

August - October 2010

**Newsletter of the
Appleton Northside
Business Association**

P.O. Box 2412
Appleton, WI 54912-2412
www.appletonnorthsidebusiness.com

**Appleton Northside
Business Association
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Dawn Ebert
Simple Simon Bakery

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Ed Schwarz
Ace Hardware of Appleton

Secretary

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Tri-City Glass & Door

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City of Appleton

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Nooyen Photography

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*East Wisconsin Savings
Bank*

Jim Smith
WE Smith Realty

Heather Vander Heyden
*Fox Communities Credit
Union*

ANBA
members
and friends,

I hope you all are enjoying your summer and your businesses are prospering during Wisconsin's short summer and long road construction season. Yes, you may have noticed Wisconsin Avenue; Evergreen Drive and Oneida streets have the pretty orange barrels out to help traffic flow during the needed street repairs. Please remember to patronize our ANBA business members that are blocked off due to road construction.

During my term as president of ANBA I would like to make sure our current members know about some of the benefits that ANBA offers our members. One benefit that ANBA offers our members is two \$500.00 scholarships a year to any employees or children of ANBA members to FVTC. Our spring 2010 recipient was Shea McDonough who is employed at Community First Credit Union. Next I would like to look at the future of ANBA and help set up a road map on how we are going to help stimulate and foster business interest in the north side of Appleton and Grand Chute.

I hope all of our members have had a chance to look at our new website that Jim Dobinski from Stellar Blue has done for ANBA and give us your comments and suggestions of ideas you would like to see us do with our website to help you promote your business and business in the north side.

Other exciting news ANBA is doing this year is joining ADI for their annual golf outing this year. The golf outing is August 13, 2010 at Reid golf course. If any ANBA restaurants or food establishments are interested in joining in promoting their business through their delicious products to share with the golfers that day please contact Greg Otis at 954-9112. Each hole will have a featured restaurant or food establishment. I am looking forward to golfing with our ANBA members in collaboration with ADI members.

Thank you,
Dawn Ebert
Simple Simon Bakery



Wisconsin Avenue Update

by Keith W. Curran, P.E., City of Appleton Department of Public Works-Engineering

The Wisconsin Avenue road construction project is right on track. The contract for the west half was awarded to Van Straten Construction, Inc. The workers are ahead of schedule and should be done by August 10th. Right now they are working between Erb Street and Division Street. The east half of the construction project is a little behind schedule. They are currently working from Owaissa Street to Charlotte Street. When the crews reach Charlotte Street, they will move their work zone to Ballard Road. They will be working in Ballard Road for several weeks and then will start working westward back to Charlotte Street. Once they tie up that section of the job, they will move back to the railroad via duct and work west to Union Street to complete the underground work. That should be completed near the end of October.

Making a Connection, Making a Difference

Funds Needed for New Christmas Decor

When the Wisconsin Avenue construction project is completed in the fall of 2011, a brand new streetscape will be unveiled. New sidewalks, street signs, and lighting will be part of the enhancements. The ANBA board would like to see the decades old Christmas decorations replaced as well. The current decorations have been up for longer than anyone on the board can recall and are definitely well past their useful life. They have been refurbished annually for the last decade. Some are beyond repair.

The ANBA Board has chosen a design that will compliment the new look of Wisconsin Avenue. We need your help. Plans are to conduct a campaign to raise the needed funds to replace and maintain new decorations. Minimal plans call for replacing the existing stretch between Richmond Street and Meade Street. Ideally we would like to extend the decorations west of Richmond Street to Badger Avenue

We need volunteers to help raise funds. We need businesses and individuals to financially participate, we need donors to "adopt a pole." Help is needed with developing marketing strategies and materials. Assistance is needed in contacting major donors. The cost for the total project could reach \$60,000. ANBA has committed a third of that amount with reserve funds raised over a number of years.

If you can help with this project please contact ANBA President Dawn Ebert at 733-4351 or Jeff Nooyen at 731-6341.



Employment: Managing Director of Stellar Blue Web Design (www.stellarbluewebdesign.com)

Family: Single

What is your favorite aspect of Appleton?

I hear this often, but I truly believe that Appleton is a perfect size city to live in. I've lived in nine different cities throughout Wisconsin and the day I moved to Appleton I knew this was going to be the place I called home. I enjoy being able to take in a Packer or Brewer game and still be able to make it home at night without any difficulty. Not to mention having a venue as outstanding as the PAC right on the Avenue. It seems very rare that there isn't something to do on any given day or night.

I also enjoy all the parks, lakes, and incredible natural resources this area has to offer. There are few things better than jumping on my mountain bike and heading to High Cliff State Park for a day on the trails.

Why did you become involved with ANBA?

When we established Stellar Blue Web Design, five years ago, one of

our initial priorities was to join as many organizations and associations as we possibly could. It gives our company the opportunity to help out whenever needed as well as establish our name within the New North. Now days we have worked with many organization and associations to establish their online presences along with helping them with all their internet marketing needs. By helping out organizations and associations we are able to show our abilities and strengths too many people and businesses which in turn has brought us other internet marketing opportunities and clients. It's a win-win for everyone.

What are your hobbies?

