

Greetings! from Mary McPhetridge, Executive Director

Ashland has been In the News and in the Spotlight!

Recently, John McGivern and Crew from "Around the Corner" on Wisconsin Public Television was here in Ashland producing an episode which highlighted our community. From the Murals to the boat houses, artesian wells, and even Gordy Johnson. They had a great time here and loved our people, our downtown, and the beautiful area. The show will air in March 2020. See page 3 for a Thank you letter from the Around the Corner Crew.




KBJR channel 6 did a live remote from the Ashland County Fair and a special summer getaway remote which highlighted ABC Raceway, the Ore dock renovation, Mural Trolley tours, the recent Main Street recognition, and Book Across the Bay.

The Department of tourism chose Ashland as one of five communities to highlight for a story in the Milwaukee Journal Sentinel and it will feature "Shopping local" with an emphasis on small towns that have vibrant downtowns. That story will be in print in October. It will highlight historic murals and community murals, our local ownership of retail, local art, and locally owned restaurants.

Erik the Travel Guy is a show on PBS that will be producing an "Ashland" show and they will be here for four days from September 5th through the 9th filming. They are most excited to film with Andy Pearson making sausage at Sixth Street Market along with the KIYI, the Trolley, and the exquisite architecture found in our historic downtown. Historian Sue MacKenzie-Smith will take them on a fabulous "architec-tour" on Main Street. Show airs in the late spring of 2020.



 In October, you'll see Discover Wisconsin shooting the murals for our portion of a show that is dedicated to Self-Guided Tours. That show will air in the spring of 2020.

The fall Trifecta with the Red Clay Classic, Applefest and Memorial Medical Center WhistleStop is right around the corner (no pun intended). These events are a huge economic impact for our area!! Thank you in advance to all of the volunteers that work so hard for all of these events. I'm betting that between the trifecta events, there are close to 1000 volunteers needed!!

We have so much to be thankful and proud of in Ashland.

The town looks wonderful, the people are friendly, and it's very, very busy!!

MARK YOUR CALENDAR

Sept. 3: Northland College, Ashland School District & Our Lady of the Lake classes begin.

Sept. 5: Ribbon Cutting at Superior Floral & Gifts, 410 West Main Street at 12Noon. 715/292-9382

Sept. 7: Annual Mural Fest & Classic Car Show, 9am to 3pm, 715/682-2500. visitashland.com (See page 3 for details)

Sept. 10: Ribbon Cutting at the Enrichment Center, 400 Chapple Avenue at 8am. 715/682-2776.

Sept. 18: Business After Hours at 5pm, hosted by Northern State Bank and Best Western/The Hotel Chequamegon.& the Chequamegon Grill. Held at Hotel Chequamegon, 101 Lake Shore Drive West.

Sept. 19: 3rd Thursday Downtown Ashland Shopping Promotion. Stores open until 8pm.

Sept. 27-28: Red Clay Classic. www.aberaceway.com

Sept. 28: Copper Falls State Park /Art in the Park, 10am to 2pm, Mellen. 715/274-5123

Sept. 30 through Oct. 12: Annual Scarecrow Contest for Chamber businesses, throughout Ashland. (See page 3 for details!)

Oct. 11 & 12: Annual Memorial Medical Center WhistleStop Marathon/Half Marathon and Cruisin' the Corridor 5K/10K, Pasta Feed and Blues & Brews Festival.

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

Highlighting Our September Business After Hours hosts

Submitted by: Northern State Bank and Best Western/The Hotel Chequamegon & the Chequamegon Grill



NORTHERN STATE BANK

Northern State Bank (NSB)

Northern State Bank (NSB) has been Ashland's community bank since 1933. NSB's employees have been helping local people make good financial decisions for over 85 years.

NSB is committed to our northern communities. Its mission includes offering financial products and services that fit the wants and needs of local folks – like you.

Northern State Bank is locally-owned and operated. Decisions are made locally, by bankers who know their customers and our area because they live here, too.

The Bank's 65+ employees live, shop and pay taxes in our local communities. Also, NSB employees very often volunteer for local organizations and events.

Northern State Bank is our local community bank.

