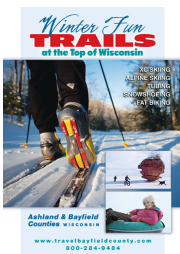


Greetings! from *Mary McPhetridge, Executive Director*

Prior to writing this letter I was on the phone with Chris Bretting at Fastlane. My trailer fell off the cylinder block and I needed to get it out of the snow because the Chequamegon Theatre Association donated an amazing back drop to the Chamber for our downtown store front decorating project. Chris was at the start of a crazy day, but he had to run a couple of errands and was happy to bring a jack and help us out! This is the kindness and the giving that we see all of the time not only with the Chamber, but with our community! People volunteering in the extreme cold to auger holes so children have an opportunity to fish, maybe for the first time, at the annual ABC Sportsmen Kid's Fishing Contest, or the hundreds of volunteers working tirelessly to create a fantastic event known as Book Across the Bay. The willingness to change the date of the King of the Bay Car Ice Racing event from the same weekend as Book Across the Bay, to the next weekend. I'm reminded of the selfless hours that volunteer committees spend to create events or plan incredible fundraisers or bring in business and activity to the area like the Neighborly's annual Ice Fishing Contest. With all of these activities, you can bet, there are instances where the auger breaks, or the snowmobile carting the aid station supplies doesn't want to start, or the tent raising volunteers need a jack hammer to pound holes in the ice, or we need to plow for not only the races, but also for the ice fishing folks to access the lake.

The nightly news can be ugly, depressing, negative, and sometimes you feel helpless after you watch.... so I thought I would be the bearer of good news and remind everyone, that everywhere you look....from volunteers helping seniors with Faith in Action, to the volunteers at the BRICK, to the amazing ladies that volunteered for three days stuffing Bird and Nature books at the Chamber, to the people that will help you at the drop of the hat, when your stuff breaks in the middle of an event or project, or that donate to your cause.. Good people; Amazing Organizations; People helping, caring, and loving each other... Right Here, Right Now, in the Chequamegon Bay!

Please spread the word, we need you! Entrepreneurs that have an idea or a dream to own your own retail operation!! Now is the time to start realizing that dream. Through the Chamber's downtown business contest, you will have an opportunity to receive the support that you need to help create a business plan and financial structure and see if your dream can become a reality! Check out the details on our website at visitashland.com



Ashland & Bayfield Counties new Winter Fun Trails Guide! Get out and enjoy winter! This guide will help you get started with maps and information highlighting some of the places to find trails and recreation areas right there at the Top of Wisconsin. With hundreds of thousands of acres of public land and beautiful scenery, this is the perfect place to play outdoors. There's a contest for you too! Take a selfie at the trailhead of whichever trail you traversed to be entered into a drawing to win one of two fabulous prize packages, that include an overnight getaway. One entry per trail for a total of 24 chances! To enter the drawing, email your photo along with your name and where you're from (city/state) to [info@travelbayfieldcounty.com](mailto:info@travelbayfieldcounty.com).

Contest ends March 31, 2018. Stop by the Chamber Office to pickup your Winter Fun Trails Guide,

## MARK YOUR CALENDAR

- **March 11: Daylight Saving Time** begins. Don't forget to set your clocks ahead one hour!
- **March 15: 3rd Thursday Downtown Ashland Promotion.** Many stores are open until 8pm. Theme will be "St. Patrick's Day".
- **March 17: St. Patrick's Day,** Wear something green, celebrate and shop in downtown O'Ashland!
- **March 20: 1st Day of Spring.**
- **March 21: Business After Hours,** At 5pm, sponsored by Chequamegon Food Coop and held at Chequamegon Food Coop, 700 West Main Street.
- **March 31: Ashland Chamber Easter Egg Hunt,** Court House Lawn, 11am. Ages: 2-6.
- **April 1: Easter Sunday.** *Call the Ashland Chamber at 715/682-2500 for information on any of these events.*



### Highlighting our *March Business After Hours* host Submitted by: Chequamegon Food Coop



Chequamegon Food Co-op is the only cooperatively owned grocery store in the Chequamegon Bay area. If you are looking for fresh and local food, along with wellness products that will help you attain your health goals, you'll find them at the Co-op. You'll find breakfast, lunch, and dinner in our grab-and-go deli, along with helpful staff who can not only point you to the product you want, but tell you a bit about it too. We'll be serving up samples of our beer selection, along with a variety of food from our deli.

Please join us Wednesday, March 21, at Chequamegon food Coop,  
700 West Main Street for Business After Hours!

