



# News & Views

A Newsletter of the Ashland Area Chamber of Commerce

May 2012

Greetings! from *Mary McPhetridge, Executive Director*

This past Thursday we held our Annual Dinner and Person of the Year recognition celebration. I am always excited to tell the "Chamber Story" and our responsibility in selling Ashland to a captive audience. JoAnn, Maribeth, and I are truly passionate about Ashland and the area when it comes to promotion of tourism, events, and business. The recognition celebration for person of the year Jean Ronning was very heartfelt and fun. She was toasted, roasted, but mostly boasted! Jean has a heart for of gold (Bling) and giving and is so creative! Her fellow "Bunko" and "Packer Girls + Dave" are just as motivated. However... we have to confess, Jean's son Jason should really quit his day job and become a standup comedian. He had everyone in stitches ... continually. It was a very fun night and on behalf of the Ashland Chamber of Commerce we congratulate Jean Ronning, 2012 Person of the Year.

Well it's here.... The extreme season .... from May thru October... The Chamber Girls are equal to the task and we are ready to Rock and Roll. Starting with Girl's Night Out on Thursday, May 17<sup>th</sup> this should be a really fun and busy weekend!! The Birding and Nature Festival, the House to House Garage Sale.. BAM we are off and running. There is still time to sign up for the Garage Sale and .... put on your inline skates because Apostle Islands Inline Marathon is right around the corner on June 16<sup>th</sup> and this course is designed for skaters at ALL levels!



The Find it in Ashland campaign is underway... Find it in Ashland is a campaign our downtown committee is working on to gather surveys, design ideas, promote, and recruit business for our community, with an emphasis on downtown. Surveys are being distributed via newspaper, mail, email, and businesses. Please see the enclosed survey and we encourage you to fill it out and return it to one of the convenient locations listed on the survey. Thank you for your feedback.

**This month's inserts:**  
Ashland School of Dance  
FIIA Downtown Survey

A Memorable Night was had by all when Jean Ronning was highly saluted at the Annual Dinner and 2012 Person of the Year Banquet.

Congratulations Jean!!  
You very much deserve this award!!!



## MARK YOUR CALENDAR

- ◆ **May 3: Kiwanis Pancake Feed** at the Bay Area Civic Center. 11am-1pm and 4-7pm.
- ◆ **May 8: Remember to VOTE!!!**
- ◆ **May 13: Mother's Day.** Shop Ashland for the perfect gift for Mother's Day.
- ◆ **May 16: Business After Hours,** sponsored by Country Blossoms and Benoit Cheese at Country Blossoms
- ◆ **May 17: Girl's Night Out** Downtown Ashland 4pm-7pm
- ◆ **May 17-19: Chequamegon Bay Birding & Nature Festival** at the Northern Great Lakes Visitor Center.
- ◆ **May 19: City Wide House-to-House Garage Sale and Downtown Sidewalk Sales.** Garage Sales 8am to 1 pm and the Downtown Sidewalk Sales go until 5pm.
- ◆ **May 19: Chamber Night at the ABC Raceway,** Hot laps at 6:15pm, racing at 7pm
- ◆ **May 28: Memorial Day Ceremonies** at the Band Shell at 9:30am and the Cemeteries.
- ◆ **May 28: Memorial Day Program** at the Butternut School Gym, Butternut, WI, at 10:00 am. Call 715-769-3113.

**Call the Ashland Chamber at 715-682-2500 for more information on these dates!**

*Welcome to these  
New Members;*

### Sammio's Italian Grille

James & Chad Whiteaker  
3000 Golf Course Road  
Ashland WI 54806  
715-682-8800



*Your Membership is  
appreciated!!*

### Voyageurs Area Council, BSA

Thomas Meyer  
Duluth MN 55811  
218-729-5811  
tommeyer@scouting.org  
www.vac-bsa.org



### Lake Superior Laser

Jeff Belany  
313 West Main St  
Ashland WI 54806  
715-682-1088  
www.lakesuperiorlaser.com



## Highlighting Our Hosts: As Submitted by Country Blossoms and Benoit Cheese

**Country Blossoms**...The Hobby that went mad and brought us here today ....It started from the idea that the quantity of plants we were buying each year to decorate our home could be grown in our own Greenhouse. Needless to say during the first few years we were still buying plants for our gardens.... Although we are only in our 10<sup>th</sup> year of operation, at any given time, you will see 4 generations of family working together, this really exemplifies the meaning of a Family Business.

