

## Greetings! from *Mary McPhetridge, Executive Director*

Fall is in the air and that means the trifecta of events is underway! Red Clay Classic, Applefest, and the Memorial Medical Center WhistleStop Marathon and Festival! The Chamber is so busy with tourists visiting and enjoying the beautiful fall colors! The harvest for our fruit producers has been bountiful as well! Every day we receive new race items from our beautiful finisher shirts and medals to the hundreds of volunteer shirts we'll need for our 500 plus volunteers!

Thank you in advance to the sponsors and volunteers who make the WhistleStop such a great event. The post-race party is **FREE** to attend and starts at 9:30am with music by Acoustic Relapse, in the large heated tent, in the parking lot of the Bay Area Civic Center and runs all day. After the award ceremony, we flip the tent and get ready for the Blues & Brews Festival. Buy your ticket for the Blues & Brews Fest before the event and save \$5.

October is also conference month with the Wisconsin Association of Visitor's Bureau, Wisconsin Downtown Action Council Summit, the Wisconsin League of Municipalities and the Governor's Council on Tourism will meet in Hayward at the end of the month!

We have had so much "earned media" this past summer from John McGivern's, Around the Corner and KBJR's Summer Getaway live remote!! Erik the Travel Guy was here during Labor Day weekend filming several areas for a 30 minute Nationally broadcasted show on PBS. Erik made sausage with Andy Pearson at 6<sup>th</sup> Street Market, toured our Historic Main Street and talked architecture with Sue MacKenzie-Smith, film the murals and had a chat with Sue Martinsen, enjoyed a fabulous dinner from Paul and Geri at 2<sup>nd</sup> Street Bistro, and spoke with John Beirl about his amazing boathouse. He told me that he usually has 5 interviews and 2 or 3 are okay however, all 5 here were excellent, so they have their work cut out for them in the editing process!! Discover Wisconsin will be here in October filming the murals for their upcoming Self-Guided Tour Special. We partnered with 3 other communities on this one.

The summer tourism season may be winding down, but the fall season in the northwest area is comparatively close to the summer in terms of travel. We will continue to see lots of tourists who plan to take shorter trips and if the weather is nice, they just jump in the car and come!

We are already planning plenty of fun events for upcoming 3rd Thursdays in November and December and many Christmas shopping events like Merry Ole Christmas where we offer **FREE** sleigh rides!! Check out Otis Park next to Burger Barn with new Edison lights that really light up the place!! Our Lady of the Lake will be selling Christmas Trees there on December 7<sup>th</sup> during our Customer Appreciation Day and Christmas Parade. It will look just like a "Hallmark" movie!!



*Welcome to Autumn!*



**WhistleStop Volunteers are always needed!**

Please call the Chamber at 715/682-2500  
to see what is available.

## MARK YOUR CALENDAR

- Now through Oct. 12:** *Annual Scarecrow Contest* for Chamber businesses, throughout Ashland. [www.visitashland.com](http://www.visitashland.com)
- Oct. 5 & 12:** *Ashland Area Farmer's Market* open from 8am to noon, Main Street West and 6th Ave. West.
- Oct. 11:** *Pasta Feed*, 4:30-8pm, inside the heated festival tent, 320 4th Ave. W. 715/682-2500 (See inside)
- Oct. 12:** *22nd Annual MMC WhistleStop Marathon/Half-Marathon and MMC Cruisin' the Corridor 5K/10K Race.*
- Oct. 12:** *WhistleStop Blues & Brews Festival*, 7:30pm 715/682-2500 .
- Oct. 16:** *Business After Hours* at 5pm, hosted by New Day Advocacy Center at New China Restaurant, 300 W. Lake Shore Drive.
- Oct. 17:** *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.**
- Oct. 17:** *Ribbon Cutting and Grand Opening*, 5pm at **Lil' Red**, 618 West Main Street. 715/292-5185.
- Oct. 25:** *Ribbon Cutting and Grand Opening, 8am* at **Nature's Honey Therapeutic Massage**, 715/292-2578 and **Northwood Serenity**, 715/292-7614 at their new joint location, 208 3<sup>rd</sup> Street East, Ashland.
- Nov. 2:** *Chick-uamegon* 1Mile/5K/10K. To register go to [www.chick-uamegon.com](http://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 800/924-4132  
[www.ndshelter.org](http://www.ndshelter.org)  
Find us on Facebook!

