

TAKE A STEP BACK IN TIME  
**ASHLAND COMPANY STORE**  
5633 CHEROKEE ROAD, ASHLAND, WV 24868 - PHONE 304-862-4800

**MERCER COUNTY CVB DIRECTOR BEVERLY WELLMAN LEADS  
THE FIRST ATV WOMEN'S ADVENTURE RIDE IN ASHLAND**

The first ATV Women's Adventure Ride was held on August 18, 2007 in Ashland. The day began with training by Jennifer Johnston and Michael Perry at the Ashland Resort for those ATV riders who had never ridden a four wheeler. The ladies then had a hearty lunch at the Coal Camp Café before starting their ride on the Hatfield McCoy Indian Ridge Trail. The women had an enjoyable ride that lasted over four hours as they ventured on the newly opened trail. After freshening up they returned to the Ashland Company Store to shop, have a steak dinner and an evening of entertainment with Alan Johnston and South 52 in the outside area of the store.

Mercer County CVB Director Beverly Wellman was one of the participants for the event. Even though this was her first ATV ride she was quick to say, "I signed up for the event to be able to say I'd ridden the trail system. I was somewhat hesitant since I don't even use the riding lawnmower at home. To my surprise I found that I could maneuver the ATV and loved the rocky trails and steep terrain. It gives women such a feeling of empowerment. I never thought I'd be an ATV rider but I can't wait to get another opportunity." Rhonda Shumaker stated she intends to come again and will bring friends. Robin Pruitt responded that we should not wait a year to schedule another ride and she would like to see another women's event for the fall.

Dave Teasdale, Manager of the Ashland Resort, was recently interviewed and asked why a women's ATV ride was being held and he responded, "Why not? Women can have as much fun as the men while riding the Hatfield McCoy Trail in Ashland."

The ATV Women's Adventure Ride was sponsored by the Ashland Resort with support by the Ashland Company Store, the Hatfield McCoy Trail and the Coal Heritage Highway Authority. If you would like to be include to receive information about the next planned women's event contact Debbie Bailey at 862-4800 or Dave Teasdale at 304-862-2322.

