

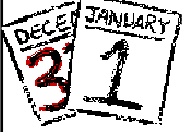


News & Views

A Newsletter of the Ashland Area Chamber of Commerce

January 2012

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



Happy New Year! - 2011 was a busy year for the chamber. Lots of events! Our favorite story is the growth spurt seen by the Apostle Islands Inline Marathon. The event doubled in racers hitting 450 in the second year! Nice... The news is spreading about the event, the location, and the people and we were voted the number one inline skating event by the Minneapolis Skate Club –

Our occupancy numbers stayed very consistent with 2010 figures which was a great surprise as 2010 had been a very successful year in tourism for the area and speculators thought we may very well see a decline in travel. Not so.. it was consistent and strong. Weather plays a huge factor in our seasonal traffic so we are hoping for the white stuff... very soon. But.. we did have a late start for summer and it was very strong so we are hopeful that even though we may see a later start for ice and snow, it will be stronger than ever! Amazing how many bicycles, walkers, and.... lots of activity downtown.

While we said goodbye to some businesses in 2011, we did welcome several new businesses in Ashland. They are: Advanced Cleaning, Ashland Yoga Studio, Hometown Grooming, Northwestern Mutual Financial Network, Northwoods Taxi Service, Oasis Deli, Pandora, Prime Fluid Products, Sage Point Financial, Solstice Outdoors, Superior Grooming, Tap Roots Coffee Shop, and Wilson Physical Therapy.

We have been so fortunate to continue to see activity in Ashland. Take a look at the “new businesses” section of the Ashland Area Development Website. It is quite impressive. www.ashlandareadevelopment.com

We finished our new Ashland County Auto and Motorcycle Map that is the fulfillment piece we will use for the upcoming Ashland & Ashland County Motorcycle show airing in April on Discover Wisconsin. In addition, we created a beautiful Group Tour piece highlighting the many attractions, lodging, shopping, and dining opportunities for Motorcoach in the area.

Christmas Lights in Memorial Park at the bandshell. How beautiful is that? Thank you to the Ashland Lion's, Knights of Columbus, Ashland Kiwanians, and Omer Nelson Electric for investing both time and money into what turned into a beautiful display of Christmas Lights. Next year we hope to bring in some activities to the bandshell for some winter fun!

In 2012 we will be involved in the 2nd Annual King of the Bay Snow Drag Races on Chequamegon Bay. www.ashlandkingofthebay.com - February 10th is the practice and registration date and February 11th is the race day starting at 10am. There will be food for sale by the Knights of Columbus and some winter refreshments by the Neighborly Bar folks along with fun and racing.

We are also excited about launching our new website that will be user friendly and will do a better job of highlighting our great businesses allowing businesses more photo opportunities and narratives.

In 2012 we will work with our local fishing and sporting clubs to look at different issues we face with the fish population in the Chequamegon.

Other goals for 2012 include planning our own travel writers program with our area fishing guides; Car Show, and a strong commitment to continue to host special events that put “heads in beds”...

We sell Ashland!

Happy New Year from the Ashland Chamber!

25th Anniversary of Ice Racing on Chequamegon Bay (ice permitting 2nd weekend in January).

- ◆ **January 11:** Cold Fusion Ribbon Cutting and Grand Opening at 12Noon.
- ◆ **January 14:** Northwood's Harness Club, Sleigh & Cutter Rally, Northern Great Lakes Visitor Center.
- ◆ **January 18:** Business After Hours, sponsored by Northland College and held in the Ponzio Campus Center, 2nd Floor.
- ◆ **February 10-11:** Ashland King of the Bay Snow Drags, Chequamegon Bay near Maslowski Beach.
- ◆ **February 18 :** Book Across the Bay.

Call the Ashland Chamber for more information!

Maple Creek

Robert Miskovich
620 Lake Shore Drive East
Ashland Wisconsin 54806
715-682-4543



*Welcome to these
New Members;*

Wilson Physical Therapy S.C.

Aaron & Stephanie Wilson
400 3rd Ave West, Suite 100
Ashland Wisconsin 54806
715-682-8000

**Chippewa Valley Bank**

Nancy Smith
1500 Lake Shore Dr West.
will be their new Ashland Location
715-779-5128 (temporarily)
www.chippewavalleybank.com

**Country Buds Flower Shoppe**

Laurie Scott & Lesa Schultz
701 W. Lake Shore Dr
Ashland Wisconsin 54806
715-682-5566

**The Echo**

Jeff Peters
Mellen Wisconsin 54546
715-919-0489
www.echopressonline.com



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

Northland College is a very high quality, integrated liberal arts and sciences college with a unique environmental mission. Graduates receive practical, career-oriented skills to prepare for graduate study and the world of work. Northland is a pioneer in adopting an environmental mission, having done so in 1971. Today, Northland regularly receives national attention as one of America's greenest schools. Northland's new Access Guarantee Program is proving to be very popular in these economic times; qualified new freshmen can attend Northland for the same or lower out of pocket expenses as at the largest public institution in their home state.

*Join us for Business After Hours, January 18th, 5pm, in the Ponzio Campus Center, 2nd Floor.
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.

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 travelashlandcounty.com or visitashland.com

Cold Fusion, 210 West Main Street will have a **Ribbon Cutting and Grand Opening** on Wednesday, January 11th at 12noon. Call 715-682-8446.

Spring Semester Registration is now open at L.C.O. Community College - North in Washburn! Classes begin on Tuesday, January 17th. For more information, please call (715) 812-1040, visit our website at www.ico.edu, or stop by the site at 305 West 4th Street in Washburn.

