

Greetings! from *Mary McPhetridge, Executive Director*

Spring is finally in the air. The Chamber office phones are ringing off the wall as the smelters call to find out if the ice has gone out and if the smelt are running. When we tell them they are not running they ALWAYS ask, "When will they run?" There are more old wives tale stories about smelt prediction than any other seasonal item we deal with at the chamber. Some say they run under the ice, some are adamant they do not run under the ice, some say it's the wind direction, some say it's purely water temperature. Whatever the reason, they aren't running yet and it will be a wait and see moment here in the bay! Regardless, people will venture up north and set out their nets and hopefully it will be a successful season... When it happens!

We are so fortunate to live in this beautiful area. Yesterday, we had some new residents stop in and ask several questions. Their daughter attended Northland College and they ended up loving the area and moved here to retire. They love the beauty of the area and doing a lot of outdoor activities and wanted to know about several city functions and ordinances along with wellness and fitness. It is interesting to see how people interpret the "Quality of Life". One person considers the beauty and peacefulness of the wilderness and the lake, while we will talk with others who vacationed here and moved here to retire because they too love the wilderness; they snowmobile and ATV. One is a motorized user, and one non-motorized user, but both believe this area offers them exactly what they are looking for.... "Quality of Life". It doesn't matter so much about the behavioral definition as much as the fact that they all want a safe environment and they include safety in the Quality of Life equation.

Sometimes, we read or hear about negative things happening in our area and it makes us question that safety net that we have placed on our region. I bring this to light because I know that as small communities go, especially around the bay, we do look out for our neighbors, and our neighbor's children. But, we need to do a better job of being aware of our surroundings. We need to have an extra eye on our neighborhoods, public places, and the happenings in our communities. The Opioid and Meth situation in the region is catastrophic and is real. While I honestly feel totally safe in my community and at work, I do keep my eyes open, because I know the numbers, the data, the stories, the reality of drug abuse and the trickle down affect it has on health, wellness, and safety. So, I'm asking that we all pitch in and be the eyes and ears that our law enforcement officials cannot; that we be the neighbor that makes sure the children in the neighborhood are safe, warm, and fed. Just be aware. The drug problem can't be handled totally by our law enforcement and our court system, they are over worked and over tasked and they are doing everything they can, but we all need to help. There is a drug task force that was formed a few months ago. Leaders in the community, law enforcement, medical professionals, law professionals, behavioral health professionals, professionals that work in the court and juvenile system and family court professionals. A daylong session to discuss this situation. There are so many agencies and organizations that ARE working on this problem, but it is even too big for many of them. There are so many of us that want to help, but we just don't know how. Being aware of our surroundings is number one! Maybe a neighborhood watch program where you and your neighbors get together and meet the new people. Build relationships and start relying on each other. Our communities have to come together to battle this problem as a community and we have to stop blaming those that sometimes don't have control. Our jails are full, we don't have enough Public Defenders, our District Attorney's case load has tripled within a relatively short period, and not because these people aren't doing their best, there are several reasons. Some are the laws in place or the reimbursement amounts for state or federally appointed personnel, some are the laws that while trying to protect, might not really be protecting. As we dive in deeper to look into solutions, we will be reaching out to residents, businesses, churches, etc. I believe there will be a grass-roots effort formed within our communities to look at what we can change concerning laws and ordinances and reimbursements. Our problem is not out of the ordinary. The whole country is tackling this. Many, many, many communities are coming together just as we are to look at these issues and figure out ways to come together and walk with people, neighbors, family members, friends, co-workers, and to support and help them with addiction. I know there are all sorts of people making bad choices, but for all of those, there are many, that don't want to live the life they are in. Addiction is a battle in itself and most of us know someone who is an addict, or is in recovery. I bring this to light through our newsletter not to bring a black cloud over our area, but to bring an opportunity to get together, and start taking back our communities and walking along those that want help!

The first week in May also marks the National Tourism Week! You'll be seeing a tabloid in the Daily Press that David Eades from the Bayfield Area Chamber & Visitor's Bureau and the Ashland Area Chamber of Commerce are working on focusing on Tourism and the *Economic Impact* dollars that generate through Ashland & Bayfield Counties. It's exciting and amazing to see not only the economics from tourism, but the social and health benefits that go along with taking a vacation, participating in events, and spending time with family. So.....USE YOUR VACATION DAYS!!!!!!!

Happy Spring and to all the MOM's Happy Mother's Day!





Highlighting our May Business After Hours host: St. Luke's Chequamegon Clinic

St. Luke's Chequamegon Clinic is now open in a new location. In March, St. Luke's Chequamegon Clinic opened the doors to its new home at 2201 Lake Shore Drive East. The 22,000-square-foot clinic sits near the shores of Lake Superior along the north side of U.S. Highway 2 between Culver's and the Ashland Honda Toyota dealership. It took nine months to build, and the design maximizes views of the lake from roadways and public spaces and features lakefront views throughout the building.

