

News & Views

A Newsletter of the Ashland Area Chamber of Commerce

February 2019

Greetings! from Mary McPhetridge, Executive Director

I love when people ask are you ready for the cold? How do you do that? I have been living in the midwest my whole life and each season brings it's own elements of change that we simply adjust and transition into heavier or lighter clothing and turning up the thermostat or adding more wood to the fire, however, it is difficult to stay warm in -10 degrees, but.....that temperature is needed to form the ice we need for ice fishing, and there is always hope of enough ice to form the winter ice caves and the ice road to the island!

Last year at this time we were kicking off the Retail Contest, and working on some new video for Book Across the Bay and Winter. The new commercial will air Super Bowl Game day! Even if no one watches the game, they WILL watch the commercials. Okay that was snarky, but true! Ours will air during the pre-game festivities. We are also excited about the sponsorship we entered into with Trophy Technologies; Producers of Trophy Fish Hunters – Trophy Fish Hunter runs Saturday mornings at 7am on the CBS Sports Network from January through March. Our commercial highlights the many many outdoor activities in the Ashland and Chequamegon Bay for the whole family.



Visit
 NORTHERN WISCONSIN'S
Waterfalls!



Just in, the 2019 Ashland County Visitor Guides and the new Waterfalls brochures! By this time next month, we should have our brand new Chequamegon Bay Fishing Brochure. This piece covers EVERYTHING from fish species, to tying knots! This piece will definitely be one of the popular fulfillment pieces requested this year!

The Winter Trails Brochures are going out the door and highlight silent sport trails throughout the two counties of Ashland and Bayfield.

Every season is tourism season in Ashland! So, invite your friends and family to come up for a weekend and enjoy the beauty the Chequamegon Bay area has to offer. From Copper Falls to Mt. Ashwabay there is always something to see or do! The Murals are another fun past time and people come year-round to view our outdoor history book!



For the 2nd year, the Ashland, Bayfield, and Madeline Island Chambers partnered to purchase display space at the Beloit Travel Center. The Beloit travel center is one of 8 Wisconsin Travel Centers in the state. Our Ashland County Visitor Guide brochures are also given out at the travel center. This partnership has given all of us great exposure!

Registrations are rolling in for the Book Across the Bay! If you are interested in volunteering for this event please email bookxbay@gmail.com. Registration for the 2019 Memorial Medical Center WhistleStop Marathon and Half Marathon and Cruisin' the Corridor will open soon! We have offered a special discount for the marathons for the first 60 days so if you know of folks that are interested, now is the time to register, and get the best deal! We will also be opening the registrations for the 2019 Apostle Islands Inline Marathon and Superior Vistas Bike Tour! The 2019 Chequamegon Bay Birding & Nature Festival Books are on the last and final proofing and will be available in March.



Ashland's All-Class Reunion 2020 at Bay Days! We are working with Brenda Eder and several other volunteers to create and organize what will be the first of many All-Class Reunion Events at Bay Days. The dates of the Ashland's All-Class Reunion at Bay Days will be July 17, 18, and 19, 2020. There is also a Facebook Page. Ashland's All-Class Reunion 2020! We are still looking for a contact from each of these years to spread the news of this fun event: 1951, 1952, 1953, 1954, 1955, 1957, 1958, 1960, 1964, and 1966.

It's always exciting to promote Ashland and there is ALWAYS something going on – Check out our website www.visitashland.com for the most up to date event listings for Ashland, Ashland County and links to Washburn, Bayfield, and Madeline Island Chamber events.

Attention Ashland Chamber Members!



If you are in need of a **new membership plaque**, contact our office and we will be sure to get you one!

Help us Celebrate Your Business!

We are looking to compile a list of anniversaries and to celebrate the businesses in our community! Please call (715/682-2500) or email (info@visitashland.com) our office with your businesses anniversary.

MARK YOUR CALENDAR

February 1-16: No-Snow Snowman Contest. See page 3

February 16: Book Across the Bay, Start at 6pm, Maslowski Beach Ashland. batb.org

February 20: Business After Hours at 5pm hosted by **Copy That** and held at the Neighborly Bar., 1301 Main Street West.

February 21: 3rd Thursday's. Downtown Retail Stores will have sales and will be open until 8pm



Highlighting our February Business After Hours Host

Submitted by: *Copy That*

Copy That is not a typical copy and print shop. We are growing into more than that.

We the owners of *Copy That* – Mark Babel and Will Pipkin – are in our third year of building out the business. We have added three digital printers, including “Large Marge”, a brand-new, state-of-the-art production printer. We have added new staff with special skills in graphic design and web building. We are adding new services: sign and banner printing, marketing and branding, and organization development for nonprofits. We have added to our facilities; more space to provide you more great materials and better service.

Not *everything* is new and expanding. Some things are not changing. We **still** are extremely helpful, friendly, fast, and creative. We **still** have a big selection of papers, and we still laminate, fax, bind, and scan – and we continue to fix old photographs. We **still** design most *everything*: logos, brochures, forms, newsletters, business cards, raffle tickets, posters, envelopes, books, and more. Bring us your ideas! We love bringing them to life!

