



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

January 2011

New Years Greetings! from *Mary McPhetridge, Executive Director*

I am so optimistic about 2011. This past year has been interesting economically. Many of our retailers had a strong 2010. Lodging income increased over 2009. One business person told me his businesses were at an all time high while another told me his had seen an all time low. Economics are all over the board right now as the national economy leans toward a slow recovery. At a recent meeting with the Northwest Wisconsin Workforce Investment Board, several stories were shared about manufacturer's receiving business simply because of the outcome of the elections throughout the nation. One business in our region is already booked until May with orders for heavy industrial equipment. This is great news because we all know the trickle down effect from increased business.

Here is a brief review of the **NEW** events and accomplishments in 2010

Business of the Week on Heartland Communications –

4 or 5 businesses are chosen per month and the radio creates a 30 second spot and the commercial is played on 93.3 about 50 to 60 times throughout the week under the Ashland Chamber of Commerce business of the week!.

February ~ DIAMOND DETECTIVE

Diamond Detective was a new February event with an emphasis to entice people to travel downtown to pick up clues at different chamber retail stores. The diamond hider was dressed in Ninja fashion and strategically placed the diamond on a random blank sign across from Larson – Juhl. The event lasted 5 days out of 7 days and the winner (Vicki Galik) called the Ashland Police Department and asked if they wanted to hire her. Great public relations! Folks went into stores they may have never been in before like Heike's. Clue location was posted on the Website.

January – Present New Building

Purchased new building at 1716 W. Lakeshore Drive. One line of typing simply doesn't do this justice!

May ~ Battle of the Border's Dock Dogs

An organization must try new and different venues. The concept of the dock dog event is extremely worth the investment. I believe this sport will grow. I think the location was great for the indoor aspect and non weather dependent however, the participants were a bit leery of the ceiling heights and their dogs not performing well within the existing height of the ceiling. I won't close the book on the possibility of bringing an event like this to another venue, such as Bay Days, outside somewhere in the summer as an add on to an existing event. This event brought out some new people that have not been involved with the chamber and a different crowd of participants and spectators.

May – October ~ Chequamegon Bay Tagged Fishing Contest

Created a tagged fishing contest that ran for the duration of the fishing season ~ May thru October. The DNR assisted with tagging 12 species of fish and we offered prize money for certain fish. Fishing guides would like to see this continue. We will take the money we made from sponsorship and button sales and donate \$500.00 to the extended Walleye program with the Aquaculture.

June - APOSTLE ISLANDS INLINE

Best event of the Year hands down. The public relations on a county level with Madeline Island was worth it. Sometimes the folks on the island feel like they are ignored by the rest of the county. This event brought us together to show-case the beauty of the island and the hospitality of the people. The event itself was a huge success in terms of numbers. Numbers tripled from the previous year.

September - AGLOW

We will see the benefits of this event for a while. Several articles have been written including the Milwaukee Journal and the Chicago Tribune however – The niche media markets will be the markets that will pull people to travel to our destination. Such as the Quad City Argus or the Indiana Outdoor News - The Michigan Gadabout. Small personal papers that run the stories by writers who thoroughly enjoyed their week with us in Ashland. There are so many incredible benefits from this event. An organization cannot buy the public relations that we gained from this group. I am so proud of the staff for making this such a personal experience for many of the writers and their spouses. Not only have we seen the fishing stories, but we also have seen the destination story of Ashland ~ Shopping Historic Downtown, the beautiful Murals, the Apostle Islands and best of all the hospitality and warmth of the people in Ashland.

December - GUYS NIGHT OUT

A new retail event marketed towards guys and their purchasing Christmas gifts for that special person. Ads were on the website and in the stores, in the classified and in the sporting goods section of the shopper and on the news alerts on the daily press. Highlighting a list that women can sign up for gifts andgift wrapping..

Continued on page 2.. Mary's letter

Welcome to These New Members!!!

Hudbucks 4 Season Recreation Repair

Darren Hudson
1114 W. Lakeshore Dr.
Ashland, WI 54806
715-682-2323
hudbucks.com



Pearce Wireless

Rob Pasteluk
1810 Lakeshore Dr East
Ashland, WI 54806
715-682-4404
pearcewireless.com



Winding Brook Lodge

Lyn or Wendy Hartl
37155 Fairway Drive
Highbridge, WI 54846
608-469-2157
windingbrooklodging.com



Hebert Automotive and Power Sports

Mike Hebert
50852 State Hwy 13
Ashland, WI 54806
715-209-0821



Highlighting Our January Business After Hours Host, Submitted by: Northland College

Please join Dr. Michael Miller, President of Northland College, for Ashland Chamber Business After Hours on January 19th in Northland's Student Services Common Area, located on the second floor of the Craig A. Ponzio Campus Center. President Miller will speak about Northland College and its role in the community. The evening event will include the official dedication of *Ag Ki Gisiss (Out of the Sun)* an intricate painting by Rabbett Before Horses Strickland that was recently given to Northland College by Mary Rice. See this stunning piece of original artwork depicting a portion of the Anishinabe creation story along with youth artwork that it inspired created by students from the Bayfield Middle School Alternative Education Program.

