

*Greetings from Mary McPhetridge*

I feel so Thankful; Blessed beyond measure, and so proud of our communities around the bay for the accomplishments in the past 6 weeks. Red Clay Classic, Applefest, and WhistleStop all were amazing successes!! Thank you to the amazing volunteers, businesses, and of course the resilient participants that traveled both near and from afar to experience all three events!! I'm so thankful and grateful for the many many volunteers, who year after year commit to a significant time frame to help us coordinate these large caliber events!! Whether you were assisting with selling raffle tickets or concessions at the race track, or helping with parking and traffic control at the Applefest, or running an aid-station or filling buckets for the Memorial Medical Center WhistleStop, I know I can speak for all of the directors in this area, we are truly thankful and appreciate your willingness to commit and support us every year!! The running of the 22nd Memorial Medical Center WhistleStop was very successful, and for me as a director, seeing the last of the runners, cross the finish line, is my favorite time of day! Knowing all are accounted for and safe, and knowing that the volunteers that have been out on the course all day, are able to pack up and head in for some warmth!! Believe me when I say that the surveys that we have received thus far ALL say the volunteers are absolutely FANTASTIC! Please see the insert for a full "Thank-You" to the many people that help with all of the moving parts in this event!!

Thanks to all of you who participated in Witches' Night Out last Thursday!!! What a fabulous evening!! It was so fun to see all of the people out having fun downtown shopping and socializing and shopping and socializing!! Congratulations to Lil' Red on their ribbon cutting!! Downtown was booming all evening and we appreciate all of your support for this event!! Thank you on behalf of our retailers for supporting them as well!!

Chick-uamegon is our next event and this takes place on Saturday along with all sorts of other events like the Garland City Women's Expo, several bazaars, and the annual Fur Ball fundraiser for the Chequamegon Humane Association! Another weekend full of fun things to see and do in the Ashland area! Then we head into the Christmas season with the kick off of "Shop Small Win Big"!! It's our way of thanking you for spending your dollars in small locally owned retailers!!

I was a co-coordinator of a Downtown Summit in Green Bay right after WhistleStop, and we had nearly 100 people attend our 1.5-day summit highlighting trends in downtowns all over the Midwest!! Last week the Department of Tourism and staff headed up north, to Hayward, for our Governor's Council on Tourism Meeting. Hayward and Ben Popp, Executive Director of the American Birkebeiner, rolled out the red carpet for the council members from all over the state. We were updated on the state's new Strategic Plan and tried very hard to vote for the council Chair, Vice-Chair, and Secretary. I was nominated for both Vice-Chair and Secretary, but there were ties in each category and so they had a re-vote on Friday, so I'll keep you posted! It is a great honor to sit on the council!! The department also is right in the middle of welcoming their new Marketing, Public Relations, and Digital Firms that will assist the department in marketing the state! Their job is to keep us on brand and we are excited to see what they all have in store for us. In the meanwhile, look for the fall and winter ads that feature our own beloved Donald Driver! They are really great and fun!! The Brand in Wisconsin is all about having fun and creating life-long memories for our travelers! So.... Take a long weekend somewhere in Wisconsin, because it doesn't matter what corner you travel to, there is always something to see or do!!

## Happy Thanksgiving!!

### MARK YOUR CALENDAR

Nov. 1-30: Christmas Cash Raffle tickets are on sale.  
 Nov. 3: Daylight Saving Time ends.  
 Nov. 5: Election Day  
 Nov. 8: Ribbon Cutting 8am at Sutherland CBD, 415 West Main  
 Nov. 11: Veterans Day.  
 Nov. 20: Business After Hours, at the Alley, see back page  
 Nov. 21: Third Thursday Downtown Ashland.  
 Nov. 21-Jan. 14: Shop Small Win Big promotion.  
 Nov. 23: Opening day of deer rifle hunting season.  
 Nov. 28: Thanksgiving Day.  
 Nov. 29: Black Friday Sales throughout Ashland.  
 Nov. 30: Small Business Saturday!

### Holiday Gifts & Bonus'

#### Chamber Dollars Promote Local Shopping!!

Chamber Dollars are a perfect idea for a gift or for a Christmas Bonus, or any time of the year. They are available at the Chamber office in increments of \$5, \$10, \$20 & \$25.



Call our office to order yours today!

## Highlighting Our November Business After Hours hosts

*Submitted by: New England Store and Deep Water Grille/The Alley*



**New England Store,**  
518 W. Main St.  
715/682-2171

Your four-season gift store invites you to shop our wonderful selection of jewelry, home décor, special occasion and seasonal gifts and cards. With the holidays fast approaching, we would encourage you to shop with us.

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 with us  
this Christmas season!!*



**Deep Water Grille and  
The Alley,**  
808 & 806 W. Main St.  
715/682-4200



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 Grille.