Chequamegon Clinic has been serving patients in the community since 1975, and the new building gives patients a state-of-the-art experience. Currently the clinic is staffed with eight primary care providers, but the new clinic provides enough space for growth up to 12. For the first time the clinic also offers physical therapy services and 3D mammography. Chequamegon Clinic will continue to offer 17 outreach specialty services at its new location, which include cardiology, obstetrics and gynecology, orthopedics and sports medicine, urology, endocrinology, rheumatology, neurology, physical medicine, pulmonology, general surgery and vascular surgery. For more information go to: slhduluth.com/chequamegon

Join us on May 16, at The Alley, 808 West Main Street for Business After Hours

Windseeker Realty

Jenna Galegher
84460 State Hwy. 13,
Bayfield, WI 54814
715/209-3947
www.windseekerrealty.com



Welcome to these
new Members!



Adams Generators

Jason Klinko
504 Nathan Ln,
Elkhorn, WI 53121
715/803-6900
<http://aei-generators.com>

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

Ashland Kiwanis Club will have their annual **Pancake Feed** on **May 3**, at the Bay Area Civic Center, 320 W. 4th Ave. From **11am -1pm** and **4-7pm**. Tickets are at Neighborly Bar, JET Travel & Tours, and Solstice on Main. Call 715/682-2221.

Hauser's Superior View Farm Greenhouse, Nursery, & Orchard, 86565 County Highway J, Bayfield, **Annual Red Shed Plant Sale, May 4 through Memorial Day**. Bare-root perennial stock grown in their fields, a variety of annuals, vegetables, herbs, and hanging baskets. Also, fruit trees, ornamental shrubs, and berry plants. Plus, a gift shop with garden gloves, stakes, chimes, and more. Open 7 days a week from 9am-5pm. 715/779-5404. info@superiorviewfarm.com

New Day Shelter will host its **Annual New Day Limited** fundraiser on **May 5**, at the Bay Area Civic Center, 320 4th Ave. W., featuring fun, food and raffles. This year's theme: Woodstock or Bust. Doors open at 3pm. Tickets are available at JET Travel, Solstice Outdoors and Neighborly Bar. 715/682-9566.

Lake Superior Big Top Chautauqua's 2018 schedule can be viewed at www.bigtop.org. Tickets are now on sale! The annual tent raising will be **May 12**, at 7am. Volunteers are needed. Please call 715/373-5552 if you would like to help.

Lulich Implement Kubota Field Event-Equipment Demos, May 12, 10am-2pm. See insert.

Bay City Cycles, 412 Main Street West, will present their **3rd Annual "Ride Like a Girl" Ladies Night Out** on **May 17**, at the Bike Shop from 6-8pm. Sales, Raffle, Prize Wheel, Test ride fat bikes, free local wine and chocolate. 715/682-2091.

Thrivent Community-Superior Shores: Path to Generosity May 19 at 10:30am at the Bretting Community Center. Hosting a variety of service project to benefit four local organizations. See insert.

WITC Career Outlook and Golf Fore Scholarships June 7. See insert.

US Sailing Safety at Sea Seminar at Pikes Bay Marina June 9 & 10. SafetyatSeaBayfield.com See insert.

NorthLakes Community Clinic, 300 West Main Street in Ashland is proud to **welcome Christopher Gilbaugh, DC.** Dr. Gilbaugh will join NorthLakes chiropractic team in May 2018 and provide care at the Ashland clinic. 888/834-4551.

4th of July 50/50 Raffle Tickets help pay for the 4th of July fireworks & expenses. Now available. Tickets are \$5 each or 6 for \$20. Drawing on July 4th at 1pm, Neighborly Bar. Tickets are available at the Ashland Chamber or call Mark 715/682-2806.

Schedule updates for the **Madeline Island Ferry Line** are posted on madferry.com and **Facebook**. If you have any questions or need additional information, Call 715/747-2051.

Northland College Catering in partnership with Chartwells offers catering for **weddings, anniversaries, funerals, parties, reunions, business meetings and more.** Call 715/682-1339. www.dineoncampus.com/northland see insert.

Holden Insurance proud partner of West Bend Mutual Insurance. See insert.

Congratulations to the recent Ribbon Cuttings of:

Son-Shine on Main, 311 East Main Street, 715/292-6800.

St. Luke's Chequamegon Clinic, 2201 Lake Shore Drive East, 715/685-6600 and **Ashland Area Mulch**, 810 14th Ave West. 715/292-5776



Field Day August 16,

A fun day of golfing and networking!
Check out the Field Day insert in this newsletter. If your business would like to donate items for goody bags, call JoAnn at the Ashland Chamber 715/682-2500.

