

Greetings! from *Mary McPhetridge, Executive Director*

The summer months have been extremely busy in terms of building, expansions, new business, and tourism. The building of the St. Luke's/ Chequamegon Clinic on Hwy 2 is coming along rapidly and the tear-down of the Timeless Timber is coming along as well. The 1st Kwik Trip opened successfully, and the next two will follow. The new foundation for Salem Baptist Church is in and in their previous location, we will see a new, much needed, apartment complex. The school project is coming along and I know the students and faculty are very excited about their new facelift!! Many projects are in the planning phases and we are so pleased and ready to welcome these new additions, and expansions!

The Lt. Governor was here last week with some executives from Wisconsin Economic Development Corporation, as the state celebrated August 22 as the State of Wisconsin's official "Main Street Day". Ashland was one of 12 communities chosen on the tour. The unveiling of the new Cobblestone Inn & Suites took place, along with a "Mixer on Main" for Main Street businesses. This new property will be a great addition to our downtown.

When you find it hard to turn against traffic onto highway 2.... that means it is tourism season! People from all over the country have purposely spent money and vacation time, to include or make Ashland their destination. That is pretty special. It warms my heart when I am in the grocery store and I see families, with both young and older children, shopping. You can always tell when they are on vacation!!

We have a fabulous mix of lodging options in Ashland with ALL types of lodging available to travelers. The new beach and backyard renovation at the AmericInn has added another element to the family atmosphere of that property with paddleboats, fishing poles, s'mores, backyard games and a beautiful beach, it truly looks and feels like a resort. From the traditional historical look and feel of the Best Western/The Hotel Chequamegon, to the relaxing, beautifully decorated rooms at the River Rock Inn, to the private cottages at The Inn at Timber Cove, we are so fortunate to have all of these lodging types within the city limits of Ashland. The travelers in the area are both week long and long weekend travelers. Many stay in Ashland and travel throughout the two county areas, because there is so much to see and do. From the Apostle Islands Cruise Service Tours, to Madeline Island, to the Orchard tours and to the plentiful inventory of waterfalls in Ashland, Bayfield, Iron and Douglas counties, people are busier than ever moving from place to place. They find the sunsets on the bay as peaceful as any tropical paradise in the country and the beauty of the backdrop of Chequamegon Bay is always breathtaking!



Lt. Governor Rebecca Kleefisch
along with our wonderful volunteers!

MARK YOUR CALENDAR

Aug. 29– Sept. 16: 22nd Annual Apostle Islands Lighthouse Celebration, featuring special cruises and tours of all seven historic Apostle Island lighthouses. 800/779-4487 www.lighthousecelebration.com

Aug. 31– Sept. 4: Ashland County Fair www.ashlandcofair.org

Sept. 6: Northland College classes begin.

Sept. 9: Annual Mural Fest & Classic Car Show, 9am to 2pm, courthouse block of Main Street, downtown Ashland. 715/682-2500 (See page 3 for more information.)

Sept. 12: Ashland School District & Our Lady of the Lake classes begin.

Sept. 20: Business After Hours at 5pm, hosted by **Memorial Medical Center** at Best Western/The Hotel Chequamegon

Sept. 23: Copper Falls State Park /Art in the Park, 10am to 2pm, Mellen. 715/274-5123

Sept 29-30: 42nd Annual Red Clay Classic at ABC Raceway, 2187 Butterworth Rd. 715/682-4990 www.abcraceway.com

Sept. 30 through Oct. 15: Annual Scarecrow Contest for Chamber businesses, throughout Ashland. (See page 3 for details!)

Sept. 30: MarketFest, 10am, downtown Ashland. Sidewalk sales. 715/682-2500 (See page 3 for additional information.)

Oct. 13-14: 20th Annual Memorial Medical Center WhistleStop Marathon/Half Marathon and Blues & Brews Festival.

If you are interested in volunteering, please call the Chamber office.

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



**Welcome to our newest
Ashland Chamber Member!**



Kwik Trip (3 locations)

Owners, Don & Lavonne Zietlow & family
Layne Froehlich, District Leader
715/682-0488

2017 Governor's Small Business Summit

Want to learn more about how to do business with state government? Further your businesses brand via social media strategies? How to expand into foreign markets?

Then the **2017 Governor's Small Business Summit** on Tuesday, September 26 in Wausau is for you!

Join Governor Scott Walker, Lt. Governor Rebecca Kleefisch and their cabinet for a day of networking with small business owners from across Wisconsin. Take advantage of this one day opportunity to connect with state government's top ranking officials and attend breakout sessions designed to enhance your knowledge of how the state government can support your growth and success.

