

## Merry Christmas Greetings!

Tis the season for shopping local! If you listen to the radio or watch television, you will most likely see or hear an ad for shopping local this Christmas season. Outside the local area, the messaging includes the many diverse lodging businesses found in Ashland. Our new billboards on the east and west side of Ashland have our downtown logo and have been transformed to portrait the Christmas season. The Billboard at the Rock Creek exit outside of Minneapolis has a beautiful winter picture of Copper Falls and says, "Our waterfalls love winter as much as we do". Many of the area waterfalls are open and accessible all year long including Copper Falls in Mellen. If you haven't been there in the winter, it is spectacular and right in our back yard!

People often ask us if we have some down time once the last event takes place for the season.. We always answer in the negative... November and December are the times of year when we emphasize the importance of shopping in Ashland. Shopping bricks and mortar is so important for our local economy. Ashland is so fortunate to have so many bricks and mortar businesses from Wal-Mart to L&M, Tractor Supply, maurices, to the small locally owned retailers like Black Fridays, Angler's All, River Rock, Solstice Outdoors to the downtown district businesses ; Moores on Main, New England Store, Home Expressions, just to name a few. Did you know that McRae True Value, Ace Hardware, and Sear's Hometown are all franchises, but our Ashland stores are all locally owned and operated? Shopping in a physical location (Bricks & Mortar), is an essential piece in sustaining and growing our local economy. Small Business is the fabric of our economy nationwide, and each dollar we spend in a bricks and mortar business affects our local economy 100% verses shopping online AND, spending a dollar in a locally owned small business turns seven times throughout the local community. Shopping local is fun and a very social experience! Following is a great example of the "social aspect". Saturday was Small Business Saturday. My mom (from Rockford, Illinois), and my daughter and I were so excited to spend the day downtown. We started in the morning, and at one store we were given coffee while we shopped, another store we ended up running into several people we knew and at one point, I noticed two different conversations taking place with two groups of shoppers. Two folks walked by and we waved, they came in and ended up looking around the business (lil' Red Bicycle) because they hadn't seen it before. In each store that we stopped in, there was a fun, festive, feel, and that creates a motivating environment to exchange money for product.. Consumer research.... Shopping Local!

Our "Shop Small Win Big" promotion is currently taking place, and runs through January 15th. How this promotion works is quite simple, but you have to put a little skin in the game! For every \$10.00 you spend in a locally owned small retail business, you receive one ticket. Tickets are entered in a drawing to win \$250.00 in chamber dollars. We had our first of three drawings on Friday, November 23rd and awarded Vanessa Van Cleeve the first \$250.00!! Don't worry, there are two drawings left! All you have to do is fill out a form and attach your receipts. We do the work and the math. Once you register, you simply keep turning in receipts. So, **shop small and local** and send us your receipts (or a copy), and you could be a winner of \$250.00 in chamber dollars!  
*See more on page 3.*



Ashland has enjoyed a very healthy tourism season this year, even with the unpredictable, unprecedented weather episodes we endured!

*I can't wait to see what 2019 brings, but ... here it comes... we DO need cold weather and snow!!*

## MARK YOUR CALENDAR

**Shop Small Win Big Raffle.** Deadline December 17 for the December 20 drawing and January 15 for the January 17 drawing..  
**November 30-December 2:** Children's production of **The Nutcracker Suite**, **Ashland High School Auditorium**. For tickets, stop at New England Store, 518 Main Street West, or call 715/682-2171. [www.acp-nutcracker.com](http://www.acp-nutcracker.com)

### December 1-31: Christmas Cash Raffle

**Dec. 1: Customer Appreciation Day** at Ashland area retail stores, **9am-5pm**. **Ashland High School Choir** will be on Main Street from 10:30 a.m. until 11:30 a.m. singing Christmas carols.

**Garland City of the North Christmas Parade**, 4:30pm on Historic Main Street. Broadcast live on 93.3FM!

**Christmas Tree Lighting** in the Plaza Park at 6pm. Caroling and Hot Cocoa.

**Dec. 19: Christmas After Hours**, 5pm, hosted by Memorial Medical Center. Held at AmericInn Conference Center, 3009 Lake Shore Drive East.

**Dec. 24: Christmas Eve.** Many retail stores open until 4pm

**Dec. 25: Merry Christmas** from the Ashland Chamber.

**Merry  
Christmas**

## Highlighting Our December Christmas After Hours host Submitted by: Memorial Medical Center

**Memorial Medical Center (MMC)** continues to expand to meet the growing needs of the community. In August 2018, Specialty Services of MMC opened to provide expanded specialty medical services, including: Ear Nose and Throat (ENT), Gastroenterology, Gynecology & Obstetrics, Orthopedic, and Podiatry services to the community.

