



# News & Views

A Newsletter of the Ashland Area Chamber of Commerce

November 2011

## WHISTLESTOP FESTIVAL 2011

Thank you volunteers! The 2011 WhistleStop event hit an all-time high number of volunteer spots. 550 spots were filled with generous, fun and helpful volunteers! Even though it was windy, it was great running weather.

We Love our Volunteers!!  
All 550 of you!  
Thank you everyone!

**THANK YOU!**  
Finish Line Captain  
Pat Colgrove and Crew  
Joe Mosseau &  
BayNet Sound  
& Music

**THANK YOU MOQUAH!**  
Half Marathon Start –  
Debb Joanis & Crew Start Line Team  
Moquah Men's Group  
Moquah Heritage Group  
Town of Pilsen, Moquah Town Hall  
Bayfield County Highway Department  
Bayfield County Sheriff

**THANK YOU IRON RIVER!**  
Full Marathon Start –  
Darrell Baumgartner, Tri Lakes Timber Resort  
Pat Anderson, Long Lake Property  
Owner's Association and Start Line Team  
East Long Lake Road Neighbors!!  
Frank Ludwig – God Bless America  
Iron River Police Department  
Iron River Ambulance

**THANK YOU!**  
Tri-County Corridor  
Commission

Lead bikers:  
FULL - Gina & Mike Sandor  
HALF - Aaron Swanson & James Sadjak

### AID STATIONS AND CAPTAINS

- #1 Terry Welty and the Incredible Long Lake Property Owner's Association team. This group also helps with traffic control, parking, start line functions, and... the aid station!!
- #2 Security State Bank & Staff
- #3 Debbie Yachinich & Crew
- #4 The Tolliver Family
- #5 Jule Lupa Ino Valley 4H Group
- #6 Tom & Pat Thornton & Crew
- #7 Becky Sapper, Mary Gonderzik, Girl Scouts
- #8 Kevin & Amy Hunt, Star Liquor
- #9 Joe Mosseau & BayNet Team
- #10 Karen St. Germain, Country Blossoms, Northern State Bank & Super H Foods
- #11 Diane Foris, Ashland Rotary Club
- #12 Bruce Prentice, Chequamegon Bay Karate Club
- #13 Anne Wickman, The Lake Community Health Center
- #14 Stephanie Eder, M&I Bank
- #15 Mindy & Gary Ovaska, Associated Bank

**Thank You Multi-Taskers**  
John John Rivera, Dave Renz, Kris Korpela, Barb Bandarek, Stacey Adams, Annie Bochler, Gail Lake-Anderson, George Stolarzyk, Larry Kupczyk, Jennifer Jerecki, Kevin McArthur, John Brandson, Mike Koenamann, Gene Harazan, Nancy McArthur, Greg & Joey Kozitza

**Thank you Race Announcers:**  
Scott Jaegermeister and Skip Hunter

**Thanks to:**  
Registration, Harriet Yach and Packet Stuffers, Finish Line Food Crew, Bag pick up crew, Concessions, and Door Crews, Water Support and Clean Up Teams, Pasta Feed Team, Washburn Boy Scouts, Finish Line Crew, Finisher's Shirts Crew, Ticket and Merchandise Sales People, Gopher Team, Crowd & Traffic Control Volunteers and thanks to George Fall for unknowingly loaning us his golf cart!

**A huge thank you to our medical staff!**

Also special thank you to Dr. Kathy Gang and Registered Nurses: Jan Stipetch, Joy Wolf, Dan Adams, Judy Holveatz and Karen Pauley

**WhistleStop Steering Committee:**  
Mary Kay Muse, Gail Fox-Anderson, Ed Monroe, Dave Wherritt, Mark Gutteter, Pat Colgrove, Jim McPhetridge and Debb Joanis

My Sincere gratitude to the City of Ashland, and the City of Ashland Public Works Department, Ashland Police Department, Ashland Fire Department and Paramedics, and the Prentice House staff & KID's for your assistance.



**Thanks Sponsors!**

### PRESENTING SPONSORS

Coca-Cola  
Chequamegon Food CO-OP  
Deepwater Grille  
Heartland Communications  
Printing Plus  
Memorial Medical Center  
Superior Anesthesia Associates  
The Daily Press  
UCare

### MARATHON TITLE SPONSOR: CenturyLink

### PARTICIPATING SPONSORS

Ashland County Market  
Associated Bank  
Eastbay  
M&I Bank  
Midland Cenex  
Northern State Bank

### SUPPORTING SPONSORS

Americinn Motel & Suites  
Army Navy Store  
Bayfield Electric  
CG Bretting Manufacturing  
Chequamegon Bay Golf Club  
Coldwell Banker East West Realty  
Greg Martinsen Construction  
Lakeview Dental  
Main Street Clinic

