



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

July 2011

Greetings! from *Mary McPhetridge, Executive Director*

We are so excited that summer is here... Finally. Please know that our tourism businesses are ready to roll and travelers ARE trying to come and participate in the great adventures we have to offer. Fishing, cruises, hiking, kayaking, boating, and waterfall touring will be taking place now that we have SUN!!

Thank you to ALL of the Sponsors and Volunteers of the 2nd Annual Apostle Islands Inline Marathon. A great success! Even though it was damp and drizzling, people had a great time. Our registration increased 95% in one year! 423 Skaters participated. Check out some of the links of what people are saying about our race. www.apostleislandsinline.com Our main sponsor Madeline Island Ferry is to be commended for their smooth delivery of people from the mainland to the island without a hitch. They even had a bus on the boat for passengers to protect them from the rain. Thank you MIFL! Printing Plus, great volunteer shirts – love the color, VonHolzen- we couldn't have done this without the beautiful heavy duty one ton pickup that towed our trailer to the island to set up the course, and Culligan Water; thank you for the much needed water on the course!! Xcel Energy you electrify us with your continued community support! Thank you local sponsors! Our volunteers were excellent and kept the course clear of traffic and assisted the skaters from registration to handing them medals. Thank you Law Enforcement; Madeline Island Police Department, GLIFWIC, State Park, and Ashland County. The Apostle Islands Inline Race is gaining more and more interest.

We were so fortunate to participate in the Lake Superior Media Tour that took place over a very rainy week from June 21st – June 24th. Ashland, Bayfield, and Douglas Counties hosted 22 journalists from all over the country representing national publications such as AAA, Ladies' Home Journal, New York Times, Chicago Tribune, Toronto Sun to niche publications such as Fly Fish America, Outdoor Life and many, many more. They arrived on Monday afternoon and had trips planned in Bayfield and Madeline Island Monday and Tuesday. We had them scheduled for golf Wednesday and a city tour on Thursday along with 3 fishing trips. The rain put a huge damper on the trips canceling many scheduled events. We ended up flip flopping days so the 6 writers we had coming to the city tour on Thursday turned into 16 writers and 3 state tourism people, plus the Secretary of Tourism!! It was fantastic, BART bus came through on short notice with the Trolley and we started at the Northern Great Lakes Visitor Center, then went through Ashland and called Jan Cameron who jumped on the bus with us at Movies on Main and between her and Maribeth there was Non Stop talking!! It was fabulous. We then headed to the Deepwater Grille where they quickly changed the table of 7 to a table of 23 for us and seated us in the Alley all to ourselves. Both Bo and Chef Kevin brought incredible treats and several types of Beers for the writers to sample, and they wrote and took pictures of beautiful presentations of food and the sampler beers. It was Great!! We then went to the Marina and down to Kreher to see the oredock where we came upon the Ashland Fire Department and Public Works only to find that they had fire fighters in their ice suits testing the dry hydrant for water issues with the KIYI. Dale Kupczyk was there also and ended up offering a short tour and information about the KIYI boat. We then were able to see some of the old boat houses and finished our tour through the town via Northland. They loved Ashland – We were able to escort a handful of writers on Friday (the first day of Sun!!) to Copper Falls and Morgan Falls where State Park Superintendent Ben Bergey gave us an excellent, educational, informational, and fun tour of Copper Falls, and Monica VanCleve from the U.S. Forest Service accompanied us to Morgan Falls for yet another guided tour. As I write, there is a fishing journalist from Fly Fish America fishing with Aaron Kastern from Unlimited Trophy Outdoors. Thank you Aaron!

Happy Independence Day everyone!! Freedom wasn't free... It came at a huge cost and we are grateful to all who served in past wars and are thankful for our military serving our country today! God Bless America!

MARK YOUR CALENDAR

Every Saturday at 8:00am-12Noon: Farmers Market on Chapple Ave.

ABC Raceway Stock Car Races are every Saturday. Hot Laps at 6:15pm and Racing at 7pm.

Monday, July 4: All Celebrations will be on the 4th of July...see page 3 for a schedule

July 4: The Mellen Library Bellringer 5 mile and 2 mile Run. For more info call 715-274-8331 or 715-274-8484.

July 4: 4th of July Celebrations in Glidden, Mellen and Madeline Island.

July 13-14: Maxwell Street Days, Ashland.

July 15-17: Ashland Bay Days, Bayview Park (across from Pamida).

July 16: The Mellen Penokee Range 43.2 mile Bike Classic. For more info 715-274-2330.

July 17: Chequamegon Bay Sprint Triathlon. www.cheqbaysprint.com

July 29-31: Pioneer Days in Butternut.