Ashland's Best Western Hotel Chequamegon & the Chequamegon Grill



The Hotel Chequamegon is a beautiful victorian-style hotel on the south shore of Lake Superior, just a short walk up from the Ashland Marina. With 65 well-appointed guest rooms, indoor pool, lakeside conference & meeting space, onsite restaurant & bar, it's the perfect place to stay or hold an event. However, there's no need to be a guest of the hotel to take advantage of this amazing location. Enjoy a delicious, fresh, hand-crafted meal, local craft beer, wine, and cocktails at the Chequamegon Grill! Located just inside the hotel and offers both indoor and outdoor seating. Try their award-winning dessert while you catch a sunset from their large deck overlooking Lake Superior.

Join us Wednesday, September 18, at Hotel Chequamegon for Business After Hours!

Business News

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. 7** on West Main Street.

New Day Advocacy Center is seeking nominations for the annual **Passageways to Peace Award** now until **September 13**. This award will be presented **Oct. 16** to an individual or group who has made a significant contribution to positively impacting domestic violence and/or sexual assault/abuse victims. Call 715/682-9566 for more information or check their website, www.ndshelter.org.

24th Annual Apostle Islands Lighthouse Celebration, Aug. 27– Sept. 14, featuring special cruises and tours of all seven historic Apostle Island lighthouses. 800/779-4487 www.lighthousecelebration.com

It's the **10 year anniversary** for the **Bargain Hut**, 420 Chapple Ave. 715/682-8522 and the **40th anniversary** for the **Enrichment Center**, 400 Chapple Ave. 715/682-2776. They are planning a **week long celebration the 2nd week of September** with lots of fun activities and events such as movies and munchies, ice cream sundae party, Mega Bingo Bash and a corn hole tournament. September is also Senior Center Month. The week will end with the Memory Walk at the center.

Upcoming Ribbon Cuttings:

September 5, 12Noon at **Superior Floral & Gift**, 419 West Main Street, 715/292-9382.

September 10, 8am at the **Enrichment Center**, 400 Chapple Ave, 715/682-2776.

Congratulations to:

* **The Shelter Shop**, 216 & 218 4th Ave West on their one year Anniversary. 715/209-8452

* **New Day Advocacy Center** on their recent **Ribbon Cutting and Grand Opening** of their new Ellis Ave Facility. 715/682-9566.

Call the Chamber by the 20th of the month with your Chamber News!!!

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:

- Second Wind Country Inn; Shoe Shack;
- Pikes Bay Marina; Pizza Pub;
- Mashlan Business Services

**Attention, Chamber Business Owners:
2019 Scarecrow Contest
Sept 28-October 12**



Chamber Members! Have fun being creative as you design and build a scarecrow out of whatever materials you like. (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 Sept.28 through Memorial Medical Center WhistleStop on Oct. 12.

Be sure to register your scarecrow with the Chamber!

* **Volunteers are always needed and welcomed for the**
* **Annual Memorial Medical Center WhistleStop**
* **Marathon/Half Marathon & Cruisin' the Corridor 5K/10K**
* **October 11 & 12, 2019**
* **Volunteer it's a lot of FUN!. 715/682-2500.**

* **WhistleStop Event Guide Advertising**
* **Participate in the 2019 Memorial Medical Center**
* **WhistleStop Event Guide!! Show your support! Welcome and**
* **Congratulate the participants. CALL NOW! 715/682-2500**

**Update your email address list.
The Ashland Chamber has new emails!**

Mary McPhetridge...info@visitashland.com
JoAnn Erickson...officemgr@visitashland.com
Maribeth Monroe...prchamber@visitashland.com
Ellen Turnquist...fdchamber@visitashland.com

**Mural Fest & Classic Car Show
Saturday, Sept. 7, 9am-3pm
Courthouse block of West Main Street**

**Mural Trolley Tours
Meet the Artist
Kid's Mural painting
Food, Fun, Music**

**Crafts
Car Show
Northern Aged Iron Club
with tractor pulled wagon
rides through Ashland**



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



**Ashland Chamber
Board Member
of the Month Lisa Gervais**

Lisa was Born and raised in Ashland. Lisa graduated in 1985 from Ashland High School. She and her husband Mark have been married for 32 years and have 2 grown children; Matthew and Ryan and one grandchild, Brayden. Lisa has been in the hotel management industry for 22 years and is now the General manager at Cobblestone Inn and Suites since it opened in December 2018. Lisa states; "I have been an active Ashland Chamber Board Member for over 14 years. The women at the Chamber are amazing to work with"! "They do a lot for our community and I am proud to be from Ashland"! Lisa Gervais, General Manager Cobblestone Inn and Suites

**Letter from from
Around the Corner with John McGiven**

The crew of Around the Corner with John McGivern had a fun time filming in Ashland! There were 9 interviews recorded and a spot with Mayor Lewis. We also filmed a story on the history of Ashland and a High School sports story. Each will contribute greatly to the final show. We appreciate the time you gave us and for welcoming us to your community.

