

## Greetings! from *Mary McPhetridge, Executive Director*

**“There is nothing to do”!** We hear it from time to time, and we know you hear it too...

I'd like to shed some light on the “There's nothing to do here” statement. This time of year is typically the “slow” time of year, but just look at the events and programs that are going on in the area.

The Bay Area Civic Center literally has a show or event each weekend starting with the Farm & Garden show this past weekend, then the WJH Spring Home & Sport Show, followed by The Dweebs the next Saturday, and ending the month with the annual Gun & Knife show.

There are pancake feeds, fish fry's, smelt feeds, even a roly poly contest, and a host of other fundraisers that give you an opportunity to help an organization or another community member, see friends, enjoy dinner with folks, maybe win a raffle, or watch a program.

Northland College offers events that are also open to the public including concerts, dances, programs, and coming up, their annual Folk Festival. W.I.T.C. has their annual Beer & Wine Sampling event in April.

Music by the Chequamegon Bay Area Choir, The Chequamegon Symphony Orchestra, or the Chamber Music Society can be heard at several venues throughout the area. The Enrichment center hosts several events that offer Mexican, to Potato Pancakes, all open to the public. This area hosts a plethora of wellness and fitness events from outdoor & indoor yoga, to the annual smelt run, and the color run. The Chequamegon Theater Association will be presenting their next comedy play, “Death by Design”, and the Bay Theater has movies every night of the week and weekend matinees.

Green Bay Packer Tailgate April 5<sup>th</sup> is a fun, exciting event where you can see actual Green Bay Packers, get an Autograph, eat, and ask questions.

The Northern Great Lakes Visitor Center always has events like the “Zoo-Mobile”, to “The Smallest Falcon”, to the “Junior Ranger Day”, to the Bay Area Film Society's Friday night films. [www.nglvc.org](http://www.nglvc.org). Not to mention the fact you can simply visit the visitor center exhibits, theater, and outdoor boardwalk or grab a set of binoculars and head up to the famous tower and take in the beautiful sites.

In addition to organizations and groups hosting events, many private businesses offer classes, programs, outdoor adventures such as Lost Creek Adventures, “Viking Wood Carving” class and the Wild Rose Barn's painting nights, or even Ashland School of Dance's, spring recital!

During the holiday season, you will see Easter performances and even an awesome Easter egg hunt not only in Ashland, but also in Washburn, and Marion Park in Glidden.

Many of these events are free and some have a charge, but as you can see, there are multiple events to choose from and if you just want to get outside for some fresh air, what better place to be than in the Chequamegon Bay area. The tri-county corridor is ALWAYS open for walking, hiking, biking, ATV-ing, and it's beautiful. Whether you are interested in silent sports or motorized sports, we have the trails and the locations that offer such incredible beauty and don't forget... Copper Falls State park IS OPEN ALL year long and the waterfalls in the spring are absolutely spectacular!

All of these events are listed on our event calendar at [www.visitashland.com](http://www.visitashland.com) and they are listed on our “Weekly Happenings” that are generated each week. If you are not receiving these electronic emails, please let us know and we will add your name to the list. The Ashland, Washburn, Bayfield, Madeline Island chambers have been promoting weekly events for years. About two years ago, we started linking each other's websites, so you can simply click on one of the chambers and it will direct you to their site for additional Chequamegon Bay activities.

***We are blessed to live, work, and play in an area that has so many things to do.. Even in the “slow” time of the year! Have Fun!!***

## MARK YOUR CALENDAR

- ◆ **March 31/April 1-2: WJH Home & Sport Show** at the Bay Area Civic Center, 320 4th Ave. W.
- ◆ **April 12: Ribbon Cutting** at Noon at Freehand's Lakeside, 2521 West Lake Shore Drive.
- ◆ **April 13: Ribbon Cutting** at 8am at Shoe Shack, 408 West Main Street.
- ◆ **April 15: Easter Egg Hunt** starts at 11am on the Courthouse lawn, downtown Ashland.
- ◆ **April 16: Easter Sunday**
- ◆ **April 19: Business After Hours**, Bad River Lodge & Casino Conference Center.
- ◆ **April 28-30: Ashland Gun & Knife Show** at the **Bay Area Civic Center**. For more information, call 715/292-8415.
- ◆ **May 25: Girls' Night Out**, 4-7 pm, downtown Ashland. Bargains and prizes!

**Happy Easter!**



**Highlighting our April Business After Hours host as submitted by:  
Bad River Lodge & Casino**

For 26 years the Bad River Lodge and Casino has offered area residents and visitor's entertainment, lodging and cuisine. In addition the Bad River Lodge and Casino offers employment to area residents and support of community events and fundraisers through donations and sponsorships. We have 402 slots machine and table games in the casino. We have daily promotion as well. We have 50 newly remodeled guest rooms that were done over this past winter. The Manomin Restaurant is a family style restaurant with daily lunch special, every Friday we have an All you can eat Friday Night Fish Buffet, and every Saturday a Prime Rib Buffet. We have the Gitchee Gumme Convention with audio/visual for meetings, conventions, and social events to seat 300 people. The Bad River Smoke and Gift Shop has many gift items to offer from native art work to clothing to jewelry and much more.

