

Greetings and Happy New Year! from Mary McPhetridge, Executive Director

I'm going to start with some great news for our downtown! Dominoes IS open and fully staffed! There has been an accepted on the former Johnson Flower Shop & Ashland Museum building (509-511 Main Street). Play Unplugged will be moving into their new location this week! They are moving from the 200 block of Main Street into the former Crossroads /Hallmark building which is bigger and can accommodate their space needs! Sutherland CBD is doing well in the former Music Center building. Downtown has been busy, and we have sold an enormous amount of Chamber Dollars this Christmas Season!! Last year we sold over \$60,000.00 in Chamber Dollars which means every dollar stays local!!

Tourism did very well in the Chequamegon Bay this year. We were a little anxious with the rainy spring we experienced, but the summer was incredibly strong followed by a very healthy fall season. Winter tourism is shaping up and even though we don't like the extreme cold, we do need it to make ice on the bay for ice fishing and on the water, swampy portions of the snowmobile trails. Winter in the Chequamegon Bay offers something for everyone from cross-country skiing to ice fishing, snowmobiling, tubing and skiing at Mt. Ashwabay, to snowshoeing at the Northern Great Lakes Visitor Center. We are currently running ads in the Duluth, Hibbing, Rochester, Mankato areas for a Winter Weekend Getaway. You can see the commercial on our website. We have a special deal, where we ask people to send us a copy of their receipt after they stay here, and we will enter it in a drawing for \$250.00 in Chamber Dollars to come back at another time! This promotion will run through the end of February.

John McGivern, Around the Corner; Discover Wisconsin, Self-Guided Tours, and Erik the Travel Guy, Beyond your Backyard are all editing their shows for winter/spring airings. We will keep you informed about air dates. This year, we received more earned media than ever. Earned media is when someone writes a story about your destination. We had two stories in Milwaukee Journal Sentinel. One was about the beautiful historic murals and the other was about our quaint, historic, downtown and public art. The Lake Superior Magazine highlighted Ashland several times and featured several events, murals, and our downtown. In addition, the Ashland Area Chamber of Commerce was voted number 1 for Best Customer Service for a business located on Lake Superior. Kudo's to the staff who are always welcoming to our guests!! I would suspect our whole community gets great reviews on our welcoming town! We hear it all of the time!! Tourism is our economic driver here at the Chamber!! Our goal is to get heads in beds all year long!

Thank you so much to our volunteers who are faithful, fun, and so supportive of our efforts!! Mary Jane Kulbacki, Anne Wickman, Rose Bents, Fran Zepczyk, Fuz Sokolich, Meegan Gosseline, Dawn Berglund, Marie Eaton, Betty Yankee, Delwyn Hudak, and Dawn Hines. We are so fortunate to have these ladies at our office sometimes weekly!! I know for a fact that the Ashland Community and the whole bay for that matter, is truly blessed to have so many individuals that volunteer for several organizations, so thank you so much for giving your time!!

Membership packets have been mailed, and we do appreciate your support for our Chamber!! Our mission statement is simple..... We sell Ashland! But it packs a lot of punch! We love to sell Ashland and we do it in many ways!

**Happy New Years to you and yours from the Ashland Area Chamber of Commerce!
We hope you enjoy a healthy and prosperous new year.**

HAPPY
New Year

MARK YOUR CALENDAR

January 11: Northwoods Harness Sleigh & Cutter Rally at the Northern Great Lakes Visitor Center, 11am

January 15: Chamber Membership Dues are due. Thank you!

January 16: Third Thursday Downtown Ashland. Stores will be open until 7pm.

January 18-19: Wisconsin State Free Fishing Weekend, no license required.

February 15: Book Across the Bay, 6pm. www.batb.org



**Highlighting Our January Business After Hours host
Submitted by: Choice Title
Celebrating 10 years!!**

On January 4th Choice Title is celebrating 10 years in business serving the Ashland and Bayfield County areas. Starting out in 2010, with just 4 people, we have grown to a staff of 10 and were able to make the move to Main Street when we purchased our building in 2013. We love being a "Downtown Business" and have embraced the opportunity to be a part of the Main Street neighborhood as well as support many local causes and events to give back to the community that has blessed us with so much support. Come celebrate with us as we look back with gratitude on the changes and growth the past 10 years have brought and look ahead to many more years of working with this amazing community that we are lucky enough to call home.

Ashland County Aging Unit, Inc

Jane Matthias or Kris Westlund
400 Chapple Ave, Ste 100
Ashland, WI
715/682-4414
www.ashlandaging.org



**Welcome to these
New Chamber
Members**

By the Bay Realty & Auction

Jessica Nettleton
112 Vaughn Ave
Ashland., WI
715/682-7337
www.bythebayre.com



Business News *Email the Chamber with your Business News by the 20th of the month.*

15th Annual Ashland Snowmobile Club, Cashing in on the **New Year Raffle**. **Drawing is January 11**, 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.

