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# News & Views

A Newsletter of the Ashland Area Chamber of Commerce

August 2019



from Mary McPhetridge,  
Executive Director

A lot of behind the scenes work takes place when putting on a festival the size of Bay Days. We plan months and months ahead with scheduling of entertainment, sponsors, activities, and vendors.

There are so many people to thank for helping to make this year's event so successful. Ashland Public Works does a wonderful job preparing the park and setting up the road lane closures. Ed Monroe and I head to Northland College to fetch "The Tent"... The tent is a 60" x 120" tent that is also used for Book Across the Bay. We lug it down to the park and hope that the trailer it sits on will make the journey and...We hope the State Patrol won't pull us over! On Thursday morning at the crack of dawn Tom Fitz, Mark Lake, and a fabulous crew from Bretting's Manufacturing, with the help of the skid steer from Von Holzen's, come together to layout, stitch, and erect this massive tent! Then Lulich Implement brings us two beautiful flatbed trailers and a Kubota to use for the weekend! By noon, the stage is set and the backdrop for the event is ready to go for the next day's preparation. There are about 40 poles that need to be cinched and ratcheted above and beyond the 9 huge steel poles that are placed as the anchors for the tent.

Friday morning comes and we have crews in each area of the festival grounds. The tent crews are hanging lights in the big tent and banners. Other crews are erecting 4 of the 10 x 20 tents for the main events on Friday, Marty's Goldenaires and the Battle of the Bands. The same setup with the tent covered bleachers will prevail for the ever popular Strongman Competition! The Strongman competition is an all time favorite for many local people! We've added the Strongest Bam Bam event, that features toddlers to the strongman contest and it is very entertaining. Blueberry Pie Eating Contest can be seen in the distance under the tent and there are nearly 50 pies in different sizes that are used for this event. Throughout the day, we have to fill 5-6 three hour shifts of crossing guards and another 4-6 people to assist with parking and running people from their vehicles to the festival area. This year Daryl Jolma from State Farm brought his Kubota down for the Friday night festivities. This was so helpful considering the severe weather warnings we endured. Saturday was sure a beautiful summer day! Hot, hot, hot and that is what makes this location so appealing. There is always a nice breeze coming off of the lake and one always has the ability to go jump in and swim or dive off of the diving board! We see so many, many families enjoying Bay Days! I saw three teenagers in their swim suits eating at the Knights of Columbus tent! It's definitely the summer festival!! Lots of food options were had and the games from the Gold Fish, to the Carnival games, to the climbing wall, were all busy. Thanks to Travis Larson and crew for putting on a huge display of games, for kids of all ages, with the Sportsman's for God event, in the grassy area of Bayview Park. From marshmallow fights, to tomahawk throwing there was something there for every age. Lexi Williams brought her Superior Serpents and other farm animals and people absolutely loved them! The 9 dogs in the Amateur Dock Dog Jumping Contest made a big splash and the new pier was even better than ever to view the Dock Dog Jumping!! The course for the Fun Run this year was absolutely perfect with many, many breathtakingly beautiful views of the waterfront and the lake! Saturday night's Karaoke Finals were exciting and the singers were so talented! And the most popular animal at Bay Days was Dufus the Camel! He along with his pony friends gave free rides for 4 hours on Sunday. There were droves of children and families and that's what the summer festival is really all about. Families spending time together! Thank you to all who participated and to our many, many volunteers! Thanks so much to Ed & Maribeth Monroe, JoAnn Erickson, Ellen and Madeline Turnquist, and Meg!! Along with Pat Colgrove, Gary Pennington, Patti Vernon, and all of the crossing guards, tent raisers, & tent tear down crew, and the volunteers working the chamber tent for the three days. Thank you to the amazing Ashland Fire Department and fire fighters who brought the big hook and ladder truck, and showed so many people of all ages the "ins and outs" of the truck. It was very educational and a great way to see up close a huge fire truck! The Sunday festivities ended with the talented Chequamegon Bay Concert Band directed by Christine Hulmer, and Deb Joanis and friends who directed the Ashland's Got Talent event!