To register for the summit and see the agenda visit www.wisconsinsummit.com. The cost for the annual opportunity is \$50 which gets you lunch with the Governor, his cabinet secretaries, a great breakfast and direct, in-person access to experts who can support your efforts to partner with state government in workforce development and job creation. For any questions about the summit, please do not hesitate to call the Office of Lt. Governor Rebecca Kleefisch at 608/266-3516.



**Memorial
Medical Center**
Right here in the place we love.

**Highlighting our Host
Business After Hours
September 20, 2017**

**Memorial Medical Center
As they Highlight the Behavior Health Services
Submitted by: Memorial Medical Center**

Did you know we offer the most comprehensive Behavioral Health Services in the region? Behavioral Health Services of MMC provides a full spectrum of outpatient mental health and addiction treatment, in addition to 10-inpatient beds for patients requiring psychiatric and chemical detoxification. We've been providing mental health and addiction services to the region since 1975. We have a team of approximately 50 highly trained and committed staff within Behavioral Health, along with the full support of the hospital to provide medical and emergency care as needed. This fall, we're excited to announce we're also partnering with the Ashland School District to provide the area's only Children's Day Treatment program for children grades 1-5.

We'll share more about our program and how we're collaborating and assisting the community to combat the stigma around mental health and drug abuse as well during this month's Business After 5. We hope to see you!

Memorial Medical Center
1615 Maple Lane, Ashland, WI 54806
715/685-5500

**Join us September 20 at The Hotel Chequamegon
101 Lake Shore Drive West**

Business News

Holiday West, 915 West Lake Shore Dr, is pleased to announce their **upcoming addition**. Offering a expanded selection in the cooler department, including more cold beer storage and other cold beverages, also an expanded deli and coffee bar and soon NO ATM FEE, be completed by mid October. They personally invite all to experience our FREE FULL SERVICE at the gas pumps. Thank You All For Your Support. Jim & John Coffey.

Chequamegon Humane Society, open house at their new location, 923 Rail Drive on Sept. 6, from 5-7pm. 715/682-9744.

MMC to Celebrate 45 Years on Sept. 7! You and your family are invited to the 45th Anniversary Birthday Bash from 4 - 7pm. Tours of MMC will begin at 4pm with information tables at the end. The Kids Corner will be in full swing with games, crafts and face painting. On display will be an ambulance and fire truck, and the antique ambulance with horses and Lifeflight. The Farmers Market will have vendors available. Go to <https://www.facebook.com/events/263402564148362/>

Ashland Lions Club will have their food stand featuring tasty Sixth Street Market brats and hot dogs, at Ashland's **Mural Fest and Car Show** set for **Sept. 9** on West Main Street.

Stop by **Red Bicycle on Sept. 9**, during Mural Fest. They are excited to announce that **Ashland's Mural Artist, Sue Martinsen**, will be selling paintings at their Store. It's your chance to own a piece from her series "Street People."

Ashland Police vs. Ashland Fire 2nd Annual Flag Football Game, Sept. 23, at the Ponzio Stadium at Northland College, main entrance off of Hwy 13. Gates and warm ups start at 7:10pm. Game at 7:30pm. Cost is \$1 per person, to raise funds for APD K9 Unit. Food, beverages, raffles, and family fun. For more information, call 715/682-7059.

Kiwanis Club Coats for Kids Drive Distribution, Sept. 23, at the Bretting Center, 400 W. 4th Ave., from 9am-12pm. For more information, call 715/682-7059.

New Day Shelter is seeking nominations for the annual **Passageways to Peace Award** now until **Sept.** This award will be presented **Oct. 18** to an individual or group who has made a significant contribution to positively impacting domestic violence and/or sexual assault/abuse victims and/or the movement and who has an affiliation with New Day Shelter in connection with their contribution. Call 715/682-9566 for more information or check their website, www.ndshelter.org.

Congratulations to Kwik Trip, 515 Ellis Ave., on their **recent Ribbon Cutting and Grand Opening**. 715/682-0488.

Volunteers are always welcome for the
20th Annual Memorial Medical Center WhistleStop Marathon/Half Marathon—October 13 & 14, 2017
Come and help us celebrate 20 years!! Volunteer and see what it's all about. 715/682-2500.

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 September will be: Apostle Islands National Lakeshore; Penokee Mountain Inn; Little Friends of Jesus Child Care Center & Preschool; Service Master Specialty Restoration Services.

EPC News

If you know a non-profit club or organization that would like to set up a booth during **MarketFest**, (caramel apple sundaes, caramel apples, pumpkin pie or any other fall harvest ideas), please invite them to set up in front of your business and **contact the Chamber**.