When I'm able to break away from my computer (which is rare) I enjoy spending time golfing, mountain biking and camping.

What portion of the newspaper do you read first?

Interesting question; I actually don't read the newspaper for my news. I subscribe to daily updates from many online news sources that arrive within emails or thru my mobile device. I think the Post Crescent does an excellent job of sending out updates throughout the day that keep me well informed as to what is going on locally.

I usually enjoy reading business topics written by Maureen Wallenfang.

What is your favorite Appleton Northside business?

I like all of them and my hope is that they all become "Stellar"!

Additional Info: Stellar Blue Web Design LLC is a full-service design agency specializing in building creative, affordable websites that utilize advanced database and e-commerce technologies. Stellar Blue provides its clients with comprehensive Internet solutions.

More information is available at www.stellarbluewebdesign.com

ANBA
Board of
Directors
Spotlight

Jim
Dobinski

anba
appleton
northside
business association

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www.appletonnorthsidebusiness.com

Meet Your Northside Business Members

Gunderson Cleaners

200 West Wisconsin Avenue • (920) 730-2208 • www.gundersoncleaners.com

Serving the Fox Valley since 1952, Gunderson Cleaners has nine locations providing on-site alterations, pickup & delivery, wedding gown preservation, and specialty dry cleaning services. Our parent organization, The Gunderson Group, is a family owned business providing dry cleaning, healthcare laundry, uniform rental, textile restoration and embroidered and screen printed apparel & promotional products. The Gunderson Group is committed to giving back to our community through several initiatives, including but not limited to, The Community Clothes Closet, Coats for Kids and The United Way. For more information about our company, please visit us online at www.gundersoncleaners.com

Marlene's

208 East Wisconsin Avenue • (920) 734-7989

Marlene's is your one-stop Wedding and Anniversary Accessory Shoppe. Serving Appleton for over 26 years! Best pricing and selection on all INVITATION orders. Make an appointment with Kelli for free experienced consultation on invitations.

Unity Candles, Sand Ceremony Sets, Garters, Cake Tops, Wedding & Guest Books, Pens, Ring Pillows, Hankies, Toasting Glasses, Knives and Servers, Headpieces, Veils, Rentals, Wedding Programs, Thank You Notes, etc.

Check out our area of Cookie Cutters, Cake/Candy Making and Decorating Supplies. Largest Precious Moments retailer in the Fox Valley.

UPCOMING EVENTS

ADI/ANBA GOLF OUTING

Friday, August 13th
Reid Municipal Golf Course
1100 East Fremont Street
Appleton, WI 54913

Come join in the fun on the links while networking with your Downtown Appleton & ANBA neighbors at the 7th annual Downtown Appleton Golf Outing on Friday, August 13, 2010 at Reid Municipal Golf Course.

Because we play a scramble, it's a great day for golfers of all skill levels--so don't be shy! And if you are not a golfer, or just can't get away from the daily grind, you can join us for dinner after the outing.

Registration begins at 10AM with a shotgun start at 11AM. \$90 includes 18 holes of golf with a cart, Taste of Downtown lunch on the course, dinner, great prizes and a silent auction!

To register or for more information, please contact Greg Otis at 954-9112 or greg@appletondowntown.org.

FVTC Scholarship Program

The Appleton Northside Business Association scholarship is available to FVTC students who work for an ANBA member or who is a spouse or child of an ANBA member employee. Award is based on need and merit.

2010 winner: Shea McDonahue from Community First Credit Union

2009 winner: Dustin Dorn from Tri-City Glass

2008 winner: Kaylee Kutchus from Community First Credit Union

For more information, please visit the Fox Valley Technical College website:
<http://www.fvtc.edu/scholarships>

The Image Award

Presented during the ANBA Annual Meeting. This award recognizes members for career achievement in the beautification and renovation of their building and provides exceptional service in their industry.

2010 winners: Mark's East Side & Valley Funeral Home

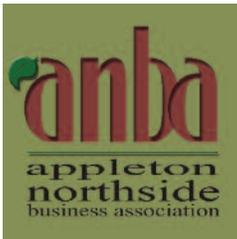
2009 winners: Fox Valley Cab & Chimera Hobbies

2008 winners: Moto Mart & Winch Advisory Services

GOVERNMENT AFFAIRS BREAKFAST

Wednesday, October 13th
7:30-9:00AM
The Wave Ballroom
2350 South Casaloma Drive
Appleton, WI 54914

Smart politics is smart business. ANBA has resources to keep you connected to hot legislative issues that are happening locally.



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Making a Connection, Making a Difference

Membership Application

Please mail to:

**Appleton Northside
Business Association**
P.O. Box 2412
Appleton, WI 54912-2412

Name of Business _____ Date _____

Name of Contact Person _____

Street Address _____ Zip _____

Mailing Address _____ Zip _____

Phone _____ Extension _____ Fax _____

Email Address _____ Website _____

Type of Business (Please give a brief description) _____

**The Appleton Northside
Business Association offers its
members the opportunity to
improve their businesses through:**

- educational meetings
- governmental affairs
- beautification projects
- member directories
- social events
- newsletters
- forums
- marketing articles
- redevelopment projects

\$50 enclosed