*Please join us at 5pm on April 19 for Business After Hours at Bad River Lodge and Casino*

### **Business News**

**Ashland Area Chamber 2017 Something's Fishy in Ashland** Smelt Raffle Drawings are every day in the month of April! You can still purchase a ticket for \$5. Prizes are as follows: Weekdays — \$25. Saturdays — \$40. Sundays — \$50. Two special drawings, one on **April 16** and one on **April 22** — worth \$250 each Call the Ashland Chamber if you would like a ticket! 715-682-2500.

**Chequamegon Bay Golf Club**, 3000 Golf Course Rd., will hold its **9th Annual Golf Show** from 5:30-7:30pm on **April 4** at **The Niblick Bar & Grill**. All golfers are welcome to attend. Prizes, equipment displays, food & beverages. Free admission. The golf club web address: [www.cbaygolf.com](http://www.cbaygolf.com). 715-682-8004.

**Bay City Cycles**, 412 Main Street West is **now** having a **Spring Blowout Sale**. 25%, 50% and 75% off racks of select apparel. 2016 bike models marked down. Snowshoes at closeout prices. Stop in while supplies last. 715-682-2091.

**Wisconsin Indianhead Technical College**, 2100 Beaser Ave., will host **Taste 2017**, their 9th annual beer and wine sampling event benefiting scholarships for WITC Ashland students, 5-7pm on **April 6** at the WITC-Ashland Conference Center. For tickets, call 715-682-4591, ext. 3113.

**The Ribbon Cutting and Grand Opening for Freehand's Lakeside**, 2521 West Lake Shore Drive, will start at Noon on Wednesday, **April 12**. Owner, Michelle Rudeen. 715-685-2583.

**The Ribbon Cutting for Shoe Shack**, 408 West Main St. will be at 8am on Thursday, **April 13**. Owners, Steve and Wendy Moore. 715-682-5443

**Wisconsin Indianhead Technical College** will hold a **Spring Open House** from 4-6pm on **April 20** at its Ashland campus, 2100 Beaser Ave., featuring free career assessments, campus tours, food, refreshments, prizes, and more. Come learn what WITC has to offer, including their new Liberal Arts Associates Degree program! Call 715/682-4591 For more information see insert. [www.witc.edu](http://www.witc.edu)

**Chequamegon Theatre Association** will present "**Death By Design**" **April 21, 22, 23 and April 27, 28, 29, 30**, at the Rinehart Theatre, 210 5th Ave. E. Tickets available at Moore's Army Navy, 505 W. Main St.

**Moore's Army Navy Store**, 505 West Main Street has a **newly remodeled shoe department** and invites you to stop in and check it out! 715-682-4393.

**Mt. Ashwabay Ski & Recreation Area** invites local businesses to participate in their Annual Gear Sale, Saturday, **May 6**, offering a chance to market a variety of new and used sporting equipment to the Chequamegon Bay Region's outdoor adventurers. Call 715-779-3227.

**New Day Limited Fundraiser, "Under the Sea, for a cause"** benefiting **New Day Shelter** will be Saturday, **May 6** at the Bay Area Civic Center. Doors open at 3pm. Tickets are available at Jet Travel, Neighborly Bar and Solstice on Main and Solstice.

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

### **For business owners and managers: Generational Workplace Solutions**

*presented by Brad Gingras – presentation and lunch being sponsored by Choice Title.*

There are four, soon to be five, different generations represented in today's workforce, each with a core set of values and characteristics that differ from each other. These variances produce frustration, confusion, and misunderstanding. Gaining an understanding of each generation's characteristics is the key to an effective and happy workplace. Generational Workplace Solutions will provide tips and strategies to help understand, motivate, and succeed with each generation, with an emphasis on Millennials, and leave the audience with thought-provoking ideas that may change how you not only view your co-workers, but also yourself. Please RSVP your company name and names of attendee(s) to [orders@usechoicetitle.com](mailto:orders@usechoicetitle.com) Thursday, April 27 at WITC - Ashland. Doors Open: 12:30pm check in and light lunch. Presentation Time: 1 – 3pm

### Chamber News

Each week the Ashland Chamber of Commerce *highlights a business* on Heartland Communications radio station WATW 1400AM with a free, 30-second commercial about them. These businesses are also highlighted on the front page of our website and posted on the Chamber's Facebook page.

**Highlighted businesses for April** will be:  
Northwood Serenity, NAPA Auto Parts,  
Bay City Cycles, and A 2nd Look.

### The winner of the No-Snow Snowman Contest for 2017 was PuroClean!



The Chamber challenged its members to build a snowman out of any desired material and place it in front of their business from Feb. 6-28.

