

*Greetings! from Mary McPhetridge, Executive Director*

Happy Memorial Day and thank you to all Veterans who have sacrificed their lives for our freedom!  
And for those serving today! We are grateful to you and your families.

We recently acknowledged our 2017 Person of the Year, Don Jaskowiak at our Annual Dinner. Don loves Ashland, its rich history, the oredock, fireworks, and his passion and pride for our community is something that I believe resonates in a lot of our people. Jean Ronning is very much like that as well. She is a great model of a business owner that knows her business, her clientele, and is always, always, willing to try new ideas and concepts that will benefit the community. Congratulations to Jean and her team, on the recent "Power of the Purse" event that raised an incredible amount of money to assist the Fire Department and the capital fund for the Chequamegon Humane Association's new animal shelter. It makes my heart feel so good when I see these successful events and know that so many businesses and residents gave money and products to benefit others. I always say we are a giving community, and this was a prime example of that generosity we see on a weekly basis with volunteerism, and the many benefits that take place in the bay.

We continue to create excellent video for promoting tourism, economic development, and talent attraction. We recently finished a four-season video, that to me, has taken for-e-ver!! But, we obviously needed to shoot four seasons and I believe it is fantastic!! A few new video ideas remain, and then we should have a pretty good arsenal of video. If you are interested in creating a video for your business, we can connect you to affordable resources! Marketing professionals say, video and photos are the number 2 & 3 ways of capturing attention to our products and services behind "word of mouth". We have already started promoting these videos in different markets and one exciting new platform is theater. I'm sure many of you have seen the pre-movie commercials at Bay Theater. We are running a 5 week schedule at 16 theaters in the Minneapolis market with our kid's summer video. This video is absolutely amazing on a large screen! The small things that we may take for granted like a diving board on a pier on Lake Superior, or a tunnel under the highway, or the ability to stop and fill up a water bottle virtually anytime you want, are the unique experiences people are looking for. Especially those folks in larger metro areas!

The City of Ashland, created a group of business, community leaders & residents, to undergo a strategic plan for the city. We have met a few times and are in the middle of creating more definite action steps. I believe there is this mass of situations that so intricately affect each other in terms of housing, daycare, skills gap, finding employees, drug & alcohol addiction, and it's larger than any one organization can handle. But as a community, I believe that we can tackle these areas that affect the sustainability of the bay, both tangibly and intangibly. As I look around, construction is taking place everywhere!! From the Kwik-Trips, to the hospital, to the new clinic, to the schools, to the animal shelter, to residential, to road construction, there is building, which boosts the economy on many levels and is so positive! It means growth. Businesses expanding, realizing there are gaps in available products that could support new businesses like a flower shop, linens, new product lines in manufacturing, 3-D printing, and the upcoming 3<sup>rd</sup> street development. There are so many good, good, things happening here, and soon, you will find it difficult to turn onto Highway 2, because the tourists will be arriving. I am so hopeful for our economy in the bay.

Ashland's past shows the resilience and dedication of the founders of the community, I truly believe that same pride and dedication is here, and the more we talk about the good things from a 5<sup>th</sup> generation manufacturing company to a state of the art Cancer Center to a technical college that was rated number 5 in the nation, to the many locally owned and operated businesses that call Ashland home, that we can be proud of this area and hang our heads high and know that Ashland is an amazing place. It IS a special place. :-)

## MARK YOUR CALENDAR

- June 3: Kids' Fishing Day** at the Northern Great Lakes Visitor Center, 9am to 1pm. 715/685-9983  
**June 3-4: Wisconsin Free Weekend!!** Free Fishing, Free DNR trails, Free State Park admission and Free ATV/UTV trail use.  
**June 9: American Cancer Society Relay For Life**, Carnival for a Cure, 5 to 12pm, inside the BACC. 715/746-2127.  
**June 15: 27th Annual Chequamegon Chefs' Exhibition** on Madeline Island, 6-8pm. 715/747-2801  
**June 17: Apostle Islands Inline Marathon/ALMT Half-Marathon and Mad Fun Skate** on Madeline Island.  
**June 18: Father's Day** — Treat dad to a great gift or delicious meal in Ashland!  
**June 24: 13th Annual Superior Vistas Bike Tour.** Starts at Thompson's West End Park in Washburn.  
**July 4: Celebrate the 4th of July** in Ashland! Parade, band concert, fireworks over Chequamegon Bay, and much more!!  
*Parade registration forms available at the Chamber office. Floats are encouraged!!!!  
Call the Ashland Chamber at 715/682-2500 for more information on these events!*

