

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

Spring is here! We are ready for the smelters who will drop their seines and hopefully enjoy a successful smelt season in the Chequamegon Bay. April also means the Smelt Raffle will be underway. Drawings happen every day in the month of April, at the Chamber office, with larger prizes to be given away on 3rd Thursday (April 19) and on April 30. If you haven't purchased your ticket yet, you still can! Tickets are only \$5.00.



In an effort to drive more traffic downtown, the Events and Promotions Committee (E.P.C.) has created a new event called 3rd Thursday. On the 3rd Thursday of each month Main

Street businesses will offer extended shopping hours until 8pm and offer specials for customers. April's 3rd Thursday (April 19) will feature a fun, interactive, Murder Mystery 'who done it?' called "Murder on Main". You'll receive just enough information to outline the who, what, where, and when of the murder, then you will have the chance to figure out the mystery by picking up clues at downtown retail shops. Solve the murder mystery and enter your answer for a chance to win \$50 in Chamber Dollars. Put on your super sleuth caps and join us on April 19 for the fun!

I'm very pleased to inform you there are four applicants that have moved to Phase II of our Retail Business Contest. They are busy researching and writing their business plans, looking at prospective locations on Main Street and will submit their final plans for consideration this May. These entrepreneurs have some great ideas that would be a welcome fit to our business community!

April 20-28 is Wisconsin's statewide Young Professionals Week. Please help us spread the word! All young professionals are invited to these local events! See page 3.

Finally, several community leaders, healthcare professionals, and law enforcement recently met to discuss the need for action regarding the area's drug problem. Discussions centered on three critical areas regarding this problem; Prevention, Transitional Housing and Community Awareness. We need to work together to seriously tackle this immense addiction problem and understand the affects it has on our communities in the region. We will keep you informed of the progression of the task force and how the general public can be involved.

## MARK YOUR CALENDAR

- ⇒ **April 1: Easter Sunday. Happy Easter.**
- ⇒ **April 18: Business After Hours**, sponsored by Bay Area Animal Hospital/Bay Area Pet Spa & Resort and Haukaas Law Office, held at **Bay Area Animal Hospital**.
- ⇒ **April 19: 3rd Thursday Downtown Ashland.** Stores open until 8pm. April Theme Murder Mystery!
- ⇒ **April 20: Ribbon Cutting at Son-Shine on Main**, 8am. 311 Main Street East. 715/292-6800.
- ⇒ **April 25: Ribbon Cutting and Grand Opening** at the new **St. Luke's Chequamegon Clinic** at 12Noon. 2201 Lake Shore Drive East. 715/685-6600
- ⇒ **April 27-29: Ashland Gun & Knife Show** at the **Bay Area Civic Center**. For more information, call 715/292-8415.

**Highlighting our April Business After Hours hosts as submitted by:  
Bay Area Animal Hospital and Haukaas Law Office, S.C.**



**Bay Area Animal Hospital,**  
3601 East US Hwy 2. 715/682-8865.

**Bay Area Animal Hospital** is a full-service veterinary medical facility, located in Ashland, WI. The professional and courteous staff seeks to provide the best possible medical care, surgical care and dental care for their highly-valued patients.

**Bay Area Pet Spa and Resort** is located adjacent to Bay Area Animal Hospital. We have 28 dog kennels of various sizes, along with multiple cat condos for your boarding needs. Our grooming suite can accommodate the needs of various sized dogs and cats, along with a variety of coat types. We also offer daily daycare Monday through Friday for dogs who pass an evaluation. Come see us for all your pet boarding, grooming and daycare needs!



**Haukaas Law Office, S.C.**  
200 Chapple Ave. Ashland. 715/685-1001

Craig Haukaas, the President of **Haukaas Law Office, S.C.**, is a graduate of Ashland High School, Northland College and the University of Idaho College of Law. After practicing in Idaho for several years, he and his wife Anita returned to northern Wisconsin to raise their two children, Megan and Benjamin. After ten years with a law firm in Ashland and twelve years as Bayfield County District Attorney, Craig returned to private practice in 2013. Since then his plan to work a few days per week and read the mail has turned into a 5 attorney, 10 employee office on thriving Main Street in downtown Ashland. **Haukaas Law Office, S.C.** is a general practice law firm with emphasis on Family Law, Criminal Defense, Business, Real Estate, Bankruptcy and Probate.

**Join us on April 18, 2018 at Bay Area Animal Hospital, 3601 East US Hwy 2 for Business After Hours**

**Son-Shine on Main**

311 Main Street East  
D'Anna Zakovec  
715/292-6800.



sonshineonmaincafe.business.site

**Welcome to these  
New Chamber Members**

**Heritage Chapter North Country  
National Scenic Trail**

Laura Bethany Thomas VP  
906/285-7517  
northcountrytrail.org



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

**Recreation and Fitness Resources – Bayfield Rec Center**, 140 S Broad St. Bayfield, has **Aspire Martial Arts Beginners series April 10-May 2 (Tuesday & Wednesdays)** and **Ballroom Dancing, April 4-May 2 (Wednesdays)** as well as other fun classes. Check out their website <http://www.recreationandfitnessresources.org> 715/779-5408

**Ashland Area Chamber 2018 Something's Fishy in Ashland** Smelt Raffle Drawings are **every day in April!** You can still purchase a ticket for \$5. Prizes are as follows: Weekdays, \$25; Saturdays, \$40; Sundays, \$50. Two special drawings, on **April 19** and on **April 30**, worth \$250 each. Call the Ashland Chamber if you would like a ticket!