Memorial Medical Center is a regional medical center that serves patients from seven counties in northwest Wisconsin and Gogebic County in Michigan. MMC has more than 60 full-time physician and specialists on staff and over 400 employees dedicated to providing you the quality care you deserve in a modern, technologically advanced facility. right here in the place you love.

MMC opened as a private, non-for-profit hospital in 1972, combining the services previously provided by Trinity Hospital and Ashland Community Hospital, both located in Ashland. MMC is the only hospital located in Ashland, Bayfield and Iron Counties .

**Join us on December 19th at 5pm for Christmas After Hours  
Held at: AmeriInn Conference Center 3009 E. Lakeshore Dr.**

**Welcome to our newest  
Chamber member!**

**Cobblestone Inn & Suites**  
Mark Gutteter, Owner  
Lisa Gervais, Manager  
818 Main Street West  
715/682-5066



**Thank you for being  
a Chamber Member!**

### **Business News** Contact the Chamber office with your Business News by the 20th of the month!

**Gabriele's German Cookies, Chocolates & Gifts**, 413 Main Street West will have their *Christmas Open House* on Saturday, December 1st from 9am to 5pm with Holiday Gifts and Treats. They do Ship for your convenience. 715/682-2114.

The **Salvation Army** has bell ringers in Ashland now through Christmas Eve at Walmart, Super One Foods, Walgreens, at the Hansen's IGA, in Washburn. Please donate to the bell ringers' bucket or volunteer to ring the bell. In Ashland call 715/682-3928, or 715/292-3697 or 715/682-9251, or in Washburn call 715/373-2765.

The **Annual Ashland Firefighters Toy Drive** is under way. New, unwrapped toys or monetary donations are needed and may be dropped off at area banks, Wal-mart, Walgreens or the Ashland Fire Station, 217 E 6th Street. For a list of drop-off locations, call the fire station at 715/682-7052. The **deadline** is **Dec. 13** for signing up children (newborn to 12 years) to receive a toy for Christmas. Call 715/292-6400 ext. 1 or 2 to sign up. The toys will be distributed **Dec. 18** from 10am to 6pm at the Bretting Community Center, 400 4th Ave. West.

**Ribbon Cutting and Grand Opening at Cobblestone Inn & Suites**, 818 Main Street West will be Tuesday, **December 4**. The **Ribbon Cutting** will be at **2pm** and the **Grand Opening** is **3-4pm**. Call 715/682-5066. *see insert in this newsletter.*

Remember a special person or pet with a "Love Light" this holiday season from **Wisconsin Indianhead Technical College**, 2100 Beaser Ave. Honorees will be commemorated during a 6pm ceremony on **Dec. 5** Lights will remain lit through early January. For additional information, call 715/682-4591, ext. 3113.

**White Winter, Winery** 68323A Lea Street, Iron River presents *A Dickens of a Christmas* on Saturday, December 8 at 6pm. Proceeds will benefit the Iron River Library. Tickets are available at whitewinter.com or 715/372-5656.

**Holiday Open House & 5 Year Anniversary Celebration** at **Ignite Fitness Studio**, on December 13! Free classes all day (pre-registration required). Doors will be open in both locations at 320 West Main St. and 522 West Main St. from 5-7pm for tours, special new student offers, holiday treats, clothing and class sales and more! Staff will be on hand to answer questions and help you get registered for classes. 715/292-0679.

**Bad River Lodge & Casino** is having the *Big Bundle Up Campaign* now through December 15. Donate *new, never worn* children's hats, mittens, scarfs, winter jackets, coats, snow pants or boots and receive rewards play. Donations are given to local Shelters. 715/682-7121.

**Heartland Communications** has teamed up with **Coffey Oil** (Ashland Lakeshore Holiday West) to help out The BRICK Food Shelf. The Magic Stockings will be at area businesses in December. For every dollar you put into the Magic Stocking, Coffey Oil will match it up to \$1,000! Call 715/682-2727 for more details.

Is it your "Business Anniversary"? Or do you have some news you would like to share with our members? *Contact the Ashland Chamber and we will put your business news in the monthly newsletter!*

*Merry Christmas from the Ashland Chamber of Commerce*



Find yourself next to the water.



### Chamber News

• **2019 Person of the Year.**

Please take a moment to reflect on who you feel has made a real difference in the Ashland area and nominate that person. Nomination forms can be picked up at the Ashland Chamber office.

- Each week, the Ashland Area Chamber of Commerce **highlights a business** on Heartland Communications radio station WATW 1400AM with multiple free 30-second commercials. The chosen businesses are also featured on the front page of the Chamber website, [www.visitashland.com](http://www.visitashland.com), and on the Ashland Chamber Facebook page.

**December's highlighted businesses** will be:

- Eye Glass Shoppe;
- Hyoopponen Family Chiropractic; Hugo's Pizza;
- McRae True Value Hardware, Inc.;
- Coca-Cola Beverages of Duluth.