Copy That will host the February 20 Business After Hours at the Neighborly Bar. Food & Appetizers will be catered by Delta Diner. There will be a happy hour from 4:30 to 5:00, with drink specials and appetizers and food to follow at 5pm. It will surely be an entertaining evening learning about the exploits of the crew at Copy That. There will be many prize drawings, including free drinks, gift certificates from *Copy That* and local restaurants, and a one-night stay at Cobblestone Inn! Everyone will leave with a fresh take on *Copy That!*

Join us February 20th at The Neighborly Bar

Welcome to Our Newest Chamber Members

Ashland Rotary Club
Denise Kontny, President
www.ashlandwirotary.com
rotaryashlandwi@gmail.com



Vernon Construction, Inc.

Bill Kaevinsky
1720 Main St. W.
715/682-9460



Dahl Construction Co.

Hans Dahl
36985 W Bresette Hill Rd.
Bayfield WI
715/209-1527
www.dahlconstruction.com



The Neighborly Bar
Jean and Crunch Ronning
1301 Main Street West
715/682-9908
Find us on Facebook



Lake Superior Tall Ships Inc.

Gordon Ringberg
Pikes Bay Marina, Slip 202,
Bayfield WI
262/422-0607
www.lakesuperiortallships.org



The Gathering Barn

The Gathering Barn LLC
Christine Kabasa/Angie Vernon
50467 State Hwy. 13
715/292-0845
gatheringbarn@yahoo.com
www.gatheringbarn.net

Business News Call or email the Chamber with your business news by the 20th of each month!

Ashland Historical Museum will hold a “Chili Feed” at the Museum, 216 Main St. West, on **February 7**, 4:30pm -6:30pm, Cost is \$5.

The Ashland Chamber presents “3rd Thursday” **February 21**. Downtown stores will have sales & be *open late!*

Home Expressions, 116 W. Main Street, **Spring Open House**, Thursday **February 28**, 10am to 6pm. Tons of new spring decor, dip samples, drawings and so much more! Open late for your shopping convenience! 715/682-2455.

Heartland Communications Magic Stocking collected \$1,382.90 this past Christmas season. With **Coffey Oil’s** matching \$1,000 donation, **The BRICK** will receive \$2,382.90. Thank you to everyone who contributed to the Magic Stocking drive!

Bay Dental Associates, 819 Lake Shore Drive West is excited to announce that **Dr. Marc Desjarlais** will be **joining Bay Dental** the end of February. Dr. Marc comes to Bay Dental with advanced training in several aspects of dentistry, particularly oral surgery (extractions, etc). Dr. Marc is accepting new patients. 715/682-6675.

Ashland Elks Lodge #137 will present their annual “Cash is King” raffle drawing on Sunday, **March 3**, at 4pm at the AmericInn. Doors open at 2pm. To purchase a ticket or for more information, call 715/682-4329.

Congratulations:

- * **New owners of C&S Design** are Han’s & Lauren Dahl, 803 West Lake Shore Drive. 715/682-0330.
- * **Red Bicycle**, Celebrated their 4th Anniversary in January. 707 West Main Street, 715/685-4114.

This months inserts are:

- Memorial Medical Center WhistleStop & Ashland Bay Days Sponsorship Form
- C& S Design/Rental Space.

Happy
Valentine's
Day



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. The chosen businesses are also featured on the front page of the Chamber website, www.visitashland.com, and on the Ashland Chamber Facebook page.

February's highlighted businesses will be: Safe-Ride, Chequamegon Theatre Association, Black Cat Coffeehouse, Ashland Super One Foods

Congratulations to the winners of the **Shop Small Win Big Contest**

November winner: Vanessa VanCleeve,
December winner: Monica VanCleeve and
January winner: Patsy Kontny.

Thank you everyone for participating and **shopping local!**

Keep your sidewalks shoveled and free of ice!

The **new 2019 Ashland County Activity & Visitor Guides, Waterfalls** and the **NEW Fishing Guide** are now printed and at the Chamber.

Stop in and check them out!

Listen to Heartland Communications and WBSZ 93.3 every Thursday Morning at 9am for **Community Café**. If your non-profit organization would like to promote an event on the radio, call the Ashland Chamber

*Mazda Miata Club of MN
Chose Ashland for their fall
Mazda trip!!!*



*Eight members of the
Mazda Miata Club of Minnesota* visited the Ashland Chamber on January 21 to explore Ashland and talk about area events, activities and attractions for the club to experience when they come here for their **fall trip in September**.

