



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

May 2011

Greetings! from *Mary McPhetridge, Executive Director*

What an excellent Smelt Season! I want to give a special thanks to Roger & Carolyn from Angler's All for their Ashland smelt reports. We have called them every single day for the last 4 weeks without ceasing and they were always very friendly and knowledgeable with the smelt reports! All of our fishing experts around the bay including River Rock Inn & Bait Shop and Outdoor Allure were bombarded with smelt inquiries and we appreciate everyone's assistance! Fishing experts haven't seen this type of activity in a number of years. Hmm does history repeat itself? It is interesting to hear all of the stories of old when smelt almost jumped into the net and it took 6 people to pull the seine out of the water. The streams were swollen with smelt and it was a hay day. An NBC affiliate reporter from Rhinelander made a trip up on Monday night and did some filming of the actually smelting process, biting the head off, cooking, and eating the smelt. He thought that was the best adventure he experienced in some time. If you are interested; here is the link to the story on their website.
<http://titancast.titantv.com/p/wjfw/v/Smelt-Fishing-In-Ashland/1ACA2F5X.aspx>

Congratulations to George Stolarzyk the 2011 Ashland Area Chamber of Commerce Person of the year. George is a great recipient of this award and he truly is an outstanding citizen and volunteer for our area nonprofit and youth organizations. We will celebrate at the annual dinner slated for May 31st. Tickets are available at the Chamber.

FACEBOOK is real and is here to stay. Did you know that if FACEBOOK was a country, it would be the 4th largest country in the world.. Yikes.. Is your business facebooking? Did I ever think I would be writing that word facebooking? We are holding a FACEBOOK 101 session followed by a 201 session on Friday, May 6th, for retail and tourism related businesses. This is a must attend if you are interested in the basics and the secondary's of the social media mogul. The cost is only \$10.00 per session per person so \$20.00 will purchase a whole lot of social media intelligence!

Maribeth and Ed will head to Lambeau field May 13th and 14th to promote the WhistleStop Marathon at the Green Bay Cellcom Marathon.

Tis the season! We are accepting 5 (five) different registrations right now for; The Largest House to House Garage sale, The Chequamegon Bay Birding and Nature Festival, Superior Vistas Bike Tour, Apostle Islands Inline Marathon, Maxwell Street Days, Bay Days, Chequamegon Bay Sprint Triathlon, and last but not never, never least... CenturyLink WhistleStop Marathon and Half Marathon!

May is national tourism month so tell your family and friends to come and visit you!

Happy Spring



MARK YOUR CALENDAR

- ◆ **May 5: Ribbon Cutting and Grand Opening** at noon at **Solstice Outdoors**
- ◆ **May 5: Kiwanis Pancake Feed** at the Bay Area Civic Center. 11am-1pm and 4-7pm.
- ◆ **May 8: Mother's Day.** Shop Ashland for the perfect gift for Mother's Day.
- ◆ **May 11: Green Bay Packer Tailgate fundraiser for the BRICK.**
- ◆ **May 12: Ribbon Cutting and Grand Opening** at noon at Hudbucks 4 Season Recreation Repair.
- ◆ **May 12: Girl's Night Out** Down Town Ashland 5pm-8pm
- ◆ **May 18: Business After Hours**, sponsored by Charter Business and The Alley at The Alley.
- ◆ **May 20-22: Chequamegon Bay Birding & Nature Festival** at the Northern Great Lakes Visitor Center.
- ◆ **May 21: City Wide House-to-House Garage Sale and Downtown Sidewalk Sales.** Garage Sales start at 8am to 1 pm and the Downtown Sidewalk Sales go until 5pm.
- ◆ **May 21: Chamber Night at the ABC Raceway**, Hot laps at 6:15pm, racing at 7pm
- ◆ **May 30: Memorial Day Ceremonies at the Band Shell and the Cemeteries.**
- ◆ **May 30: Memorial Day Program** at the Butternut School Gym, Butternut, WI, at 10:00 am. Call 715-769-3113.
- ◆ **May 31: Annual Dinner and Person of the Year Banquet.** Call the Chamber for Reservations.

Call the Ashland Chamber at 715-682-2500 for more information on these dates!

