



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

March 2012

Greetings! from *Mary McPhetridge, Executive Director*

February sure flew by! I want to offer a huge thank you to the King of the Bay sponsors, committee, and volunteers who endured the coldest weekend of the year on the Chequamegon bay! At least there was GREAT ice for the event

...And immediately following the King of the Bay we welcomed the Book Across the Bay! Book Across the Bay was a huge success. Congratulations to the organizers and volunteers. The Chamber does a lot of work pre-event by taking registrations and fielding all of the informational requests. Come race-week though, it is all about the BATB organizers who are volunteers from throughout the area and they do a great job! Almost 2700 participants took to the Bay on a beautiful northern Wisconsin evening and even the Northern Lights came out for a brief moment coupled with fireworks! Everything was absolutely perfect!

We recently worked with the Milwaukee Journal Sentinel on a winter story that was featured in the Sunday edition of the sentinel on February 11th. One week before Book across the Bay. The story featured all of Ashland's restaurants and lodging properties and highlighted Ashland and the murals. The nearly full page story and pictures represented about \$10,000.00 in earned media coverage! (If you would like to read the article it is linked on our website www.visitashland.com/promotions/promotions_4.php)

Thank you to Don, Steve, & Wendy Moore and E.P.C. committee members for blowing up balloons for our Valentine's Day decorating on Main Street. They looked Great!



March Madness is right around the corner! The **2nd Annual O' Ashland St. Patrick's Day Poker Run** is slated to begin on Monday, March 12th and run the whole week to give everyone enough time to get their cards stamped at participating retailers and win chamber dollars and dinner! (see page 3 for details).

We have been very busy with the Chequamegon Bay Birding and Nature Festival which will take place on May 17th – 19th. Check out the website at www.birdandnaturefest.com over 100 activities are scheduled this year. Incredible!!

Lastly..... Don't forget to attend this month's Business After Hours at Explorer's Point. We will announce the 2012 Person of the Year. It is a surprise and you never know... It might just be you!

Inserted in this Newsletter is Sponsorship information for Bay Days and WhistleStop. Please look over the insert and consider being a Sponsor.

Other events you could sponsor:

Apostle Islands Inline Marathon & Half Marathon

Chequamegon Bay Sprint Triathlon

Call our office for more information.

facebook

Like us on Facebook.
Ashland Area Chamber
of Commerce

MARK YOUR CALENDAR

- ◆ **Until Mid-March, (ice conditions permitting):** Ice Racing, near Maslowski Beach, Sunday at Noon.
- ◆ **March 3-4: Ice-O-Rama** Ice Fishing Contest on Lake Superior. Sponsored by the Ashland Rod & Gun Club.
- **March 11: Daylight Savings Time....**Clocks **Spring** ahead one hour!
- ◆ **March 17: Saint Patrick's Day.** Celebrate and shop in O' Ashland!
- ◆ **March 12-17: Poker Run Downtown O' Ashland.** See page 3.
- ◆ **March 20: First Day of Spring!!!**
- ◆ **March 21: Business After Hours,** sponsored by Associated Bank at Explorer's Point Restaurant.

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

*Welcome to these
New Members;*

Axiom Engineering & Consulting, INC.

James Sajdak
Ashland, Wisconsin
715-682-4689
www.axiomegwi.com



*Your
Membership is
appreciated!!*

Ashland School of Dance

Kit Doherty/Stacey Miller
511 1/2 Main Street West
Ashland, Wisconsin
715-682-0298
www.ashlandschoolofdance.info



Cleaner Than Before

Kerri Bergquist
1215 6th Street West
Ashland, Wisconsin
715-292-2868
www.cleanerthanbefore.com



Highlighting Our March Business After Hours Host as submitted by: Associated Bank

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NASDAQ: ASBC) has total assets of \$22 billion and is one of the top 50 financial services holding companies operating in the United States. Headquartered in Green Bay, Wis., Associated has more than 250 banking locations serving more than 150 communities throughout Wisconsin, Illinois and Minnesota. We offer a full range of banking services and other financial products and services. Associated Bank, N.A. is an Equal Housing Lender, Equal Opportunity Lender and Member FDIC. More information about Associated Banc-Corp is available at www.associatedbank.com.

