

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



March 2014

**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  
Officers:**

**President**  
Carol Killian  
*BSI-Workplace Strategist*

**President Elect**  
Maudie Gasman  
*Specialty Care Products*

**Treasurer**  
Ed Swartz  
*Ace Hardware Appleton*

**Executive Secretary**  
Lisa Verhagen  
*East Wisconsin Savings  
Bank*

**Secretary**  
Karen Dietzen  
*Fox Communities Credit  
Union*

**Board of Directors**  
Dawn Ebert  
*Simple Simon Bakery*

Trey Neher  
*THZ Insurance Group*

Matt Rehbein  
*City of Appleton*

Jim Smith  
*WE Smith Realty*

Dear  
ANBA  
Members,

What a wonderful year  
2014 is starting out to be!  
ANBA has grown 15% in 2013 and we  
are looking forward to continued growth  
during 2014. We can't do this without YOU,  
our members. Your input will help us to further grow  
the Appleton Northside Business Association. Please send  
your ideas to appletonnorthsidebusinessassoc@gmail.com and we will  
consider how to make them happen.

Our social networking has been very successful and is expanding into more than just a happy  
hour. Recently, it was requested that we expand our happy hour to include being sponsored by  
business members at their location. We are very excited for this opportunity to offer "open house"  
happy hours at our member's business locations. If you are interested in sponsoring an event, just  
send in an email and we will put you on the calendar.

Thank you for your membership in ANBA. I wish you continued success thought out 2014!

Best regards,  
Carol Killian, *Core Commercial, Inc.*  
ANBA Board President

# ANBA ANNUAL MEETING

**May 21st, 2014 • 7:30 Breakfast • 8:00-9:00 Program**

**Grand Meridian • 2621 N. Oneida St., Appleton**

**Guest Speaker: Tracy Butz**

As a highly sought-after speaker, Tracy Butz delivers powerful, life-changing programs, inspiring  
thousands to "Create the Life You Want to Live." She has 17 years of experience actively engaging  
both large and small size audiences, delivering engaging, unforgettable keynote presentations to  
corporations, professional organizations, universities, and women's groups across the country.  
Her clients come from a wide range of industries, including the US Army, McCain Foods Ltd, Miles  
Kimball, Kimberly-Clark Corporation, Dermatology Associates, Future Business Leaders of America,  
Head Start, Chamber of Commerce, and the American Staffing Association, just to name a few.

Tracy loves life and is continually challenging herself to share her message and inspiration with  
others. She will deliver tools for today's world, helping to propel each of you to live more produc-  
tive, passionate and purposeful lives.

**RSVP to [AppletonNorthsideBusinessAssoc@gmail.com](mailto:AppletonNorthsideBusinessAssoc@gmail.com)  
\$10 member / \$15 non-member**

## 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

**Making a Connection, Making a Difference**



## ANBA Happy Hour 5:00-7:00 p.m.

March 13th • Marks East Side, 1405 E. Wisconsin Ave.

Celebrate the Irish in you at our second Happy Hour at Marks. You are sure to find some Irish in you, even if you're not. Come join us for a great time in the top area of the bar.

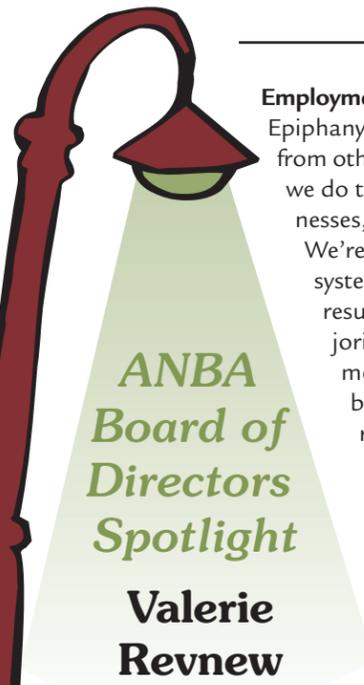
April 17th • Mosquito Creek, 1132 E. Wisconsin Ave.

Mosquito Creek has a beautiful bath and kitchen showroom for you to see while you enjoy drinks and snacks provided by Mosquito Creek. Looking forward to seeing you there.

**Second Quarter Educational Meeting**  
**Wed., March 12th, 2014 • 7:30-8:30 a.m.**  
 American National Bank, Upper Conference Room  
 2200 North Richmond Street, Appleton

**Customers For Life** presented by Don Herrmann,  
 Herrmann Advantage Consulting, LLC

**RSVP** AppletonNorthsideBusinessAssoc@gmail.com



ANBA  
Board of  
Directors  
Spotlight

Valerie  
Revnew

**Employment:** I am a business attorney at Epiphany Law. Epiphany is a boutique law firm that is a bit different from other law firms. We only do specialized areas and we do them very well. We do anything involving businesses, estate planning, and litigation in those areas. We're different in that we are pragmatic and highly systematized which allows us to produce superior results at predictable, reasonable costs. The majority of my work is on a flat-rate basis, which means no surprise bills. I focus my practice on business services. I advise business owners on a range of topics, including entity formation selection, terms and conditions, buy-sell agreements, commercial lease reviews, and buying and selling real estate. I also assist businesses in drafting and interpreting employment agreements, including non-competition and independent contractor agreements.