The Annual Bay Days Festival has a lot of moving parts and I am so grateful for all of the folks that help make this event a great success! Year after Year the crowds grow and we are so thankful to all of our sponsors, who contribute to this event, so that we can offer free admission! We especially thank all of you who attended this years event!

See SPONSOR listing on next page



# Thank You to our SPONSORS!!!!



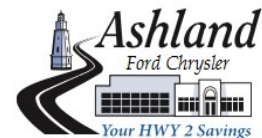
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## Supporting Sponsors:

Ashland Super 8, Associated Bank, Bayfield Electric, BMO Harris Bank, Carlson Orthodontics, Chequamegon Food Co-op, Chippewa Valley Bank, Haukaas Law Office, Lakeview Dental Northwoods Community Credit Union, Northwoods Paving, Thrivent, Wilson Physical Therapy S.C.



**Welcome to our  
newest  
Chamber Member!**

**Apostle Islands Kayaking**  
Zack W. Stuart  
88260 St Hwy 13  
Bayfield, WI  
715/779-9503  
www.apostleisland.com/kayaking



**Calling all artists and crafters!!**

You're invited to join in the fun and reserve a booth during **Downtown Days Aug. 2-3 & Mural Fest, Sept. 7.**

Call the Ashland Chamber for a booth reservation!



**Business News** Contact us with your Business News

**Chequamegon Food Coop**, 700 Main Street West, will have their **Summer Bash**, Saturday, **August 3, 11am-1pm**. Celebrate the flavors of summer. Don't miss out on this free community event featuring samples, music, Mural dedication and more! 715/682-8251 or visit [www.chequamegonfoodcoop.com](http://www.chequamegonfoodcoop.com).

**Stagecoach Bar & Grill**, will host an **"East End Block Party"** and **Arts & Music Fest**, Saturday, **August 3**. Music will begin outside at 3pm with music by Hoff Stevens, Nolander, Floydian Slip and their famous smoked turkey legs and kebabs. Games, dancing & lots of fun For more information call 845/721-4729.

**August 6 from 4pm-7pm** will be the **Thrivent Financial, Cook Out** for the Chequamegon Humane Society, 623 Main Street East. 715/685-0605. *see insert*

**Partners of MMC** will be having a **\$6 sale** on Thursday, **August 8th from Noon-4:30pm** and Friday, **August 9th from 8am-2pm**. In the Gull Stockton Room on the ground floor of MMC next to the Gift Shop. 715/685-5180.

**July newsletter correction: Mike BeBeau** the July Board Member of the Month was **born in Okinawa Japan**.

**Congratulations:**

- ~ **GreenBranch Dental**, 2101 Beaser Ave. on your recent **Ribbon Cutting and Grand Opening**. 715/682-2396
- ~ **Burger Barn**, 519 Main Street West on their **1yr. Anniversary**. 715/682-3276.



**Coming to Wisconsin soon!!! AMERICAN PICKERS** with Mike Wolfe, Frank Fritz, and their team are excited to return to Wisconsin!

They plan to film episodes of the hit series American Pickers throughout your area in October 2019.

Mike and Frank are on a mission to recycle and rescue forgotten relics.

The Pickers want to meet characters with remarkable and exceptional items. The pair hopes to give historically significant objects a new lease on life, while learning a thing or two about America's past along the way. They are looking for leads and would love to explore your hidden treasure. If you or someone you know has an accumulation of antiques that the Pickers can spend the better part of the day looking through, send your name, phone number, location and description of the collection with photos to: [americanpickers@cineflix.com](mailto:americanpickers@cineflix.com) or call 855-OLD-RUST.

**Back-to-school time in Ashland:**

~ **Wisconsin Indianhead Technical College** will start fall classes on August 26  
Student orientation will take place August 23

~ **School District of Ashland** grades 1 through 12 will start classes on September 3

~ **Our Lady of the Lake Catholic School** begins the new school year on September 3

~ **Northland College** will begin the new academic year on September 4



**Lake Superior Magazine**  
September 2019

Listed

"Lake Superior Magazine's Best of the Lake 2019".