*Join us for Business After Hours, January 19th, 5pm, in the Student Services Common Area,
2nd Floor of the Craig A. Ponzio Campus Center 1411 Ellis Ave., Ashland, 715-682-1699*

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.

Mary's letter continued from page 1

In addition to these **NEW** events we also celebrated a success with the following sponsored events:

- Northern Wisconsin's Largest House to House Garage Sale
- Chequamegon Bay Birding and Nature Festival
- Easter Egg Hunt
- Ice Cream Social
- Maxwell Street Days and Ashland Bay Days
- Mural Fest and Car Show
- Marketfest
- CenturyLink WhistleStop Marathon & Half Marathon
- ◆ Christmas promo's – Parade, Where's Elfie, Christmas Cash Raffle

In addition to all of our events we partner with other organizations financially to help sponsor: Sleigh & Cutter Parade, Book Across the Bay, Superior Vista Bike Tour, Big Water Film Festival, and ABC Raceway Chamber night.

I am optimistic that our city is really showing its' beauty and that both residents and businesses alike will see the incredible assets that Ashland can offer. A thriving downtown, beautiful public art and a designation as the Historic Mural Capital of Wisconsin, a very convenient, gorgeous waterfront trail with a useful connection to the downtown area and the 5th street corridor are simply beautiful areas of the city that remind us of how fortunate we are to live, work, and play in such a wonderful place.

We are working on itineraries for an upcoming Media Tour the State of Wisconsin Department of Tourism has scheduled. The department chose four areas of the state and Ashland, Bayfield, & Douglas counties are one of the four groups that will be highlighted. The public relations firm hired by the tourism department visited Ashland for a few days recently and loved this area. The writers will be invited to spend from June 20 – June 24th in Ashland, Bayfield, and Douglas counties. We will keep them very very busy!!

We are also finishing up the details for an exciting Discover Wisconsin Motorcycle television show that will be aired three times in 2011 on the Discover Wisconsin television show which airs on the Fox network. Along with the airing of the shows we will also receive several radio interviews giving us even more of an opportunity to promote Motorcycle riding in Ashland and Ashland County.

2010 was a great year promoting the Ashland area and 2011 will be even better! Many thanks to our members, sponsors, participants in events, and tourists for spending lots of fresh dollars in our area! Happy New Year!

Come on Board!!
Be a Chamber Member!!
For more information on the
many benefits of
Being a Chamber Member,

Chamber News

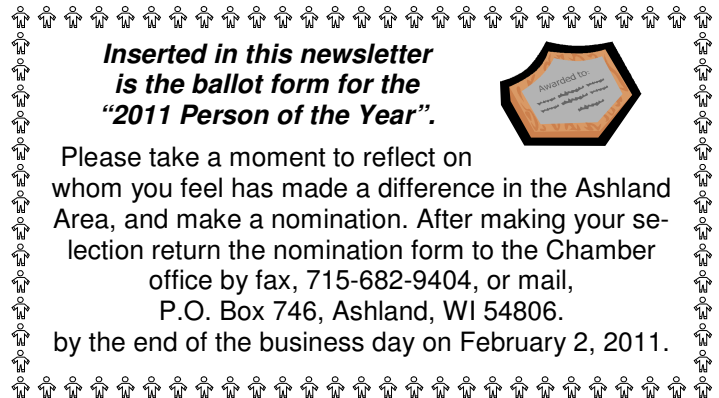
- ◆ All entries for **Business News** must be submitted by the 20th of the month to be included in the next month's newsletter. A **Newsletter Insert** is a reasonable and smart way to get your Business information or promotion out there. All you need to do is put together an insert, send one by fax or email to the Chamber for approval, have 550 copies printed and drop them by the Chamber with \$75.00. We do the rest!
- ◆ **Thank You** to the very loyal, supportive, and diligent **Ashland Chamber Ambassadors**. If you would like to be an Ambassador for the Ashland Chamber please give us a call.
- ◆ *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! January highlighted businesses will be: Explorer's Point; Sports Stuff; Dugger Heating & Cooling; Outdoor Allure; and Escape by the Lake.
- ◆ **Jeremy Kramolis** was the winner for Guys Night Out & won dinner for 2 at Explorer's Point & Chamber Dollars.

EPC News


We invite Retail Business Owners or Representatives to join us for the monthly meeting to help plan and promote events for retail shopping in the Ashland Area.

Happy New Year
from the Events & Promotions Committee

Please keep your sidewalks shoveled and free of ice!



**Inserted in this newsletter
is the ballot form for the
"2011 Person of the Year".**



Please take a moment to reflect on whom you feel has made a difference in the Ashland Area, and make a nomination. After making your selection return the nomination form to the Chamber office by fax, 715-682-9404, or mail, P.O. Box 746, Ashland, WI 54806, by the end of the business day on February 2, 2011.

