



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



Fall 2012

**Newsletter of the
Appleton Northside
Business Association**
P.O. Box 2412
Appleton, WI 54912-2412
www.appletonnorthsidebusiness.com
AppletonNorthsideBusinessAssoc@gmail.com

**Appleton Northside
Business Association
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City of Appleton

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Lisa Verhagen
*East Wisconsin Savings
Bank*

Maudie Gasman
Specialty Care Products

Hello All,

If you're summer has been anything like mine, it is hard to believe that it is almost over already. In addition to the typical summer insanity, I threw a job change in there to help ensure chaos. Luckily, your ANBA Board has been able to stay on task and come up with some pretty exciting programs/benefits since our annual meeting. The first of which is the reinstatement of quarterly educational meetings. Our first one will be held November 14 at American National Bank and the speaker will be Maudie Gasman from Specialty Care Products. She will be presenting on healthcare reform, which is a hot topic these days whether you are a business owner, or a consumer of healthcare services. We're still working on topics for the other three(3) presentations, if you are interested in presenting to our membership or have a topic you are interested in, please contact any Board Member to discuss. Speaking of Board members, Lisa Verhagen from East Wisconsin Savings Bank has joined us. In addition to bringing a lot of energy to the Board, Lisa has agreed to take care of tracking the Membership which is a big job. Welcome Lisa. We are, of course, still offering the scholarships for FVTC and please consider the Leadership Fox Cities Scholarship for yourself and/or your employees. Inside this newsletter, we also have dates for our remaining quarterly educational meetings as well as the Government Affairs breakfast on October 17. I hope you have all had a great summer and I look forward to seeing you at the Government Affairs Breakfast.

Sincerely,
Matthew J. Rehbein, *City of Appleton*

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) _____

\$50 enclosed

**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

Quarterly Educational Meetings Return!

The first of ANBA's Educational Meetings kicks off in November. Check out the Upcoming Events section inside the newsletter for more meeting dates.

Wednesday, November 14th, 2012 • 7:30AM
American National Bank
2200 North Richmond Street, Appleton

TOPIC: Health Care Reform *presented by*
Maudie Gasman, Specialty Care Products

RSVP to: AppletonNorthsideBusinessAssoc@gmail.com

Do you have a speaker or topic idea for an upcoming educational meeting? Let us know at AppletonNorthsideBusinessAssoc@gmail.com

Making a Connection, Making a Difference

VSS Assists Disabled Workers

Hiring people with disabilities makes employers feel good. But it doesn't take long for them to realize that they're in a real win-win situation because they are employing some very productive workers.

Jennie Moore sees this often in her role as team leader for Vocational Support Services (VSS), a program of Goodwill Industries of North Central Wisconsin. VSS assists people with disabilities in obtaining and maintaining employment.

"Our consumers are eager to work and are very motivated," she said. "These are people who will contribute to their business and do a good job."

Moore and the rest of the VSS team explore job leads and then match the interests and skills of a consumer with the employer's needs – at no cost to the employer. Most of the referrals they receive come from the Division of Vocational Rehabilitation, Lakeland Care District, Community Care, IRIS, and the departments of human services for Calumet and Outagamie counties.



Goodwill NCW is a not-for-profit human services organization that helped improve the lives of more than 48,000 people across north central Wisconsin in 2011 through more than 25 programs and services. It covers 35 counties and includes 24 retail stores and training centers. A member of Goodwill Industries International and Rehabilitation For Wisconsin, it is based at the Goodwill Community Center in Menasha. www.goodwillncw.org

Employment:

Servicing needs for Health, Life, Disability, Medicare Plans, Dental
Specialty Care Products
2730B N. Meade St
Appleton, WI 54911
(920) 560-5254
www.specialtycareproducts.com

Family:

2 children: Tia who is a hairstylist and Nick who owns BIG - Build It Green (roofing and siding) and my grandson Julius who is 7 and new granddaughter.

What is my favorite aspect of Appleton?

The fact that everyone is so friendly and willing to help others. Appleton is a great place to raise a family and have a business.