**Please join us for Business  
After Hours at 5 p.m.  
on Wednesday, Oct. 16, at  
New China Restaurant,  
300 W. Lake Shore Drive!**

**Welcome To Our Newest Chamber Member!**

**Lake Shore Café**  
Margie Dufek  
2524 West Lake Shore Dr.  
Check us out on fb  
715/682-9806



**Attention, Chamber business owners:  
2019 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. 12. **Be sure to register your scarecrow with the Chamber!**

**Business News** *We want to hear about your business! Call or email the Chamber by the 20th of the month.*

**Faith In Action Mexican Fiesta Feast** on Oct. 24 at the Enrichment Center, 400 Chapple Ave., from 4-7pm. Join us in expanding the Circle of Support for Seniors in our community by connecting Senior Citizens with caring volunteers. 715/682-4414, ext. 3.

**Country Blossoms Greenhouse**, 64715 Gilles Rd. For the month of October will be open Wednesday through Sunday 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. 11, 5:30pm** at the Central Railyard Park Concessions Building for ages 11 and under. No Registration is needed. 715/682-7059.

**Ashland Bayfield County Sportsmen 21st Annual Banquet** is October 12 at Bad River Lodge & Casino. 715/373-2088

**October 17** is the **Ribbon Cutting and Grand Opening**, 5pm at *Lil' Red*, 618 West Main Street. 715/292-5185.

**Bremer Bank**, Washburn, will have a **Security and Fraud Awareness Seminar** at the Northern Great Lakes Visitor Center, County Hwy G, Friday, October 18, 9am to 11am. RSVP to Kay Tuttle, [kmtuttle@bremer.com](mailto:kmtuttle@bremer.com), 715/373-6380 by October 10, 2019.

There will be a **Ribbon Cutting and Grand Opening, October 25, 8am** at *Nature's Honey Therapeutic Massage*, 715/292-2578 and **Northwood Serenity**, 715/292-7614 at their new joint location, 208 3<sup>rd</sup> Street East, Ashland.

**Von Holzen Chevrolet-Buich-GMC Inc.** 1606 E. Lake Shore Dr. They invite you to join them in their excitement as their staff continues to grow with their new and improved Auto-Detailing amenities. Call 715/682-8141.

**Congratulations to:**

~ **Superior Floral & Gift** on your recent **Ribbon Cutting and 1yr Anniversary**. 410 West Main Street. 715/292-9382.

~ **The Enrichment Center** on your recent **Ribbon Cutting** at 400 Chapple Ave. 715/682-2776.

**"New Business 101 Class"**

Ashland Area Development Corporation will offer a **free** two hour class, that will provide you with a Business Plan Workbook to take home, and step-by-step guidance to building a plan for your new business idea! Please note, if this date/time does not work for you, or if you know someone that is interested in attending a New Business or a Marketing 101 class, please contact Kate at [ktaylor@ashlandareadevelopment.org](mailto:ktaylor@ashlandareadevelopment.org). They offer free one-on-one consultations, and also have additional classes scheduled later in the month!  
422 3rd Street West, suite 101, 715/682-9983

**ASHLAND**



**2020 will be Ashland's first  
All-Class Reunion  
to be held during Bay Days.**

Help with the design of the first Ashland All-Class Reunion t-shirt! Deadline is the end of October, 2019. Win bragging rights and a free t-shirt for your help.

Entries can be submitted to [adnerbe@yahoo.com](mailto:adnerbe@yahoo.com).  
One color artwork please!

For more info go to <https://ashlandreunion.com/>

**The Ashland Chamber has new emails!**

\*note\* (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**  
 JoAnn Erickson, Office Manager  
**officemgr@visitashland.com**



**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. 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:  
 Fiorio Wealth Advisors; Taco Dan Food Truck; C&S Design & Engineering, Inc; Wisconsin Public Radio/UW Extension.

