



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

October 2012

Greetings! from *Mary McPhetridge, Executive Director*

This past Tuesday we were so proud to sponsor a "New Business Luncheon" at the AmericInn conference center. 21 New businesses opened in Ashland in the last 18 months with another 7 expansions or new owner projects in the city. The atmosphere was fun and positive and exciting as it should be for these new business owners. We *should* gather as a community and welcome and nurture and show support for these businesses that are starting out or making incredible changes to their companies. I believe we are to spend our time, money, and energy on building up our community and our people rather than tearing them down. Encouragement doesn't really cost us anything but the significant outcome of people feeling wanted and appreciated is the ultimate gain. Creating an environment that breeds positive feelings is the environment that makes us all feel good about our businesses, our jobs, the people we see everyday and the community that we live in.

I recently found a button that said Ashland Pride. I don't know where it was from but I know that we need to exhume that pride that our community showed with vigor, and realize that we **do** have so much to be thankful for and we have so much potential and that the investment of 29 businesses in our community **has** to tell us that people do want to live, work, and play in Ashland.....Lake Superior's Hometown!

I truly believe that if we can all start talking and thinking about all of the good things that are happening in Ashland; we will eventually start to rub off on those who don't want to think in a positive manner.

JoAnn, Maribeth, and I are very fortunate at the Chamber, because we hear from people frequently that our community has changed drastically both esthetically and internally – the facelift on the highway, the walking trail, the beautiful murals, and the genuinely nice people are common conversation in our office. Just note the many businesses that are celebrating double digit anniversaries, and the local entrepreneurial spirit and investment in Ashland.

We are proud of our community and we want to invite you to join us by showing your pride in Ashland.

Happy fall and thank you for all of the support you give to our Chamber for these busy busy times we are about to enjoy! Red Clay Classic, Marketfest, Applefest, WhistleStop... They are all community events that will give a huge boost to the economies in both direct and indirect ways not to mention they all offer great entertainment and fun environments!



Ashland ... Lake Superior's Hometown

Happy Halloween



MARK YOUR CALENDAR

- October 3:** Shoplifting Forum 7:30am Hotel Chequamegon. Call the Chamber to register.
- October 3:** Ashland Farmers Market at the Plaza Park (4pm-7pm) and October 6 on Chapple Ave (8am-1pm).
- October 5:** Ashland High School Homecoming. Parade at 4:30pm and Game at 7pm
- October 12-13:** WhistleStop Festival
- October 17:** Business After Hours, sponsored by New Day Shelter and Bremer Bank at New China Restaurant.
- October 24:** M&I, a part of BMO Financial Group, will be hosting a ribbon cutting and open house to celebrate their official new name: BMO Harris Bank 8am..
- October 25:** Witches Night Out, Retail Shopping Promotion 4pm-8pm.
- October 31:** Halloween. Trick or Treat, Ashland

*Welcome to these
New Members;*

American Lung Association

Cassie Grubbe
715-919-0806
Cassandra.Grubbe@lungwi.org
www.wismokeefreehousing.com



*Your
Membership is
appreciated!!*

Highlighting Our October Business After Hours Hosts, October 17th at New China Restaurant.

Bremer Bank is unique in that it is majority owned by a non profit organization, The Otto Bremer Foundation. That means that the profits from their banks are directed to their owner, the Foundation. The Foundation uses those profits to make grants to nonprofits in our community. Over the past three years, grants have been approved for the Chequamegon Bay area in excess of \$1,000,000. New Day Shelter is a great example of the type of organization Bremer is proud to have supported.

Bremer is also unique in their approach to banking. Although they are a large bank with over \$8 billion in assets, their emphasis is on local decision making. This means the lender making decisions will have a personal stake in our community. It also means that there is expertise available to help in many other financial areas. Bremer also provides a comprehensive range of insurance, investment and trust services. If you would like to know more about Bremer, feel free to contact Rick Geisen (President) or Kay Tuttle (Business Banker/Investment Rep).

New Day Shelter provides free and confidential services to victims of family and sexual violence in Ashland and Bayfield Counties. In addition to 24-hour crisis intervention services, New Day Shelter also raises community awareness in an effort to create societal change and move our community towards the elimination of domestic violence and sexual assault.

At Business After Hours, we will: 1) present their annual Passageways to Peace award to a community member who has made a significant contribution to positively impacting domestic violence and/or sexual assault victims and/or the movement; 2) will draw the WINNER of their Violence-Free Community 50/50 Raffle, half to maintain victim services, half to one lucky winner!! 715-682-9566, 800-924-4132. MISSION STATEMENT: Provide a safe haven and support services to victims of Family Violence and Sexual Abuse; and to provide Preventive Education which will challenge the cultural beliefs and attitudes about the use of abusive and controlling behaviors in our communities.