The first greenhouse was built in late 1991 opening in the spring of 1992, the second house was ready in the spring of 1993. We stuttered for a year opening the 3<sup>rd</sup> house in the spring of 1995 with the remaining 3 houses showing up over the next several years. Primarily, we sell the Proven Winners Brand which is a Patented Vegetative Plant which is reproduced by cuttings only. For that reason the plants are actually a second generation product making them superior to plants started from seed. For every PW plant that is brought in to be sold we are required to pay a 5 cent royalty.

Today selling plants remains our "Core Business" although we have slowly moved into selling Trees, Shrubs, Lawn Furniture and Decorations, Landscape products and Seasonal Event Flower Rental. Stop in at 64715 Gilles Road.

**Benoit Cheese** is a Cheese lover's dream with over 150 cheeses to choose from *and Chocolate Cheese Fudge!* You can sample and be sure to find some that will rock your world! Our Mission is to: "Sell Great Cheese at a Great Price to Promote Consumption" Benoit Cheese, 23920 County Hwy F, Ashland. [www.benoitchese.com](http://www.benoitchese.com).

Join Country Blossoms and Benoit Cheese, Wednesday, May 16th for Business After Hours, held at Country Blossoms!

### Chamber Member Benefits

**Newsletter Insert:** Market to your business community with a promotional page in the newsletter. You provide the 450 copies and pay \$75 and we will do the mailing.

**Website Directory:** Free listing of your business on the Chamber website [www.visitashland.com](http://www.visitashland.com). Includes free links to your business.

**Display Wall:** Promote your business using the Chamber display racks.

**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. Every third Wednesday September-May.

### Business News

**Wilson Physical Therapy**, 400 3rd Ave West will have a **Ribbon Cutting and Grand Opening** on Wednesday, May 9th at 12Noon. 715-682-8000.

**The "Big Top Chautauqua Tent** will be raised on May 19. 715-373-5520.

**Ringenberg Financial Group**, 1000 Lake Shore Drive, will have a Ribbon Cutting and Grand Opening on Tuesday, May 22nd Ribbon Cutting at 8am; Grand Opening goes until 7pm. Stop in and say Hi. 715-682-3430.

**The Northland College store website is:** <http://www.shopnorthlandcollege.com/>

**Pamida Green House is now open.** With vegetables, hanging baskets, trees, shrubs and bedding plants. Pamida is closing but **Shopko will be opening soon!!!** Call 715-682-6607 for more information.

**Lake Superior Laser**, 313 West Main St, is now a **FedEx Authorized Shipping Center** and they recently joined ASI, the largest association of Advertising Specialty Companies. **They will be handling all types of imprinted specialty items** from pens to tote bags, key rings, calendars and just about all the items businesses use as giveaways or promotional pieces. 715-682-1088.

**Meet at Solstice Outdoors** on Thursdays at 5:30pm for a group run and walk along the lakeshore and corridor trail. The group meets every week rain or shine so stop by any week and join the fun! Can't make Thursday? Meet at Solstice on Saturday mornings at 8am. [www.facebook.com/SolsticeOutdoors](http://www.facebook.com/SolsticeOutdoors) or 715-682-3590.

**The Lakes Community Health Center** recently launched a new version of its website. With the redesign you can meet the providers and staff, get ready for your first appointment and sign up for the e-newsletter. Visit [thelakesCHC.org](http://thelakesCHC.org). 888-834-4551.

**Welcome to Matt Hatfield** the new *Financial Advisor* of Edward Jones Investments, 222 Main Street West. 715-682-9040.