It's time to reserve your Christmas party now!  
[www.deepwatergrille.com](http://www.deepwatergrille.com)

*Join us Wednesday, Nov. 20,  
at The Alley for Business After Hours!*

### EverGrow Learning Center

Carol Beirl, Center Director  
417 9th Ave. West  
715/685-1920  
[evergrowlearningcenter.com](http://evergrowlearningcenter.com)



**Welcome  
to our  
newest  
Chamber  
Members!**

### Happy Tails Groom Shop

Lindsey Lulich-Satterfield  
407 Lake Shore Dr. East  
715/292-6521  
[happytailsgrooming-petgroomer.business.site/](http://happytailsgrooming-petgroomer.business.site/)



### Sutherland CBD

Jim and Alison Sutherland  
415 W. Main St.  
218/260-9419  
[sutherlandcbd.com](http://sutherlandcbd.com)



### This Months Inserts Include:

- ~ WITC Fall Open House
- ~ the sandbar coffee/food/drinks
- ~ Northwest Wisconsin Workforce Investment Board Poverty Simulation

### Business News ~ contact the Chamber with your business news

**Garland City Women's Expo** will be **Nov. 2** from 9am-3pm, at the Bretting Community Center. There will be door prizes and food will be available. Call Heartland Communications at 715/682-2727 for details.

**WITC-Ashland** will host their **6th Annual Harvest to Holiday Vendor & Craft Fair** from 9am-2pm, on **Nov. 2** at the Conference Center and Fall Open House, from 4-6pm, November 7, on the Ashland campus, 2100 Beaser Ave. 715/682-4591.

Get geared up for winter at **Mt. Ashwabay's** annual **Ski + Snowboard Swap**. **November 2, 10am-4pm**. Trade in or trade up with 15% of the purchase price benefiting the **Ashwabay Outdoor Educational Foundation**. 715/779-3227 [www.mtashwabay.org](http://www.mtashwabay.org)

**November 8, Ribbon Cutting and Grand Opening of Sutherland CBD**, 415 Main Street West at 8am. 715/292-6724.

**Our Lady of the Lake Catholic Church**, 201 E. Lake Shore Dr., **Annual Holiday Bazaar** on **Nov. 9**, from 8am- 1pm. Call 715/682-3539.

**Bad River Casino Annual Big Bundle Up Campaign Fundraiser, November 16-December 20, 8am-11pm**, benefiting local Shelters. Donate warm, winter children's brand new mittens, gloves, hats, scarves and receive \$10 Rewards Play. Donate boots, snow pants, jackets or winter coats and receive \$20 Rewards Play to the Bad River Lodge and Casino. Call 715/682-7121, ext. 1231.

**Northwoods Community Credit Union, NCCU** will be sponsoring a **Mitten Drive** now through November 29th. Those in need may take a pair, the rest will be distributed to area schools. 716/682-9099.

**November 30** is the **3rd annual Tree Lighting Ceremony** at Plaza Park at 5:30pm. Caroling, Coco, Treats and Hometown fun.

**15th Annual Ashland Snowmobile Club**, Cashing in on the **New Year Raffle** is now going on. **Drawing is January 11, 2020** at 7pm, Neighborly Bar. Tickets are available at the Ashland Chamber, the Neighborly Bar or Club Members. Tickets are \$50. Top prize is \$5000. 715/682-0638.

### Congratulations on these Ribbon Cuttings/Grand Openings:

**Lil Red**, 618 West Main; **EverGrow Learning Center**, 417 9th Ave. West;  
**Nature's Honey Therapeutic Massage & Northwood Serenity**, 208 3rd Ave. East.

## Happy Thanksgiving

### 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!

**Garland City of the  
North Christmas Parade,  
December 7**  
Start making plans for  
your float today!!



## Chamber News

Each week the Ashland Area Chamber of Commerce

highlights a different business on Heartland Communications radio station WATW 1400AM with a free 30-second commercial about them. Businesses are also featured on the front page of our website, [www.visitashland.com](http://www.visitashland.com), and on the Chamber's Facebook.

Highlighted businesses for **November** will be:  
Lake Shore Busses, Inc.; Hauser Superior View Farm;  
Bushido Brush Painting; Birch Haven Senior Living.

*Congratulations to Witches Night Out Winner: Margie Bernhoft.*

### Scarecrow Business Contest Chamber Dollar Winners

- 1st Place: Court Manor Health Services, \$75.**  
**2nd Place: Northern State Bank, \$50.**  
**3rd Place: Memorial Medical Center, \$25.**



**November 21 is 3rd THURSDAY!!!!!!**  
Downtown Retail Business will be open until 8pm on the 3rd THURSDAY of every month, with specials. Bargains!! Fun!!  
An evening of shopping! 715-682-2500  
visit [www.visitashland.com](http://www.visitashland.com).