**Family:** I am married to a wonderful man. We are blessed with two small kids. A three year old daughter and a 10 month old son. They keep me hopping and laughing all the time.

### What is your favorite aspect of Appleton?

How friendly and generous everyone is in the Valley. I have lived all over the country and world, and have never met people as giving and willing to jump in and assist than here in Appleton. Doesn't matter who you are, if you need a hand, people are there to help.

### Why did you become involved in ANBA?

To get to know our Northside businesses better. We have many phenomenal businesses.

### What are your hobbies?

I love to travel, camp, golf, and spend time with my family. Most recent trip was a trip to South Dakota and Mt. Rushmore with the family.

### What portion of newspaper do you read first?

Comics

### What is your favorite Northside business?

There are so many that I can't pick just one. Although, if you ask my husband and daughter, it might be Simple Simon's Bakery (yummy donuts) and Jersey Bagels & Deli (Isabella loves the cheese covered bagels).



## Meet Your Northside Business Members

### Jersey Bagel and Deli

2641 N. Oneida Street • (920) 882-0284 • [www.jerseybagelanddeli.com](http://www.jerseybagelanddeli.com)

Jersey Bagel now in our 6th year is a locally owned bagel shop that offers unique bagel products in a bright, friendly atmosphere on Appleton's North side. We pride ourselves on offering a made-from-scratch menu. All recipes for the bagels, cream cheese, scones, cookies and other bakery items are the shop's own creation and made fresh daily.

And there's a chance that even if you haven't been to Jersey Bagel, you may already have tasted its bagel goodness thanks to a wholesale business that supplies bagels to numerous Fox Cities coffee shops and companies in the Fox Valley.

The menu has been a work in progress since the shop opened in March 2008, with an eye out to offer more unique, quality products adding to our extended menu. There's a broad selection of bagels and cream cheeses in a variety of flavors, from sweet to savory and the flavors vary by the availability of fresh seasonal ingredients and how many hungry bagel eaters came in before you. Jersey Bagel only uses all-natural Boar's Head deli meats on our sandwiches and are offered on either a bagel of choice or one of three types of wraps. Come, sit enjoy, relax.

Hours: 6 a.m.-2:30 p.m. Monday-Friday; 7 a.m.-2 p.m. Saturday; 7 a.m.-1 p.m. Sunday  
 Amenities: Free wireless Internet

Specials: Check Web site for coupons and what our bagel and cream cheese flavor of the month are and the back of your Copps and Festival on "00" receipt for more savings.

Services: Dine in, carry out, delivery and catering. Deli sandwiches, bagels and fruit party platters available. Minimum order must be met for delivery.

### Insta Print Plus

534 W. Wisconsin Avenue • (920) 739-5218 • [www.instaprintplus.com](http://www.instaprintplus.com)

What do Star Trek and Insta Print Plus have in common? They both debuted in 1966! The first episode of the sci-fi show aired on T.V. and William Schroeder opened Insta Print on Division and Wisconsin Avenue. The printing company has been located on the north side of Appleton ever since. Some highlights of their nearly 50 years in business are:

- Late '60's - The business moved to the corner of Richmond and Wisconsin (the current Yellow Cab location)
- 1974 - Jim Grassl, the current owner was hired as a pressman
- 1979 - The business moved again to its current location 534 W. Wisconsin
- 1990 - Jim Grassl purchased the business
- 1992 - Computers and digital plate makers are bought for design and printing
- 1993 - The "Plus" was added to Insta Print - indicating that other services including graphic design and copies were an increasing part of the services offered
- 2000 - Digital copiers were added to printing presses
- 2004 - Large format banners are added to the increasing line of available products

While Insta Print Plus' location has remained on the north side, almost everything else in the printing business has changed. None more so than printing turnaround times. In the '60's, printing projects could take up to a month to typeset, proof, and produce a finished product. Now, as owner Jim Grassl says, "Order it today and see it tomorrow."

As Insta Print Plus approaches its 50th anniversary, customers count on Jim, his two graphic artists, Tina and Stefanie and pressmen Dave and Richard to produce an ever expanding variety of printed pieces. Look no farther than around the corner for business cards, large format banners, graphic design, high quality color copies, wedding invitations and more!

## UPCOMING EVENTS

### QUARTERLY EDUCATIONAL MEETINGS

American National Bank  
 Upper Conference Room  
 2200 N Richmond St., Appleton  
 7:30-8:30 a.m.

**March 12, 2014**

Customers for Life  
 presented by Don Herrmann,  
 Herrmann Advantage  
 Consulting, LLC

**July 9, 2014**

Marketing for Your Small Business  
 presented by Shannon Attreed

**November 12, 2014**

Year End Tax Strategies  
 presented by Winch Financial

Do you have a speaker or topic idea for an upcoming educational meeting? Let us know at:  
[AppletonNorthsideBusinessAssoc@gmail.com](mailto:AppletonNorthsideBusinessAssoc@gmail.com)

## ANBA ANNUAL MEETING

**May 21, 2014**

Grand Meridian  
 7:30 Breakfast / 8:00 Speaker  
 Guest Speaker: Tracey Butz  
 Embracing the Challenge of Change  
 (see front page for details)



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