Northwest Beverage – Miller Beer  
Integrity Health Network  
South Shore Brewery  
Tim Brown Construction  
Tri Lake Timbers Resort  
Von Holzen Chevrolet, Buick, GMC Truck, Inc.  
Waste Management

Nelson Surveying  
New England Store  
Northland College  
Northwoods Community Credit Union  
Omer Nelson Electric  
Pure Dairy  
River Rock Inn & Bait Shop  
Superior Choice Community Credit Union  
Walgreens  
Wal-mart  
Xcel Energy

Thank you to Russ Korpela for his assistance! And thank you to JoAnn Erickson, Maribeth Monroe, Crystal McCracken and Cory Holzman-Crass for a JOB WELL DONE!! I am so proud of you!!

Mary McPhetridge, Executive Director – Ashland Area Chamber of Commerce

**THANK YOU  
BILL KACVINSKY!! -  
ASHLAND  
CONSTRUCTION!  
THE TRAIL WAS  
EXCELLENT FROM  
ROLLING**

### MARK YOUR CALENDAR

- ◆ **November:**  
Chamber Christmas Cash Raffle Tickets will go on sale the second week in November. Call or stop by the Chamber for your ticket.
- ◆ **November 6:**  
Daylight Savings; Fall back an hour.
- ◆ **November 10:**  
Ribbon Cutting at Superior Grooming,
- ◆ **November 11:**  
Veterans Day
- ◆ **November 16:**  
Business After Hours, held at The Alley, sponsored by New England Store and Deepwater Grille.
- ◆ **November 19:**  
Opening Day of Deer Hunting
- ◆ **November 24:**  
Thanksgiving Day
- ◆ **November 25:**  
Day After Thanksgiving. Look for Early Morning Retail Shopping Hours.
- ◆ **December 3:**  
Customer Appreciation Day and the Garland City of the North Christmas Parade. "Christmas"

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

*Welcome to these  
New Members;*

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

*Your Membership is  
appreciated!!*

### The Woman Today Magazine

Bi-Monthly Women's Publication  
Pat Sherman, publisher  
Duluth, MN  
218-590-1395  
www.thewomantoday.com



### Trails End Lodge

John Johnston, owner  
Shelly Sprague, manager  
18920 US Hwy 2  
Iron River, WI 54847  
715-746-2425  
trailsendlodgeonline.com



### Harmony Great Room

Mary Bondeson  
101 Williamson Rd  
Washburn, WI 54891  
715-373-5646



## **Highlighting Our November Business After Hours Hosts** **Submitted by: New England Store and The Alley**

### **New England Store** **518 West Main Street**

*Your 4 season gift store* features Gifts for all occasions;  
Home Décor Items, Seasonal and Holiday Gifts.  
Offering free gift-wrapping! Open 7 days a week. **New  
England Store will have their Annual Christmas  
Open House the weekend of November 4-6.**  
Owned by Jim and Gail Fox Anderson.  
**Shop Local this Christmas Season!!!!**

### **The Deepwater Grille and The Alley,** **806 & 808 Main Street West**

The Deepwater Grille and The Alley are the two restaurants  
designed to showcase the brewery and its beers. Both  
restaurants are reputable for having an enjoyable atmosphere  
in which they serve unique and creative cuisine. Check out  
the Thursday Night Pizza Buffet. The new Alley Menu is  
focused on gourmet pizzas and burgers along with many tra-  
ditional favorites. It's time to reserve your Christmas party  
now! Check out their website at [www.deepwatergrille.com](http://www.deepwatergrille.com)

**Join us Wednesday, November 16th at The Alley for Business After Hours**

### **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](http://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 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.

**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**

Our Lady of the Lake, **Holiday Bazaar** is November 5th and their **Winter Wonderland Bazaar** is December 3rd. 106 North 2nd Ave. East. 715-682-7620. **See insert.**

**Superior Grooming, 703 West Lake Shore Drive,** will have a **Ribbon Cutting and Grand Opening** on Thursday, November 10th at 8am. 715-685-0555.

**County Market** 11th Annual **"Stuff-A-Truck"** Food Drive benefiting the B.R.I.C.K. is going on now through November 11th. Non-perishable food items as well as specific non-food items will be collected and distributed to the B.R.I.C.K. on November 11th. For information on drop-off locations call 715-682-8475 or drop off at County Market.

**Garland City Women's Expo** will be Saturday, November 12th from 9am-4pm at the Bretting's Community Center. There will be door prizes and food will be available. For more information call Heartland Communications at 715-682-2727.

Relay for Life are **selling Christmas wreaths, roping, door swags, heart shaped wreaths, traditional cross wreaths.** Proceeds go to Relay for Life. Contact Deb at 715-373-0655.