\*note...Nov. 21, 3rd Thursday is the start of **Shop Small/Win Big**

## The Ashland Chamber has new emails!

(There has been some confusion about our new emails. Our names are not include in the email address)  
Mary McPhetridge, Executive Director  
[info@visitashland.com](mailto:info@visitashland.com)  
JoAnn Erickson, Office Manager  
[officemgr@visitashland.com](mailto:officemgr@visitashland.com)

## Nov. 30th is "Small Business Saturday"

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

## Christmas Open Houses:

- Nov. 1-2: Superior Floral & Gift, 410 Main St. West**  
**Nov. 8-9: Burger Barn and The Gift Shed, 519 Main St. West.**  
**Nov. 9: New England Store, 518 West Main Lil Red, 618 West Main St. Red Bicycle, 707 West Main St.**  
**Nov. 23: Gabriele's German Cookies & Chocolates 413 West Main St.**  
**Nov. 29-December 1: Country Blossoms, 64715 Gilles Rd.**  
**Nov. 23: White Winter Winery Open House, 68323 Lea St Iron River**  
**Nov. 26: Benoit Cheese Haus, After Hours Open House 23920 County Hwy. F, 5-6:30pm,**  
**Nov. 29-December 1: Country Blossoms, 64715 Gilles Rd.**  
**Dec. 7: One on One Hair Designing, 516 West Main.**  
**Dec. 7: Ashland Museum, 216 Main St. West**



## SHOP SMALL WIN BIG!

Support the many small, family-owned retail businesses in Ashland and win Chamber Dollars!

The Ashland Chamber is offering **3 Drawings of \$250.00** in Chamber Dollars to three lucky shoppers during "Shop Small Win Big" promotion.

The Ashland Chamber and Downtown Merchants want to emphasize the importance of shopping small and shopping local all year round. **We invite you to think of the small retail businesses in Ashland first, before hitting the send button!** For every \$10 you spend in one of our locally owned small retail businesses you get a chance to win \$250!

### It's a WIN-WIN Christmas Story!

- Shop between November 21, 2019 and January 14, 2020
- Fill out the registration form on [visitashland.com](http://visitashland.com) or in small locally owned participating retail shops.
- Staple your receipts (copies accepted) to your form.
- Submit your form to the Ashland Chamber, Burger Barn, or Northern State Bank. You can email a picture of your form and receipts to [info@visitashland.com](mailto:info@visitashland.com)
- Double Points given on 3rd Thursday, Nov. 21, Small Business Saturday, Nov. 30 and 3rd Thursday, Dec. 19.

**1st drawing deadline is Dec. 2 and the drawing will be Dec. 5**  
**2nd drawing deadline is Dec. 16 and the drawing will be Dec. 18**  
**3rd drawing deadline is Jan. 14 and the drawing will be Jan. 16**



## Chick-uamegon Women's 1M/5K/10K Walk/Run Saturday, November 2

The Annual **Chick-uamegon**, a fun women's 1M/5K/10K walk/run, offers plenty of fun, along with terrific prizes and cute awards. All finishers receive a tiara and medal. Enjoy a fabulous female getaway weekend with these other great Saturday events:

- Shop Retail Store Specials
- W.I.T.C. Harvest to Holiday Vendor & Craft Sale - 9am to 2pm
- Women's Expo - Bretting Community Center, 9am to 3pm
- Rustic Valley Bazaar at the Gathering Barn from 9am-3pm
- Chick Shopping Specials downtown
- Honor Flight Veterans Fundraiser, 11am-7pm, Neighborly Bar
- CHA Fur Ball - AmericInn, 6pm to 10pm



## Ashland Chamber Board Member of the Month Paul Bretting

Paul was born and raised in Ashland. He and his wife Terri have three children. Tad & Nikki; Blake; and Olivia & Jake.

Paul is the "Chief Operating Officer" of C.G. Bretting Manufacturing in Ashland.

Paul has been an active Ashland Chamber Board Member for two years. He states:

"It has been a great opportunity to be part of the board and help support what the chamber does. The chamber girls do a great job and really work hard to promote our community. Thanks for letting me be part of the Chamber."

*Find yourself next to the water.*

**ASHLAND**

visitashland.com WISCONSIN

Ashland Area Chamber of Commerce

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Ashland, WI 54806

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Paul Bretting     Tina Miller

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

Fax: 715/682-9404

Email: info@visitashland.com

***Business After Hours***

***November's hosts:***

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

***Wednesday, November 20, 2019***

***5:00 p.m.***

***Held at:***

***The Alley, 806 W. Main St.***

Join us for good food and a great time!

*If you are unable to attend, we encourage you  
to extend this invitation to an other  
representative of your business.*