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 May will be:
 Spirit of the North Gift Shop
 Recreation and Fitness Resources, Inc.
 Pikes Bay Marina; Son Shine on Main Café

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.

Congratulations to the winner of the 3rd Thursday Downtown "Murder Mystery" Promotion; Fuz Sockolich

Something's Fishy in Ashland ~ 2018 Smelt Raffle winners

- | | |
|---------------------------|-----------------------------|
| April 1: Anita Haukaas | April 16: Diane Bayliss |
| April 2: Kris Von Holzen | April 17: Karen St Germain |
| April 3: Shelly Leding | April 18: Tim Ledin |
| April 4: Kevin Stranberg | April 19: Kent Dumonseau |
| April 5: Kent Dumonseau | April 20: Krystle Karlinsky |
| April 6: Andy Ledin | April 21: Tim Ledim |
| April 7: Holly Evenson | April 22: Karin Pierce |
| April 8: Faith in Action | April 23: Ann Bochler |
| April 9: Kit Doherty | April 24: Beth Kehoe |
| April 10: Annette Pufall | April 25: Shannon Schultz |
| April 11: Yvonne Bretting | April 26 - 30 |
| April 12: Ryan Kollauf | |
| April 13: Tim Oksuita | |
| April 14: Kayla Brandis | |
| April 15: Tammy Eckroad | |

**Thank you to everyone
who purchased
Smelt Raffle tickets.**

3rd Thursday May 17th

May's Theme: "Wine Walk"
Downtown Ashland Retail Stores
Open until 8pm,



You know, Thirsty Thursday, Thankful Thursday, Throwback Thursday, and now 3rd THURSDAY!!!!!! It all begins at 511 West Main. The Chamber girls will be there to get you started on a "Wine Walk" to participating stores.

Bargains!! Fun!! An evening of shopping!

Enter to win \$50 in Chamber Dollars. www.visitashland.com



**Chequamegon Bay
Birding & Nature Festival**
May 17-19

birdandnaturefest.com

**House to House Garage Sale,
May 19, 8am-noon**

**Registrations are due by
Monday, May 14, 5pm.
Fee is \$20**



**Have you caught Spring Fever yet?
Don't miss the 2018 Girls' Night Out!!
Thursday, May 31, from 4-7pm**

This is a fun, relaxing and pampering night of shopping and treats in Ashland's historic downtown. Register at participating stores for a chance to win \$50 in Chamber Dollars.

GO SHOPPING during **Spring Fever Girls' Night Out** from 4pm - 7pm and check out the many in-store promotions.

THEN take advantage of beverage and dining specials until 9pm.

Make sure to register for a chance to win the grand prize of **\$50 in Chamber Dollars.**



Join us for this fun night out on the town!!

Congratulations to the 2018

"Person of the Year", Ted Kramolis!

Ted was completely surprised when it was announced at the April Business After Hours at Bay Area Animal Hospital. Well deserved Ted! The date for the Annual Dinner and Person of the Year Banquet will be announced soon!



MARK YOUR CALENDAR

- ◆ **May 16: Business After Hours** at 5pm sponsored by **St. Luke's Chequamegon Clinic**, held at The Alley, 806 West Main Street.
- ◆ **May 17: 3rd Thursday Downtown Ashland Shopping Promotion.** Theme; "Wine Walk". Stores will be open until 8pm
- ◆ **May 17-19: Chequamegon Bay Birding & Nature Festival** at the Northern Great Lakes Visitor Center. 715/682-2500
- ◆ **May 19: Northern Wisconsin's Largest House-to-House Garage Sale** — Garage sales are from 8am to 1pm
- ◆ **May 28: Memorial Day ceremonies** at the Ashland Bandshell at 9:30am
- ◆ **May 28: Memorial Day programs** throughout the county.
- ◆ **May 31: Girls' Night Out**, 4-7pm, downtown Ashland. Bargains and prizes! Check out visitashland.com

Call the Ashland Area Chamber at 715/682-2500 for more information on these events! www.visitashland.com

Find yourself next to the water.

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P.O. Box 746
Ashland, WI 54806

This month's inserts:

- ~ Ashland Chamber Field Day
Golf registration form
- ~ Chartwells Catering at Northland College
- ~ Holden Insurance Agency
- ~ Lulich Implement
- ~ WITC
- ~ Pikes Bay Marina
- ~ Thrivent Financial

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

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John Beirl, Vice President
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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 May host:

**St. Luke's
Chequamegon Clinic**

**Wednesday, May 16, 2018
5 p.m.**

To be held at:

**The Alley
806 West Main Street**

*If you are unable to attend, we encourage
you to extend this invitation to another
representative of your business.*