Encores! A FREE concert presented by **Ashland Rotary Club and Ashland Music Boosters** at 6pm, **January 18**, Ashland High School Auditorium, Freewill offering. Proceeds will fund Ashland Rotary Education Leadership Grants and Ashland Music Booster Musical Instruments, Summer Music Camps, and Music Scholarships.

The Season has begun at **Mt. Ashwaybay Ski Hill**. The Ski Hill is open! Starting Jan. 5, NASTAR; Jan. 11, MAD Ski Program; Jan 24, Youth Night., and lots more. www.mtashwabay.org/

The Ashland Historical Society Museum now has the **2020 Ashland History Calendar** available in their retail section of the museum. Calendars can be purchased for \$12 at 216 West Main St. 715/682-4911.

Registration is open for the **24th Annual "Book Across The Bay"** Cross Country Ski Race and Snow Shoe Trek across Chequamegon Bay Ice from Ashland to Washburn, **February 15**, at 6pm. New Friday night, Brewers Tent Party. www.batb.org

WWDA (Wisconsin Workforce Development Assoc.) has gathered the leading voices in the workforce and talent development community for a day of dialogue, learning and relationship building. This year's theme is **Technology's Impact on Businesses and How to Develop Talent for the Future**. We are encouraging business leaders to attend and take advantage of the opportunities to network with peers, share ideas, and discover emerging and innovative workforce trends to give Wisconsin a competitive edge. TDCON20 is scheduled for Wednesday, February 26th, at the Ingleside Hotel in Pewaukee, WI.

For an **updated Snowmobile report for Ashland County** or an **updated Cross Country Ski Trail report** call the Ashland Chamber, 715/682-2500 or check out our website visitashland.com. **Think Snow!**

Faith In Action needs volunteers to help seniors with **Snow Shoveling**. 715/682-4414, ext. 3. Help a Senior in Ashland.

Pine Ridge Land Surveying, LLC; Patrick A. McKuen, Professional Land Surveyor is now in his **new office location** at 1424 1/2 Lake Shore Dr. West. 715/682-2969.

Congratulations to:

- **Choice Title**, 320 West Main Street on their **10th Anniversary**. 715/682-3333.
- **C&S Design & Engineering, Inc.**, on their **Ribbon Cutting/Grand Opening** at the new location, 2023 6th Street West. 715/682-0330.
- **Madeline Island Ferry Line and Apostle Islands Cruise Service** for receiving 2019 Lake Superior Magazine Achievement Award.

Winter Fun!!!

Get ready and start planning for the Ashland Chamber "No Snow Snowman Contest"



February 1-15, 2020.
Prizes will be awarded!!!



A ho-ho-ho thank you to **Santa Bob Ford** for helping out with official "Santa duties" at the last minute.
Also, thank you to Lynn Chingo at **One on One** for opening up your store for pictures with Santa!



The Ashland Area Chamber of Commerce would like to extend a huge thank you to the many wonderful volunteers who gave of their time and energy to help out with Chamber events in 2019.

Thank you to the many Ashland Chamber Ambassadors who attend and support Chamber functions during the year!
Chamber Ribbon Cuttings/Grand Openings,
Chamber Events and Activities

Chamber News

Each week, the Ashland Area Chamber of Commerce **Highlights A Business** on Heartland Communications radio stations WATW 1400AM and 101.3 FM. with a free 30-second commercial. The chosen businesses are also featured on the front page of the Chamber website, www.visitashland.com, and on the Ashland Chamber Facebook page.

January's highlighted businesses will be:
Home Medical Products and Services; The BRICK;
Frankie's Pizza; Good Shepherd Lutheran Church.

~ Shop Small Win Big Contest

Winners of \$250 in Chamber Dollars were:
November, Barb Allison and December, Dawn Reardon
There will be one more \$250 drawing on January 16 (deadline is January 14) so keep sending in receipts attached to the entry form. Details are available on the Ashland Chamber website.

~ 12 Days of Christmas winners for 2019

- Dec. 1: Chequamegon Food Co-op -- Heidi Livingston
- Dec. 2: A 2nd Look-- Crystal Suzik
- Dec. 3: Gabriele German Cookies & Chocolates-- Andrew Teal
- Dec. 4: New England Store -- Wendy Morland
- Dec. 5: Home Expressions -- Danielle Jolly-Sickich
- Dec. 6: Shoe Shack -- Amber Lynn
- Dec. 7: Solstice on Main -- Tammy Lipske
- Dec. 8: Red Bicycle -- Hope Bretting
- Dec. 9: Color Center -- Kaja Bean
- Dec. 10: Lil' Red Furniture Shop -- Trisha Neff
- Dec. 11: Solstice Outdoors -- Andrea Olby Carbon
- Dec. 12: Moores on Main -- Nancy Dawson Sztynдор



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

JoAnn Erickson, Office Manager

officemgr@visitashland.com

We currently send out the following e-blasts.