Listed below are the places featured. We also filmed "stand-ups" where we went around town and highlighted additional places of interest. Of course, there just wasn't enough time to include all the special people and wonderful places.

**Here are the stories that were told:
LIVE**

1. Historic Boathouses
2. City Planner/Community Projects
3. Anglers All

WORK

4. KiYi
5. Larson Juhl
6. Xcel Energy / Xcel Solar Gardens

PLAY

7. Ashland Murals
 8. Deep Water Grill/ The Alley / South Shore Brewery
 9. Sandbar Restaurant/Solstice Outdoor Store/Blue Wave Inn
- 30-SECOND CLOSE: Mayor Debra Lewis

Many thanks to Mary McPhetridge and her staff at the Ashland Area Chamber of Commerce who helped us out behind the scenes and who are GREAT representatives of your town. (Mary, please thank Gordy for us too.)

Stay tuned. The episode will air during our 2020 season that starts in January. Invite your family, friends, and colleagues to watch. Once the show airs, a link will be posted on the Milwaukee PBS website for you to watch at any time, and to share with others. *The Ashland Chamber will inform you when the episode will air.*

We hope you enjoyed being on the show. Many thanks from all of us at Around the Corner with John McGivern.

**Susan Borri, Content Producer
Around the Corner with John McGivern
Milwaukee PBS**



Thank you to all of the golf participants, volunteers, hole sponsors and businesses who contributed to the success of Field Day 2019

Hole Sponsors

Ashland Construction	Market & Johnson
Bad River Lodge & Casino	Memorial Medical Center
BRAAS Company	Nexen Group, Inc.
C.G. Bretting Manufacturing	Northern Clearing
Chippewa Valley Bank	Northern State Bank
Deer Creek Seed Co.	Northwoods Community Credit Union
Earle M. Jorgensen Co.	Northwoods Paving
Edward Jones Investments	Ringenberg Financial
Fall General Surgery	Russel Metals
Hansen's IGA	Ryerson
HealthEZ	Standard Electric
Jenny Eng Coldwell Banker	Weimer Bearing & Transmissions
East-West Realty	Werner Electric Supply
KBK Services	Xcel Energy
Lapham-Hickey Steel	
Maitland, Singler & Van Vlack	

Donated raffle prizes:

Ashland Ford Chrysler
Benoit Cheese
BRAAS Company
Chequamegon Bay Golf Club
Country Blossoms Greenhouse
Delta Dental
Earle M. Jorgensen
Futurewood Corp.
Haukaas Law Office
HealthEZ
Heartland Communications
Lapham-Hickey Steel
McRae True Value
Moore on Main
The Niblick Bar & Grill
Russel Metals
Subway
Standard Electric Supply
Vacuum, Pump & Compressor
Werner Electric
Xcel Energy

Goody Bags Sponsors:

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Bremer Bank
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Wisconsin Indianhead Technical College

Volunteers

Kay Minten
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Jody McRae
Cheryl Klobucher
Meegan Gossline
Pat Colgrove
Mari Kay-Nabozny
Krystal Dunlevy and the great crew from Associated Bank.

* Von Holzen Chevrolet-Buick-GMC, Inc.

Hole-in-One and Shoot Out sponsorship.

* Culligan Water, bottles of water for the beverage carts.

And everyone who donated the many door prizes!

Find yourself next to the water.

ASHLAND

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Ashland Area Chamber of Commerce
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:

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 or 800/284-9484

Fax: 715/682-9404

Email: info@visitashland.com

Business After Hours

Our September hosts are:

**Northern State Bank
&
Ashland's Best Western
Hotel Chequamegon & the
Chequamegon Grill**

**Wednesday, September 18,
5 p.m.**

**To be held at:
Best Western 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.*