- Congratulations to Lisa Gervais of Ashland on winning the **Witches' Night Out** Grand Prize of \$50 in Chamber Dollars!
- Remember our local troops this Christmas season.
- Chamber Membership renewals will be mailed this month.
- Think Snow!!! Weather Conditions permitting, Ashland County Snowmobile Trails will open December 14.



### SHOP SMALL WIN BIG!

Support the many small, family-owned retail businesses in Ashland and win Chamber Dollars!

This Christmas Season the Ashland Chamber of Commerce is making it easy to choose shopping small. We are offering **3 Drawings of \$250.00** in Chamber Dollars to three lucky shoppers for **Small Business Saturday** and the Christmas Shopping Season!

The Ashland Chamber and Downtown Merchants want to **Thank you for shopping local!**

**We invite you to think of the small retail businesses in Ashland first, before hitting the send button!**

For every \$10 you spend in one of our locally owned small retail businesses you get a chance to win \$250!

**It's a WIN-WIN Christmas Story!**

- Shop between November 16 and January 17th
- Fill out the registration form on [visitashland.com](http://visitashland.com) or in small locally owned participating retail shops.
- Staple your receipts (copies accepted) to your form. Submit your form to the Ashland Chamber, Burger Barn, or Northern State Bank. You can email a picture of your form and receipts to [info@visitashland.com](mailto:info@visitashland.com)

**Vanessa VanCleve** was the winner of the **1st drawing on November 23.**

**2nd drawing deadline is December 17, at 5pm and the drawing will be December 20.**

**3rd drawing deadline is January 15, at 5pm and the drawing will be January 17.**



### Christmas Cash Raffle, December 1-31!!

*There is still time to purchase a ticket and win!*

Every ticket is eligible for every drawing! (If you win, your ticket is placed back in the bucket for the next drawing.) There will be 33 prizes awarded totaling \$3,100 in Chamber Dollars!!

Drawings will be held every day in December with the winners posted on our website, Facebook page, the Superior Choice Credit Union marquee and announced on the radio at WBSZ, WJJH and WNXR. **FYI** There will be two \$500 drawings on Christmas Day and two \$175 drawings on New Year's Eve Day.

### 12 Days of Ashland Christmas

From December 3 through December 14, each day a business will be highlighted on our Chamber Facebook Page. On the given day, if you Share the business post from our Facebook page, on your Facebook page, between the hours 7am-7pm and write "share" in the comment section, you will be eligible to win a gift certificate to that business. If you share the post after 7pm, or you do not write share in the comment section the computer program we use to pick winner will not include you!!! The winner will be notified the following day and the gift certificate can be picked up at the Ashland Chamber Office.

**List of Retailers to be highlighted on Facebook:**

- December 3: Home Expressions
- December 4: Spirit of the North Gift Shop
- December 5: Red Bicycle
- December 6: Chequamegon Food Coop
- December 7: Shoe Shack
- December 8: Gabriele's German Cookies, Chocolates & Gifts
- December 9: Moores on Main
- December 10: New England Store
- December 11: Solstice
- December 12: A 2nd Look
- December 13: Bay City Cycles
- December 14: Burger Barn



**Congratulations to Sherry Lasko** winner of the retail gift basket valued at over \$500 during the "Doe on the Go" Scavenger Hunt



**Congratulations Fuz Sokollich** who won \$50 in Chamber Dollars for "Doe on the GO" Deer Hunt

### Merry "Ole" Christmas December 15 Downtown Ashland



**Christmas Fun for the Family**  
**Carriage Rides 12-2pm**  
**Santa 12-3pm**  
[visitashland.com](http://visitashland.com) for details

### Great Christmas gift ideas!

Chamber Dollars are the perfect gift for any occasion and they can be used at any of the participating Chamber businesses. Chamber Dollars come in denominations of \$5, \$10 and \$20 and work the same as cash!



*Find yourself next to the water.*

**ASHLAND**

visitashland.com WISCONSIN

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U.S. Postage Paid  
Ashland, WI  
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Ashland Area Chamber of Commerce  
P.O. Box 746  
Ashland, WI 54806

**Check out this month's inserts:**

- ◆ Cobblestone Inn & Suites  
Grand Opening and  
December Special

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

**Executive Board Members:**

Dave Martin, President  
John Beirl, Vice President  
Gail Fox-Anderson, Secretary  
Rick Forsythe, Treasurer

**At-Large Members:**

Lisa Gervais      Bill Kacvinsky  
Karen Hansen    Jordan Von Holzen  
Paul Bretting    Mike BeBeau  
                         Todd Chingo

**Ex Officio Members:**

Betsey Harries  
Erik Olsen  
Brant Kucera

**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

***Christmas After Hours***  
Your December host:

***Memorial Medical Center***

**Wednesday, Dec. 19, 2018  
at 5:00 p.m.**

**Held at:  
AmericInn Conference Center  
3009 Lake Shore Drive E.**

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.*