**Ashland was listed in 4 categories.**

- ~ **Best Customer Service;** Ashland Area Chamber of Commerce
- ~ **Best Roadside Overlook;** All along Highway 2 in Ashland
- ~ **Best Family Overnight Lodging;** AmericInn by Wyndham Ashland
- ~ **Best Place for a (Safe) Selfie;** Ashland Waterfront, Ashland

**Great Lakes Scuttlebutt Magazine; July & August Summer Issue Featured The Chequamegon Bay!**

Ashland, Washburn and Bayfield were highlighted with an article and full two page spread of pictures of Chequamegon Bay Night Sky, Sand Cut, Ashland Marina, Ashland Lighthouse and the Apostle Islands.



**Ashland County Fair, August 15-18, 2019**  
**Ashland County Fairgrounds, Marengo.**

Midway rides, races, horse show, truck pull, music.. 715/682-3742 or [ashlandcofair.org](http://ashlandcofair.org). Gate Admissions get you into all Grandstand Shows, Unlimited Rides and all Shows.

**Season Pass:**

Season Pass 4 and over.....\$30.00  
Advanced Season Pass.....\$25.00  
Senior Season Pass.....\$10.00  
Auto Parking- FREE  
Children under 4... FREE

**Daily Pass**

Daily Children 4 and over (Thurs-Sun) \$12.00  
Senior Citizen Daily Pass (62 and older) \$5.00

**Ashland highlighted for WEDC "Main Street Days".**  
**At Menard Park on July 24th.**

This is our 3rd year being picked to highlight what's happening in our Downtown! 3 Businesses were celebrated: Lil' Red, Cobblestone Inn & Suites and the new mural on the Chequamegon Food Co-op.



Congratulations Ashland Main Street on being highlighted again by WEDC!!





**Ashland Downtown Days, August 2-3**  
**Street and Sidewalk Sales, Food Vendors,**  
**Music, Games and Summer Fun**



**Friday, August 2, 9am-6pm**

- \* Sidewalk Sales
- \* Northern State Bank Regional Hospice Rummage Sale Fundraiser
- \* Northern Aged Iron tractors.
- \* Vaughn Library Art Tent & Book Nook, 10am-1pm.
- \* JD Bass Entertainment, 11am-2pm
- \* Fire truck on Main Street 11am-3pm
- \* 5pm...**Chequamegon Bay Concert Band** followed by **Robby Vee!!** Sponsored by Bob's Factory Outlet.

**Saturday August 3, 9am-3pm.**

- \* Sidewalk Sales
- \* Farmers Market near the Plaza Park on Main Street, 8am-Noon
- \* Classic Car Show, 9am-1pm
- \* Garden Tour 9am-12noon and Plant Fundraiser, 9am-until gone
- \* Ice Cream Social at the Ashland Museum, 11am-1pm
- \* Chequamegon Food Coop Summer Bash, 11am-1pm. Americana music by Clayton Toman, Ice Cream Social (with proceeds to the BRICK), Face painting by ReMarkieable, Free lemonade and popcorn, Brats for sale, Bounce house, Old-fashioned lawn games and Mural dedication.



**Ashland Chamber Board Member of the Month Rick Forsythe**

Born and raised in Iron River. Graduated from NHS & has a Bachelors Degree from Michigan Tech in Civil Engineering. He Worked in road construction and moved back in 1997 & started up Northwoods Paving for the Mathy Construction family for 15 years.

Rick was a Board member of CVB for 4 years prior to joining the bank as a Vice President & Branch Manager. He and his wife Jody live in Iron River and have three grown children two daughters and one son.

**Rick has been an Ashland Chamber board member for 9 years. "I really feel that the Ashland Chamber of Commerce is one of the best in the state. I enjoy hearing of all the activities in our area & all the positive promotion for development and tourism of the area done by our Chamber".**

**WhistleStop Event Guide Advertising**

Don't miss your chance to participate in the 2019 Memorial Medical Center WhistleStop Event Guide!!

Deadline is August 24.  
 Contact JoAnn at the Chamber for advertising information.

**3rd Thursday- August 15**

Every Month on the 3rd Thursday  
 Downtown Ashland



Retail Stores will be Open until 8pm,  
 Shopping!! Bargains!! Fun!!  
 An evening of shopping until 8pm!