Business On Stage, Inventors & Entrepreneurs Program featuring Entrepreneur, Gary LaPean will be Tuesday, January 24, at 6pm at StageNorth in Washburn. Call Dale Kupczyk at 715-682-8344 for more information.

Solstice Outdoors, 400 West Main Street now offers **Ski & Snowshoe Rental** available by the day or by the weekend. They also offer many services including: ski waxing, snowboard tune, binding mounting, basic and deluxe ski tune for both Nordic and alpine skis. Call 715-682-3590.

Superior Days is scheduled for February 21-23, 2012. Superior Days is a grass-roots community-based effort to bring issues of importance to Northwestern WI to the attention of State Legislators.

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

Ashland Yoga Studio, 1207 East Lake Shore Drive now has "long sleeved" yoga Studio tees for sale. Call Charmaine at 715-682-9644.

Country Buds Flower Shoppe, 701 W. Lake Shore Drive will **open mid-January**. For more information call them at 715-682-5566.

Adventure Chica Club sponsored by **JET Travel** - Active Adventures for Fun-loving Women! On the first Saturday of every month get together for a new adventure. For more information call 715-682-9591 or check out the website www.adventurechica.com. **Email the Chamber with your Business News**

Snowshoeing Anyone? The Northern Great Lakes Visitor Center has several pair of snowshoes that can be checked out free of charge for use on the Center grounds on a first come, first serve basis.

Think Snow!!!! This would be a great way to get out and enjoy the winter.

To check on availability.Call (715)685-9983.

**Come on Board!!
Be a Chamber Member!!**

**For more information on the many
benefits of Being a Chamber Member,
call the Chamber.**

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. If interested in putting an insert in the monthly newsletter, call in advance to reserve a spot and for more information. Cost of a newsletter insert is \$75.00.
- ◆ **Thank You** to the very loyal, supportive, and diligent **Ashland Chamber Ambassadors**. If you would like to be an Ambassador for the Ashland Chamber in 2012 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: The Painted Cottage, Home Medical Products and Services, Schraufnagel Auto Glass Inc., Hugo's Pizza, and American Family Insurance.
- ◆ Ashland makes the news; **Lake Superior Magazine** listed Ashland in their December 2011 issue. They included an article on Christmas in Ashland and pictures of the Children's Performance of Nutcracker Suite and the Garland City of the North Christmas Parade; **Marathon & Beyond** listed an article and photos on the CenturyLink WhistleStop Marathon/Half Marathon in their November/December issue; **Midwest Living Magazine** listed an article on Book Across the Bay, complete with photos. Check out our website (Media Stories) to view these articles and more.



The Chamber would like to extend a **huge thank you to the many Volunteers** who gave of their time and energy to help out with Chamber events and office assistance in 2011.

Vacancy on the Ashland Area Chamber of Commerce Board of Directors

We have a vacancy on the Board of Directors and are looking for nominations for a new board member. The term is a 3 year commitment with the option to extend 3 years.

We are looking for Positive Business People who are Excellent Ambassadors of Ashland that LOVE to volunteer!

Please send your nominations to the Nomination Committee c/o Mary McPhetridge at the Ashland Area Chamber of Commerce

email: ashchamb@centurytel.net
P.O. Box 746 – Ashland, WI 54806

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 "2012 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, 2012.



Northwood's Harness Club Sleigh & Cutter Rally

Saturday, January 14, 2012,
Northern Great Lakes Visitor Center
Hookup, 11 am. Exhibition, 1pm-3pm. Free shuttle rides from Noon to 3:30 from Monk's Bowling Lane.



Ashland King of the Bay Snow Drags, February 10th and 11th On Chequamegon Bay Lake Superior

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 **Free** admission

There will be food and fast racing

Registration online: www.active.com

2011 Christmas Cash Raffle winners were:

- | | |
|-------------------------------------|--|
| Dec. 1: Betty Saari | Dec. 18: Chicago Iron |
| Dec. 2: Von Holzen's | Dec. 19: Corey Hausen |
| Dec. 3: Susie Erickson | Dec. 20: Glenn & Carole Sammulson |
| Dec. 4: Miranda Moore | Dec. 21: Carol Rosin |
| Dec. 5: Geri Kelm | Dec. 22: Northwoods Taxi |
| Dec. 6: The Brick (donated) | Dec. 23: Alina Galligan |
| Dec. 7: Alec Lindenberg | Dec. 24: Barb Tomlinson |
| Dec. 8: Pete Wiley | Dec. 25: Beth Kehoe |
| Dec. 9: Gary Morzenti | Dec. 25: Kay Tuttle |
| Dec. 10: Olivia Rowley | Dec. 26: Von Holzen's |
| Dec. 11: Calvin Rowley | Dec. 27: John Fangman |
| Dec. 12: Heidi Larson | Dec. 28: Benoit Cheese |
| Dec. 13: Mary Maderich | Dec. 29: Alan Nelson |
| Dec. 14: Kay Tuttle | Dec. 30: Denise Schmidt |
| Dec. 15: Tom Schuman | Dec. 31: Nancy Caspersen |
| Dec. 16: Susie Erickson | Dec. 31: Sports Hollow |
| Dec. 17: The Brick (donated) | |



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

January Inserts:

Person of the Year Nomination Form
2012 Calendar of Events
Ashland Yoga Studio
Northern Finnish Mutual/Stove & Upholstery Works
Wilson Physical Therapy, S.C.

**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 Dave Martin
Lisa Gervais

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

***Business After Hours
January's Host:
Northland College***

***January 18, 2012
5:00 p.m.***

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

*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.*