## Welcome to our newest Chamber Members!

### Pikes Bay Marina

Steve Linton  
84190 Pikes Bay Rd.  
Bayfield, WI 54814  
pikesbaymarina.com  
715/779-3900



### Ashland Area Mulch

Brad Dryer  
810 14th Ave. East  
Ashland, WI 54806  
ashlandaremulch.com  
715/373-2344



### PreSearch Background Services, Inc

Travis Larson  
310 Stuntz Ave, Ste 201  
Ashland, WI 54806  
presearchinc.com  
800/574-0394



## Business News

The **Chequamegon Bay Arts Council's Annual Spring Community Art Show**, "Metamorphosis" is on display during the month of **March** at the **Washburn Cultural Center**, 1 E. Bayfield St. There will be an artists' reception **March 8**, from 5-7 pm. For more details, call 715/682-2350. [www.cbayarts.org](http://www.cbayarts.org)

The **42nd Annual BMO Harris Bank Art Exhibition** is set for **March 5-18** at the BMO Harris Bank, 100 E. Main St., 9am-5pm. An artists' reception will be held **March 18** from 1-2 pm in the Community Room. For more information, call 715/682-3422.

**WITC-Ashland Taste, April 12, 5-7pm.** Beer and Wine tasting features hors d'oeuvres, local Wisconsin cheeses, silent auction, raffles and plenty of wine! All proceeds go toward WITC Foundation scholarships and student support. For tickets visit [witc.edu/foundation/events/Ashland](http://witc.edu/foundation/events/Ashland).

**Relay For Life Carnival for a Cure** for Ashland/Bayfield Counties will be **April 13**, inside the Bay Area Civic Center, 320 4th Ave W, **5-10pm**. Opening ceremony begins at 6pm. Luminaria Ceremony at 9pm. Food, games and much more. Sign up online now at [www.relayforlife.org/ashlandwi](http://www.relayforlife.org/ashlandwi). For more information, call 715/746-2127.

**New Day Shelter's New Day Limited Fundraiser** is set for **May 5**, at the Bay Area Civic Center. This year's theme is "Woodstock or Bust" for the cause. For ticket information call 715/682-9566.

**Ashland Baking Company** offers **Catering and Custom Menu Planning** with **pick up or drop off options** available. To receive their updated catering brochure and ordering information call 715/682-6010 or stop in at 212 Chapple Ave.

*Call or email the Chamber with your Business News by the 20th of each month!*

### This months inserts:

- **Court Manor:** Services we provide.
- **Huhn Rx Drug:** Don't let the FLU affect your business. Now is the time to prepare for next year!
- **Moore's Army Navy:** Rename Our Store Contest.
- **Memorial Medical Center WhistleStop Marathon/Half Marathon**



### Young Professionals Week April 20-28 Mark your calendars and spread the word!

**April 22:** Earth Day Prentice Park Painting and Picnic

**April 26:** Business on Stage featuring young entrepreneurs from our area. 6pm

**April 27:** 90's Trivia at HPL Bar (formally Spot Bar), 7pm

**April 28** Copper Crow Distillery Tour 3pm.

*To learn more about Chequamegon Bay Young Professionals  
email Mary at [ashchamb@centurytel.net](mailto:ashchamb@centurytel.net)*

### Ashland Bay Days Karaoke Contest Qualifying Rounds will be:

**April 6:** Harbor View (formally Steak Pit). 7-11pm.

**May 10:** Frankie's Pizza, 8-11pm.

**May 19:** Deepwater Grille, 8pm-12am.

**June 1:** Carignan's (Bowling Alley, Iron River).  
7-11pm.

**June 23:** Rigoni's, (In Ironwood). 7-11pm.

Registration & warm-ups one hour prior to start.

**Prizes from the qualifying rounds are:** 1st place \$30, 2nd place \$20, and 3rd place \$15 certificate from the location that is hosting.

Top 3 qualifiers from each contest will be in the Bay Days Karaoke Finals, July 22, at Bayview Park.

### Grand Finale Prizes at Bay Days will be:

1st place \$1,000, 2nd place \$700, 3rd place \$300 and 4th place of \$100.

## 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. Selected businesses are also featured on the front page of the Chamber website, [www.visitashland.com](http://www.visitashland.com), and on the Chamber's Facebook page.

**Highlighted businesses for March** will be: L&M Fleet Supply; Ashland Elks Lodge #137; Bayside Timber; Budget Host Inn.

**Congratulations to the winner of the "No Snow Snowman Contest"**. Fiorio Wealth Advisors, 317 West Main Street. They received the most likes on the Chamber FB page and won \$100 in Chamber Dollars. Thank you to all the participants!!!!