**Chamber News**

Each week the Ashland Area Chamber of Commerce **highlights a business** on Heartland Communications radio station WATW 1400AM with a free, 30-second commercial about them. Businesses are also highlighted on the front page of our website and posted on the Chamber's Facebook page.

**Highlighted businesses for August** will be:  
 Spirit of the North; NAPA Auto Parts;  
 Son Shine on Main Café; Snap Fitness

- ◆ Listen to Heartland Communications and WBSZ 93.3 FM every Thursday at 9am for **Community Café**.

**55+ Health Expo  
 Wednesday, Aug. 21, 2019**

**Where:** Bay Area Civic Center, 320 4th Ave. W.  
 and Bretting Community Center, 400 4th Ave. W.  
**Time:** 9am to 2pm

Included at the expo: Free health screenings, an exhibit fair, entertainment and presentations. Come play BINGO with us in the Bay Area Civic Center and try for a chance to win some fabulous prizes.



And what would an expo be without some delicious free food? Enjoy Sixth Street Market burgers and all of the fixings starting at 11am. There will be free shuttle bus rides during the Expo at Family Video, Enrichment Center (formally Senior Center) and Our Lady of the Lake. You will receive \$1 each way!!!

**Volunteering** is always fun during Chamber Events!

If you are interested in helping with our upcoming events, call JoAnn, 715/682-2500

**Ashland Mural Fest & Car Show,  
 Downtown Ashland,  
 September 7, 9am-3pm**



Guided Mural Tours with Artist Sue Prentice Martinsen 10am & 1:30pm.

Meet at the Bay Area Civic Center.  
 Crafters, Sidewalk Sales, Music, Food Vendors,  
 Kids Mural Painting;



Ashland Lions Club Cookout on the Court House Lawn- 10am;  
 Classic Car Show 9am-3pm.

**Guided and Narrated  
 Trolley Tours!**

**Every Monday, Friday and Saturday.**

Now through September 7, 2019  
 Tours are Fridays and Saturdays at 10am and 1:30pm, and Mondays at 1:30pm.

Cost is \$5.00 (under 6 is free).

Pick-up: East side of the Bay Area Civic Center Parking Lot.  
 For more information call the Chamber office, 715/682-2500



## Governor's Council on Tourism Update:

The Governor's Council met last week in Madison, and I thought I would pass on some of the information they shared for upcoming strategies within the department. Sara Meaney is the new designated Secretary of Tourism and they are hopeful that the Governor's designees for cabinets will be confirmed in the near future now that the budget process is in hand.

**Marketing news:** The Department of Tourism has a contract with Donald Driver, and will be using him in their Fall / Winter campaigns. The department is in the final production stage of what I think will be a fabulous fall and winter campaign. This administration is very data driven and after reviewing past tourism data, they found a very small percentage of seasonal swing. That means that per season the tourism figures fluctuate depending on the gain or decrease. Wisconsin averages 3% while our competitors to the east in Michigan see a 12% swing and to the west, Minnesota, is at an 8% swing. This is great news and confirms that Wisconsin is definitely a 4-Season destination. With that being said, the new Office of Outdoor Recreation will be paramount to continue to promote 4 seasons of outdoor recreation. Likewise, there is also a very healthy number of indoor activities offered in Wisconsin, from theater and arts to indoor water parks that boost the ratings in the colder seasons, so this year the campaigns will still carry the "fun" message but also have a "fun" twist with the word Wisconsin. It will say Wisconsin and WisconOut and promote all of the plentiful activities for the indoor demographic and the outdoor demographic. Again, Donald Driver will have a presence and there may be a fun story line with a new character, but we haven't seen the end product. When we do, we will post it on Facebook!

In addition, the department just finished a very swift Strategic Plan and presented it to the council. The Mission; "To inspire travelers to experience Wisconsin". It's too in-depth to dive into, but here is a link to the plan-

<http://industry.travelwisconsin.com/uploads/medialibrary/72/72cc67c0-67b4-4a63-99f8-938deac0f085-061019-wisconsin-strategic-planning.pdf>

The two big events this year will be the Democratic National Convention in Milwaukee and the Ryder Cup at the Whistling Straits Club in Kohler. Two substantial national events that will bring new business to Wisconsin.

