



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

May 2013

Greetings! from *Mary McPhetridge, Executive Director*

Congratulations to Ann Bochler- 2013 Ashland Chamber of Commerce Person of the Year! We had fun celebrating and honoring her at our annual dinner last week. Our annual dinner was a little different this year. Let me explain. We decided to add an element of fun and entertainment to our special evening so we invited the Milwaukee Sportz Comedy show to Ashland... in a blizzard... And they were great! The Milwaukee threesome included folks from the audience including Ann Bochler's children who were very funny. I would have to say the act that stole the show was definitely Mary Fall who by the way is on her way to Chicago for an audition on Saturday night live! She was hilarious! We have now set precedence for our annual dinner in the form of entertainment! Thank you to our outgoing board members; Gail Fox-Anderson and Larry Nelson, as well as a big thank you to our President, Mike BeBeau.



The Smelt are NOT running! But, we hope to have some positive messages soon on our hotline! It's so funny to turn the phones over at night and about 10 minutes later they start going crazy with people wanting to hear the after hours smelt report!

Well it's May and we are off and running! May starts our busy event schedule that runs through November starting with the House to House Garage Sale and Chequamegon Bay Birding and Nature Festival. Maribeth is off to Green Bay for the Cellcom Green Bay Marathon – Then we move onto the Inline Marathon and Superior Vistas Bicycle Tour in June.

We are looking forward to the annual Northwest Wisconsin Annual Business Conference in Hayward hosted by the Northwest Workforce Investment Board. May 8th & 9th – This year's title ... Reeling in Business. It's not too late to register! http://www.nwwib.com/Business_Conference.html

Currently, ads are running in several different markets via Television, Online, and Print media. Markets include Duluth, Minneapolis and suburbs, Wausau, Chicago, Fox Cities, and Madison. Future placements in May include a co-op ad with the State of Wisconsin Department of Tourism in the Milwaukee Sentinel Journal and Weather Channel crawls announcing Spring Fishing. Discover Wisconsin ran our motorcycle show just a couple of weeks ago and we have had a great number of requests for the motorcycle map! Let us know if you have visitors coming and if you would like to have information of what to do in the area. There is so much to do and see right in our backyard and.... Friends visiting Family is a huge economic impact in our whole state!

Lastly, our Retail Business Contest is in the final phase. Julianne Raymond from the UW Small Business Development Center met with the contestants and will continue meeting one on one with them this month assisting them with their Business Plan. The deadline for their submission is May 17th and the winner will be announced right around Memorial Day!! We have 7 finalists to date.

Happy Spring



MARK YOUR CALENDAR

- ♦ **May 2: Kiwanis Pancake Feed** at the Bay Area Civic Center. 11am-1pm and 4-7pm.
- ♦ **May 12: Mother's Day.** Shop Ashland for the perfect gift for Mother's Day.
- ♦ **May 15: Business After Hours**, sponsored by Ashland Honda Toyota Scion and held at their facility.
- ♦ **May 16-18: Chequamegon Bay Birding & Nature Festival** at the Northern Great Lakes Visitor Center.
- ♦ **May 18: City Wide House-to-House Garage Sale and Downtown Sidewalk Sales.** Garage Sales 8am to 1 pm and the Downtown Sidewalk Sales go until 5pm.
- ♦ **May 27: Memorial Day Ceremonies** at the Band Shell at 9am and the Cemeteries.
- ♦ **May 27: Memorial Day Program** at the Butternut School Gym, Butternut, WI, at 10am. Call 715-769-3951.