**Tune in to Community Café every Thursday at 10:30am** on Heartland Communications WBSZ 93.3 FM. Community Café takes place at Freehands Lakeside and showcases non-profit events.

**Keep your sidewalks shoveled and free of ice!**

### Superior Talent Community Sponsorship Opportunity March 15-17.

The Northwest Wisconsin Workforce Investment Board has developed Superior Talent <https://www.superiortalent.org/> to recruit soon to be graduates entering into upper level healthcare occupations for a weekend of career exploration to discover the beauty of the Chequamegon Bay while meeting with potential employers.

Planned activities include networking reception, employer tours, brewery tour, trivia, and a scavenger hunt. The NWWIB is asking businesses to become involved by supporting this even through cash/in-kind donations, prizes for trivia/scavenger hunt, or coupons/discounts for your business. For more information about opportunities available for your business to support Superior Talent, please contact Mary Lois Bolka, Sector and Strategies Coordinator for the Northwest Wisconsin Workforce Investment Board, at [mbolka@nwwib.com](mailto:mbolka@nwwib.com) or 715-682-9141, ext.118.

3rd Thursday



**March 15 is the 3rd Thursday in March and downtown retail stores will be open until 8pm!**

Mark your calendars! Each month on the 3rd Thursday, downtown retail stores will be open until 8pm.

Each month will also have a special theme.

The **March theme is "St. Patrick's Day"**.

**It's the Luck of the Irish to shop local on the 3rd Thursday of March.**

**Don't be "Green With Envy". Enjoy the Savings, Selection and Extended Shopping Hours during the 3rd Thursday St. Patrick's Day Sale until 8pm Downtown Ashland!**

**For more information check out: [visitashland.com](http://visitashland.com)**



Is your Chamber plaque FULL?  
If you are in need of a new plaque, please contact our office.



### 2018 Ashland Retail Storefront Business Contest

Opportunity Knocks!! Have you thought about owning your own business? Maybe you are really close to making that move to business ownership?  
Well now is the time!

The Ashland Area Chamber of Commerce announces the 2018 Ashland Retail Storefront Business Contest. The "Opportunity Knocks" contest is designed to encourage entrepreneurs to submit their **retail** business concept for consideration and to open a storefront on Ashland's Historic Main Street between the 200 and 500 blocks of Main Street West. (Existing locations of available storefronts).

For details on **Opportunity Knocks**; go to [visitashland.com](http://visitashland.com)

### All Aboard!!!



**Sponsorships and Registrations are now being accepted**

**2018 WhistleStop & Bay Days sponsorships forms are available.**

The Ashland Chamber's Bay Days and WhistleStop festivals are two major events with a great social and economic impact on the area. Event sponsorship allows you to tap into a niche market, a local market, plus a regional market, and can even give you an opportunity to test your product depending on the sponsorship you choose. There are several marketing opportunities to choose from. Contact the Chamber for more details.

**Registration is now OPEN!**

Memorial Medical Center

2018 WhistleStop Marathon & Half-Marathon

**21st year!!!! October 13, 2018**

[www.whistlestopmarathon.com](http://www.whistlestopmarathon.com)

**Start TRAINING NOW and SAVE!!!**

\$20 savings if you register by March 30.



### **Something's Fishy in Ashland Smelt Raffle** **Win every day during the month of April!!**

The "Something's Fishy in Ashland Smelt Raffle" is back!! Just purchase a ticket for \$5 and you can win every day during the month of April. Only 700 Smelt Raffle tickets will be sold!

Each ticket is eligible for **every** drawing!! Weekday winnings will be \$25, Saturdays you can win \$40, Sundays the prize is \$50, and there will be two special drawings for \$250 each, one on **April 19** and one on **April 30**.

Prizes will be given away in Chamber Dollars and winners will be announced on the radio, on the marquee at Superior Choice Credit Union, on our Chamber website and on our Facebook page.

Come on everyone and get in on the FUN!!

*A portion of the proceeds goes towards candy for the 5,000 eggs that were filled for the Easter Egg Hunt.*

*Find yourself next to the water.*

**ASHLAND**

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

- Huhn RX Drug
  - Moore's Army Navy
  - Court Manor
  - Memorial Medical Center
- WhistleStop Marathon/Half Marathon

**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:**

Mary Garness, Keith Hilts,  
Betsey Harries

**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

## *Business After Hours*

**Our March host:**

**Chequamegon Food Coop**

**Held at:**

**Chequamegon Food Coop  
700 West Main Street**

**Wednesday, March 21,  
5pm**

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.*