

News & Views

A Newsletter of the Ashland Area Chamber of Commerce

October 2018

Greetings! from *Mary McPhetridge, Executive Director*

Thank you to those that made the annual Mural Fest & Car Show a HUGE success!! We typically see about 40-45 cars and this year we had 72 cars participate in the car show, and had to close two whole blocks on Main Street! It was a beautiful day and the car show people loved the show, Ashland, and our downtown. The "Best of Show" went to a couple from New Richmond, Wisconsin. Thank you to Ashland Ford Chrysler for Sponsoring the Trophies!

Our office has been extremely active with visitors from all over the country. Today we spoke to a couple from San Antonio, Texas who absolutely love this weather! Lily and I were changing out one of the windows downtown and spent some time speaking to a couple from Chicago that is here viewing the murals. They planned their trip to Bayfield, and headed to Washburn, then Ashland, and absolutely loved the murals, architecture and the new adventure of Copper Falls that awaited them the following day! It's so fun to see Ashland through a tourist's eyes. They love the beauty, friendly area and the downtown with its variety of businesses from the bakery to the resale shops and all in between. They love the murals, but mostly, they love that we are very welcoming here.

The trifecta of Fall Events is in the air with the Red Clay Classic underway as we get ready to print this newsletter. Then, it is the amazing Apple Festival and the ever popular Memorial Medical Center WhistleStop Marathon & Half Marathon and Crusin' the Corridor! We have a few spots open for volunteers, so if you are looking for something to do on Friday or Saturday, October 12th & 13th please give JoAnn a call at the chamber 715-682-2500.

We have a lot of fun doing what we do at the chamber. We are grateful especially this time of year when we have to rely on hundreds of people to help us get things done! You are the reason the WhistleStop Festival and the Marathon are so successful! We also appreciate the amazing sponsors from our title sponsor Memorial Medical Center, to all of the participating and supporting sponsors. This event brings in thousands of people to the area and we estimated nearly \$1 million dollars in Economic Impact. The Hotels are full in the Ashland area and near capacity in the two county areas as well and when we calculate the guest spending with gas, food, lodging, and shopping, we hit nearly 1 million dollars. The Marathon doesn't cancel because of weather, so our runners have to come even if it looks a little dicey!

Stay tuned for our fun commercials for the WhistleStop Festival and Witches' Night Out the following week!! Thank you for volunteering, sponsoring, and for shopping local. A gentle reminder that our retailers are open until 8pm on Third Thursday and in October; it is the same night as Witches Night Out!, October 18th!

Tickets on sale now!!

WhistleStop Festival October 12 & 13

All inside the heated festival tent in the Bay Area Civic Center parking lot.

Join in on the fun!

Friday October 12:

Pasta Feed: 4:30-8pm

Music: Russ Darwin

Ticket Prices are: Adults: \$13

Children 4-12: \$6.50 3 & under: Free

Saturday, October 13:

Free Post Race Party starting at 9:30am

Music: Acoustic Relapse, Northland

College Jazz Band, Ashland High Jazz

Band, Russ Darwin

Saturday, October 13:

South Shore Brewery Blues & Brews Fest

Tickets \$20 w/brews, \$15 w/o brew.

\$5 more at the door.

Must be 21 and over to attend

MARK YOUR CALENDAR

Now through Oct. 13: **Annual Scarecrow Contest** for Chamber businesses, throughout Ashland. www.visitashland.com

Oct. 6 & 13: Ashland Area Farmer's Market open from 8am to noon, Main Street West and 6th Ave. West.

Oct. 12: Pasta Feed, 4:30-8pm, inside the heated festival tent, 320 4th Ave. W. 715/682-2500 (See inside)

Oct. 13: 21st Annual MMC WhistleStop Marathon/Half-Marathon and MMC Cruisin' the Corridor 5K/10K Race.

Oct. 13: WhistleStop Blues & Brews Festival, 7:30pm 715/682-2500 (See inside)

Oct. 17: Business After Hours at 5pm, hosted by New Day Advocacy Center at New China Restaurant, 300 W. Lake Shore Drive.

Oct. 18: 3rd Thursday & Witches' Night Out, 4-8pm, downtown Ashland. Stop and shop at participating stores for fun treats and specials!

