new Tuition Guarantee -- make Northland College a very affordable choice for students. For more information, call 715-682-1664.

Call or email the Chamber with your business news by the 20th of each month!

Chamber News

- ◆ Each week the Ashland Area Chamber of Commerce will **highlight a business** on Heartland Communications Radio with a free 30-second radio commercial about them. Businesses are also highlighted on the front page of our website and posted on the Chamber's Facebook page. February's highlighted businesses will be: Granger Builders, Associated Bank, Superior Framing & Gallery, and Great Lakes Insurance Agency.
- ◆ **Hometown Proud:** Joyce Neumann, a proud Ashland resident, recently visited Australia and shared Ashland area visitor information at one of the hotels "Down Under."

Happy Valentine's Day from the Ashland Chamber!!



Ashland King of the Bay

Saturday, February 8th, 2014
 Snow Drags near Maslowski Beach
www.ashlandkingofthebay.com
 The Snowmobile Drag Races are held on the ice of Lake Superior with tracks on both ice and groomed snow.
 Call Dan at 715-292-1795 or Steve at 715-209-6946



EPC News

We invite Chamber Member retail business owners or their representatives to join us for the monthly Events and Promotions Committee meeting to help plan and promote events for retail shopping in Ashland. Call the Chamber for the date and time of the next EPC meeting. And be sure to look for balloons on Main Street on Friday, Feb. 14!



Happy Valentine's Day!!
 Thank you for Shopping Locally!



**Book Across the Bay
 February 15, 2014
www.batb.org**

The race begins at 6 p.m. in Ashland near the Marina. Ski, snowshoe or walk/run the 10K course across Chequamegon Bay. Prior to the start of the race, join the **Book Across the Bay Expo** in a heated tent near the starting line. The **Expo** will be Friday,

February 14th, from 5-8 p.m., and Saturday, February 15th, from 10 a.m. until the start of the race. Following the race, on the Washburn side of the bay, there will be a party in a heated tent featuring food and live music.

Solstice Outdoors is again sponsoring the **Book It Fun Race** on Saturday, February 15th. Ages 8-12 race at 12:30 p.m. and children age 8 and under will race at 1 p.m. before Book Across the Bay, near the Expo Tent at the start. The **Book It** children's race is **FREE** and all participants will receive a medal along with hot chocolate and cookies. Pre-registration is required. Register Friday or Saturday in the Book Across the Bay Expo tent. Call 715-682-3590 for more details.

New this year is **Bike Across the Bay**, a spin-off from the Book Across the Bay ski race. This fat-tire cycling event will get rolling at 6 p.m. on Friday, February 14th. Riders must be on bikes equipped with tires of 3.7" width or wider. The 15-mile course starts and ends near the Ashland Marina. To learn more and to register, visit www.bikeacrossthebay.org/.

Affordable Care Act assistance at the Vaughn

Are you interested in learning more about the Affordable Care Act (ACA), the different types of plans available and how to apply? Sue Stevens from NWCEP, Inc., an ACA Navigator, will lead six informational sessions and take time to answer your questions. No reservations are required.

Sessions will be held at 3:30 and 6 p.m. on three different dates in the Meeting Room on the second floor of the library. Dates are February 6th, 11th and 27th. For more details, contact the Vaughn Public Library, 502 Main St. W., at 715-682-7060 or go online at <http://vpl.wislib.org/>.

**"Valentine's Diamond Detective Contest"
 February 3rd through February 14th
 You could win a diamond ring!!!**



There is a certificate for the diamond ring hidden somewhere in Ashland and if you find it first, you win!! See Mary's column on the front page of this newsletter for more details on this exciting and fun promotion.

Good luck to all clue-seekers!!!

No-Snow Snowman Contest

February 10th-23rd



The Ashland Area Chamber of Commerce would like to challenge its members to participate in the first-ever "No-Snow Snowman Contest."

What is it and how does it work?

Businesses who call the Chamber at 715-682-2500 to register will be accepting the challenge to build a snowman

out of any desired material (can include snow) and place it in front of their business. The snowman needs to be out on display from **February 10-23**.

The Chamber will take pictures and upload them to its Facebook page. The winner will be determined by the amount of "likes" each snowman receives.

Grand Prize

One grand prize winner will receive \$100 in Chamber Dollars, a 1/4-page ad in The Daily Press and Evergreen Country Shopper, along with thirty 30-second commercials with Heartland Communications.



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

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

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Mike Hines, Vice-President
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Nancy Turner Gail Fox Anderson
Mark Gutteter Todd Chingo
Tina Miller

Ad Hoc Members:

Pete Mann Keith Hilts
Dale Kupczyk

Staff:

Mary McPhetridge, Executive Director
JoAnn Erickson, Office Manager
Candace Ferguson, Public Relations
Victoria Long, Customer Service

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:
Orthopedic & Spine Therapy
of Ashland***

February 26, 2014

***Note...(Business After Hours will be
one week later this month)***

5:00 p.m.

Held at The Alley

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.*