



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

November 2014

Greetings! from *Mary McPhetridge, Executive Director*

What a fabulous fall season! Many of us were wondering if the colors would actually burst with brilliance and they certainly didn't let us down. I know this time of year is my favorite! Amongst the beautiful surroundings, football, back to school, and the smell of fall, is the fall tourism that we are so fortunate to experience in September and October. Kicking off the fall event schedule was the annual Red Clay Classic with perfect weather and great attendance. Then Apple Fest and even though there were a couple of showers, people still made the trek to visit the orchards and the Chequamegon Bay and it was a very busy weekend. Finishing off the trio with the granddaddy of them all was the CenturyLink WhistleStop Marathon & Half-Marathon. Retailers, food and beverage, and hospitality businesses have been busy with not only event participants, but also transient "Fall Color Seekers" enjoying the season.

The 2014 CenturyLink WhistleStop Marathon & Half-Marathon was a huge success and it's all because of you! This event is really about a big family — our family of sponsors, volunteers, and runners. Thank you to the sponsors that have continually partnered with us over the years to bring such a big event to the area. Thank you to all of our committed volunteers who show up day after day for prep and then, in the heat of the race, are all of a sudden there because they felt like we might need another body. These are volunteers who love this event just as much as we do and write it down every year and own it; volunteers that have family and friends participating and want to be a part of that experience; volunteers that enjoy the socializing with others and have made friendships over the years because of people they have met while stuffing packets or mailing registrations; volunteers who have taught their children about giving back in order to grow a community. It's so special!

And the runners ... their stories, the reasons, the purpose, the journey. It's amazing! So many have a touching, real story to tell about why they have chosen to put their bodies through such physical stress to reach that goal, to tap into their faith on a deeper level, to tell others that it CAN be done, to memorialize a loved one or to fight for a loved one. There is so much emotion at the start and finish line of our races. It's so beautiful that you just become part of the experience when you see it, hear it and read it in the emails we receive. This year we had so many local racers reach their goals and we were able to celebrate their success with them! Lots of personal records this year and just all-around good vibes. Thank you so much everyone who made this event such a success. You are the reason, you are the heroes, and we love you and thank you from the bottom of our hearts for all of your hard work!

We have received numerous WhistleStop survey responses and they love our volunteers. Here is a paragraph from a female who raced. She came here by herself and spent \$1,000.00 in the area. This is what she said, "I really enjoyed my time in the lovely and incredibly friendly town of Ashland! The staff at the AmericInn, Black Cat Coffeehouse, Tap Roots Coffee Shop, Von Holzen Chevrolet (took my vehicle there for an oil change since I had time and it really needed one), food co-op, baking company, Sixth Street Market, Gabriele's, Deep Water Grille, El Dorado, and Ashland Floral were absolutely wonderful. Thank you!! Lastly, the murals are just amazing and the spring water a real treat. Oh, one more thing, since I came alone, I truly appreciate how safe I felt in Ashland."

We are moving ahead to our next and last big event of the year, Chick-uamegon! We hope you will participate — women will run, walk or bike; and men, we need volunteers, so let us know if you can help on Saturday, November 8th. It will be another great weekend in Ashland and the Chequamegon Bay. Go to www.chick-uamegon.com for more details!

MARK YOUR CALENDAR

Now through Nov. 30: Follow the Mural Brick Road promotion. www.muralbrickroad.com (See Page 3 for more information!)
Nov. 1-30: Christmas Cash Raffle tickets are on sale for the December drawings. Call or stop by the Chamber for your tickets.
Nov. 2: Daylight Saving Time ends. Don't forget to set your clocks back one hour!

GIRLS' WEEKEND:

Nov. 8: Chick-uamegon 5K/10K Walk/Run & 20-Mile Bike Race — Ladies, come dressed to win in your *bling*! Finishers receive a tiara and medal. All-guy water stations! www.chick-uamegon.com

Nov. 8: Garland City Women's Expo, 10 a.m. to 4 p.m., at Lake Superior Elementary School, 1101 Binsfield Road. For more details, call 715/682-2727 or go to www.ashlandwomensexpo.com.