Be sure to register. for the grand prize. Call 715/682-2500 for more information. **Stores open until 8pm.** (See inside)

Nov. 3: Chick-uamegon 1mile/5K/10K Walk/Run. To register go to www.chick-uamegon.com

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



**Highlighting our
Business After Hours host
Submitted by: New Day Advocacy Center**

October is Domestic Violence Awareness Month

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

At Business After Hours, New Day Advocacy Center will present its 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.

New Day Advocacy Center

P.O. Box 88,
Ashland, WI 54806

Crisis Line: 715/682-9565 or
toll-free at 1-800-924-4132

www.ndshelter.org

Find us on Facebook!

**Please join us for Business
After Hours at 5 p.m.
on Wednesday, Oct. 17, at
New China Restaurant,
300 W. Lake Shore Drive!**

Welcome To Our Newest Chamber Member!

Re/Max Prodigy

Edith Burbank Broker Manager
101 W. Main St Ste. 201
Ashland, WI
715/699-6200
edithburbank@gmail.com



**Attention, Chamber business owners:
2018 Scarecrow Contest**

Have fun being creative as you design and build a scarecrow. (Scarecrows must be displayed outdoors to be eligible win)

First place prize is \$75 in Chamber Dollars, **Second place** prize \$50 in Chamber Dollars, **Third place** prize \$25 in Chamber Dollars.

Completed scarecrows should be on display now through Memorial Medical Center WhistleStop on Oct. 13.

Be sure to register your scarecrow with the Chamber!

Business News

Congratulations to United Dreams on their **2nd anniversary on October 5th**, 10am-6pm. Specials throughout the store, free gift with your purchase & snacks. 411 Main Street West. 715/682-2529.

Faith In Action-Ashland County is holding its annual **Mexican Fiesta Feast on Oct. 18** at the Enrichment Center, 400 Chapple Ave., from 4-7pm. Take-outs available. Faith in Action is also looking for fall volunteers to assist seniors with yard work such as raking leaves. Call 715/682-4414, ext. 3, for more details or to volunteer.

Country Blossoms Greenhouse, 64715 Gilles Rd. **Starting October 1st**, open seven days a week from 1-6pm. Selling chrysanthemums, pumpkins, squash, gourds and cornstalks. Fall sales on all remaining shrubs and trees, apple trees and garden décor. 715/746-2345.

Ashland Parks and Recreation will present **The Loose Caboose 1/2K & 1K**, Friday, **Oct. 12, 5:30pm** at the Central Railyard Park Concessions Building for ages 11 and under. No Registration is needed. 715/682-7059.

The Madeline Island Ferry will announce their **new September and October Ferry Schedule Updates** on their website at <https://madferry.com/september-october-ferry-schedule-updates> or call 715/747-2051.

The Law Office of Dallenbach, Anich & Wickman, S.C. 220 Sixth Avenue West, announce the **recent addition of Robert E. Eaton** to their firm. 715/682-9114.

Congratulations to:

Copy That on their **2nd Anniversary**, 310 Stuntz Ave. 715/682-6567. Stop by and check out their new introductory line of greeting cards! www.CopyThatAshland.com

Northwest Wisconsin CEP on their **50th Anniversary**. 1968-2018. 422 3rd Street West, Suite 200, Ashland. 715/682-9141 ext. 105. For their celebration information **see the insert in this newsletter**.

Red Cross Swim Lessons at the **Bayfield Rec Center** are **October 22 - November 16**, Mondays and Fridays with 8-classes, for levels 1-5. To register call 715-779-5408.

Chequamegon Food Co-op has awarded over \$155,000 in no interest loans to local farmers and makers since 2008. Small businesses owned and operated within 100 miles of the Co-op are eligible to apply. They are **seeking micro-loan applicants** for the fall 2018 loan cycle. Applications are available at the Co-op or online at chequamegonfoodcoop.com/co-op/community. The deadline is October 31, at 9am. For more information call 715/682-8251 or meaganv@cheqfood.coop.

We want to hear about your business!

If you have an item for Business News, please call or email the Chamber by the 20th of the month to ensure publication in the next month's newsletter.



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 October** will be: McGrath House, The Shelter Shop; Wire Right Electric; Thrivent Financial; Wilson Physical Therapy, SC
- Community Café is on every Thursdays at 9:05am. Sponsored by Ashland Chamber of Commerce, Heartland Communications and The Sandbar restaurant.