*Welcome to these
New Members;*

The Xtreme Angler

Larry Hesselink
Guide Service
715-781-8545
www.theextremeangler.com (coming soon)



*Your Membership is
appreciated!!*

Oredocker Foundation

John McFaul/Fred Tidstrom
P.O. Box 212
Ashland, WI 54806
715-292-1798
www.oredockerfoundation.com

Ashland Yoga Studio

Charmaine Swan
1207 Lake Shore Dr. East
Ashland, WI 54806
715-682-9644
www.ashlandyogastudio.com



Unique Screen Media

BJ Jollimore
906-231-6162
Www.uniquescreenmedia.com



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 at the Chamber Office.

Event Sponsor: Advertise your business and sponsor a Chamber Event: Apostle Islands Inline Marathon/ ALMT Half Marathon, 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. In 2010 over \$45,000 were sold.

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.

Business News

The Copper Peak Adventure Ride is now open for the 2011 season from 10am - 4:30pm, Wednesday through Sunday. N13870 Copper Peak Road, Ironwood, MI

Northland College will host the **Golf Scholarship Gold Classic** at the Chequamegon Bay Golf Club on Thursday, July 14th. **The Northland College Reunion** will be July 14-17. For more information call 715-682-1215.

Apostle Highlands Golf Course, 34745 Madeline Trail, Bayfield, announce they are now an Official "PGA Family Course". The PGA of America and U.S. Kids Golf launched the PGA Family Course where families can play and have fun. Congratulations to Apostle Highlands Golf Course on their 20th Anniversary on July 20, 2011. There will be drawings, souvenirs, appetizers and music. 715-779-5960.

Ashland Chamber Field Day will be **August 18th**. Register Now! If you are interested in supplying us with items for our goody bags, contact the Chamber.

Midland Services, 411 Sanborn Ave, 715-682-2745 has added "New Options" for the customer on the go! They now make fresh fruit cups, yogurt parfaits and other fresh food options. **Town Mart**, 109 6th Street East, 715-682-6362 announces their entire store remodel for better customer service.

Congratulations to:

- **Ashland Health & Rehabilitation Center**, 1319 Beaser Ave, on receiving their 3rd "Blue Ribbon Award of Exceptional Performance". 715-682-3468.
- **Tap Roots Coffee Shop**, 410 West Lake Shore Drive, on you recent Ribbon Cutting and Grand Opening. 715-682-7668. Tap Roots now has Bicycles available for customer rental and serving Gelato.
- **Golden Living Center-Court Manor**, 911 3rd Street West, on their recent open house, celebrating the completion of their renovations including a new dining room and remodeled interior. 715-682-8172.
- Pearce Wireless, 1810 East Lake Shore Dr, 715-682-4404 on their recent Ribbon Cutting and Re-Grand Opening.

Dugger Heating and Cooling is now located in their newly renovated building (the former Bradle Store) at 1023 East Main Street. 715-682-6123.

Holiday Gas Station, 110 Ellis Ave. 715-682-5581, invites you to stop in and check out their newly remodeled "food service area", now serving single serve deep dish pizza and other added foods for the customers convenience.

The Vietnam Moving Wall Memorial will be at the Northern Wisconsin Veterans' Memorial Cemetery, south of Spooner, WI, on Hwy 53. Opening July 28th at 7pm and closing August 1st at 8am. For more information call 800-367-3306.

Call the Chamber Office with your Business News

Come on Board!!

Be a Chamber Member!!

For more information on the many benefits of being a Chamber Member call the Ashland Chamber



The JFK Memorial Airport 2 miles South of Ashland on Sanborn Ave. would like to invite everyone to the **"Fly In/Air Show" Saturday, July 23rd**

Look for Jeff Boerboon, the 2010 US National Aerobatic Champion and others to perform. There will be regular and vintage air planes coming in. Fly-In will be 8am-Noon and the Air show will be 12noon-3pm. There will be a pancake breakfast in the morning and hotdogs and bratwursts in the afternoon served by the 4H Club with proceeds going to Relay for Life. 715-682-7070.

2011 Ashland Area Farmer's Market

every Saturday morning from 8 a.m. until 12 Noon, rain or shine.



Chamber News

- ◆ Each week the Ashland Chamber of Commerce will **highlight a business** on Heartland Communication's WATW am 1400. We **draw a name** from our box of members and the radio station writes a 30 second ad exclusively for your business! July highlighted businesses will be: Buddies Burgers, Rod & Reel Charter & Guide Service, Star Liquor, Spirit of the North, and Bay Area Pet Spa.
- ◆ The Hanging Flower Pots are now up and look beautiful on Historic Main Street. To help with the finances of these flowers contact Don Moore at 715-682-4393.
- ◆ Thank you to Donna Blazek and Johnsons Flower Shop for the creative and beautiful flower arrangements for the 2011 Chamber Annual Dinner.