If you are not receiving these and would like to be on the list please contact us at info@visitashland.com

- ~ Weekly Area Happenings ~Ashland Chamber Newsletter
- ~ Ribbon Cuttings/Grand Openings
- ~ Business After Hours

**Brave the cold, Join the hearty and
Enjoy winter in the Northland.**

Stop by our office and pick up one or all of these winter brochures to get out and explore!

- ♦ **Waterfalls Brochure**
- ♦ **Winter Fun Trails Guide** for snowshoe/cross country ski
- ♦ **Ashland County Snowmobile Map**

2020 Person of the Year nominations sought!



It's that time of year to reflect on someone who has done great things in our community and to nominate them as the 2019 *Person of the Year*.

Nominations are being accepted until
Feb. 1, 2020

Call the Ashland Chamber office for a nomination form.

**34th Annual Sleigh & Cutter Rally
January 11, 2020**

Northern Great Lakes Visitor Center

Northwoods Harness Club will present their 34th Annual Sleigh & Cutter Rally on **Saturday, Jan. 11**. The past comes alive during this picturesque winter spectacle as 1800s-era costumed drivers and passengers in antique sleighs are drawn by beautiful horses.

Offering **FREE** admission, this popular event attracts more than 1,000 spectators and 35 - 40 horse units participate each year. The Sleigh & Cutter Rally features narrated and judged divisions. **Hook-up is at 11am with the parade of sleighs beginning at 1pm.**



Free sleigh rides sponsored by Northern State Bank will be offered from 11am. to 12:30pm. There will be concessions for sale (including hot food) to support the Visitor Center. For more information, call Charlie Singler, rally event coordinator, at 715/685-4725 or visit www.nglvc.org.

**January 16 is 3rd THURSDAY!!!!!! Beer Crawl.
More detail to follow.**



Downtown Retail Business will be open until 7pm on the 3rd THURSDAY of every month, with specials. Bargains!! Fun!!

An evening of shopping! 715-682-2500
visit www.visitashland.com.



**Free Winter Fishing Weekend
January 18-19, 2020**

Pack up the family or call your friends and head to the water for fishing fun! Fish anywhere in Wisconsin without a license or trout stamp on Free Fishing Weekend, Jan. 18-19. This includes all inland waters and Wisconsin's side of the Great Lakes and Mississippi River. Other fishing rules apply, such as limits on the number and size of fish you can keep and any seasons when you must release certain fish species.

For more information, go to dnr.wi.gov and search for "Free Fishing Weekend."

FYI: This is a great way to introduce anglers to ice fishing!



2019 Christmas Cash Raffle winners were:

Thank you to all of those who participated.

- | | |
|----------------------------------------|-----------------------------|
| Dec. 1: Charlie Singler | Dec. 17: Jackson Lulich |
| Dec. 2: Lisa Gervais | Dec. 18: Kris Oliphant |
| Dec. 3: Annette Brown | Dec. 19: Joni Guenther |
| Dec. 4: Carl Hambuck | Dec. 20: Jean Ronning |
| Dec. 5: Robert Polencheck | Dec. 21: Phil Westlund |
| Dec. 6: Chequamegon Humane Association | Dec. 22: Lisa Schultz |
| Dec. 7: Lori Walter | Dec. 23: Superior Floral |
| Dec. 8: Tina Janicek | Dec. 24: Patty Bresette |
| Dec. 9: Jim Warren | Dec. 25: Jennifer Augustine |
| Dec. 10: Kelly Schmock | Dec. 25: Faith in Action |
| Dec. 11: Sharon Campbell | Dec. 26: Amy Bochler |
| Dec. 12: Michael Graham | Dec. 27: Kris Oliphant |
| Dec. 13: Donna Koosman | Dec. 28: TBD |
| Dec. 14: Bruce Griffiths | Dec. 29: TBD |
| Dec. 15: Jody Homann | Dec. 30: TBD |
| Dec. 16: Melissa Gessert | Dec. 31: TBD |
| | Dec. 31: TBD |

Happy New Year from the Ashland Chamber!

~ The new 2020 Ashland County Visitor Guide will be ready in mid-January.

Find yourself next to the water.

ASHLAND

visitashland.com WISCONSIN

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

Check out this month's inserts:
• 2020 Calendar of Events
• The BRICK/Taste of the Bay

**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:

Mary McPhetridge, Executive Director
info@visitashland.com
JoAnn Erickson, Office Manager
officemgr@visitashland.com
Maribeth Monroe, Customer Service
prchamber@visitashland.com
Ellen Turnquist, Customer Service
fdchamber@visitashland.com

Phone: 715/682-2500
Fax: 715/682-9404
Email: info@visitashland.com

Business After Hours

January's Host:

Choice Title

Celebrating 10 years!

Wednesday, Jan. 15, 2020

5:00 p.m. at:

Sandbar Restaurant,
2521 West Lake Shore Dr.

Please 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.*