

Greetings! from *Mary McPhetridge, Executive Director*

All I can say is, what an amazing tourist season we have had, and continue to enjoy!! We spoke to people from Wisconsin, Canada, Minnesota, Ohio, Illinois in just the last few days! It's interesting how people hear about our area from print media, television, travel guides, online through our websites, google pay per click advertising, and even the billboard at the Rock Creek exit! Tourism marketing plans still need to be vast and cover all platforms and demographics because we are attractive to all of the buying groups for many different reasons! For example: The folks that love the murals, will also shop at most of the stores on Historic Main Street. The folks that love the marathon, will eat at the restaurants and drink craft beer. These people will find their information in totally different ways through different platforms or channels. Because of the diverse attractions in this area, from waterfalls, to fishing, to events, to orchards, to shopping & dining, to history, we have to look carefully at who our customers are, when they travel, how they make their travel plans and what they like to do when they get here. It is so fun talking to tourists traveling through, staying here, or calling for information! This year by far, we have heard more positive comments about hospitality, growth, and our beautiful area than ever before. Thank you to all of our frontline people that are friendly, welcoming, and plain old nice to people that are visiting! You know how that impression lasts when you are treated kindly. It is definitely a warm fuzzy. When our visitors have taken the time off work, traveled a good distance, sometimes with young children, that warm fuzzy means the world to them! That "welcome" or big smile, kind words and good manners, goes a long way! We appreciate your hard work and dedication to Ashland and the surrounding communities. We know that because of our diverse lodging options, we attract all of the markets from families wanting the swimming pool and continental breakfast, to the fishing groups with boats and trailers, to the recreationalist with their kayaks and bikes, to the historians wanting to learn about our history. Folks from all of the markets will stay in Ashland and they don't mind driving north to the island, or south to the waterfalls, because it's a beautiful, scenic drive!

We know that there are a lot of empty nesters and young married couples traveling right now after school has started! A lot of them watch the fall color and come up! We use key words through google pay per click to steer them to our website and then move them around our site linking them with other attraction and businesses that they may be interested in. So thank you to all of you who help those folks that sometimes have that kind of lost look on their faces, or ask those questions like *..Is that Canada?..* as they point to Bayfield. Have fun with them because they are here to have fun!! The State of Wisconsin Department of Tourism tells us that statistically, the fall has become nearly as busy as summer in certain areas of the state and in certain segments. I agree!!



Next on the Chamber docket is the 20th Anniversary of the Memorial Medical Center WhistleStop Marathon and Half-Marathon and it is going to be an awesome event! The trail is in good shape and the full marathoners will be thrilled to see new gravel/asphalt mix laid on about 5 miles in the first portion of the marathon! Thank you to our fabulous sponsors and our amazing volunteers! We couldn't do this event without either of you!

I want to leave you with this excellent quote from Leo Buscaglia, "Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around".

MARK YOUR CALENDAR

Now through Oct. 14: Annual Scarecrow Contest for Chamber businesses, throughout Ashland. www.visitashland.com
Ashland Area Farmer's Market open **Oct. 7 & 14** from 8am to noon, 200 block of Chapple Avenue.

Oct. 6: Ashland High School Homecoming. Parade at 4:15pm and Varsity game at 7pm vs. Rhinelander at Weikal Field. 715/682-7089.

Oct. 6: Ribbon Cutting at Benoit Cheese at 8am. 23920 Co. Hwy F. 715/746-2561.

Oct. 13: Lake Superior Fish Boil & Pasta Feed, 4:30-8pm, Bay Area Civic Center, 320 4th Ave. W. 715/682-2500 (See inside)

Oct. 14: 20th Annual Memorial Medical Center WhistleStop Marathon/Half-Marathon and Cruisin' the Corridor 5K/10K Race.

Oct. 14: WhistleStop Blues & Brews Festival, 7:30pm 715/682-2500 (See inside)

Oct. 18: Business After Hours at 5pm, hosted by **New Day Shelter** at New China Restaurant, 300 W. Lake Shore Drive.