Join us for Business After Hours, March 21st at Explorers Point

Chamber Member Benefits

Newsletter Insert: Market to your business community with a promotional page in the newsletter. You provide the 450 copies and pay \$75 and we will do the mailing.

Website Directory: Free listing of your business on the Chamber website www.visitashland.com. Includes free links to your business website.

Display Wall: Promote your business using the display racks in the Chamber.

Event Sponsor: Advertise your business and sponsor a Chamber Event: Apostle Islands Inline, Chequamegon Bay Sprint Triathlon, Bay Days and/or WhistleStop.

Volunteer! Volunteer to work an event. It's a great way to network.

Chamber Dollars: Anyone may purchase Chamber Dollars but they may only be redeemed at Chamber Member Businesses.

Business After Hours: A great way to network and for people to learn about your business. Business After Hours takes place every third Wednesday September–May.

Business News

Come and Celebrate the **Breakwater's 20th Birthday**, March 1, Starting at 5am Breakfast and Lunch Specials, free birthday cake and drawings.

Mellen's Chamber of Commerce has teamed up with Helping Hands Food Bank of Mellen to hold a **Roly Poly Contest** on March 10th at 3pm. Polys must be at the Town of Morse Community Building by 2:00pm. Must bring a minimum of 30 Polys. Polys that are not being judged will be served to the public. First Place Crown brings home \$200.00 and Title of Best Roly Poly in the Northland, with second \$100.00 and third \$50.00. For more info call the Mellen Chamber 715-274-2330.

Heartland Communications will be offering a **FREE Marketing and Digital Interactive Seminar** in Ashland at the Great Lakes Visitor Center on Thursday March 15th. This seminar is free and will be offering information on how to market and brand your business better and also information on Social Networking for your business, like Facebook, Text messaging, Search Web Optimization and more. To schedule a time, call Heartland Communications at 715-682-2727.

Select Benefits will have a Pancake and Sausage Feed Fundraiser for Relay for Life on Saturday, March 24th from 4pm-8pm at the Lakeshore Café. All proceeds will go the American Cancer Society. The cost is \$6.00 per person/5 and under are free. Call 715-685-4662.

Apostle Highlands Golf Course is now offering a pre-golf season "Stay and Play Golf & Lodging Packages" with **Legendary Waters** in Red Cliff. For more information call 800-226-8478 or 715-779-3712.

The Chequamegon Food Co-op is requesting proposals from food producers and community members that would help the Co-op better serve the local food economy. The RFP document **can** be downloaded from the Co-op website <http://chequamegonfoodcoop.com>, 715-682-8251.

Heartland Communications will be hosting their first annual **Bridal Faire** at the Brettings Community Center on the same weekend as their Spring Home, Yard and Sport Show. The Bridal Faire will be Friday April 20th from 6pm to 9pm and Saturday April 21st from 10am to 6pm. To receive information or to book a booth for your business, call the radio station at 715-682-2727.

Chamber News

- ◆ Each week the Ashland Chamber will **highlight a business** on Heartland Communication's Radio. The Chamber **draws a name** from our list of members and the radio station writes a 30 second ad exclusively for your business! March highlighted businesses will be: **Upper Cut, Northern Business Products, CenturyLink, and Golden Living Center-Court Manor.**
- ◆ **Community Café**, Thursday mornings at 9:00 a.m. on 93.3FM. Community Café is sponsored by Heartland Communications, McDonald's and the Ashland Area Chamber of Commerce. For information on being a guest call 715-682-2727 or the Chamber Office.
- ◆ **A special thank you to Bill and Kathy Chandler** and the Ashland County Snowmobile Alliance for their due diligence in reporting up to date trail conditions & keeping those trails groomed properly.
- ◆ **Ashland's House to House Garage Sale** will be May 19, 2012. Start organizing your treasures.

