

Greetings! from Mary McPhetridge, Executive Director

Beautiful Snow! Snow for our region is an economic driver! In the tourism world, snow in the forecast is music to our ears! We love the white stuff and it came just in time, providing a delightful covering, for the Book Across the Bay! Thank you to all of the organizers, Ben Thoen, Race Director, and the many many volunteers who work tirelessly in the cold to create such an amazing winter event! 3000 participants registered and the weather was spectacular! This past weekend the frozen bay was full of activity from the ever-popular King of the Bay car races to the annual kid's fishing contest, to the very, very successful Neighborly Bar fishing contest! Also the Birkie was well-attended and the course in perfect condition. We don't see a huge penetration from the Birkie, but the people that do stay in Ashland tend to stay multiple nights and mosey around shopping and dining in our area.



We have been busy creating some beautiful videos and we just released a second commercial this year promoting winter in the Ashland area. You will hear Maribeth's soothing voice on the commercial that is posted on our website and YouTube. Soon it will run in our winter markets that include Duluth, Eau Claire and the twin cities suburbs. The call to action is to order a free visitor's guide. Soon we will be finishing the Waterfalls video and that commercial will run throughout the local March Madness schedules in market, and maybe even show up out of market for the NCAA March Madness! When people gather together to watch the games, they tend to watch commercials! Did you know that? Think about it... You watch the game intensely and then either talk or eat during the commercials. Were betting that when they hear Maribeth's voice and see the beautiful waterfalls, they will be drawn and the last message will be..... Order your free Waterfalls brochure at visitashland.com! We need your help though! Please take a peek at these videos either on our website, our Facebook page, or YouTube and share them! And speaking of sharing, we will be starting a great promotion called

Share the Love, March 1-8. Love to shop local? Then here's your chance to win some great gift cards from the local retailers and service providers. Check out the details on page 3.



3rd Thursdays are the night that the retailers stay open late. This month we are partnering with our Hometown Sears and giving away a **FREEZER!** You can only register to win this amazing prize in participating retailers downtown between 4pm - 8pm on 3rd Thursday, **March 21st!!!** And for every \$10.00 you spend, you get another chance to win!! And, the retailers usually have great deals and some fun in their stores as well!! So, enjoy **March Madness Downtown!**

It's also the time of year where we open registrations for all of our events! The Big News is that we are offering a **HUGE** discount on the **Memorial Medical Center WhistleStop Marathon and Half Marathon** and you can register for only **\$50.00** until May 1st. Lots of locals will love this deal, and we are working on our 15 second commercial to promote this throughout the country on social media, in our cable markets, and through print media and online in the Silent Sports media platforms!



Apostle Islands Inline Marathon and Superior Vistas Bike Tour will also be open and... the Chequamegon Bay Birding and Nature festival booklets are at the printers with the opening day of registration during the last week in March.

With all of this happening our wonderful group of volunteers are busy busy busy! Thank you ladies for all you do! We couldn't do it with out you!

We are always, always promoting our beloved Ashland, Chequamegon Bay, and Ashland County, with promotions, projects, and events to bring people to town!

Enjoy the Snow and when it's daunting, remember, we don't have to worry about hurricanes!!

MARK YOUR CALENDAR

- **March 10: 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 20: 1st Day of Spring.**
- **March 21: Third Thursday Downtown Ashland. Downtown March Madness! Stores open until 8pm**
- **March 27: Business After Hours, At 5pm, sponsored by Nemec Insurance and The Neighborly Bay at The Neighborly Bar**
- **April 20: Ashland Chamber Easter Egg Hunt, Court House Lawn, 11am. Ages: 2-6.**
- **April 21: Easter Sunday.**



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

Highlighting Our March Business After Hours hosts *Submitted by: Neighborly Bar and Nemec Insurance*
 Join us Wednesday, March 27th at 5pm for *Business After Hours* at the *Neighborly Bar*

NEIGHBORLY BAR

The Neighborly Bar owned and operated for 35 years by Crunch and Jean Ronning. The Neighborly Bar is open 7 days a week, 9am to closing, has 2 bars, 9 TV's and employs 10 local people.

The Neighborly Bar has year-round promotions which includes a Fishing Tournament; Summer Bash in their Parking Lot; a Golf League, Labor Day Golf Tournament; Packer Parties; Red Clay Classic Driver Party and more. Plus, they have raised 100's of 1,000's of dollars for local charities and community people in need.