**Chequamegon Theatre Association** will present **"Too Much Light Makes The Baby Go Blind"** at the Rinehart Theatre, 210 5th Ave. E. **April 6-8 and April 12-15.** Evening performances at 7:30 and Sunday matinee at 2pm. Tickets available at Moore's Army Navy, 505 W. Main St. **Auditions** for **The Savannah Sipping Society** will be April 22 and April 23. 715/682-5554.

**Wisconsin Indianhead Technical College**, 2100 Beaser Ave., will host **Sip for Scholarships**, 10th annual Craft Beer and Wine Tasting Event, 5-7pm on **April 12** at the WITC-Ashland Conference Center. Call 715/682-4591 ext 3113 for ticket information. WITC will also hold a **Spring Open House** from 4-6pm on **April 19** at its Ashland campus, 2100 Beaser Ave. Call 715/682-4591. See insert.

**Carnival for a Cure (Relay for Life), will be Friday April 13**, Bay Area Civic Center, 5pm-10pm. 715/746-2127.

**6th Annual Smelt Run/Walk** will be held in conjunction to **Carnival for a Cure** on **April 13, at 5:30pm.** Registration is online at [www.tandhtiming.com/](http://www.tandhtiming.com/) or at Ashland Parks and Rec inside the Bretting Community Center. 715/682-7059.

**The Ribbon Cutting and 1yr. Anniversary of Son-Shine on Main, April 20 at 8am.** 311 Main St. East. 715/292-6800.

**St. Luke's/Chequamegon** has moved to their new location. **The Ribbon Cutting and Grand Opening for St. Luke's/Chequamegon Clinic**, will be on Wednesday, **April 25 at 12Noon** in their **new location, 2201 Lake Shore Drive East** 715/685-6600.

**Country Blossoms Greenhouse**, 64715 Gilles Road will **open for the season** on **Saturday, April 28.** Their **"Tree Weekend"** will be **May 5.** For more information and open hours call 715/746-2345.

**New Day Limited Fundraiser, "Woodstock or Bust"** benefiting **New Day Shelter** will be Saturday, **May 5** at the Bay Area Civic Center. Doors open at 3pm. Tickets are available at Jet Travel, Neighborly Bar and Solstice Outdoors. 715/682-9566.

**South Shore Brewery**, 808 Main Street West, Ashland has been in the craft beer business for 24 years and are excited to announce they have a **new look for their bottles and 6-pack carriers** that will debut to the world on April 2. 715/682-4200.

Anthony Jennings and **Blue Water Realty**, 109 West Bayfield Street, Washburn, announces **Jenn Stoll is a new member of the crew** and joins them as the **new Assistant and Customer Relations Specialist.** 715/373-2988.

**EPC News**

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

\* 3rd Thursday every month. Downtown Stores will be open until 8pm! Promotions and Sales

Call the Chamber for meeting dates.

**3rd Thursday**  
Downtown Ashland Stores  
open until 8pm, April 19th  
April's Theme: **Murder on Main**



Become a Super Sleuth  
Solve the case and  
enter to win  
\$50 in Chamber Dollars.  
[www.visitashland.com](http://www.visitashland.com)



**Chequamegon Bay**  
**Young Professionals Week**  
**April 20-28**

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

- April 22:** Earth Day Event at Prentice Park: Painting and Picnic at 10:30am.  
**April 26:** Business on Stage featuring Young Entrepreneurs from our area. 6pm at the NGLVC.  
**April 27:** 90s Trivia @ HPL Bar, formally The Spot, at 7pm.  
**April 28:** Copper Crow Distillery Tour at 3pm at the new distillery located in Red Cliff.

Interested in learning 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 host.

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.

**Presented by; Ashland Chamber of Commerce, JD Bass Entertainment, and Heartland Communications.**

**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:**  
Trails End Lodge; Bottom Line News & Views;  
Lake Superior Cleaners; Fast Lane Motor Sports;  
and Ashland Drives Taxi

*Community Café*, Thursday mornings at **10:30am** on 93.3FM. Community Café is sponsored by Heartland Communications, Freehand's Lakeside and the Ashland Chamber of Commerce.

**Registration is now OPEN**  
**for the following events:**

- May 17-19:** Chequamegon Bay Birding & Nature Festival  
**May 19:** House-to-House Garage Sale  
**June 16:** Apostle Islands Inline Marathon  
**June 23:** Superior Vistas Bike Tour  
**July 4:** Parade  
**July 20-22:** Bay Days Festival Craft Vendors  
**July 21:** Bay Days 1-mile, 5K & 10K Fun Run  
**July 22:** Little Minnow Kids' Triathlon  
**August 3-4:** Downtown Days Vendors  
**August 16:** Field Day Golf Outing  
**September 8:** Mural Fest & Car Show: Cars & Vendors  
**October 13:**  
\*\*MMC WhistleStop Marathon & Half Marathon  
\*\*MMC Cruisin' the Corridor 5K/10K

**Girl's Night Out**  
**May 31, 2018**



**Start planning for the**  
**4th of July!**

Get your ideas  
together and register  
a float in the Parade.  
There is no fee to enter, you  
just need to be decorated!

**Smelt Season is around the Corner!!**

As soon as Mother Nature cooperates and the ice is out of the Bay, Smelt Season will begin in the Chequamegon Bay Area!

Check out the Chamber website for rules and regulations and call the **Chamber Smelt Hot-line** for a current update. 715-682-2500.

**Business On Stage**

**Tuesday, April 26, 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

*Find yourself next to the water.*

**ASHLAND**

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

- ◆ WITC Spring Open House & Sip for Scholarships

**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 April Hosts Are:**

**Bay Area Animal Hospital/  
Bay Area Pet Spa & Resort  
& Haukaas Law Office**

**Wednesday, April 18, 2018  
5pm**

**To be held at:**

**Bay Area Animal Hospital  
3601 East US Hwy 2**

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.*