~ Community Café is every Thursdays at 9:05am on 93.3fm Sponsored by Ashland Chamber of Commerce, Heartland Communications and The Sandbar Restaurant.

~ Retail businesses are encouraged to have sidewalk sales during Apple Festival Oct. 4-6 and WhistleStop October 11-12

~ **Congratulations** to the 3rd Thursday Downtown prize winners:  
 iPad winner: Jackie Westlund  
 Chamber Dollars: Nikki Hawkinson and Nancy Forester

~ **Upcoming Christmas Open Houses:**  
**October 24-26: Home Expressions**, 116 West Main Street.  
**November 1-2: Superior floral & gift**, 410 West Main Street.  
**November 9: New England Store**, 518 Main Street West.



**Young Professionals Group** of the Chequamegon Bay Monday Meetup is October 14, at Patsy's Bar in Washburn from 6-8pm. With a tour at 6:20pm of the new AdventureUs located next to Patsy's. Amy Trimbo, owner of AdventureUs was the 2018 Spark Competition winner. Visit our Facebook to RSVP!



**Ashland Chamber Board Member of the Month; Tina Miller.**

Tina was born in Davenport, Iowa. She recalls visiting Ashland often as a child since her grandparents lived here. Tina and her husband Brian have two daughters, Eva and Abby. son-in-law Colten and grandson George.

Tina and her family own **The Inn at Timber Cove**.

As a business owner, Tina was excited to be a part of the Chamber board and offer a unique perspective on the tourism industry and the economic growth of the community. "I've always enjoyed having an economic pulse on this area," she said. "As a diverse board, we bring ideas to the table that we believe bring economic vitality and growth here. As we grow, committed families and businesses relocate here. They shop here, their families stay at our Inn, their kids go to our schools; the growth impacts so many facets of our community."

"We have been business members of the Ashland Chamber of Commerce for nearly 20 years, The Chamber has so many resources for businesses of many sizes and industries. We are a successful small business in Ashland due in part to the collaboration and commitment of the Chamber.

We look forward to many more years in Ashland and are excited to see the continued growth of this community that we call home."

**Join us for The 22nd Annual Memorial Medical Center WhistleStop Marathon Half-Marathon and Blues & Brews Festival; October 11-12**



[www.whistlestopmarathon.com](http://www.whistlestopmarathon.com)

**Friday, Oct. 11 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. 12 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. 12, 9:30am - 3:30pm**

Free entertainment inside the heated tent, featuring:  
**Acoustic Relapse Ashland High Jazz Band Russ Darwin**

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

**Blues & Brews Fest Saturday, Oct. 12 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](http://whistlestopmarathon.com).

**To Volunteer for the WhistleStop Festival contact JoAnn at the Ashland Chamber**

**Listen My Pretty One!!!!**  
**Witches' Night Out** will be Thursday, Oct. 17, from 4-8pm, during the **3rd Thursday** event in downtown Ashland. Bring your ghoul-friends for a boo-tiful evening.

**Look for "spook-tacular" savings! And a chance to win fang-tastic prizes! Including "Chamber Dollars"!**  
**For participating stores check visitashland.com**



**Chick-uamegon Women's 1Mi/5K/10K Saturday, Nov. 2, at 10am**  
[www.chick-uamegon.com](http://www.chick-uamegon.com)

Girls just wanna have fun and this special event offers great prizes and awards. You'll also want to take advantage of the Women's Expo & Craft Show; WITC Holiday & Vendor Fair; and Shopping and Dining specials throughout Ashland. Chick-uamegon is a fun weekend getaway for the girls!



*Find yourself next to the water.*

**ASHLAND**

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P.O. Box 746  
Ashland, WI 54806

**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     Jordon Von Holzen  
Paul Bretting     Tina Miller

**Ex Officio Members:**

Brant Kucera,     Erik Olsen  
Betsey Harries

**Staff:**

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fdchamber@visitashland.com

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 16, 2019***

***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.