*Welcome to these
New Members;*

*Come on Board!! Be a Chamber Member!!
For more information on the many benefits
of being a Chamber Member
call the Ashland Chamber*

*Your Membership is
appreciated!!*

Charter Business

(800) 314-7195
www.charter-
business.com



Lost Creek Adventures, LLC

Greg Weiss
21740 Siskiwit Lake Rd
Cornucopia, WI 54827
(715) 209-6956
<http://lostcreekadventures.org>



Solstice Outdoors

Katie Gellatly
400 Main St. West
Ashland, WI 54806
715-682-3590
www.solsticeoutdoorstore.com



Charter Business

Charter Business provides a full range of advanced broadband services and solutions to business organizations, including Charter Business Internet, Charter Business Phone and Charter Business TV in Digital entertainment programming. All services are delivered over our state-of-the-art network, and backed by professional customer service and support from local technicians. We're dedicated to bringing our customers innovative, reliable services, and responsive customer care — to help businesses to succeed today and in the years to come.

Call us today at 800-314-7195



The Deepwater Grille and The Alley

The Deepwater Grille and The Alley are the two restaurants designed to showcase the brewery and its beers. Both restaurants are reputable for having an enjoyable atmosphere in which we serve unique and creative cuisine. Our new Alley Menu is focused on gourmet pizzas and burgers along with many traditional favorites.

Check out our website www.deepwatergrille.com

Chamber Member Benefits

Newsletter Insert: Market to your business community with a promotional page in the newsletter. You provide the 550 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

Ribbon Cutting & Grand Openings at: Solstice Outdoors, 400 Main St. West. 715-682-3590 at **12noon on May 5th** and **Hudbucks 4 Season Recreation Repair**, 1114 W. Lake Shore Dr. 715-682-2323 at **12noon on May 12th**

Kindergarten Roundup and Exploration for the 2011-2012 school year. Marengo Valley May 2nd and Lake Superior Primary May 5 & 6. Call 715-682-7085.

Apostle Highlands Golf Course, 34745 Madeline Trail Bayfield, www.golfbayfield.com 715-779-5860 and the **Ashland Chequamegon Bay Golf Course** 3000 Golf Course Road Ashland, www.golfashland.com, (715) 682-8004 announces their Golf Courses are open for the season.

2011 Northwest Business Development Conference. May 11 & 12 at the AmeriInn. 7 speakers, 9 sessions, 2 days, unlimited ideas. Call 715-682-9141.

High School and College Commencement Dates: **WITC**, May 13th in the AHS Gym. 715-682-4591. **Northland College**, May 28th in the Kendrigan Gym. 715-682-1699. **Ashland High School**, May 29th at the AHS Gym, 715-682-7089

The "Big Top Chautauqua Tent will be raised on May 21. 715-373-5520.

Rain Barrel Truckload Sale in Ashland. To reserve a rain barrel, order forms are available online at <http://fyi.uwex.edu/rainbarrels/> or call 715-685-2672, send a check by May 19th. Any left over, barrels will be sold on May 26th off the truck for \$45.00.

Pamida Green House is now open. With vegetables, hanging baskets, trees, shrubs and bedding plants. Call 715-682-6607 for more information.

Congratulations to Eclectik, 216 4th Ave West on their **1st anniversary** with owners Mary and Paul Kuhlman. 715-685-2760.

Congratulations to Xcel Energy Ashland Service Center on winning **LEED Silver Certification** which is awarded by the US Green Building Council. The Ashland Service Center is the first LEED-certified Xcel Energy project in WI.

FYI...A company by the name of Lincoln Marketing is calling and selling ads on a resident Guide. This guide is not backed by the Ashland Chamber of Commerce.
Call the Chamber with your Business News!

Chamber News

Each week the Ashland Chamber of Commerce will **highlight a business** on Heartland Communication's WATW am 1400. We **draw a name** from our box of members and the radio station writes a 30 second ad exclusively for your business! May highlighted businesses will be: KBK Services, Gabriele's German Cookies and Chocolates, Wisconsin Indianhead Technical College, Service Master, Ashland Construction.

