

*Greetings! from Mary McPhetridge, Executive Director*

2020 marks the 100th Anniversary of the incorporation of the Ashland Area Chamber of Commerce! We recently hosted the February Business after Hours announcing our 100th anniversary this year in 2020! Thank you to Mayor Deb Lewis for the proclamation she gave the chamber staff announcing February 19th as Ashland Area Chamber of Commerce day!! We are so thankful to have the support from our community peers and business people and we look forward to our annual dinner this year where we can share more tidbits about the chamber, past directors, locations, stories, events and some of the interesting brochures that were produced in the past 100 years. I found a ½ piece of old paper that had been created in 1963. It was a handout that was being distributed amongst members that were sitting on several of the chamber's committees. Take a look at page 3; "Guidelines for effective meetings". Same situations, different days!! I'm learning that in the 1920's, many of the stories published in the newspaper were written without mincing words and could easily and eloquently shame people but by the same token encourage people as well! In addition to our anniversary, there are quite a few milestones this year in other area organizations. The Ashland Rotary club is 100; the Apostle Islands National Lakeshore is 50; The Ashland & Bayfield Counties League of Women Voters is celebrating 100 years of Women's right to vote! Congratulations to all!

As we move into March, our calendars are getting full by the day with all sorts of events, meetings, conferences, and there is always a promotion of some sort taking place. Right now, we are targeting inline skaters nationally through a technique known as Geo-fencing. Targeting geographical areas and events that are inline focused we can then message those people about the marathon. The Apostle Islands Inline Marathon has been touted by many as, "The vacation destination inline Marathon in the United States", and we need to do a better job of getting that message to inline racers who haven't been to Ashland before to take advantage of this incredible event! We also opened registrations for the Memorial Medical Center WhistleStop Marathon and Half Marathon on March 1st; Other registrations that are open are the Apostle Islands Inline Marathon, Bay Days Fun Run in July, Superior Vistas Bike Tour, and the Chequamegon Bay Birding & Nature Festival booklets are being printed as I write! Which means the registration will open around March 24th and that is a crazy few days at the Ashland Chamber office!!

March Madness 3rd Thursday is a fun event on Thursday, March 19th – We give away an upright Freezer that is sponsored Andy Lajcak, owner of Sear's Hometown! Simply stop into the participating retailers on Main Street during March's 3rd Thursday between 4pm and 7pm and you can enter!! You also get extra chances when you spend money locally because each 10.00 spent in one of the small retailers' stores allows for one more chance to enter. So... if you spend \$100.00 at Solstice on Main, you get 11 chances!! And, you definitely purchased yourself something stylish and fun! Start thinking about the House to House Garage Sale in May – you can't start too early preparing your treasures to sell!! May 16th is the day and then that following Thursday will be our ever-popular Wine Walk!! Yes, it all starts rocking and rolling in just a few weeks and keeps on going until January!! We love it! Absolutely Love it!! Thank you to all who volunteer, and to all who sponsor the events that not only we create, but those that are created all over the bay! It most certainly takes a village and we have a fabulous little village here in Northern Wisconsin!

## MARK YOUR CALENDAR

- **March 8: Daylight Saving Time** begins. Don't forget to set your clocks ahead one hour!
- **March 17: St. Patrick's Day**, Wear something green, celebrate and shop in downtown *O' Ashland!*
- **March 18: Business After Hours, At 5pm**, sponsored by Ashland Rotary at the Niblick Bar & Grill
- **March 19: 3rd Thursday Downtown Ashland. March Madness! FREEZER Giveaway Stores open until 7pm**
- **March 20: 1st Day of Spring.**
- **April 11: Ashland Chamber Easter Egg Hunt**, Court House Lawn, 11am. Ages: 2-6.
- **April 12: 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: Ashland Rotary Club, celebrating their 100th Anniversary in Ashland*

It all began when the Ashland Club's charter was officially presented by Clarence Hartley, President of the Superior Rotary Club, on February 23, 1920. Presently there are 35-40 very active members.

It's been 100 years as the Ashland Rotary Club Members continue to celebrate togetherness, community service and worthy projects, all that help our Ashland Community prosper in so many ways. From Roadside cleanup, to refurbishing the indoor playground area at the Bretting Community Center.

The list of some of the accomplishments and contributions to the Ashland Community over the past 10 decades, includes helping with Prentice Park and providing seed money to begin the waterfront trail, providing scholarships to WITC and Northland students over the years, donating money for the new playground equipment at Maslowski Beach and painting the inside and outside of the restrooms at both Prentice Park and Maslowski Beach.

Our Rotary Club takes extreme pride in our positive role of promoting Youth Leadership in our community!

Fundraisers include the Annual Rose Sale, running the concession stand at the first home AHS football game of the season, and the largest fundraiser is the annual Encores concert, now in its sixth year.

