



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



May 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  
*Core Commercial, Inc.*

**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*

Troy Leonard  
*Cornerstone*

Trey Neher  
*THZ Insurance Group*

Matt Rehbein  
*City of Appleton*

Valerie Revnew  
*Epiphany Law*

Jim Smith  
*WE Smith Realty*

ANBA  
Members  
and Friends,

Happy Spring!!! You are re-ceiving the newsletter a little early because we wanted to make sure you were aware of **61st Annual ANBA meeting**. This year we are having another great speaker, Tracy Butz. She will talk to us about "Embracing the Challenge of Change." Tracy is a wonderful speaker and you won't want to miss it.

It's time again for Leadership Fox Cities! ANBA offers a \$500 scholarship opportunity for any ANBA member employee. Just fill out the application on the website and send it in. Leadership Fox Cities is a great way to learn more about the community and will help develop better leadership skills.

We have had some great networking experiences at our happy hours and educational seminars. If you are interested in hosting a happy hour or have a topic for our educational seminars, please let me know. We are booking seminars for 2015 and our happy hour schedule is booked through June. I'll see you at the Annual Meeting on May 21st,

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

**Appleton Northside Business Association's  
61<sup>ST</sup> ANNUAL MEETING  
Wednesday, May 21st, 2014**

7:30 a.m. Breakfast • 8:00–9:00 a.m. Program  
Grand Meridian • 2621 N. Oneida St., Appleton

*Guest Speaker: Tracy Butz*

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

**Scholarship Available**

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.leadershipfox-cities.com](http://www.leadershipfox-cities.com). For scholarship applications go to [www.appletonnorthsidebusiness.com](http://www.appletonnorthsidebusiness.com)



**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 Networking

Join us from 5:00–7:00 p.m. to meet fellow ANBA members at our Happy Hour. Drink special offers and snacks available.

**Thursday, May 15th • The 10th Frame**  
618 W. Wisconsin Ave., Appleton, WI 54911

**Wednesday, June 18th • Dieter's Ale Haus**  
830 E. Northland Ave., Appleton WI 54911

**Thursday, July 17th • Rascals Bar & Grill**  
702 E. Wisconsin Ave., Appleton, WI 54911

**Third Quarter Educational Meeting**  
Wed., July 9th, 2014 • 7:30–8:30 a.m.  
American National Bank, Upper Conference Room  
2200 North Richmond Street, Appleton

**Marketing for Your Small Business**  
presented by Shannon Attreed

RSVP AppletonNorthsideBusinessAssoc@gmail.com

### Tell us about your employment.

I work for the City of Appleton in Community and Economic Development. In my role as Economic Development Specialist, I am afforded the opportunity to wear many hats which certainly keeps things interesting. My days include business retention and recruitment calls, providing information to help with development projects, managing the City's Industrial Parks and review/recommendations on Policies and Procedures to encourage a strong tax base and jobs in our community.

### Who makes up your family?

My family includes my wife Jodi who is a Professor at Lawrence University and a 15 month old daughter Ada who I am convinced is part monkey. We also have two dogs Wally and Molly.

### What is your favorite thing to do in Appleton?

I can't pick just one thing, but two of my passions are good food

and being outdoors. Anything that combines those two is likely to make the list.

### Why are you part of ANBA?

When I became active in ANBA, my office was on Wisconsin Avenue and discussions were beginning about "some roadwork". Several friends were already a part of the group and asked me to check it out. Upon further investigation, I connected with lots of great people and was impressed by the activities of the organization. I was then asked to serve on the Board, then as an Officer and continue to enjoy serving the Northside businesses and being a member.

### What is your favorite ANBA business?

Hard to pick just one, but I have to say Wilmars has done a great job of helping me maintain "Good Husband" status.



ANBA  
Board of  
Directors  
Spotlight

**Matt  
Rehbein**



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

## Meet Your Northside Business Members

### Stellar Blue Technologies

(920) 931-4250 • www.stellarbluetechnologies.com

Stellar Blue is a full-service, digital marketing agency based throughout the valley. We specialize in website and mobile design, development, analytics, search engine optimization, social media marketing, programming and much more! We work closely with our clients and are in tune with their needs and bring their vision to life with our highly skilled team.

Since 2004, Stellar Blue Technologies has been growing and enhancing its wide array of services to continue providing custom solutions for Appleton, Green Bay, Oshkosh and the surrounding Fox Valley region as well as Milwaukee, Chicago, east coast, west coast and international clients.

Stellar Blue also provides hands on training at our studio location in Neenah, Wisconsin. We host workshops in a group setting on topics such as; WordPress, Facebook Engagement and Optimization, Stellar Analytics, Twitter and more. We are the experts creating experts! Our workshops are open to the public and the schedule can be viewed on our website at <http://stellarworkshops.com>

We pride ourselves in our work and we value our clients' accomplishments and future goals. Do you want to know more about how Stellar Blue Technologies can assist your business? Contact us at 920-931-4250 or visit our website at: [www.stellarbluetechnologies.com](http://www.stellarbluetechnologies.com)

### Girl Scouts of the Northwestern Great Lakes

4693 North Lynndale Drive • (888) 747-6945 • www.gsnwgl.org

Since 1912, the Girl Scout organization has helped build girls of courage, confidence, and character. With humble beginnings of only 18 members in Savannah, Georgia, Girl Scouts is now 3.2 million girls and 59 million alumnae strong. Girl Scouts of the Northwestern Great Lakes serves over 4,000 girls in the Fox Cities alone.

The positive benefits of Girl Scouting are impossible to ignore. Eighty percent of female business owners were Girl Scouts (many say that the Girl Scout Cookie Program sparked their entrepreneurial interest), sixty-nine percent of female U.S. Senators and sixty-seven percent of female House of Representative members were Girl Scouts, and ninety-nine percent of female astronauts who have flown in space were Girl Scouts. It's clear that Girl Scouts paves the way for girls to do great things.

Local girls see positive benefits to their participation in Girl Scouts by choosing from a variety of programming options. They can spend a week at Camp Winnecomac in Kaukauna, learn basic car care from area mechanics, take in a show at the Performing Arts Center, and build financial literacy through the Girl Scout Cookie Program. At the heart of every Girl Scout program are fundamental skill-building activities that set girls on their individual paths toward leadership.

Girl Scouts aren't just building skills for their future; they are taking action in their community today, making it a better place for all of us. Girls can join at any point in the year, and adults may volunteer for a variety of positions with long or short-term commitments. Girl Scouts of the Northwestern Great Lakes is also hosting our Annual Winner Trivia Contest on May 7; registration for teams of four is open for a few more weeks. Learn more at [www.gsnwgl.org](http://www.gsnwgl.org) or by calling 888-747-6945.

## UPCOMING EVENTS

### 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)

### HAPPY HOUR NETWORKING

**May 15, 2014**

The 10th Frame  
5:00–7:00 p.m.

**June 18, 2014**

Dieter's Ale Haus  
5:00–7:00 p.m.

**July 17, 2014**

Rascals Bar & Grill  
5:00–7:00 p.m.

### QUARTERLY EDUCATIONAL MEETINGS

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

**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)