Oct. 26: Witches' Night Out, 4-7pm, 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. (See inside)



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

October is Domestic Violence Awareness Month

New Day Shelter 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 Shelter 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 Shelter 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 Shelter

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

Welcome To Our Newest Chamber Members!

Shear Perfection

Jessica O'Connell
202 Prentice Ave. Suite 1,
SPHairStudio.com
jessica@sphairstudio.com
715/685-4227



Ashland Drives Taxi

Joseph Hoven
715-730-0094
joehoven22@gmail.com



United Dreams

Susan Forman
411 Main Street West,
uniteddreams16@gmail.com
715/682-2529



Business News

Benoit Cheese Haus, County Hwy. F, is having a **One Year Anniversary Celebration. Sept. 30– Oct. 6.** In-store specials, prizes, AND cheese samples. Their **Ribbon Cutting** will be **Friday, Oct. 6, at 8am.** 715/746-2561.

Haukaas Law Office will be moving to their **new location at 200 Chapple Ave.** on **Oct. 2.** 715/685-1001

Ericksons' Orchard, 86600 Betzold Rd. Bayfield will have their **Fall Festival, Oct. 6-8**, 8am - 6pm. Live music, hay rides, orchard maze, food vendors, art & craft vendors, pumpkins ready picked or you pick your own, apples ready picked or you pick your own, all varieties will be available in the store, along with pears, and carameled apples. Don't forget the homemade apple cider! Watch the apples being pressed into cider, then enjoy a sample! 715/779-5438.

Chequamegon Humane Association is accepting orders for **Stepping Stones/Ceramic Tiles** to be placed in their new Shelter. The tiles at 13"x13", porcelain with dark lettering and design outline. The cost is \$125 per tile. This is a great chance to memorialize or honor a loved one or pet. **Deadline is Oct. 15.** For more information call 715/682-9744.

New Day Shelter will present its annual *Passageways to Peace Award* on **Oct. 18** to an individual or group who has made a significant contribution to positively impacting domestic violence and sexual assault victims. Call 715/682-9566 for details.

WITC, 2100 Beaser Ave. For more information on the following events, call 715-682-4591.

Harvest to Holiday Vendor & Craft Fair, Sat., **Nov. 4**, 9am- 2pm, at the WITC Conference Center,

Join WITC from your desk or at a campus with the new **Free Professional Development Webinars** on **Oct. 6,**

Oct. 31, Nov. 28, Jan. 2 and Jan. 20. The webinars are for anyone with a desktop, laptop, or mobile device and an internet connection. You can join the conversation online or in person. <http://www.witc.edu/businesswebinars/>

Country Blossoms Greenhouse, 64715 Gilles Rd., 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.

LBS Insurance, 303 West Main Street, is now **AIS, American Insurance Services.** 715/682-6197. www.ais.insure

Superior Shores Team of Thrivent Financial will host **Estate Strategy Essentials Seminar** at the Chequamegon Food Co-op Community Room on Oct. 25 at 5pm. RSVP at superiorshoresteam@thrivent.com or call 715/685-0605.

Ashland Parks and Recreation will present **The Loose Caboose 1/2K & 1K**, Friday, Oct. 13, 5pm at the Central Railyard Park Concessions Building for ages 11 and under. No Registration is needed. 715/682-7059.

We want to hear about your accomplishments and awards! Have you added a new staff member or expanded 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: Dallenbach, Anich & Wickman, S.C.; Holden Insurance Agency; Valley Therapeutic Massage; Bayview Motel; Wagner Ashland Shell Station.
- Check out the fun, creative **scarecrows** located throughout Ashland. There's still time for your business to participate! Call the Chamber for details. The Scarecrow Contest winners will be announced in the November newsletter.