Nov. 8: WITC Harvest to Holiday Vendor & Craft Fair, 9 a.m. to 2 p.m., WITC-Ashland Conference Center, 2100 Beaser Ave.

Nov. 8: Our Lady of the Lake Catholic Church Holiday Bazaar, 8 a.m. to 2 p.m., 201. E. Lake Shore Drive

Nov. 11: Veterans Day

Nov. 19: Business After Hours, 5 p.m., hosted by **New England Store** and **Deep Water Grille/The Alley** at The Alley, 806 W. Main St.

Nov. 22: Opening day of deer hunting season. Good luck to all hunters!

Nov. 27: Thanksgiving Day

Nov. 28: Black Friday. Look for early morning retail shopping hours and discounts.

Nov. 29: Small Business Saturday. Thank you for shopping local!

Dec. 6: Customer Appreciation Day and the **52nd Annual Garland City of the North Christmas Parade** at 4:30 p.m. on historic Main Street. Start your holiday season off on a merry note!

Call the Ashland Chamber at 715/682-2500 for more information on these great events!

*Welcome to our
newest Member!*

Krause Creek Lodge
Neil Hauger 612/619-7062
71018 Kornstead Road
Mellen, WI 54546
<http://www.homeaway.com/vacation-rental/p3500207>



Highlighting Our November Business After Hours hosts

Submitted by: New England Store and The Alley

New England Store, 518 W. Main St.

Your four-season gift store invites you to shop our wonderful selection of jewelry, home décor, special occasion and seasonal gifts, cards and ornaments.

With the holidays fast approaching, we would encourage you to shop *intentional*. Stop and think about where you will be spending your money. Will it have a positive effect on your community or in another state? Managers, owners or CEOs: Consider encouraging employees to shop local — buy Chamber Dollars! Downtown Ashland not only wants but needs your business!!

Thank you, Jim & Gail

Check us out on Facebook

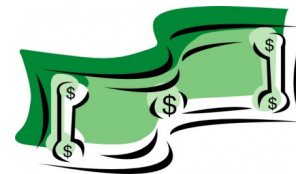
Thank you for shopping local this Christmas season!!

Deep Water Grille and The Alley, 806 & 808 W. Main St.

The Deep Water Grille and The Alley are the two restaurants designed to showcase South Shore Brewery and its award-winning beers with superb menus. Both restaurants are known for having an enjoyable atmosphere in which they serve unique and creative cuisine. Check out the Thursday Night Pizza Buffet at The Alley. Choose from a wide variety of tempting appetizers and satisfying entrees at the Deep Water.

It's time to reserve your Christmas party now! www.deepwatergrille.com

Join us Wednesday, Nov. 19, at The Alley for Business After Hours!



It's time for the Annual **Christmas Cash Raffle!!**

Tickets will be available at the Ashland Chamber during the month of November. If your place of business would like to have some tickets, be sure to give the Ashland Chamber a call! Drawings will take place every day during the month of December, with special bonus drawings on Parade Day, Christmas Day, and New Year's Eve Day!

Business News

Chequamegon Humane Association will hold their **2014 Fur Ball** on **Nov. 1** at AmericInn of Ashland, 3009 E. Lake Shore Dr., starting at 5:30 p.m. Come for fun, food and music, plus tons of raffle prizes and silent auction items. 715/682-9744 www.chaadopt.org/

Faith In Action-Ashland County will have a variety benefit concert **Nov. 2** from 12:30-4 p.m. at the Northern Great Lakes Visitor Center, 29270 County Hwy G. Polka and old-time music will be featured and there will be food for sale. Call 715/682-2414, ext. 3, for more details.

