

Greetings! from Mary McPhetridge, Executive Director

During the last few months we have mailed over 10,000 of 2017 Ashland County Activity & Visitor Guides, Membership letters, letters to Car Clubs, Monthly Newsletters, and Motorcoach Brochures. Preparing these mailings takes a significant amount of time and volunteer talent! We are so blessed!! Marie Eaton, Jane Kulbacki, Rose Bents, Fuzz Sokolich, Fran Zepczyk, and Anne Wickman are so fun to have around and they work so hard almost weekly to help us with the many tasks from mailings to counting event shirts and collateral, to the Business after Five & Newsletter mailings and much, much, more. They are great ambassadors for our community and we are so appreciative of this group. Thank you Ladies!!!

It truly is March Madness! I always relate March Madness to the NCAA tournaments, but I also equate it to the busy month of March with conferences, meetings, promotions, and gearing up for the many events that we coordinate each year. Currently, we have registrations now open for Apostle Islands Inline Marathon, Superior Vistas Bike Tour, and the Memorial Medical Center WhistleStop Marathon and Half Marathon, and by the time you receive your newsletter, we will have the Garage Sale registrations available. In addition, the first day to register for the Chequamegon Bay Birding and Nature Festival will be Tuesday, March 14. We will receive over 100 calls, emails, and registrations, on that day alone for the festival! Typically, the first quarter is somewhat slower in terms of traffic for chambers and visitor bureaus, but as you can see, this is the time we are entrenched in planning our upcoming promotions and events.

March also marks the month of forums and business gatherings. The first one is Cyber Security. Every business is subject and vulnerable to cyber security. I encourage you to sign up for this free one hour session that will be held at the City Council Chambers at City Hall on Wednesday, March 8 at 8am. Retailers will gather later in the month to discuss retail security and safety on Main Street and in their stores.

The Events & Promotions Committee (E.P.C) has some fun ideas for Daylight Savings which is March 12. Make sure to "friend" our small retailers on Facebook to find some fabulous specials and promotions for their, "**Spring into Savings Sale**", Friday & Saturday, March 10 & 11. The following weekend we celebrate St. Patrick's Day, and retailers want you to know "**How Lucky We Are To Have You As A Customer!**" The first quarter is always a bit slower in retail, so physically shopping in a local retail business is so appreciated and helpful to sustain our businesses throughout this time of year. That's why we continually say, "SHOP ON MAIN, BEFORE YOU SHOP ON-LINE". Simply because it is so important for our local economy to support our bricks and mortar businesses! At the end of the day, if people don't shop in stores in town, they will close. It's that simple and that important at the same time! They appreciate your support financially, and shopping is a social event that builds endorphins and endorphins make you happy.. Happy people are fun people to be around, so Shop local, Shop often.. And most of all Thank you!!



MARK YOUR CALENDAR

- ◆ **March 8: Cyber Security Forum**, 8am, Ashland City Council Chambers, (see page 3)
- ◆ **March 10-11: "Spring into Savings" Sales**, downtown Ashland.
- ◆ **March 12: Daylight Saving Time** begins. Don't forget to set your clocks ahead one hour!
- ◆ **March 15: Business After Hours** — At 5 p.m., sponsored by Northland College & Chartwells, Ponzio Student Lounge on the Northland College campus, 1411 Ellis Ave.
- ◆ **March 17: St. Patrick's Day** — Wear something green, celebrate and shop in downtown O'Ashland!
- ◆ **March 17-18: St Patrick's Day "How Lucky We Are To Have You As A Customer" Sales**, downtown Ashland.
- ◆ **March 18: 14th Annual Polar Plunge for Regional Hospice Services**, 1 p.m., AmericInn, 3009 E. Lake Shore Dr.



Call the Ashland Chamber at 715/682-2500 for information on any of these events.

Highlighting our *March Business After Hours* host

Submitted by: *Chartwells & Northland College*



Northland College & Chartwells

1411 Ellis Ave., Ashland, WI 54806
715/682-1202 www.northland.edu

Chartwells is the recognized leader in contract foodservice management, hospitality and award-winning guest service within 270 college and university dining environments throughout academic institutions across the U.S. Chartwells' new brand mantra, "Where Hungry Minds Gather," signifies its commitment to re-inventing the dining experience for the next generation of students and beyond. Our nutritious cuisine not only satisfies the unique appetites, lifestyles and dietary needs of every guest dining on campus, but it also brings people together to promote the high-intensity relationships that will prepare students for the future.

NORTHLAND COLLEGE

Northland College is a private, liberal arts college with a progressive focus on the environment and sustainability. This academic year we enrolled 600 students from thirty-five different states and four different countries including the US, Canada, Nepal, and Sweden. With forty-plus areas of academic study, our top majors include natural resources, biology, business, education, outdoor education, and sustainable community development.

Please join us Wednesday, March 15, in the Ponzio Student Lounge on campus, this is in the basement of the Ponzio Campus Center, for Business After Hours!

Welcome to our newest Chamber member!

Chequamegon Community Church

Damian Schoonmaker

1451 County Hwy C
Washburn, WI 54891
715/373-2939

www.C3ag.net

Find us on Facebook!



Calendar items sought by Chamber

The Ashland Area Chamber of Commerce is seeking arts and culture event listing submissions from the public to be included on its website calendar at no charge. Email your event flyer or info to ashchamb@centurytel.net or drop it off at the Chamber office, 1716 W. Lake Shore Dr. For more details, call 715/682-2500.