WEDC is offering the International Finance Assistance Road Show in Northwest Wisconsin

The session will be Friday, October 20, 8am – 12:30pm at WITC in Superior. *There is no fee to attend.* Wisconsin Economic Development Corporation (WEDC); Wisconsin Department of Agriculture, Trade, and Consumer Protection; Small Business Development Center (SBDC); and others will be presenting on assistance for exporting businesses. For more details on the event and to register, click on the link below: [WEDC Road Show](#) or call 715/395-1363

Business On Stage at the Northern Great Lakes Visitor Center

October 24, 6pm
October Guests **will be: Doane Distributing and Hugo's Pizza** Free admission. Learn more at www.businessonstage.org.



EPC News

Retail businesses are encouraged to have sidewalk sales during **Apple Festival Oct. 6-7 and WhistleStop Festival Oct. 13-14.**

Witches' Night Out will be Thursday, Oct. 26, from 4-7pm, in downtown Ashland. Bring your ghoulfriends for a spooktacular evening. **Attention Retail Chamber Member Businesses:** Call the Ashland Area Chamber by **October 2**, to be included in the **Witches' Night Out Flyer!**

Chick-uamegon Women's 1Mi/5K/10K Walk/Run
Saturday, Nov. 4, 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, WITC Holiday & Vendor Fair and valuable dining & shopping specials throughout Ashland, for Chick-uamegon participants! All in all, it makes for a fabulous weekend getaway for the girls!

Happy 20th Anniversary WhistleStop



Join us for:

The 20th Annual Memorial Medical Center WhistleStop Marathon/Half-Marathon & Festival

October 13-14, 2017

www.whistlestopmarathon.com

Friday, Oct. 13 Fish Boil & Pasta Feed

**Ticket Prices are: Adults: \$13
Children 4-12 \$6.50 3 & under Free**
4:30-8pm inside the Bay Area Civic Center

Enjoy conversational music with singer/song-writer, Nate Parent.
Tickets are at the Chamber office or at the door.
Everyone is welcome to attend!!

Saturday, Oct. 14 races include:

- ◆ Memorial Medical Center WhistleStop Marathon/Half-Marathon. Start times: half-marathon, 8:30am; full marathon, 9am.
 - ◆ Cruisin' the Corridor 5K & 10K Run/Walk, 8 a.m.
- *Note** There is **NO** same-day registration for the Memorial Medical Center WhistleStop Marathon & Half-Marathon or Cruisin' the Corridor 5K & 10K.
You must be registered by 9 pm on Friday, Oct. 13, to enter those races!

Post-Race Party Saturday, Oct. 14, 10am - 3:30pm

Cheer on the runners!!
Free entertainment inside the heated tent, featuring:
**Acoustic Relpase
Northland College
Jazz Band
Ashland High Jazz Band
Nate Parent**

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

Blues & Brews Fest Saturday, Oct. 14

Brew tasting is 7:30-9:30pm
Enjoy over 50 varieties of regional microbrews and the music of **MilkBone & Pop Rocks** (No one under 21 will be allowed inside the tent.)
Advance tickets are: \$20 w/brews & \$15 w/o brews
Note: Tickets will be \$5.00 more at the door!
For a list of participating brewers, check out whistlestopmarathon.com.

Volunteers Needed for WhistleStop!

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

Find yourself next to the water.

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

Check out this month's inserts:

- ◆ WhistleStop poster
- ◆ WITC Harvest to
Holiday Fair/Golf Thank You

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

Executive Board Members:

Rick Forsythe, President
Gail Fox-Anderson, Vice-President
Mike Hines, Secretary
Dave Martin, Treasurer & Pres-Elect.
Jeff Moravchik, Past President

At-Large Members:

Nancy Turner Tina Miller
Todd Chingo John Beirl
Lisa Gervais Bill Kacvinsky
Karen Hansen

Ex Officio Members:

Mary Garness, Keith Hilts,
Betsey Harries

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 Shelter

October 18, 2017

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.**