Garland City Women's Expo will be **Nov. 8** from 10 a.m. to 6 p.m. at Lake Superior Elementary School on Binsfield Road. There will be door prizes and food will be available. Call Heartland Communications at 715/682-2727 for details. www.ashlandwomensexpo.com

WITC-Ashland's Alumni Association will host their **2nd Annual Harvest to Holiday Vendor & Craft Fair** from 9 a.m. to 2 p.m. on **Nov. 8** at the conference center on the Ashland campus, 2100 Beaser Ave. Check out great handmade crafts and a variety of gifts for the whole family while helping to support student scholarships. **See insert.**

Our Lady of the Lake Catholic Church, 201 E. Lake Shore Dr., will have their **Holiday Bazaar** on **Nov. 8** from 8 a.m. to 2 p.m. and their **Winter Wonderland** bazaar will be held **Nov. 29** from 9 a.m. to 4 p.m. Call 715/682-7620 to learn more.

White Winter Winery will host a **Deer Widow's Evening** on **Nov. 21** from 6-9 p.m. at the winery, 68323 Lea St., Iron River. Sip wine, sample cheese and shop. Call 715/372-5656 for more details. www.whitewinter.com

Remember a special person or pet with a "Love Light" this holiday season. Purchase a light that will adorn the evergreen tree at **WITC-Ashland's** main entrance. Honorees will be commemorated during a 6 p.m. lighting ceremony on **Dec. 3**. Lights will remain lit through early January. For more information, call 715/682-4591, ext. 3113. **See insert.**

Congratulations to the following businesses on their **ribbon cuttings** last month: **Chequamegon Food Co-op, Superior Sauna & Steam** and **Chequamegon Bay Group!** We wish you all continued success in the future.



**Happy Thanksgiving from
the Ashland Chamber staff!!**

Pine Point Lodge, 10775 Pine Point Road, Iron River, has every Packer game with the NFL Sunday Ticket, along with free BBQ! Enjoy smoked wings, pulled pork, brisket or ribs and plenty of sides. Call 715/372-8711 for more info.

The **2015 Ashland County Visitor Guide** still has available spots for businesses to advertise. Don't miss out! This is a great opportunity to get your business listed in a high-quality guide!! Please call the Ashland Chamber office at 715/682-2500 **ASAP!**

Call the Chamber by the 20th of the month with your Business News!



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 November will be: **Lake Superior Cleaners, Fauerbach & Martell, S.C., Chequamegon Food Co-op, Ashland Ford Chrysler and North Country Specialties.**

The Ashland Chamber has a *great selection of merchandise*, including: hats, socks & jackets, sweatshirts for adults, toddlers and youth, *WhistleStop* duffle bags, mugs, and more! Shopping hours are 9 a.m. to 5 p.m. Monday through Friday at the Chamber office.

Chamber Dollars promote local shopping!! Chamber Dollars are a perfect gift for Christmas or any time of year and are available at the Chamber office in \$5, \$10 and \$20 increments.



EPC News

Nov. 28th is the day after Thanksgiving, and **Black Friday shopping**. Retail businesses will open early for fun shopping and great bargains!

The **Events and Promotions Committee** would like to *thank you for shopping local* this Christmas season!!

Nov. 29th is "Small Business Saturday"

This is a great time to show support for the many wonderful small businesses in Ashland! Ashland still has an incredible inventory of excellent shopping options for everyone on your Christmas list and we thank you for shopping local and supporting the many small, family-owned businesses from retail to food and beverage to lodging.

Small Business Saturday

"Together, we can sustain our local economy"

Scarecrow Business Contest Winners for 2014

Thank you to all participants! All of the scarecrows were WONDERFUL!!

1st Place — Memorial Medical Center

2nd Place — Ashland Health & Rehabilitation Center

3rd Place — Benoit Cheese

Honorable Mention:
LBS Insurance Group,
C.G. Bretting Mfg., and
Golden Living Center-Court Manor



Ashland's economy is on the upswing!