**Congratulations to Diane Hoffman** the **New Manager of Pamida Discount Center,** 1800 Lake Shore Drive East. 715-682-6607.

**Newsletter Inserts** are due by the 20th of the month. If you are interested in having an insert in the Chamber Newsletter, **you must call the Chamber and reserve a spot.** Space is limited so call in advance of the month you are interested in.

**Call the Chamber with your Business News**

**Chamber News**

Each week the Ashland Chamber of Commerce will **highlight a business** on Heartland Communication's Radio. The Chamber **draws a name** from their pool of members and the radio station writes a 30 second ad exclusively for your business! November highlighted businesses will be: Country Blossom's, Little Caesar's Pizza, Northwoods Community Credit Union, and Von Holzen Chevrolet, Buick, GMC Truck Inc.

The Ashland Chamber has a **great selection of merchandise** including: hats, socks & jackets, sweatshirts for adults, toddlers and youth, key chains, WhistleStop duffle bags, mugs and more! Shopping hours are 9am.-5p.m. Monday- Friday at the Chamber Office, 1716 West Lake Shore Drive..

**Chamber Dollars Promote Local Shopping!!! Chamber Dollars** are a perfect gift for Christmas, or any time of year. They are available at the Chamber Office in increments of \$5, \$10 & \$20.

A **special Thank You** to Jean Harazan, Nancy MacArthur, Stacey Adams, and Gail Lake Anderson for the time they volunteered in the office during WhistleStop.

**Memorial Park will be decorated with LED Christmas Lights on several big trees this Christmas Season thanks to the donations from:** The Kiwanis Club...The Lions Club...The Knights of Columbus...and the Ashland Chamber of Commerce. Additional thanks go to Wal-Mart...Ashland Ace Hardware...McRae True Value...and Omer Nelson Electric. Decorating will take place on November 5th. Thank you for all your help!

**Where's Elfie??**

Every morning starting December 5th, and running through December 16th between 10am and 10:15am, a picture will be posted on our website at [www.visitashland.com](http://www.visitashland.com). Once there, click the Elfie link. Then from 10:15am-11am, you can place **one email** with **one guess** per day.

If you are the first to guess the correct location (place), and **where specifically** Elfie is in that location, you will **win \$25.00 in Chamber Dollars**.

If no one guesses the correct answer by 11am, we add another \$25.00 in Chamber Dollars to the pot. If someone guesses the correct location, they win the Chamber Dollars available and we place a new picture on the website the next day.



**The 48th Annual "Garland City of the North Christmas Parade", is December 3rd, Parade time is 4:30 p.m. on Historic Main Street,**

**Entries must be decorated in the theme of Christmas** Parade registration forms are enclosed in this newsletter and are available at the Ashland Chamber. Heartland Communications will broadcast the Parade live on 93.3 Country



(visitashland.com) or the enclosed monthly calendar.

**EPC News**

Look for Christmas Open Houses, Church Bazaars, and Bake Sales on weekends in November and December. Many Retail Stores will open early the day after Thanksgiving, November 25th. Check out the Chamber website

*Continue Keeping The Sidewalks Clean of dirt and snow/ice The Events and Promotions Committee would like to **Thank you for shopping local** this Christmas Season!!!*

**Jason Mitchell Outdoors** recently

filmed an episode in Ashland for his television show. Mitchell along with local guide, Jim Hudson caught several trophy smallmouth bass close to Ashland on the waters of Chequamegon Bay.



"I was absolutely impressed with the size of the smallmouth we caught in the bay, this is one of the best fisheries we have ever seen for huge smallmouth" explained Mitchell. According to Mitchell, the smallmouth bass fishery is a wonderful story to tell because there just aren't many destinations in the country that produce smallmouth bass this big. Jason Mitchell Outdoors can be seen locally on FSN Wisconsin and WDIO Duluth. The shows will air the spring of 2012.

**WhistleStop 2011**



**Runners Comments:**

**"The course was great!** The spectators are fabulous and the volunteers are FABULOUS! You can tell the town is proud of the event and sincerely wants runners to be there! I run a few city events and don't feel the **"Love" that I get from the Ashland folks**". From Saint Paul, MN

**"Everything was perfect- Top Notch!** The course was everything I had hoped –and thanks for ordering up that tailwind.". From White Bear Lake, MN

**A huge thank you to George Stolarzyk** for coming back to paint on our Chamber Building at 1716 West Lake Shore Dr. We really appreciate you George. It's no wonder why he was chosen as Person of the Year for 2011.



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

This months inserts are:  
Memorial Blood Centers  
Our Lady of the Lake  
Christmas Parade 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      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

***Business After Hours  
November's Host  
New England Store &  
The Deepwater Grille/Alley***

***Wednesday, November 16, 2011  
5:00 p.m.***

***Held at  
The Alley  
806 West Main Street***

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.*