Business News

Congratulations to these Members on their recent **Ribbon Cuttings**:

- ◆ **CEP Inc.** 422 3rd Street West, Mari Kay Nabozny, CEO and Brad Gingras, Chief Operating Officer.
- ◆ **Olde Church Bed Breakfast and Antiques**, 220 9th Ave West, Glen and Krystan Chisholm.

Check out the new hours of operation at:

- ◆ **Omer Nelson Electric**, 316 Main Street East. Monday - Friday: 8am-6pm and Saturdays, 9am-5pm, closed on Sundays.
- ◆ **New England Store**, 518 Main Street West. Monday - Friday, 9am-6pm, Saturday, 9am-5pm and Sunday, 11am-3pm. (with extended Christmas Shopping hours).
- ◆ **Moore's Army Navy**, 505 West Main Street. Monday - Friday, 9am-6pm, Saturday, 9am-5pm and Sunday, 12Noon-4pm (with extended Christmas Shopping hours).

Apostle Islands and Chequamegon Bay Area Community Funds, Northland College, and Ashland and Bayfield Counties League of Women Voters, will present, "**Speak Your Peace/The Civility Project**" and its tools on Wednesday, October 3rd from 6-8pm at Northland College's Sigurd Olson Institute. Reservations required 715-779-7021.

The Ashland Business Alliance is hosting a debate between the 74th Assembly District Candidates at 7pm on Wednesday, October 17th, in the Ashland Room of the Best Western Hotel Chequamegon in Ashland. Incumbent Janet Bewley will face John Sendra.

Faith In Action-Ashland County is holding its 8th annual **Mexican Fiesta Feast**, Thursday, October 18th at the Ashland Senior Center at 400 Chapple Avenue from 4pm-7pm. 715-682-4414 x3. Faith in Action is looking for Fall Volunteers. *Connect with an elderly neighbor.*

The 11th Annual Multi-County Caregiver's Conference will be October 26th from 8:30am-3:45pm at the AmericInn. Pre-registration is required. Call 715-373-6104.

Ashland Yoga Studio, 1207 Lake Shore Dr E. will be hosting it's third annual Open House this year on Saturday, October 27th from 12-3pm. Later that evening, join them for a special "Spa Night" from 6-9pm. Donations encouraged at the door. Proceeds will go to the New Day Shelter and the Bami Ondaadiziike Birth Doulas. More info at AshlandYogaStudio.com.

maurices new address is: 2418 East Lake Shore Drive. 715-682-6885. They are now open in their new "maurices building".

Apostle Islands Realty, 10 N. 1st Street, Bayfield, 715-779-5807 has announced one of their Ashland 1910 Queen Anne listings at 701 W. 2nd Ave. is now highlighted in Country Living Magazine with homes with secret passageways and hidden rooms and deliver "History with an air of Mystery". Way to go historic Ashland homes!

Wilson Physical Therapy is celebrating **Physical Therapy Month**. For the whole month of October stop by their office, 400 3rd Ave West and register to win \$100 in Chamber Dollars and grab a treat. Open Monday - Friday 8am-5pm & Friday 8am-12pm. 715-682-8000.

New Day Shelter's Annual Violence Free Community50/50 Raffle Tickets are now available. Half the proceeds will go to maintain victim services and half to the lucky winner. If you are interested in buying tickets call 715-682-9566. Drawing takes place October 17 at BAH.

Chamber News

Each week the Ashland Chamber of Commerce will highlight a business on Heartland Communication's 1400 AM Radio. The Chamber draws a name and the radio station writes a 30 second ad for your business! October highlighted businesses will be: Eclectik, Plunkett's, Star Signs, Northern Clearing, Inc.

Check out the fun, creative Scarecrows throughout Ashland. The winners will be announced in the November Newsletter.

The winner of the "Mural Scavenger Hunt", September 8th was: Shannon Kauppila. Shannon Won \$100 in Chamber Dollars.

Ashland has been named one of seven entries in Wisconsin in a national competition to find the **"Prettiest Painted Places in America"**. Ashland, along with Darlington, Elkhart Lake, Evansville, Village of Hartland, Mount Horeb and Muskego was named for the exquisite collection of murals!!!! Check out the website at blog.paintquality.com.

Missed the first Forum on Theft and Shoplifting...

Back by popular demand is the second Theft and Shoplifting Forum! Don't miss out! Come and listen to truthful stories and very interesting examples from a very informative and honest speaker. That's right he's back to inform you!!! If you loved the first forum, come back and listen again. Bring your employees!! This forum is for Businesses.