*Join us Wednesday, March 18th at 5pm for Business After Hours at The Niblick Bar and Grill, 3000 Golf Course Road*

### Bigo Insurance Agency

#### Inc./State Farm

Mike Bigo-Terri Guderian  
1424 Lakeshore Dr. W.  
Ashland WI  
715/682-6663



Welcome  
to our  
newest  
Chamber  
Members!

### Axis Group USA

Ryan Collins  
63946 Hangard Road  
Ashland WI  
715/204-3202  
axisgroupusa.com



### The StageNorth Groundlings

Sharon Stewart  
123 Omaha Street West  
Washburn WI  
715/373-1194  
thegroundlings.org



### AdventureUs

Amy Trimbo  
324 West Bayfield Street  
Washburn WI  
715/209-4057  
getadventureus.com



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

**From March 1-31, BMO Harris Bank is offering the following;** Earn 1.25 % APY guaranteed for six months from the date of the account opening, when you open your account with at least \$100,000 in New Money. For more details contact Geri Evans at BMO Harris Bank. 715/682-3422.

**White Winter Winery**, 68323 Lea Street, Iron River, is hosting the **SPEAKEASY Cellar Jazz on March 7, 6pm-9pm** to benefit NorthLakes Community Clinic. For tickets and more information call 715/372-5656.

**March 27-29 is WJH Home & Sport Show** at the Bay Area Civic Center, 320 4th Ave. West. 715/682-2727.

**Bay Area Civic Center**, 320 4th Ave West has a **new sign!** Call 715/682-2221 if you would like to **book a wedding, trade show, fundraising event, graduation and much more.** They offer a full bar, stage, and event curtains. Seating up to 500.

**Family Bingo Night** is every **Tuesday night at Our Lady of the Lake Social Hall**, 106 North 2nd Ave. East. Doors open at 5:30pm. Bingo starts at 7pm. 715/682-7620.

**Hugo's Pizza**, 221 Sanborn Ave. has **weekly specials.** Tuesday is Pizza Buffet w/Salad Bar Lunch & Dinner; Wednesday is Pizza Buffet w/ Salad Bar Lunch & Dinner; Thursday is Lasagna w/Salad Bar Lunch & Dinner; Friday is Fish Fry and Saturday is BBQ Rib Dinner. 715/682-8202.

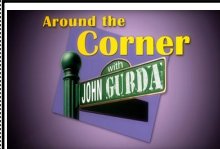
Did you know **Kwik Trip/Kwik Star offers Fundraising Programs?** Scrip Gift Card Program, where you purchase a Scrip Card at a 5% discount and sell the card for face value and keep the difference, you will also earn a 10% rebate on most in-store purchases made by the card holders. Car Wash Card Program; purchase a 5 count ultimate car wash card for \$20, sell them for \$36. That's at \$16 profit. For more information email fundraising@kwiktrip.com

**Bay Days Fun Run**, 1Mile/5K/10K Walk/Run **Registration is now open.** ashlandbaydays.com Or call the Ashland Chamber at 715/682-2500.

**Congratulations: Dean and Carolyn Zifko and Tomlinson's Towing**, 1022 Main St. East, on receiving **second place award for "The Working Class Wrecker Contest"**, through the Wisconsin Towing Association, a division of the Wisconsin Motor Carriers Association. 715/682-2717.

**Sarah Stroshane** on being named the **Clinic Supervisor of St. Luke's Chequamegon Clinic**, 2201 Lake Shore Drive East, 715/682-6600.

**Dallenbach, Anich & Wickman is now Anich, Wickman & Lindsey, S.C.** They have attorneys who are highly experienced, and provide reliable legal services for all clients for a variety of legal matters. They have over 40 years of experience, and are committed to defending your rights! Call them for FREE consultations for social security, consumer protection, and personal injury. 715/682-9114.



For the last eight years Milwaukee PBS' *Around the Corner with John McGivern* has visited over 100 communities and neighborhoods throughout the state, engaging with each town's residents and sharing their unique community. Around the Corner with John McGivern will **feature Ashland on March 26 at 7:00 p.m.** on Milwaukee PBS 10.1.

### Chamber News 715/682-2500

- 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: Chicago Iron & Supplies, Inc; New China Restaurant; Apostle Islands National Lakeshore; Blue Water Realty; Ringenberg Financial Group;
- Listen to Heartland Communications and 101.3fm every Thursday Morning at 9:05am for **Community Café**. If your non-profit organization would like to promote an event on the radio, call the Ashland Chamber
- **Is your Chamber plaque FULL?** If you are in need of a new plaque, please contact our office.

Congratulations to **Bad River Casino** the winner of the "No Snow Snowman Contest"  
They received the most likes on the Chamber FB page and won \$100 in Chamber Dollars.  
Thank you to all the participants!!!!