The Chamber then took pictures and uploaded them to its Facebook page. The winner was determined by the amount of "Likes" each snowman received. **Congratulations to PuroClean**

*Thanks to everyone who participated!!*



### The Green Bay Packer Tailgate Tour

is coming to Ashland on April 5 Festivities are being held at the Bay Area Civic Center from 6-8:30pm (doors open at 5pm). Tickets are available for purchase at the Ashland Area Chamber of Commerce, Carlson Building Supply, River Rock Inn & Bait Shop, and the Neighborly Bar. \$30 tickets include Question and Answer time, Autographs, Food and Beverage, Souvenirs, and Activities. \$10 General Admission tickets are also available - does not include autographs, food and beverage, or souvenirs. Food and beverage will be available for purchase. All proceeds from the party will benefit the Bay Area Youth Network (Baynet).



### Chequamegon Bay Young Professionals Week April 22-29

**Mark your calendars and spread the word!**  
**We have a lot in store for our Chequamegon Bay Young Professionals this week!**

- April 22: Something fishy in Ashland—Smelting
- April 25: Business on Stage featuring young entrepreneurs from our area. 6pm at the NGLVC.
- April 26: Young Professionals Mixer & Tour at C. G. Bretting Manufacturing from 5-7pm
- April 28: Brewley with Bewley Coffee & Beer Brew from 5-7pm at the Tap Room in Washburn.
- April 29: Chequamegon Bay and Superior YP Co-Mingle at 3pm at White Winter Winery in Iron River.

Interested in learning more about Chequamegon Bay Young Professionals email Mary at ashchamb@centurytel.net

### Annual Chamber Dinner and 2017 Person of the Year Banquet recognizing Donald Jaskowiak

Tuesday, May 23. 5pm at the AmericInn.  
Call the Chamber to reserve tickets.

### EPC News



### Spring Fever Girls' Night Out Thursday, May 25, 2017 4-7 p.m.

This is a great relaxing, pampering night of shopping in Ashland's historic downtown. Register at participating stores for a chance to win terrific prizes!

Go shopping during *Spring Fever Girls' Night Out* from 4 to 7pm and check out the many in-store promotions. Sign up for a chance to win the grand prize: \$50.00 in Chamber Dollars.

Businesses who wish to participate, please call the Chamber office at 715-682-2500 with your Girls' Night Out specials.

*The Events and Promotions Committee meets monthly to help plan promotions for retail businesses. Join us!*

### Business On Stage

**Tuesday, April 25 at 6pm** Northern Great Lakes Visitor Center

This month's *Business On Stage* program will feature

### "Young Entrepreneurs Take the Stage- Energizing the Community"

Things get going at 6pm with complimentary pizza and an opportunity to network with other program attendees.

For more details, call 715-682-2500

### Annual Easter Egg Hunt, Saturday, April 15

11am For ages 2 to 6.

Ashland County Court House Lawn  
(In case of bad weather, the hunt will be at the Bretting center)



Thank you Northwoods Community Credit Union, and Walmart for

helping sponsor the candy. Thank you to SplashLand for the coupons and Moore's Army Navy for filling the eggs!

### Ashland Area Chamber of Commerce 2017 Events Calendar

- May 18-20:** Chequamegon Bay Birding & Nature Festival
- May 20:** House-to-House Garage Sale
- June 17:** Apostle Islands Inline Marathon
- June 24:** Superior Vistas Bike Tour
- July 4:** Parade and Fireworks
- July 14-16:** Bay Days Festival
- July 15:** Bay Days 5K & 10K Fun Run
- July 16:** Chequamegon Bay Sprint Triathlon
- July 16:** Little Minnow Kids' Triathlon
- August 17:** Field Day Golf Outing
- September 9:** Mural Fest & Car Show



**Registration is now OPEN!**  
**Memorial Medical Center 2017 WhistleStop Marathon & Half-Marathon 20th Anniversary!**  
**October 14, 2017**

www.whistlestopmarathon.com  
**Start TRAINING NOW and SAVE!!!**

**Community Café**, Thursday mornings at 9am on 93.3FM.

Community Café is sponsored by Heartland Communications, Freehand's Lakeside and the Ashland Chamber of Commerce.

*Find yourself next to the water.*

**ASHLAND**

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P.O. Box 746  
Ashland, WI 54806

This month's insert is:  
WITC: Spring Open House  
And Liberal Arts Associate Degree

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

**Executive Board Members:**

Rick Forsythe, President  
Gail Fox-Anderson, Vice-President  
Mike Hines, Secretary  
Dave Martin, Treasurer & Pres-Elect.  
Jeff Moravchik, Past President

**At-Large Members:**

Nancy Turner      Tina Miller  
Todd Chingo      John Beirl  
Lisa Gervais      Bill Kacvinsky  
Karen Hansen

**Ex Officio Members:**

Mary Garness      Keith Hilts  
Dale Kupczyk

**Staff:**

Mary McPhetridge, Executive Director  
JoAnn Erickson, Office Manager  
Kysa Granger, Customer Service  
Maribeth Monroe, Customer Service

Phone: 715-682-2500 or 800-284-9484

Fax: 715-682-9404

Email: info@visitashland.com

***Business After Hours***

**Our April host:**

**Bad River Lodge &  
Casino**

**Wednesday, April 19, 2017  
5pm**

**To be held at:  
Bad River Lodge & Casino**

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.*