Business News

The **Chequamegon Bay Arts Council's Annual Spring Community Art Show** is on display during the month of **March** at the **Washburn Cultural Center**, 1 E. Bayfield St. This year's theme is "Spring Run Off". There will be an artists' reception on **March 2** from 5-7 p.m. For more details, call 715/682-2350. www.cbayarts.org

The 41st Annual BMO Harris Bank Art Exhibition is set for **March 7-17** at the bank, 100 E. Main St., from 9 a.m. - 5 p.m. An artists' reception will be held **March 19** from 1-2 p.m. in the Community Room. **Applications are due by March 2.** For more information, call 715/682-3422.

Thrivent Community-SuperiorShores Team and the Ashland Lion's Club Build the Best "Little Free Library" Contest will be held on **March 11** at the Bretting Community Center 4-7 p.m. *To register or participate see insert.*

The **14th Annual Polar Plunge** benefiting **Regional Hospice Services** will be **March 18** at the AmericInn Motel & Suites, 3009 E. Lake Shore Drive. Registration is from 11 a.m. to 1 p.m., and jump time begins at 1 p.m. For more information, call 715/685-5151.

Northland College is committed to lifelong learning. Our adult programs offer an exceptional variety of experiences from nature journaling to geology of Minnesota's north shore, a nature yoga retreat, and more. There's something for everyone, including non-credit and credit options. So join us this summer and expand your horizons. 2017 registration is now open. www.northland.edu/study/adult-learning/lifelong/

Northwest Wisconsin Workforce Investment Board Construction Industry Breakfast. Learn about available funding and training solutions for the construction industry. Construction accounts for 6% of the Gross Regional Product and is expected to see an employment increase of 18.2% by 2022. Northwest Wisconsin needs a strategy to grow our construction industry and provide skilled workers. The meeting will be held at Hotel Chequamegon in Ashland, WI on **Wed., March 15**, from 8:30 - 10:30am. At the meeting, learn more about the upcoming WITC Construction Essentials Course, Non-Union Construction Pre-Apprenticeship, current/projected workforce needs and funding opportunities for training. A hot breakfast will be provided. **RSVP by March 6** to Andrea Huggenvik at ahuggenvik@nwib.com or 715-682-9141, ext. 118. See insert.

Wisconsin Indianhead's Taste-A beer and wine sampling event for scholarships will be **April 6, 5-7pm.** For tickets visit witc.edu/foundation/events/Ashland. And **WITC Promise – Tuition Assistance for High School Graduates** deadline is **April 14.** For more information see insert.

New Day Shelter's New Day Limited Fundraiser is set for **May 6** at the Bay Area Civic Center. This year's theme Under the Sea for the cause... *see insert for ticket information and how to donate to help the cause.*

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

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, and on the Chamber's Facebook page.

Highlighted businesses for March will be: Culver's, Nemece Insurance, Newtwork It-Inc. and Top o' the Morn Resort & Campground.

**Happy St. Patrick's Day
from the Ashland Chamber!!**



**Support Your Local Businesses in March
Get out and see what they have to offer.
New Spring Items!!**

Spring into Savings!

**March 10-11:
Spring into Savings!!
Watch for a Facebook Social Media Blitz**



**March 17 & 18:
St. Patrick's Day
How Lucky We Are
To Have You As
A Customers!!
Drawings in downtown
businesses.**

ypWeek Chequamegon Bay
**Young Professionals Week
April 22-28**

**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
- 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.

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

Working on Bay Days 2017



- Back by popular demand:
- Battle of the Bands
- Sea Hamsters, Google it!
- Dunk Tank
- Dock Dogs
- Sportsmen for God
- Strongman Contest

- Bay Days Karaoke Finals
- Cardboard Boat Races
- Ashland's Got Talent
- Bay Days Fun Run,
- Chequamegon Bay Sprint
- Triathlon and the Little Minnow Triathlon!

Cyber Security Forum March 8, 2017 at 8am Ashland City Council Chambers

Ransomware is the single biggest active cyber threat facing small businesses in 2017. The attacks are getting more complex, ransoms are increasing, and there's no sign of that trend slowing. Last year, hackers raked in more than \$1 billion in ransoms, and that amount is projected to increase dramatically this year.

Good news!! We are sponsoring a one-hour workshop that'll show you exactly which software to use and how to configure it to protect your business and your bottom line.

Join AJ Van Beest, owner of North Star Cyber Security, to learn about the scope of the problem, and what to do about it.

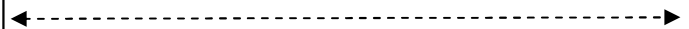
RSVP right now to reserve your spot!
ashchamb@centurytel.net



**All Aboard!!!
Sponsorships and
Registrations
are now being accepted**

**2017 WhistleStop & Bay Days
sponsorships forms are enclosed**

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. See insert for more details.



Registration is now OPEN!

Memorial Medical Center
2017 WhistleStop Marathon & Half-Marathon
20th Anniversary!
October 14th, 2017

www.whistlestopmarathon.com
Start TRAINING NOW and SAVE!!!
\$20 off the original Early Bird price.



**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 16 — Easter** and one on **April 22 — Earth Day**.

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 are filled for the Easter Egg Hunt.

Find yourself next to the water.

ASHLAND

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Ashland, WI 54806

Check out this month's inserts:

- Bay Days & WhistleStop Sponsorship
- New Day Limited Fundraiser
- ***Northwest Wisconsin Workforce Investment Board -Construction Essentials
 - Thrivent-Little Free Library
 - WITC-Taste & Promise

**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

Web: www.visitashland.com

Business After Hours

Our March host:

Chartwells & Northland College

**Wednesday, March 15, 2017
5 p.m.**

To be held in the
**Ponzio Student Lounge on the
Northland College campus,
1411 Ellis Ave.**

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.*