The Young Professionals of the Chequamegon Bay: **CheqYes** Young Professionals Week April 17-25, 2020

Do you love to live, work and play in the Chequamegon Bay? **CheqYes**, if you do! **YPWeek** A BUSINESS INITIATIVE  
**CheqYes** is a community organization for anyone and everyone interested in making the Chequamegon Bay area the best it can be! Most events will still be geared toward young professionals, but this group also will work to engage all members of our community.

**CheqYes will be part of Business on Stage on April 23, 6-8pm at the Northern Great Lakes Visitor Center.**

**UW Superior's Center for Entrepreneurship and Economic Development presents "SPARK"**



**The Spark application is now LIVE! !**

Do you or someone you know, have a great idea for a product or service? Want to start your own business?

If you'd like some expert advice and a little prize money to get your idea off the ground, this event is for you!

Local entrepreneurs are invited to pitch their business ideas to an audience. The audience and judges will then vote for their favorite business idea. The winner will receive \$5,000, Entrepreneurial Coaching, a Marketing Package, Legal Consultation and a 1 year membership to the Ashland, Bayfield & Washburn Chambers.

This business startup event will seek out high-growth ideas that will benefit the community.

CheqYes hopes to foster the development of entrepreneurs in the area who are solving community needs: addressing community development, adding workforce opportunities, and/or creating a service or product that enhances quality of life in the Chequamegon Bay region.

Application Deadline: March 15, 2020  
Presenters selected and announced: March 25, 2020  
Coaching: March 25 - April 16  
Pitch Event:

April 23 at Business on Stage, Northern Great Lakes Visitor Center  
To apply: check out their Facebook page @CheqYes  
Any questions can be directed to maryloisbolka@gmail.com



**100 Anniversary tidbits.**  
Each month we will post something that we find fun from the past 100 years. This month it's a typed (from a typewriter) Responsibilities of Committee Members. From 1963

#### Responsibilities of Committee Members

1. To take part in discussions.
2. To keep prejudices in check, and respect the other man's view.
3. To share experiences for the benefit of the group.
4. To attack problems impersonally and avoid arguments.
5. To avoid discussing extraneous matters.
6. To follow the discussion attentively.
7. To resist temptations to "Make a Speech."
8. To think objectively toward the committees goal.

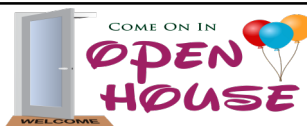


**March 19th is 3rd Thursday** when downtown retail stores are open until 7pm!

Mark your calendars!  
This month's theme will be **Downtown March Madness**

Shop downtown between 4 and 7pm on March 19th and get a chance to win a **FREEZER** from Sears Hometown!

**The winner of the February Be Mine on Main package** was Paula Goyke! Paula and her friends came out to celebrate her birthday shopping! Now she has chamber dollars to spend and much more. Thank you to our fabulous sponsors, Deep Water Grille, Cobblestone Inn & Suites, Natures Honey Therapeutic Massage and the Northwood Serenity.  
*For more information check out visitashland.com*



Shop Local during Downtown Retail Stores Spring Open Houses!

**March 9:**  
~ Home Expressions Spring Open House, 9am-6pm. 715/682-2455.

**March 9-20:**  
~Superior Framing Spring Fling Framing Sale. 715-/682-4625

**March 19:**  
~ Lil Red Spring Open House. 715/292-5185.  
~ Red Bicycle Spring Open House. 715/685-4114.  
~ Gabriele's German Cookies and Chocolates is having a "Cookie Tasting" from 5-7pm! Come taste the new cookies and see which you like best! The "winners" will be in this year's Christmas Cookie Selection. 715/682-2114.



Memorial Medical Center  
WhistleStop Marathon & Half-Marathon  
October 9-10, 2020

Registrations is Now OPEN!  
Early bird Registration pricing is now available!  
To get the best price Don't delay register NOW



*Find yourself next to the water.*

**ASHLAND**

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Ashland Area Chamber of Commerce  
P.O. Box 746  
Ashland, WI 54806

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

**Executive Board Members:**

John Bierl, President  
Mike BeBeau, Secretary  
Karen Hansen, Treasurer  
Rick Forsythe, Past President

**At-Large Members:**

Bill Kacvinsky Tina Miller  
Laurie Gregor Jordon Von Holzen  
Paul Bretting Tim King

**Ex Officio Members:**

Brant Kucera, Erik Olsen  
Betsey Harries

**Staff:**

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info@visitashland.com  
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Phone: 715/682-2500  
Fax: 715/682-9404  
Email: info@visitashland.com

***Business After Hours***

**Our March Host:**

***Ashland Rotary Club***

***Celebrating 100-years in Ashland***

**\*\*\*Wednesday, March 18\*\*\***

**5pm At:**

***The Niblick Bar and Grill,  
3000 Golf Course Road***

**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.*