Listen to 93.3 FM every Thursday Morning to "**Community Café**" If you are a non-profit interested in being a guest Call Heartland Communication or the Ashland Chamber.

There are so many great volunteers that help out with Chamber events. We would like to thank all of you for your time and effort. It seems lately we have been frequently visited by two very helpful, hard working volunteers in the Chamber Office...

If you would like to volunteer for Chamber Events, Call JoAnn at the Chamber

The Board of Directors Of the Ashland Area Chamber of Commerce Cordially invites you to attend the
CHAMBER ANNUAL DINNER
Tuesday, May 31st, 2011

Honoring the 2011 Person of the Year
George Stolarzyk

Social Hour : 5:00pm

Dinner: 6:00pm

Program to follow

Tickets: \$22.50 per person.

Buffet Style Dinner

RSVP By May 25th, 2011

(No walk-ins allowed).

Call the Ashland Chamber for information



EPC News

"Girl's Night Out" is Thursday, May 12, from 5pm to 8pm, FOR RETAIL SHOPPING. This is a great relaxing and pampering night of shopping in Ashland's downtown.



Register at participating stores for a chance to win prizes. Go shopping during Girl's Night Out from 5pm to 8pm and check out the many in-store promotions. Register for a chance to win the grand prize: Dinner for two at the Beachfire Grill and Bar in the Hotel Chequamegon and \$50.00 in Chamber Dollars.
Winner Takes All!!!

Don't Miss Out On This Fun Night Of Shopping!!
Girl's Night Out, Thursday, May 12th

*The Events and Promotions Committee meets monthly to help plan promotions for retail businesses. Join us! Call the Chamber for meeting dates.
 Please keep your sidewalks clean and swept!*



Tagged Fishing Contest

May 1– October 31, 2011

There will be 12 Fish, 6 Species; Lake Trout, Brown Trout, Walleye, Northern Pike, Small Mouth Bass and Steel Head

12 Prizes; Top Prize, one fish...\$1,000.00
2 fish...worth \$500.00, 4 fish... worth \$200.00 and
5 fish... Values from \$50.00 to \$100.00 in
 Merchandise, Lodging, Food & Beverage
 For fishing Contest Rules check out
www.visitashland.com

Social Media for Tourism & Retail Marketing Presented by Pilch & Barnet Leaders in Destination Marketing



Date: May 6th at the AmericInn

\$10.00 per session for Chamber Members

Session 1: 8am-9:15 Social Media for Tourism Marketing 101. Learn the basics of social media, including how to grow fans, respond to criticism and properly promote your business.
Session 2: 9:30am-11am: Social Media for Tourism Marketing 201: An in-depth look at social media customer service and promotion, including advertising "viral" videos and social media contests. Learn how to use Facebook Places, Yelp, Groupon and Foursquare.

Call the Chamber Office to register!! 715-682-2500

Apostle Islands Inline Marathon & Half Marathon
 June 18, 2011
 Madeline Island, LaPointe
www.apostleislands.com



June 25, 2011
Superior Vistas
Bike Tour
www.superiorvistas.org



Northern Wisconsin's Largest House-to-House Garage Sale. May 21st



Chequamegon Bay Birding and Nature Festival
 May 20-22, 2011,
www.birdandnaturefest.com



July 17, 2011
Chequamegon Bay Sprint Triathlon
www.cheqbaysprint.com



October 14-15,
WhistleStop Festival
www.whistlestopmarathon.com



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

This month's inserts:
Northern Great Lakes Visitor Center
WI Indianhead Technical College

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

Executive Board Members:

Stacey Adams, President
Mike Hines, Vice-President
Gail Fox-Anderson, Secretary
Jeff Moravchik, Treasurer
Brad Lundmark, Past President

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Larry Nelson Shirley Moran
Lisa Gervais Dave Martin

Ad Hoc Members:

Pete Mann Keith Hilts
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JoAnn Erickson, Office Manager
Maribeth Monroe, Public Relations
Crystal McCracken, Office Assistant

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

***May's Hosts:
Charter Business
&
The Alley***

***May 18, 2011
5:00pm***

***Held at:
The Alley
806 West Main St.***

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.*