Crunch and Jean have two children. Jason, who owns Superior floral & gift & Prime Time Signs in Ashland and Jen, who works at Salon Elan, and owns her own wedding hair and makeup business called Sparkle Darling in Green Bay. Crunch & Jean are also the owners of Green Monster Storage.

We look forward to seeing you at Business After Hours!



Nemec Insurance Agency LLC is an independent insurance agency in Ashland, and is the oldest agency in the Chequamegon Bay area.

Established in 1944, Nemec Insurance has been family owned and operated through four generations of the Nemec family. They offer comprehensive packages for personal, business, life, and health insurance, along with real estate appraisals.

They are dedicated to providing our clients with the peace of mind and protection that fulfills their ever-changing needs by offering an extensive range of insurance products. They are committed to the principals of service, integrity, and professionalism, while providing each client excellent service with the goal of always exceeding their expectations. For 75 years, we have taken great pride in our business, providing exceptional service to our clients, and the companies they represent. Contact Chris, Tim, Pat, Jarred, or Danika at 715/682-2515 for all your insurance needs or visit us online at www.nemecins.com.

Welcome
Chamber
Members

Hansen's IGA

Wendy MacArthur
226 W. Bayfield Street,
Washburn
715/373-5566
www.washburn.hansensiga.com



Little Lakes Memories Inc.

Stanley Nowak
715/297-5070
smn2x@charter.net
www.littlelakesmemories.org



Bernick's-Superior

Gary Barby
1606 N 6th St
Superior
715/392-2978
www.bernicks.com



Business News

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

The Chequamegon Bay Arts Council's **Annual Spring Community Art Show, "Art Heals"** will be **March 7-29** with the **reception March 7th** from 5-7pm at the Washburn Cultural Center, 1 E. Bayfield Street, Washburn. 715/373-5591.

U.S. Tax Reform: How it Could Affect You. Congress recently revised the U.S. Tax Code, affecting millions of Americans. Find out how you and your family fare under the new changes. Register for this free workshop to learn more about the new tax law. RSVP: **Thrivent Financial Superior Shores Team** at superiorshoresteam@thrivent.com or 715/685-0605. Workshop Dates: **March 12th 12-1pm and 5:30-6:30pm and March 13th 5:30-6:30pm.** Please indicate which date and time you will attend, in your RSVP. The workshops will be held at Thrivent Financial, 623 East Main Street. No products will be sold at this event. For more information visit Thrivent.com

New Day Advocacy Center presents, "New Day Rising" March 17, from 2-4pm. Music celebrating St. Patrick's Day and Peace. At the Harbor View Event Center, 130 Harbor View Dr in Washburn. Tickets are \$25 in advance. \$30 at the door. Sold at Coco's, Ashland Baking Company, Ashland Chamber of Commerce. Musicians, Survivor Stories, Refreshments, Cash Bar, and door prizes. All proceeds go to the New Day Advocacy Center's New Facility. Questions, call Kent at 715/373-2964.

New Day Limited Fundraiser is set for **May 4,** at the Bay Area Civic Center. This year's theme is "Dr. Seuss...for the cause" For ticket information call 715/682-9566.

Calling all artists for **The Annual BMO Harris Bank Art Exhibition.** Entries will be accepted in the main lobby on **March 20-22,** 9am-4pm. The art show is at the bank **April 1-12** at 100 East Main. Artists' reception will be April 14. For more information or to receiving an application, call 715/682-3422.

Attention parents of students graduating in 2019! **Northwoods Community Credit Union** is now accepting applications for the **NCCU Continuing Education Scholarship and NCCU Military Scholarship.** Visit www.northwoodscu.com for details.

Chequamegon Food Coop offers **"Shop Online" for in-store pickup,** Monday through Friday, 4-7pm. Place your order today at shop.chequamegonfoodcoop.com. 700 Main Street West. 715/682-8251.