Lastly, the Secretary and staff gave the council an excellent overview of the council, their expectations from us, and statutory committees and makeup along with non-statutory committees and makeup and what their goal is in the future to have more diversity within their committee structures. The Department of Tourism has the following committees:

- Marketing
- Tourism Information Center (TIC) Statutory
- Meetings & Conventions
- Sports Marketing
- Joint Effort Marketing Review (JEM) Statutory
- Meetings mean Business
- Outdoor Recreation – New
- Diversity, Equity, and Inclusion – New



These committees are designed to support the Department's strategic plan. Secretary Meaney will be finalizing a strategy of committee make up and they would like to encourage members of the tourism community to apply to sit on these committees. I will keep you posted and let you know when I know the criteria for applying for a committee seat.

## Bay Days Fun!! 2019



## MARK YOUR CALENDAR

**Every Saturday 8am to noon: Ashland Area Farmer's Market, H. Pearson Plaza Park.**

**ABC Raceway Stock Car Races** are every Saturday. Hot laps start at 6:15pm and racing begins at 7pm

**Aug. 2-3: Ashland Downtown Days.** Friday and Saturday starting at 9am.

**Aug. 3: Annual "Bud" Williams Boys' & Girls' Fishing Party,** sponsored by **North Wisconsin Rod & Gun Club,** at Kreher Park from 9am to noon. Bring your own fishing poles. Food, refreshments & prizes. 715/209-5563.

**Aug. 15: Ashland Chamber Field Day at Chequamegon Bay Golf Club. 715/682-2500.**

**Aug. 15: 3rd Thursday Promotion Downtown Ashland.** Stores open until 8pm.

**Aug. 15-18: Ashland County Fair,** held at the fairgrounds in Marengo. [www.ashlandcofair.org](http://www.ashlandcofair.org) 715/682-3742.

**Aug. 16-18: Butternut Community Fair** in Butternut. 715/769-3473.

**Aug. 21: 55+ Health Expo,** at Bay Area Civic Center and Bretting Community Center, 9am - 2pm. 715/685-5500

**Call the Ashland Chamber at 715/682-2500 for more information on these event:**

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Check out this month's insert:

**Thrivent Financial**

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

**Executive Board Members:**

Dave Martin, President  
John Beirl, Vice President  
Mike BeBeau, Secretary  
Rick Forsythe, Treasurer

**At-Large Members:**

Lisa Gervais      Bill Kacvinsky  
Karen Hansen    Jordan Von Holzen  
Paul Bretting    Tina Miller

**Ex Officio Members:**

Brant Kucera, Erik Olsen  
Betsey Harries

**Staff:**

Mary McPhetridge, Executive Director  
JoAnn Erickson, Office Manager  
Maribeth Monroe, Customer Service  
Ellen Turnquist, Customer Service

Phone: 715/682-2500 or 800/284-9484  
Fax: 715/682-9404  
Email: info@visitashland.com

Ashland Area Chamber of Commerce  
1716 West Lake Shore Drive

**Ashland's 56th Annual Field Day**

The Ashland Area Chamber of Commerce cordially invites you to the 56th Annual Field Day, **August 15, 2019** at the Chequamegon Bay Golf Club, Ashland.

**Registration Deadline is August 2, 2019**

**For a registration form, call the Ashland Chamber at 715/682-2500.**

Is your business interested in having items in the goody bags?

What a great way to spread the word about your business.

Please call JoAnn at the Chamber if you would like your business to donate an item.

**Buffet breakfast** from 8 a.m. to 9:30 a.m.

**Shotgun start for the golfers at 10 a.m.**

**A full buffet dinner** with awards to follow.

**Cost: \$130.00 for 18 holes of golf**

That includes: Registration, gift and information packet, buffet breakfast, brown bag lunch, refreshments throughout the day, buffet dinner and door prizes.

**Thank you to:**

Von Holzen Chevrolet Buick GMC Truck, Inc.  
for sponsoring the Hole-in-One Contest.

**And thanks to the many volunteers** who help make this event a successful and fun day out on the golf course.