This has been a good year for economic development in Ashland. The Ashland Area Development Corporation reports that since January 2014:

- ◆ 11 new loans were approved for a total of \$581,000 in revolving loan funding
- ◆ \$4,772,000 in total projects
- ◆ 39 new FTEs were created (including the addition of the new Culver's being built on East Lake Shore Drive)
- ◆ 25 FTEs were retained

Daycare Survey: *Your opinion matters!*

The Ashland Area Development Corporation and UW-Extension are interested in hearing from parents of daycare-aged children with childcare needs in Ashland County. They have created a survey for parents to fill out and share their thoughts. You can access the survey by entering the following link into an Internet browser: https://uwex.qualtrics.com/SE/?SID=SV_0U3yf2k2NvOUW6F or go to the Ashland County University of Wisconsin-Extension site (<http://ashland.uwex.edu/>) and click on the link in the *Daycare Survey* post on their homepage. You may have to scroll down a little for the post. Thank you for taking the time to provide your input on this important matter.

Follow the Mural Brick Road



From Butternut in the south to Madeline Island in the north, Ashland County's over two dozen eye-catching murals dazzle visitors all year long. Play the Mural Treasure Hunt game through the end of November on paper, online or on your smartphone. Your name will go into a drawing and you could be one of six \$500 winners! www.muralbrickroad.com

Chick-uamegon Women's 5K/10K Walk/Run & 20-mile Bike Race Saturday, Nov. 8

"Girls just wanna have fun" and the 3rd annual Chick-uamegon, a lighthearted women's 5K/10K walk/run and 20-mile bike race, offers just that, along with terrific prizes and cute awards. Finishers each receive a tiara and a medal. There will be prizes for the "blingiest," so come dressed to win!

And after the races, don't miss the annual Garland City Women's Expo, held inside Lake Superior Elementary School, 1101 Binsfield Road, near the race start line. Starting at 10 a.m., the expo offers shopping, pampering, food and fun, along with free admission and door prizes.

Hey, guys: We won't leave you out of the loop! Volunteer to help with the all-guy water stations, crossing guards, or the start/finish line!

Register at www.chick-uamegon.com.



Another stellar year for WhistleStop! 17th Annual CenturyLink WhistleStop Marathon/Half-Marathon 2014 racer comments:



"The race is a professional and very well run race that retains its small-town flavor. The addition of the Blues & Brews helps make for a great weekend vacation!"

— **Michael Wondra**

"It's a small but fantastic race. Always cool weather, which is the best in my opinion. Volunteers are great. Trail is perfect. Water stations food/drink can't get much better!!!"

— **Kate Ferguson**

"The course is scenic and fast. I have always had a good finisher time here. The finisher items are usually very good and not just a T-shirt. Volunteers are friendly. Decent post race food."

— **Michael Laughlin**



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Check out this month's inserts:

- ◆ Charter Business
- ◆ Explorer's Point
Holiday Parties
- ◆ Chick-uamegon
- ◆ Christmas Parade
Registration Form
- ◆ WITC Harvest to Holiday
Craft Fair & Love Lights

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

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Jeff Moravchik, President
Mike Hines, Vice-President
Rick Forsythe, Treasurer
Mike BeBeau, Secretary, Past President

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Mark Gutteter Todd Chingo
Tina Miller Lisa Gervais
Judy Wheeler

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Pete Mann Keith Hilts
Dale Kupczyk

Staff:

Mary McPhetridge, Executive Director
JoAnn Erickson, Office Manager
Candace Ferguson, Public Relations
Victoria Long, Customer Service

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

Fax: 715-682-9404

Email: info@visitashland.com

Web: www.visitashland.com

Business After Hours

November's hosts:

*New England Store and
The Deep Water Grille / The Alley*

*Wednesday, November 19, 2014
5:00 p.m.*

Held at:

The Alley, 806 W. 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.*