Membership Reminders:

- * 2019 membership drive would like to say **Thank You** to all the **new and renewing members**. We want to be the best Chamber we can be for our Members. If you have any ideas or questions for our office please send an email to Mary at info@visitashland.com
- * **Chamber Dollars:** Nearly \$65,000 in Chamber Dollars were sold this year. Chamber Dollars is a reimbursement program. If a customer redeems Chamber Dollars at your business, you simply take them in as cash and then either mail or bring them into our office and we will reimburse you the **full amount**. If you have any questions please call our office at 715/682-2500 or send an email to info@visitashland.com. Members receive full cash value from Chamber Dollars. Chamber Dollars available for purchase in increments of \$5, \$10, \$20 or \$25.
- * **Newsletter Inserts:** For \$75 and 475 copies, a Chamber member can place an advertising insert in our monthly newsletter. This is a great economical way to reach potential customers. (Some restrictions apply.) Call for more details.

*Brave the cold, Join the hearty and
Enjoy winter in the Northland.*

Stop by our office and pick up one or all of these winter brochures to get out and explore!

- ◇ **Waterfalls Brochure**
- ◇ **Winter Fun Trails Guide** for snowshoe/cross country ski
- ◇ **Ashland County Snowmobile Map**
- Check out our website for updated winter reports.**



No-Snow Snowman Contest

February 1 through-February 16

The Ashland Chamber would like to challenge its members to participate in the annual "No-Snow Snowman Contest". Build a snowman out of any desired material (can include snow) and place it in front of your business, then call the Chamber to register.

In order to be eligible for the prize, the snowman should be out on display **now through Feb. 16**. The Chamber will take pictures and upload them to its Facebook page. The winner will be determined by the amount of "likes" each snowman receives.

One winner will receive \$100 in Chamber Dollars!!!



Ashland Bay Days & Memorial Medical Center WhistleStop sponsorships are still being accepted.

The Ashland Chamber's Bay Days and WhistleStop festivals are two major events with a great social and economic impact on the area. Event sponsorship allows you to tap into a niche, a local and a regional market, and can even give you an opportunity to test your product depending on the sponsorship you choose. There are several marketing opportunities to choose from.

See this months insert for more information.

Calendar of Events

Share What's Happening!

A calendar of events is inserted in your newsletter every month. We encourage you to share the calendar with your office staff and friends. Also, if you are a service business please post the calendar near your front desk where employees can share the activities that are happening in our area with your customers.

Book Across the Bay www.batb.org

Saturday, February 16, 2019

23rd Annual Book Across the Bay ace starts at **6 pm** at **Ashland's Maslowski Beach** and ends at Thompson West End park in Washburn!

Walk-in registration and bib pickup will be at **Thompson's West End Park in Washburn** on **Saturday, Feb. 16** from 11am - 5pm. **Shuttle buses** will run from 1-5pm on Saturday from Washburn to the start area. Finish Line Tent will feature Fido & the Love Dogs!

Book Across the Bay Activities include:

Friday, February 15, Polka Party on the Bay, from 6pm-10pm. Join us in the big tent at Maslowski beach for an evening of fun! Food from Sixth Street Market & beverages from Stagecoach Bar & Grill.

Saturday, February 16: Book Across the Bay Expo on the Ashland side of the bay. The Expo hosts 20 local businesses & vendors ranging from food & beverage to outdoor sporting goods and crafts & photography! Have your skis waxed! Free admission and family friendly! Race start 6pm!

Kids Book It Fun Race, February 16, is a FREE, fun race open to all kids ages 12 and under. Registration and bib pick up will be at Solstice Outdoors starting at 10am. Race starts at 11am for ages 8-12 and 11:30am for ages 8 and under. All participants will receive a medal, hot chocolate, and cookies! solsticeoutdoorstore.com or call 715/682-3590.

North Coast Cycling Association's Bike Across the Bay, Sunday, February 17. The 10K course for Bike Across the Bay is a combination of hard-packed drifted snow, crusty snow, and some ice. Fat bikes are recommended. Helmets are required. Race start time is 10am from Washburn Shore. Day of event registration will be at the Harbor View Event Center (formerly Steak Pit) from 8:30-9:30am. 715/209-8169 with any questions. northcoastcycling.com

Find yourself next to the water.

ASHLAND

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

This Months Inserts:

- ◆ Sponsorship form for Ashland Bay Days & the Memorial Medical Center WhistleStop
- ◆ C & S Design/Rental Space

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

Executive Board Members:

Dave Martin, President
John Beirl, Vice President
Gail Fox-Anderson, Secretary
Rick Forsythe, Treasurer

At-Large Members:

Lisa Gervais Bill Kacvinsky
Karen Hansen Jordan Von Holzen
Paul Bretting Mike BeBeau
 Todd Chingo

Ex Officio Members:

Betsey Harries
Erik Olsen
Brant Kucera

Staff:

Mary McPhetridge, Executive Director
JoAnn Erickson, Office Manager
Maribeth Monroe, Customer Service
Lily Jolma, Customer Service

Phone: 715/682-2500 or 800/284-9484

Fax: 715/682-9404

Email: info@visitashland.com

Business After Hours

February's host:

Copy That

**Wednesday, Feb. 20, 2019
at 5:00pm**

Held at:

**Neighborly Bar
1301 Main Street 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.*