Business News

The Ashland County Snowmobile Alliance announced the trails in Ashland County **opened their gates** on December 17th. For an updated snowmobile report call the Ashland Chamber or visit, travellashlandcounty.com or visitasland.com

Superior Days is scheduled for February 23-25, 2011. Superior Days is a grassroots community-based effort to bring issues of importance to Northwestern WI to the attention of State Legislators.

Hines and Lewis Law Office would like to announce as of December 29th they will be moving to 317 Main Street West, Suite 303. (above Fiorio Brothers). 715-682-4881. Their new email address for the main office is: kris@hineslo.com.

Faith in Action is still looking for folks to shovel. Businesses can sponsor a senior household and shovel/snowblow or plow for the winter. Call Megan Perrine at 715-682-4414 ex. 3.

Herbert Automotive and Power Sports is now offering half and full day snowmobile rentals. They also have jackets, bibs, helmets and gloves to rent. Check them out at 50852 St Hwy 13 (just south if the Airport Inn) 715-209-0821.

Wisconsin Indianhead Technical College has been ranked "The 6th Best 2-Year College in the Nation" according to Washington Monthly who stated, "When it comes to quality of instruction, they outperform not only their two-year peers, but many elite four-year research universities as well". Bob Meyer, WITC Pres, states that the Board, Administration, and Staff are extremely proud of and pleased with the ranking. For more information check out www.witc.edu/news/2010/sixth-ranked.htm. 715-682-4591.

Heartland Communications was pleasantly surprised when they received a letter all the way from "Finland". I am a radio enthusiast who enjoys listening for long distance radio signals. On November 26, 2010, at 2:00 AM CST, I had the pleasure of hearing WATW broadcasting on 1400 kilohertz. I spent a week in a small village in Lapland listening to North American AM-stations. Because of the long antennas and favourable atmospheric conditions we were able to pick up your signal. Lemmenjoki, is situated 200 miles North of the Arctic Circle in North Finland. Many thanks for this short moment, I really enjoyed it! **Hakan Sundman, Helsinki Finland.**

Email the Chamber with your Business News

**The Winners of the Chamber
"Where's Elfie" Promotion were:**



- Picture 1...JoAnn Honkala
- Picture 2...Alina Galligan
- Picture 2...Carrie Miller
- Picture 3...Paula Maday
- Picture 4...Alina Galligan
- Picture 5...Peggy Stephenson
- Picture 6...Penny Butterfield
- Picture 7...Ed Ochsenbauer

Winners of the Ashland Trivia Promotion are:

- What is Ashland's Official Flower? Petunia, Tracey Lipka
- How many Steps in the New park? 27, Naomi Corbine
- Before being named the Oredockers, what were the AHS teams named? Purgolders, Tim Oksiuta
- When did John F. Kennedy come to Ashland? (year, month, day), 9/24/63 -Sharon Huybrecht

**Congratulations to the 2010 Christmas Raffle Winners
Thank you for purchasing Christmas Cash Raffle Tickets!**

- | | |
|--|------------------------------------|
| Dec. 1: John (Pa) Yachinach | Dec. 17: Joann Griffiths |
| Dec. 2: Carol Pufall | Dec. 18: Alberta Nelson |
| Dec. 3: TJ & Jessica Yankee | Dec. 19: Brandon Moore |
| Dec. 4: Jill Engelman | Dec. 20: Krisann Zifko |
| Dec. 5: Brianna Little | Dec. 21: Teresa Lindenberg |
| Dec. 6: Gail Fox Anderson | Dec. 22: Steve Bitzer |
| Dec. 7: Marie Wilson | Dec. 23: Tammy Rogers |
| Dec. 8: Deb Ellefson | Dec. 24: Robin Johnson |
| Dec. 9: Kay Kurilla | Dec. 25: Anglers All |
| Dec. 10: Josh Rawley | Dec. 25: Mark Gutteter |
| Dec. 11: Elizabeth Macky | Dec. 26: Heather Gilbertson |
| Dec. 12: Cheryl Durand | Dec. 27: Troy Lipka |
| Dec. 13: Pat Onderak | Dec. 28: Jeff Muse |
| Dec. 14: Sharon Mountain | Dec. 29: Jim Kollauf |
| Dec. 15: Bob Janigo | Dec. 30: Alexis St. Germain |
| Dec. 16: Lynn Faulkner | Dec. 31: Donna Sufak |
| | Dec. 31: Crystal McCracken |



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

*Insert: Person of the Year
Nomination Form*

**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
Larry Nelson Shirley Moran
Lisa Gervais Mark Gutteter

Ad Hoc Members:

Pete Mann Keith Hilts
Dale Kupczyk

Staff:

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

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
January's Host:
Northland College***

***January 19, 2011
5:00 p.m.***

***Held at: Northland College
2nd Floor
of the Craig Ponzio Campus
Center 1411 Ellis Ave.,***

*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.*