## A warm welcome to our newest Chamber Members!

**CB Lindsey Home Inspections, LLC**  
 Carol Lindsey  
 715/292-1915  
 cblindseyhomeinspections@gmail.com



**Zak's Wash**  
 Josh and Amy Zak  
 122 N. 9th Ave. East, Ashland  
 715/292-3267



### Business News

**The Ashland Historical Society Museum, 216 West Main Street** will start their **summer hours beginning June 3**. The Museum will be open from 10am to 2pm on Saturdays until October. The Museum is also open from 10am to 3pm Monday through Friday. 715/682-4911.

Commander Daniel Seehafer announces the **2017 Rev's Run, June 8-11**. Legion Riders from all over the Country raise dollars through donations for the **American Legion Legacy Scholarship Fund**. This fund was formed to ensure higher education for children whose parents lost their lives while honorably serving on active duty on or after 9-11 or have a disability rating of 50% or more. **60 to 80 Bikers will be in Ashland on June 8 to register and begin the Rev's Run**. The run will continue on June 9th to other areas in Wisconsin. Call Frank Koska at 715/209-2590 for more information.

After 37 years of doing business in Ashland, **Carlson Building Supplies** is expanding its hardware business to more fully serve you! Join them for their Grand Opening event on **Saturday, June 10** to take a look at our new facility, enjoy a brat from Sixth Street Market, and potentially win our Grand Opening Giveaway (a \$4,500.00 10'x12' garden shed)! They will also be breaking in their new store with extended store hours for the summer, starting June 10, 7:30am - 6pm Monday-Saturday to give you more time to complete your home improvement projects!

**Chequamegon Bay Golf Club**, 3000 Golf Course Rd., will offer a free, newly enhanced **Junior Golf School starting on June 12** from 10am to noon for golfers ages 4-17. Clinics will focus on rules & etiquette, swing fundamentals, putting, sand play, and much more. Call the Pro Shop at 715/682-8004 or email [mlindberg@pga.com](mailto:mlindberg@pga.com) to sign up.

**Chequamegon Chefs' Exhibition** will be from 6-8 p.m. on **June 15**. Enjoy some of the area's best restaurants, chefs, and their culinary creations from 6-8pm in the big tent on Madeline Island. Cost is \$35 and includes round-trip ferry ticket (passenger only). 715/747-2801. Tickets are available at the Ashland Chamber office.

**Register now** for the **Women's Fly Fishing Clinic**, Saturday, **June 17**. Learn about the gear you need, how to use it, casting instruction and fly tying. Cost is \$60 and includes lunch at Freehands Lakeside. Sponsored by Solstice Outdoors, Wild Rivers Chapter Trout Unlimited and Anglers All. Register online at [solsticeoutdoorstore.com/classes](http://solsticeoutdoorstore.com/classes) 715/292-6561 or 715/682-3590.

**Chequamegon Theatre Association** presents "**God's Favorite**" performance, 210 5th Ave E, Ashland. Performances are **June 20-July 2**. For more information, call 715/682-5554 or visit [www.ctatheatre.org](http://www.ctatheatre.org).

**Northern Clearing** has moved to their **new location at 28190 State Hwy. 137**. Stop out and check out this beautiful new facility. 715/682-6646.

**Schraufnagel Glass**, Auto-Residential & Commercial, has moved to their **new location at 1318 West Lake Shore Drive**. Stop in and see their new location. 715/682-9633.