Why did you become involved in ANBA?

Because I believe in Appleton and the businesses here and giving back is something I really want to be involved in.

What are your hobbies?

Gardening of flowers, doing things with my grandson, I'm a Cub Scout leader and baking (my friends really benefit from this).

What portion of the newspaper do you read first?

Local and community news.

What is your favorite Appleton Northside business?

Simple Simon has done an excellent job for me personally and for business. Also Ace Hardware is always very friendly and helpful. There are many other businesses though that I use for services as I enjoy the local touch.

 Specialty
Care Products



Meet Your Northside Business Members

Sage Security Solutions

1425 N. Richmond Street • (920) 731-5400 • www.sagesecurity.com

Do you know where all the keys are to your business or who has made duplicates that you don't know about? Are you missing keys for your file cabinets and desks? Does your safe open the first time...every time?

Sage Security Solutions was founded in 1974 as Sage Lock & Safe by nationally recognized locksmith industry leader and "Certified Master Locksmith"- Steve Engel. Peter Engel and Niki Engel Kuhn have joined their dad in this family owned and operated business. Many customers stop by "The Store with the Keyhole Doors" just to visit our greeter - Simone, the affectionate cat who meows for your attention.

Advanced technology and exceptional customer service are the hallmarks of Sage Security Solutions. Our locksmith security company has one of the finest local reputations in the industry, including the highest rating on "Angie's List." Our broad project line and services assures you'll find exactly the right fit for all your commercial, residential, institutional, industrial and automotive security projects.

Visit our store, a staple on Richmond Street since 1980, for accurately cut and hard to find keys. We also have a large selection of automotive transponder chip keys, motorcycle, moped, recreational and boat keys.

Browse our comprehensive showroom displaying a variety of security hardware including padlocks, mailbox, cabinet and high security keys and locks that prevent anyone from making duplicate keys without your permission. You can also find the latest in quality burglary and fire safes and keyless entry access control. You can also call us to schedule one of our friendly, professional technicians for onsite lock and safe services, installations, rekeying and master key systems.

Sage Security Solutions - Dependable....Someone you can trust

Winch Financial

424 E. Wisconsin Avenue • (920) 739-8577 • www.winchfinancial.com

Through every season for more than 30 years we've been providing our clients with independent advice and innovative solutions. We focus on achieving financial security through all phases of life and, with a 97% client retention rate, we've seen our client's through decades. Our active money management style centers on capital preservation, tactical asset allocation, diligent research and a proud recognition of the fiduciary standard. Our mutual fund reflects that style and has the unique ability to move to cash when market conditions call for it. We offer tax preparation, insurance analysis, and 401(k) management for businesses and individuals. Come see why we've been ranked nationally for the past 10 years and discover how at Winch Financial, we're investing for all seasons of your life.



LEADERSHIP FOX CITIES

Appleton Northside Business Association will award a \$500 scholarship towards participation in Leadership Fox Cities. Owners and employees of ANBA member businesses are eligible to apply. Further information on Leadership Fox Cities can be found at www.leadershipfoxcities.com. For scholarship applications go to www.appletonnorthsidebusiness.com

UPCOMING EVENTS

GOVERNMENT AFFAIRS BREAKFAST

Wednesday, October 17th
7:30AM Arrival/Breakfast
8:00AM Program
The Grand Meridian
2621 North Oneida Street
Appleton, WI 54911

Guest speakers for the breakfast are City of Appleton's Mayor Tim Hanna, Grand Chute Town Chairman Dave Schowalter, and Outagamie County Executive Tom Nelson. They will let us know what issues are happening in our local governments that concern our businesses. They will take any questions you may have concerning issues in the Northside.

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

QUARTERLY EDUCATIONAL MEETINGS

January 9, 2013
March 13, 2013
July 10, 2013
November 13, 2013

ANBA ANNUAL MEETING

May 2013
(More details to follow)


appleton
northside
business association

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ANBA
Board of
Directors
Spotlight
Maudie
Gasman