**Call the Chamber with your Business News!**

### 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! May highlighted businesses will be: McRae True Value Hardware, Culligan Water Conditioning, Ashland Ag Center, Chequamegon Humane Association.

Listen to 93.3 FM, Thursday Mornings to "**Community Café**" If you are a non-profit interested in being a guest call Heartland Communication or the Ashland Chamber.

Thank you to Jean Harazan and Mary Jane Kulbacki for the many hours they have helped in the Chamber Office.

#### High School and College Commencement Dates:

**WITC**, May 11, 7pm AHS Gym. 715-682-4591.

**Northland College**, May 26, 2:30pm. 715-682-1699.

**Ashland High School**,  
June 3rd, 2pm AHS Gym. 715-682-7089

### Check out Fishing in Ashland with Jason Mitchell!!

Jason Mitchell Outdoors will air on FSN North and FSN Wisconsin at 9am and 9:30am on Sunday, May 6th.

The link for the show is:

[http://www.youtube.com/watch?v=69-1A\\_nRRS8](http://www.youtube.com/watch?v=69-1A_nRRS8)

The Chamber always can use an extra hand! Thanks Greg for giving us some of your time!



### Field Day August 16, 2012



**It's time to look ahead to the Field Day golf outing this summer. If your Business is interested in donating items for the Goody Bags for Field Day call JoAnn at the Ashland Chamber.**

### Event Calendar

- June 16:** Apostle Island Inline
- June 23:** Superior Vistas Bike Tour
- July 4:** Ice Cream Social & Parade
- July 11-12:** Maxwell Street Days
- July 13-15:** Bay Days
- July 14:** Bay Days 5K & 10K Fun Run
- July 15:** Chequamegon Bay Sprint Triathlon
- August 16:** Field Day Golf Outing
- September 8:** Mural Fest & Car Show
- September 29:** MarketFest
- October 12-13:** WhistleStop

### EPC News

**"Girl's Night Out"** is Thursday, May 17, from 4pm to 7pm, FOR RETAIL SHOPPING. This is a great relaxing and pampering night of shopping in Ashland's downtown.



Register at participating stores for a chance to win prizes. Go shopping during Girl's Night Out from 4pm to 7pm and check out the many in-store promotions. Register for a chance to win the grand prize: Dinner for two at Sammio's Italian Grille and \$50.00 in Chamber Dollars. **Winner Takes All!!!**

Don't Miss Out On This Fun Night Of Shopping!!  
**Girl's Night Out, Thursday, May 17th**

The Events and Promotions Committee meets monthly to help plan promotions for retail businesses. Join us!



### Newest Chamber Member event! Ashland Area Chamber of Commerce Speed Networking Event

We have several new members and businesses in our area. This exciting event will bring new folks, and veterans together to meet, eat, and greet with each other Wednesday June 13<sup>th</sup> at 11:00am at The Alley Restaurant.

Speed Networking is a meeting format designed to accelerate business contacts, generally with a bell. Participants will greet each other in a series of brief exchanges during a set period of time. During an interaction, attendees share their professional and personal backgrounds and business goals. An excellent way of meeting new business people in our community and re-connecting with the veterans!

**Wednesday, June 13th  
11:00am – 1:00pm**

**Cost: \$10.00 Includes Lunch  
Reservations required –**

**Please call or email Mary at the Chamber 715-682-2500  
[ashchamb@centurytel.net](mailto:ashchamb@centurytel.net) for a registration form.**

**We want your photos....** If you have already sent in photos of your business thanks. but if not please see the information below.

The new Ashland Chamber website, *which will be launched this month*, 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](mailto:ashchamb@centurytel.net)



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

**Executive Board Members:**

Jeff Moravchik, President  
Mike Hines, Vice-President  
Gail Fox-Anderson, Treasurer  
Mike BeBeau, Secretary

**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***

***May's Hosts:***

***Country Blossom's  
And  
Benoit Cheese***

***Wednesday, May 16th***

***Held at:***

***Country Blossoms Greenhouses  
64715 Gilles Road***

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.*