Check out the Chamber website at www.visitashland.com



Check Out this great Bay Days Event!!
Chequamegon Bay Sprint Triathlon
www.cheqbaysprint.com

Swim... 500 meters in the Chequamegon Bay, Lake Superior (wetsuits welcome).
Bicycle 15 miles through Ashland.
Run 3.1 miles on the beautiful Lakefront Trail.
Race Date: July 17th
Start Time: 8am
Location: Bayview Park

EPC News

Maxwell Street Days is July 13th and 14th.

Retail Business owners will have street and sidewalk sales both days. There will be arts & crafts & food booths. If you want to have your business participate in Maxwell St. Days but you don't have a store front on Main Street, call the Chamber and we will arrange a spot for you! If someone is going in front of your business, please let us know.

Bay Days is July 15-17

Retail Businesses are encouraged to continue sidewalk sales during Bay Days weekend
Please keep your sidewalks clean and swept!

Ashland County July 4th Celebrations

- Stipe Shows Carnival will be in Ashland near the Bay Area Civic Center July 1-July 4.
- July 2nd is the Bay Area Rod and Custom Car Show, 9am- 3pm. at Bayview Park.
- July 3rd will be a Fireworks display at Clam Lake at the Clam Lake Community Center.
- "Ice Cream Social" sponsored by the Ashland Area Chamber of Commerce, held on the Court House Lawn, Monday, July 4th, from 10am. until 1pm. There will be balloons for the kids, Ice Cream, and the Lion's Club brat & hot dog stand.
- The 4th of July Parade will be held Monday, on Historic Main Street in Ashland at **11am**.
- RB & The Decades, at the Band Shell, Memorial Park, 1:30pm - 3pm.
- The Ashland Historical Society Museum will host a "Cemetery Walk", July 4th, from 2pm.- 4pm. at Saint Agnes Cemetery on Sanborn Ave. There will be exciting stories from Ashland's past.
- The Chequamegon Bay Concert Band at Memorial Park and the Band Shell at 8 pm.
- The "Fire Run" will take place on Historic Main Street in Ashland at 9:45 p.m.
- The spectacular "Fireworks Display over Chequamegon Bay will follow the Fire Run.
- Other Celebrations in Ashland County include Fireworks displays on the 4th of July on Madeline Island, Glidden, and Mellen.

Ashland Bay Days, Bay Area Battle of the Bands
 Heartland Communications and the Ashland Chamber of Commerce presents the **Bay Area Battle Of The Bands!**

6 Bands will be competing for prize money! The Battle of the Bands will be held on Saturday, July 16th, at Bayview Park beginning at 5pm! The Bands competing are: Meantooth Grin, Wausau; The What Four, Duluth; The Recess Bullies, Houghton, MI; The White Ties, Hayward; Anchor Baby, Hancock, MI; and S.W.A.T, Butternut
Admission is free!

Apostle Islands Inline Marathon/Half Marathon and Mad Fun Skate was a huge success!

Thank you to all the volunteers and the friendly people on the Island for helping make this event a success.



Chequamegon Bay Tagged Fishing Contest

May-October, 2011

There will be 12 Fish, 6 Species; Lake Trout, Brown Trout, Northern Pike, Smallmouth Bass, Walleye, & Steelhead

12 Prizes; Top Prize, one fish worth \$1,000.00 2 fish, \$500.00, 4 fish, \$200.00, 2 fish, \$100.00, 3 fish worth prizes ranging from free lodging to dining.

For fishing Contest Rules check out www.ashlandbasskickin.com





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Ashland Area Chamber of Commerce
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Check Out This Months Inserts
Bay Days
Bad River Casino
Hickman Chiropractic

**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

**Coming in July,
Ashland Bay Days Festival
www.ashlandbaydays.com
July 15-17, 2011**

- ◆ Arts & Crafts Booths, Food Booths
- ◆ Music
- ◆ 3 on 3 Basketball Tournament—Bayview Park
- ◆ Chequamegon Bay Sprint Triathlon
- ◆ MudRutter's Off-Road Bicycle Race
- ◆ Strongest Man and Strongest Bam-Bam Contest
- ◆ Pie Eating Contest, *kids and adults*
- ◆ 4-H Children's *free* Activity Tent
- ◆ Toddler Run, Baby Crawl, Big Wheel Races
- ◆ Cardboard Boat Races
- ◆ Chequamegon Bay Band Concert
- ◆ Hometown Variety Show
- ◆ Heartland Communications,
"Bay Area Battle of the Bands".

AND MUCH MORE

Call the Ashland Chamber 682-2500