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

Zion Lutheran Evangelical Church-LCMS
1111 11th Ave West
715-682-6075
www.zionashland.org



*Welcome to these
New Members*

Advocare (Independent Distributor)

Julie Zolondek
715-372-5545
www.advocare.com/13043869



Haukaas & Madison, S.C.
101 West Main Street, Suite 201
715-685-1001
www.haukaasandmadison.com

WELCOME

Nicolet Welcome Service

Jo Bailey
715-779-9712/715-209-2017

www.nicoletwelcome.com

Chamber News

Each week the Ashland Chamber of Commerce will **highlight a business** on Heartland Communication's WATW am 1400. May highlighted businesses will be: The Painted Cottage, Escape by the Lake, Hyopponen Family Chiropractic, New China Restaurant.

The winner of the **Girl's Night Out** Grand Prize of Dinner for two at El Dorado's and \$50 in Chamber Dollars was Patti Ekstrom. Congratulations Patti.

Thank you to Jean Harazan and Mary Jane Kulbacki who came out in a huge snow storm on April 19th to volunteer at the Chamber office. You ARE "super volunteers"!!!

High School and College Commencement Dates:

~ **WITC**, May 17, 7pm Ashland High School Gym. 715-682-4591.

~ **Northland College**, May 25, 2:30pm, Kendrigan Gym on the Northland College Campus. 715-682-1699.

~ **Ashland High School**, June 2, 2pm Ashland High School Gym. 715-682-7089.

Chamber Night at the ABC Raceway is scheduled for **August 17th**. Mark your calendar for a fun night at the races with the Ashland Chamber!!!

CenturyLink WhistleStop Marathon is now part of the Great Lakes Marathon Series. Check out www.greatlakemarathonseries.com



The Events and Promotions Committee meets monthly to help plan promotions for retail businesses. Join us! Call the Chamber for meeting dates. Mother's Day is May 12th

Retail Sidewalk Sales during the House-to-House Garage

Highlighting Our Host



Ashland Honda Toyota Scion's construction was completed in July of 2009. It is number 13 out of 15 stores in the Bozich-Geiger Autogroup. Mark Geiger from Monroe, WI, Jim Bozich from Woodstock, Ill. and Don Scaffidi from Stevens Point purchased the store in 2007 when it was in Hurley.

Randall Hinke from Eau Claire came on as General Manager in 2008 and is now the managing partner of the store. In 2012 Ashland Honda was one of two dealers in the state to win Honda's Presidents Award for excellence in sales, service and customer satisfaction and training. Also in 2012 Ashland Toyota earned Toyota's Presidents Award making it the only dealer in the nation to win both.

Ashland Honda Toyota Scion is involved with many different clubs, teams and programs throughout the Ashland community.

Please join us on May 15th at our beautiful facility at 2301 E. Lake Shore Drive with an awesome view of the Lake!!

715-682-5252

Chamber Member Benefits

Newsletter Insert: Market to your business community with a promotional page in the newsletter. You provide the 475 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.

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

Event Sponsor: Advertise your business and sponsor a Chamber Event: Apostle Islands Inline, Chequamegon Bay Sprint Triathlon, Little Minnow Kids Triathlon, Bay Days, WhistleStop and Chick-uamegon Girl's 5K/10K Walk/Run.

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. September-May.

**Come on Board!
Be a Chamber Member**
For more information
on being a
Chamber Member

Business News

Apostle Highlands Golf Course will offer the program **“Get Golf Ready In 5 Days”**. There will be five introductory lessons by PGA Pro Barry Hansen Professionals in a small group environment. Call 715-779-5960.

The Northern Great Lakes Visitor Center will have a **“Mural and Exhibit Dedication”** on Thursday, May 2nd, 4:30pm-9pm. Call 715-685-9983.

Solstice Outdoors, 400 W. Main Street will be offering Stand Up Paddleboard classes this summer. Four week class sessions begin in June and are offered every month. Each class includes one hour of instruction and one hour of open paddle. All equipment is included in the class. For more information call 715-682-3590 or go to www.solsticeoutdoorstore.com/classes. Join Solstice on May 4th for their 2nd anniversary. There will be a BBQ and 20% of all sales on May 4th will go to a local non-profit.