The Theft Forum will be:

Wednesday, October 3, at 7:30am
Best Western/Hotel Chequamegon
Pre-registration is recommended.



New Event! Chick-n-amegon
Females Only Please!!!
In conjunction with the
Garland City Women's Expo
November 10th See insert



to these 29 Businesses that were
acknowledged during a Luncheon on
September 25th.

- | | |
|---------------------|-------------------------|
| Oasis Café | Tap Roots Coffee Shop |
| Solstice Outdoors | Maple Creek Restaurant |
| Lake Superior Laser | Ashland Yoga Studio |
| Superior Grooming | Wilson Physical Therapy |
| Hometown Grooming | Chippewa Valley Bank |
| Pandora | Northwoods Taxi |

Sammio's Italian Grille

- Hidden Treasures Flea Market
- Country Buds Flower Shoppe
- Pine Ridge Land Surveying
- Ringenberg Financial Group
- Northwestern Mutual Financial Network
- Axion Surveying and Consulting
- Olde Church Bed Breakfast and Antiques
- Cleaner Than Before

Expansions, New Ownership or New Locations

- | | |
|-----------------------------------|--------------|
| Birch Haven Senior Living | Snap Fitness |
| Schraufnagel Glass and Auto Glass | Huhn Rx Drug |
| Culligan Water Conditioning | Shopko |
| Ashland Super One Foods | maurices |

For more information or to add to this list please call the Ashland Chamber



EPC News

Retail Businesses are encouraged to have sidewalk sales during Apple Fest, WhistleStop Festival and Witches Night Out.

"Witches Night Out" is Thursday, October 25, from 4pm-7pm downtown Ashland.

Attention Chamber Businesses: Call the Ashland Chamber to be included in the Witches Night Out Flyer

There will be "Witches Brew...Witches Bargains...Witches fun" Stop in to participating businesses and register for \$100.00 in Chamber Dollars.



15th Annual WhistleStop Festival, October 12th and 13th

www.whistlestopmarathon.com

Pasta Feed and Lake Superior Fish Boil Friday, October 12th

**Ticket Prices are: Adults: \$10.50
Children 12 and under: \$5.50**

4:30 pm - 8:00 pm inside the Bay Area Civic Center

Conversational Music with a local favorite; 10% off
Tickets are available at the Chamber Office or at the door
Everyone is welcome to attend!!

Post Race Party Saturday, October 13th, 11am- 4:00pm.

Cheer on the Runners!!
Free Entertainment
Inside the heated tent,
Featuring:

- "4 His Majesty Quartette"
- "Northland College Jazz Group"
- "Ashland High School Jazz Band"
- "Acoustic Relapse"

Concessions & WhistleStop Merchandise available for purchase inside the heated Festival Tent.

Blues & Brews Fest Saturday, October 13th Brew Testing is 7:30pm-9:30pm

Featuring over 50 varieties of the microbrews
Featuring

"Milkbone" & "The Dweebs"

(must be 21 & over)
Advance tickets are: \$20 w/brew & \$15 no/brew taste
note tickets will be \$5.00 more at the door!
For a list of Brewers attending check out whistlestopmarathon.com

Weekend Races Include:

- ◆ Loose Caboose, ages 5-10, Bretting Center, Friday, 5pm.
- ◆ CenturyLink WhistleStop Marathon/Half Marathon, Saturday, 8am-Half Marathon and 9am-Full Marathon.
- ◆ Cruisin the Corridor 5K/10K, Saturday, 8am.
- ◆ Little Engine That Could Toddler Run, ages 2-4, Bay Area Civic Center, Saturday, 2pm.

***note* There is no same day registration for the WhistleStop Marathon & Half Marathon or 5&10K. You must be registered by Friday at 9pm to enter that race!**

**Volunteers are always needed and welcome for the WhistleStop Festival
Call JoAnn at the Chamber 715-682-2500**



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

This Months Inserts
WhistleStop Festival
Chick-uamegon
Chequamegon Theatre Association
Distinctive Painting LLC

**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 Pres- Elec.

Members at Large:

Larry Nelson Lisa Gervais
Dave Martin Rick Forsythe
Tina Miller

Ad Hoc Members:

Pete Mann Keith Hilts
Dale Kupczyk

Staff:

Mary McPhetridge, Executive Director
JoAnn Erickson, Office Manager
Maribeth Monroe, Public Relations
Katy Zart, Office Assistant
Miranda Provost, 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
October's Hosts
New Day Shelter
&
Bremer Bank***

***Wednesday, October 17, 2012
5:00 p.m.***

***Held at
New China Restaurant
300 Lake Shore Drive West***

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.*