The next EPC meeting will be Sept. 19 at 8am.

Northwest Wisconsin Business Services Webinar Series

The [Northwest Wisconsin Business Services Team](#) has launched an interactive monthly webinar series with regional workforce partners discussing how they can help businesses connect with talent and training resources. This September webinar will feature an overview of the basics of how businesses can utilize the Job Center of Wisconsin's website to find candidates, post job openings, and access labor market information. The webinar will take place on **Tuesday, September 12, at 11am**. The webinars are 30 minutes long with time dedicated afterward for questions.

To register for the webinar, go to: <http://www.nwwib.com/bizserviceswebinars/>

**Mural Fest & Classic Car Show
Sept. 9, 9am-2pm
Courthouse block of West Main Street**



Since 2005, Ashland has been known as the *Historic Mural Capital of Wisconsin*. Come celebrate a decade of artistic excellence with our annual Mural Fest and Car Show!

Enjoy food, music, arts & crafts, sidewalk sales, children's mural painting all day, plus dozens of beautifully restored vintage vehicles in the Classic Car Show along with Guided Mural Tours on the Trolley conducted by artist Sue Prentice Martinsen which will take place at 10 am and 1:30pm

For information on registering a vehicle to be in the Car Show or to sign up to be an arts & crafts vendor, call 715/682-2500.

WhistleStop Event Guide Advertising

Don't miss your chance to participate in the 2017 Memorial Medical Center WhistleStop Event Guide!! Deadline is Wednesday, September 6. This is the 20th Anniversary of WhistleStop!!!! Don't miss out! Have your business listed in the 20th Anniversary Guide! Contact JoAnn at the Chamber.



**Attention, Chamber business owners:
The 2017 Scarecrow Contest**

The Ashland Area Chamber of Commerce will present the Annual **Scarecrow Contest**. Have fun being creative as you design and build a scarecrow out of whatever materials you like. Put the completed scarecrow in front of your place of business. (Scarecrows must be displayed outdoors to be eligible win) **First place** prize is \$75 in Chamber Dollars, AND 1/4 page ad in the Ashland Daily Press and the Evergreen Country Shopper. **Second place** prize \$50 in Chamber Dollars. **Third place** prize \$25 in Chamber Dollars. Completed scarecrows should be on display Sept.30 through Memorial Medical Center WhistleStop on Oct. 14. **Be sure to register your scarecrow with the Chamber!**

Field Day 2017

Thank you to all of the golf participants, volunteers, hole sponsors and businesses who contributed to the success of Field Day 2017!

Hole Sponsors:

Ashland Construction
Ashland Ford Chrysler
Bad River Lodge & Casino
BMO Harris Bank
BRAAS Company
C.G. Bretting Manufacturing
Chippewa Valley Bank
Deer Creek Seed Co.
Delta Dental of Wisconsin
Earle M. Jorgensen Co.
Edward Jones Investments
Fall General Surgery
Lapham-Hickey Steel
Larson-Juhl

Memorial Medical Center
Nexen Group, Inc.
Northern Clearing
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Ryerson
Washburn IGA
Weimer Bearing & Transmissions
Werner Electric Supply
Xcel Energy

Goody Bags Sponsors:

Associated Bank
BMO Harris Bank
Chippewa Valley Bank
Choice Title
Daryl Jolma State Farm
Essentia Health
Futurewood Corp.
Heart Graphics
Memorial Medical Center
Northern Clearing
Northern State Bank
Northwoods Community Credit Union
Norvado
St. Lukes/Chequamegon Clinic
Superior Choice Community Credit Union
Wisconsin Indianhead Technical College

Businesses who donated raffle prizes:

Ashland Ford Chrysler
BRAAS Company
Chequamegon Bay Golf Club
Country Blossoms Greenhouse
Delta Dental
Earle M. Jorgensen
Futurewood Corp.
Heartland Communications
Lapham-Hickey Steel
Larson-Juhl
Moore's Army Navy
Niblick's Bar & Grill
Russel Metals
Subway
Shoe Shack
Solstice Outdoors
Standard Electric Supply
Xcel Energy

Von Holzen Chevrolet-Buick-GMC, Inc. for the Hole-in-One sponsorship
Culligan Water for the bottles of water for the beverage carts
And everyone who donated the many door prizes!

Find yourself next to the water.

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

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

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

At-Large Members:

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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
September's Host:

Memorial Medical Center

Highlighting Behavior Health Services

Wednesday, Sept. 20, 2017
5:00 p.m.

at Best Western

The Hotel Chequamegon

101 Lake Shore Drive West

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.*