The Big Top Chautauqua new schedule can be seen at www.bigtop.org. Tickets are now on sale. The Tent will be raised on May 18th at 7am. Volunteers are needed. 715-373-5552.

Heart Graphics has recently moved to a **new, larger location** just three blocks from their old spot. Heart Graphics is now located at 316 Main Street West. Their phone and email contacts remain the same: 715-682-5307 and info@heartgraphics.net. Stop in and see their new shop!

Bay Area Mulch & Material has a new location at 50181 State Hwy 13 (2 miles south of Ashland). Ashland Area Residents can drop off Yard Waste at Bay Area Mulch and Material for free. Including, grass, grass clippings, leaves, pine needles, garden and flower vegetation. Call 715-209-1031.

A huge congratulations to **Sixth Street Market**, 1413 6th St. West on being recognized at the 74th Annual Convention of Wisconsin Association of Meat Processors in Madison on April 4-7. **Jerry's Original Brat was given the “Grand Champion” award** in the traditional Fresh Bratwurst Class. The Wisconsin Meat Product Competition is the largest of its kind in the United States. Congratulations Jerry, Linda, Andy and Staff at Sixth Street Market. 715-682-9608.



Call the Chamber with your Business news!!!

2013 Lake Superior Business & Technology Conference Business Idea Contest

Once again, a featured session of this years Conference will be the Business Idea Contest.

The contestants or their representative will be required to present their business proposal within a two minute time period to a panel of 5 judges, who will rank and critique the proposal presentations. Twelve finalists will be chosen from the applicants of the contest to be the presenters at the conference.

Application Deadline is June 7th,
There will be three winners chosen

Prizes will be:

- First Place: \$2,500 Cash
- Second Place: \$1,500 Cash
- Third Place: \$1,000

For more information go to:
bayfieldcountyledc.com
ashlandareadevelopment.com
wisconsininnovationnetworks.com
uwsuper.edu/sbdc

**Chequamegon Bay
Birding and Nature Festival**
May 16-18, 2013
www.birdandnaturefest.com



**Northern Wisconsin's
Largest House-to-House
Garage Sale. May 18th
8am-1pm**

Event Calendar

- June 15:** Apostle Island Inline
- June 22:** Superior Vistas Bike Tour
- July 4:** Ice Cream Social & Parade
- July 17-18:** Maxwell Street Days
- July 19-21:** Bay Days
- July 20:** Bay Days 5K & 10K Fun Run
- July 21:** Chequamegon Bay Sprint Triathlon
- July 21:** Little Minnow Kids Triathlon
- August 15:** Field Day Golf Outing
- September 7:** Mural Fest & Car Show
- September 28:** MarketFest
- October 11-12:** WhistleStop
- November 9:** Chick-umegeon Women's 5K/10K Walk/Run

Field Day August 15, 2013

It's time to look ahead to the Field Day golf outing this summer.

If your business is interested in donating items for the Goody Bags for Field Day call JoAnn at the Ashland Chamber. We are looking for a Hat Sponsor this year!



Presorted Standard
U.S. Postage Paid
Ashland, WI
Permit No. 5

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

This month's inserts:
~ Northland College, Golf Outing
~ Deepwater Grille, Mothers Day
~ WITC Golf Outing

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

Executive Board Members:

Mike BeBeau, President
Mike Hines, Vice-President
Rick Forsythe, Treasurer
Jeff Moravchik Secretary, Past- President.

Members at Large:

Nancy Turner Lisa Gervais
Dave Martin Todd Chingo
Tina Miller

Ad Hoc Members:

Pete Mann Keith Hilts
Dale Kupczyk

Staff:

Mary McPhetridge, Executive Director
JoAnn Erickson, Office Manager
Maribeth Monroe, Public Relations
Miranda Provost, 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 Host:
Ashland Honda Toyota Scion

May 15th, 5pm
at:

Ashland Honda Toyota Scion
2301 East Lake Shore Drive

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.*