EPC News

We invite Chamber Member Retail Business Owners or Representatives to join us for the monthly Events and Promotions Committee meeting to help plan & promote events for retail shopping in the Ashland. Call the Chamber for the EPC times and dates.
Please Keep your sidewalks clean!



**March 21st at 5pm
Explorer's Point
Business After Hours**

**Find out who is the 2012
"Person of the Year"**

March BAH -sponsored by Associated Bank

Make note of these new DMV & DNR hours.

New Area DMV Service Center Hours:
Ashland, WI - Tuesday & Thursdays 7am-5pm
Iron River, WI - Monday & Wednesday 7am-5pm
Hayward, WI—Monday & Wednesday 7am-5pm

New DNR Office Hours:
Monday—Fridays 11am-2pm.

**May 17-19, 2012
Chequamegon Bay
Birding & Nature Festival
www.birdandnaturefest.com**

**June 16, 2012
Apostle Islands Inline
Marathon, (ALMT) Half
Marathon and Mad Skate.
www.apostleislandsinline.com**

**June 23, 2012
Superior Vistas
Bike Tour
www.superiorvistas.org**

**July 13-15, 2012
Bay Days
Celebration
www.ashlandbaydays.com**



O' Ashland St. Patrick's Day Poker Run March 12th thru the 17th Downtown

This year we are extending this promotion to give you plenty of time to participate in the 2012 poker run. Clip the Poker run ad in either the Evergreen Shopper or the Daily Press and stop at the businesses listed on the ad. Each business will stamp your entry. 18 different stamps qualify the player for a 5 card poker hand. If you have all the businesses stamped you will receive a free card to make the best five card hand. Take your stamped entry to Movies on Main from 2pm – 4pm on Saturday, March 17th and you will be dealt your 5 or 6 cards. The best poker hand wins!
\$100.00 in chamber dollars and Dinner for 2 at the Platter.
It's always fun to shop in Ashland!

The Valentines Day Diamond Detective Contest winner for 2012 was Cheryl Iverson.



Diamond Detective was a fun Valentines Day Event. This years clues led folks to the Super H billboard on Hwy 2 in the Midas Parking Lot. Once the original certificate for the diamond was found, another certificate was placed in the same location for a chance to win \$50.00. The consolation prize winner was Kelly Maday.

Thanks to all who participated!!

Member information Needed For our new website coming in March 2012!

We will be launching our new website in March. The new Ashland Chamber website has some distinct features that will allow us to highlight your business with logos and pictures along with a locator map.

As a member of the Ashland Chamber, you receive a Free website listing which will include the following:

- Business Logo.
- 3 additional pictures of your business or product.
- Social media links to your facebook and twitter addresses.

Please email us your logo and photos along with your social media addresses. Please indicate which photo you would like to use as your primary photo. ashchamb@centurytel.net

Thank you; Ashland Area Chamber of Commerce

**July 15, 2012
Chequamegon Bay
Sprint Triathlon
www.cheqbaysprint.com**

**October 12-13, 2012
WhistleStop
Marathon/Half Marathon
www.whistlestopmarathon.com**



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

This month's insert are:
WhistleStop &
Bay Days Sponsorship Forms
Memorial Blood Centers Blood Drive
Long Island Tae Kwon Do

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

Executive Board Members:

Stacey Adams, President
Mike Hines, Vice-President
Gail Fox-Anderson, Secretary
Jeff Moravchik, President Elect

Members at Large:

Mike BeBeau Lisa Gervais
Larry Nelson Dave Martin
Tina Miller Rick Forsythe

Ad Hoc Members:

Pete Mann Keith Hilts
Dale Kupczyk

Staff:

Mary McPhetridge, Executive Director
JoAnn Erickson, Office Manager
Maribeth Monroe, Public Relations

Phone: 715-682-2500
800-284-9484

Fax: 715-682-9404

Email: info@visitashland.com

Web: www.visitashland.com
www.travelashlandcounty.com

Business After Hours

***March Host:
Associated Bank***

March 21, 2012

5:00 p.m.

***Held at:
Explorers Point***

30580 West US Hwy 2

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.*