EPC News

Retail businesses are encouraged to have sidewalk sales during **Apple Festival Oct. 5-7** and **WhistleStop Festival Oct. 12-13**



Witches' Night Out will be Thursday, Oct. 18, from 4-8pm, during the **3rd Thursday** event in downtown Ashland. Bring your ghoulish friends for a boo-tiful evening. **Attention Retail Chamber Member Businesses:** Call the Ashland Chamber by **October 2**, to be included in the **Witches' Night Out Flyer!**
Look for "spook-tacular" savings!

Business On Stage

at the Northern Great Lakes Visitor Center
Thursday, October 25, 2018 at 6pm

presents

"The Secrets To Business Longevity"

With two Veteran Business Owners in the Region;

PC Rasmussen, Lakewoods Resort and

Forest Ridges Golf Course and

Mark Gutteter, Owner of Deepwater Grille/Alley and Cobblestone Inn & Suites

715/682-8344 or 715/209-4589

Chick-uamegon

Women's 1Mi/5K/10K Walk/Run

Saturday, Nov. 3, at 10am

www.chick-uamegon.com



Girls just wanna have fun and this special event exclusively for the ladies offers great prizes and awards. You'll also want to take advantage of the Women's Expo & Craft Show, WITC Holiday & Vendor Fair and valuable dining & shopping specials throughout Ashland, for Chick-uamegon participants! All in all, it makes for a fabulous weekend get-away for the girls!

Join us for The 21st Annual Memorial Medical Center WhistleStop Marathon Half-Marathon and Blues & Brews Festival; October 12-13



www.whistlestopmarathon.com

Friday, Oct. 12

Pasta Feed inside the festival tent.

Ticket Prices are: Adults: \$13

Children 4-12: \$6.50 3 & under: Free

4:30-8pm inside the Heated Festival Tent

Music with singer/song-writer, Russ Darwin

Tickets are at the Chamber office or at the door.

Everyone is welcome to attend!!

Saturday, Oct. 13 races include:

- ◆ MMC WhistleStop Marathon/Half-Marathon. Half-Marathon, 8:30am; Full Marathon, 8:30am.
- ◆ MMC Cruisin the Corridor 5K & 10K Run/Walk, 8am

Post-Race Party

Saturday, Oct. 13,

9:30am - 3:30pm

Free entertainment inside the heated tent, featuring:

Acoustic Relapse

Northland College

Jazz Band

Ashland High Jazz Band

Russ Darwin

Concessions & WhistleStop merchandise available for purchase inside the heated festival tent.

Blues & Brews Fest

Saturday, Oct. 13

Brew tasting is 7:30-9:30pm

Enjoy Over 50 varieties of Microbrews, and music by **MilkBone & Sweet Siren** **Must be 21 to attend.**

Advance tickets are: \$20 w/brews & \$15 w/o brews **Note:** Tickets will be \$5.00 more at the door!

For a list of brewers, check, whistlestopmarathon.com.

Volunteers Needed for WhistleStop!

If you, your staff or family members are interested in volunteer for WhistleStop contact JoAnn at the Ashland Chamber office. It's fun and a good way for kids to get volunteer hours for scholarships.

What is your EXIT STRATEGY?

Business Succession Planning

Thursday, October 18, Northern Great Lakes Visitor Center

Choose **one** of the two workshops 8-9:30am or 5:30-7pm.

Coffee and pastries in the morning.

Refreshments and pizza in the evening.

What is your Exit Strategy? How do you reap the benefits of all your hard work, and leave a thriving business to your family, employees or partners as part of your legacy. Join **Colleen O'Shaughnessy**, Financial Planner and Investment Advisor Representative since 1998 and **Bob Palmquist**, Senior Business Developer, has been a Business Developer for the Northspan Group, Inc. since 1991 and learn how to plan for a smooth transition to the next generation of your business.

Free to attend. Call 715/779-3335 for more information.

Find yourself next to the water.

ASHLAND

visitashland.com WISCONSIN

Presorted Standard
U.S. Postage Paid
Ashland, WI
Permit No. 5

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

Check out this month's inserts:

- ◆ WhistleStop Poster
- ◆ WITC Vendor & Craft Fair
- ◆ Northwest Wisconsin CEP
50th Anniversary Celebration
and Fiscal Services

**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

October's Host:

New Day Advocacy Center

October 17, 2018

5:00 p.m.

***Held at
New China Restaurant,
300 W. Lake Shore Drive***

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.