**Freehands Lakeside Restaurant, Bar & Inn**. Offering 2 **conference rooms**, farm-to-table experience catering and all the amenities you need to run your event of meeting. *See insert*.

#### See Inserts from :

- ◆ **Our Lady of the Lake Catholic Community: Bay Days raffle tickets and OLL Summer Care Program**
- ◆ **Holden Insurance**, your local insurance agency representing West Bend Mutual Insurance Company.
- ◆ **Wisconsin Indianhead Technical College**, Offering certificates designed for working adults. Leadership and Management Certificates and Microsoft Office Technical diploma online.

**Call the Chamber with your Business News**

#### Smelt Raffle winners for the end of April:

**April 26:** Colleen McAuliffe, \$25  
**April 27:** Jeanne Ekholm, \$25  
**April 28:** Kris St Arnold, \$25  
**April 29:** Jim Hagstrom, \$40  
**April 30:** Chicago Iron, \$50



#### Looking for Volunteers!

Volunteers are needed for our upcoming Events:  
 Apostle Islands Inline on Madeline Island, June 17  
 Superior Vista Bike Tour in Washburn, June 24  
 and Ashland Bay Days, July 14-16.  
 Most volunteer opportunities are 2-3 hours in length.  
 You'll feel good supporting local events!  
 Call 715-682-2500

## 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 about them. Businesses are also highlighted on the front page of our website and posted on the Chamber's Facebook page.

**Highlighted businesses for June** will be:

**Lucy's Place; Stage Coach Bar & Grill;  
Big Top Chautauqua and New Horizons North Inc.**

- ◆ Listen to **Heartland Communications** and **WBSZ 93.3 FM** every Thursday morning at 9 a.m. for **Community Café**.
- ◆ **Congratulations** to Kysa Granger on her recent graduation, *with honors*, from WITC!!!



### Ashland Area Farmer's Market Starts June 3, 2017!

The 200 block of Chapple Avenue will be closed to traffic during the Farmer's Market, held Saturday's from 8am to noon through mid-October.

For more information, call the Ashland Chamber or go to [www.ashlandareafarmersmarket.com](http://www.ashlandareafarmersmarket.com).

Julie Fox from the **Wisconsin Department of Tourism** will present a **Customer Service Training for Tourism/Hospitality Organizations** **June 12** from 11am-12pm.  
Northern Great Lakes Visitor Center

This training is for area hospitality organizations. RSVP is required by June 9. After there will be a picnic sponsored by the Friends of the Center and Ashland/Bayfield Tourism.  
Call 715/682-2660 or email [rooms@nglvc.org](mailto:rooms@nglvc.org)

### Field Day takes to the fairway on Aug. 17, 2017

It's time to look ahead to this year's Ashland Chamber Field Day golf outing at Chequamegon Bay Golf Club. Following a breakfast buffet and registration, golfers will take to the greens on a shotgun start at 10 a.m. There will be plenty of prizes and terrific food! If your business is interested in donating items for the "goody bags" for the 54th annual Field Day, please call JoAnn at the Ashland Area Chamber at 715/682-2500.



### Don't miss Chamber Night at Big Top!!

Head out to Mt. Ashwabay on **Friday, June 16**, for a **FREE** evening of fun and entertainment under the stars for Chamber members sponsored by BMO Harris Bank.

Lake Superior Big Top Chautauqua will host **Chamber Night** starting at 6pm with a mixer in the White VIP Tent. Enjoy light refreshments and then stick around for the New First Night beginning at 7:30 p.m.

The evening's entertainment will feature the **Blue Canvas Orchestra** cutting loose on some of their favorite songs from the upcoming season and from summers past. Join them as the Big Top comes to life for another season.

Be sure to reserve your business's two tickets to the Chamber Business Mixer and Big Top performance by emailing James Shafstall at [james@bigtop.org](mailto:james@bigtop.org) **Please R.S.V.P. by June 12** 715/373-0788

Ashland Downtown Days  
August 4-5  
Historic Main Street

### EPC News

The Events and Promotions Committee meets monthly to help plan promotions for retail businesses.  
Join us! (call for meeting dates)

Plans are now being made for an upcoming new Summer Event!  
**Ashland "Downtown Days" will be August 4-5, 2017**

(Replacing Maxwell Street Days)

Stores will have sidewalk sales galore!