Congratulations:

- ◇ **Nick Patel,** who recently became **the owner of Star Liquor,** 821 West Main Street. 715/682-6144.
- ◇ **To North Shore Healthcare** now serving the Ashland Community of **Ashland Health Services,** 1319 Beaser Ave, 715/682-3468, and **Court Manor Health Services,** 911 3rd Street West, 715/682-8172.
- ◇ **Mike Fiorio** on his recent **retirement from Fiorio Wealth Advisors.** Mike has served clients at Fiorio Wealth Advisors for 33 years!
- ◇ **Stagecoach Bar & Grille,** 315 Main Street East, **on your 5 year Anniversary.** Stagecoach will be celebrating with a Corned Beef and Cabbage Dinner. Specials and more! The "Saints of Circumstance" will be playing 5-9pm and the "Whitecaps" will play 9pm-1am. Don't miss it! 715-292-6710.

This months inserts are:

Chartwells BOGO and North Shore Health Care; Ashland Health Services/Court Manor Health Services

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: Bayfield Electric Cooperative; Star Liquor Store; Subway of Ashland; CB Lindsey Home Inspection
- **Tune in to Community Café** every **Thursday at 9am** on Heartland Communications WBSZ 93.3 FM. Community Café takes place at Sandbar Restaurant and showcases non-profit organizations and events.
- **Is your Chamber plaque FULL?** If you are in need of a new plaque, please contact our office.



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



Young Professionals Group of the Chequamegon Bay has Big News and Big Changes!!

The Young Professionals of the Chequamegon Bay has a new name and a new face: **CheqYes!** Do you love to live, work and play in the Chequamegon Bay? **CheqYes**, if you do!

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.

The new "YP" is Your Place, Your Purpose, Your Party!

CheqYes will be hosting pitch event as part of Business on Stage on April 25th, 2019 6-8pm at the Northern Great Lakes Visitor Center.

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

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 15th
 Presenters selected and announced: March 25th
 Coaching: March 25th – April 25th
 Dress rehearsal: April 18th (tentative)
 Pitch Event: April 25th at Business on Stage

To apply: www.cheqyes.com
 Any questions can be directed to spark@cheqyes.com.



Share the Love Facebook Promotion March 1-8, 2019

Starting March 1 and going through March 8, downtown businesses will post on **THEIR Facebook Page** promoting another business downtown! You can join in and **Share the Love** by **LIKING & SHARING** their post to receive a chance to win a \$25 certificate for that days business.

These are the businesses participating:

- **Moores on Main**
- **A 2nd Look**
- **Lil' Red**
- **Red Bicycle**
- **Shoe Shack**
- **Color Center**
- **Chequamegon Food Co-op**
- **Ashland Chamber**

Prior to March 1, LIKE & FOLLOW these participating businesses on Facebook. This way you will be notified on their day for a chance to win on of these \$25 certificates! Come on EVERYONE, lets **Share the Love!**

3rd Thursday



March 21st is 3rd Thursday when downtown retail stores are open until 8pm!

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

Shop downtown between 4 and 8pm on March 21st and get a chance to win a **FREEZER** from Sears Hometown! **For more information check out visitashland.com**

Two new Brochures Fishing the Chequamegon Bay and Waterfalls Stop in and get yours today!



This new fishing brochure has everything from fish species, places to fish, tying knots and much more.

Visit NORTHERN WISCONSIN Waterfalls!



Memorial Medical Center WhistleStop Marathon & Half-Marathon
October 11 & 12, 2019
All Aboard!!!
Registrations is Now OPEN!
Early bird Registration price is \$50 until May 1st!!!
Don't delay register NOW

2019 WhistleStop & Bay Days sponsorships forms are still available.
 Contact the Chamber for more details.

Find yourself next to the water.

ASHLAND

visitashland.com WISCONSIN



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U.S. Postage Paid
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Ashland Area Chamber of Commerce
P.O. Box 746
Ashland, WI 54806

Check out this month's insert:

- ◇ Chartwells BOGO
- ◇ North Shore Health Care;
Ashland Health Services/
Court Manor Health Services

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

Executive Board Members:

Dave Martin, President
John Beirl, Vice President
Rick Forsythe, Treasurer

At-Large Members:

Lisa Gervais Bill Kacvinsky
Karen Hansen Jordan Von Holzen
Paul Bretting Mike BeBeau
Tina Miller

Ex Officio Members:

Betsey Harries
Erik Olsen
Brant Kucera

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 March Hosts:

**Nemec Insurance
&
Neighborly Bar**

*****Wednesday, March 27*****

5pm At:

***Neighborly Bar
1301 Main Street West
(note date change)***

Join us for good food and a great time!

*If you are unable to attend, we encourage
you to extend this invitation to another*