Vendors will include craft, food and a flea market/Rummage Sale. If your business is interested in joining the "flea market" or putting merchandise out on the sidewalks, call the Ashland Chamber!

### 4th of July will be here before we know it!



This year's 4th of July festivities in Ashland will take place on Tuesday, July 4th. The exciting parade will begin at 11 a.m. on Historic Main Street. (Floats are needed)

Prize money will be awarded to the 1st-6th place floats. To register for the parade simply fill out a parade entry form and send it to the Chamber. Forms are available at the Chamber office or on our website [www.visitashland.com](http://www.visitashland.com).

**This year there will be a "Fly-over during the parade".**  
(unless the flight gets called out to duty)

**The Fire Run will be at 9:30pm and the  
Fire Works will be shot off on the Ore Dock Base!**

**Don't miss out on the 4th of July Raffle!**

Celebrations, Inc., is holding a **50/50 Raffle** to help fund the fireworks display for the 4th of July. If you enjoy the Ashland 4th of July fireworks, please help out by purchasing a ticket.

The winner of the 50/50 raffle will receive half the pot. The drawing will be held on **June 24** at the Neighborly Bar, 1301 W. Main St. Raffle tickets are available at the Ashland Chamber office, Neighborly Bar & Stagecoach Bar & Grill. Tickets are \$5 each or 6 for \$20. **Last years winner won \$4,097!!!**

### Bay Days at Bayview Park July 14-16!!

The **40th Annual Ashland Bay Days Festival** will be here soon! Friday night, July 14, will be the popular **Battle of the Bands** sponsored by Heartland Communications and featuring great talent. Saturday, July 15, **Bay Days Karaoke Contest**, presented by the Ashland Chamber of Commerce, JD Bass Entertainment, and Heartland Communications. **Qualifying rounds will take place at:** Joany's Sidekicks in Iron Belt on **June 9**; Otter Bay on Lake Owen on **June 16**; and Topside Tavern, 73995 Ondossagon Rd, Washburn on **June 30**. Top 3 qualifiers from each contest will be in the Bay Days Karaoke Finals on July 15. Grand Finale Prizes at Bay Days will be 1st place \$1,000, 2nd place \$700, 3rd place \$300 and 4th place \$100. Even if you don't sing, come on down! The audience will judge for their favorite singer!

Sunday, July 16, **Ashland's Got Talent! At Bay Days!!**

Do you, or someone you know have a talent?

**We are calling ALL Talent!** Play it, sing it, bring it! Singers, musicians, dance groups, comedians, jugglers, ventriloquists, magicians and any other kind of talent to perform this year. Mystify us with your magic! Let's see what you got! **All ages welcome! Young and Old.** Don't wait, Sign up TODAY! 715/682-2500

Pre-registration is required.

For more information on these events go to [www.ashlandbaydays.com](http://www.ashlandbaydays.com)

Find yourself next to the water.

**ASHLAND**

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Ashland Area Chamber of Commerce  
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Check out this month's inserts:

- ◆ WITC
- ◆ Freehands Lakeside
- ◆ Holden Insurance Agency
- ◆ Our Lady of the Lake
- ◆ 4th of July Parade Registration form

**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



**The Ashland Chamber  
of Commerce and  
BART Bus Present:  
*Guided and Narrated  
Trolley Tours!***

You will tour the *Downtown Murals* aboard the  
"Trolley Bus" with guides,  
Sue Prentice Martinsen and Maribeth Monroe

***Every Friday and Saturday,***  
starting June 23, 2017

Tours are scheduled for 10am and 1:30pm.  
Cost is \$5.00

Pick-up is on the East side of the  
Bay Area Civic Center Parking Lot.

For more information, call the Chamber office.  
715-682-2500