



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



November 2013

**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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BSI-Workplace Strategist

President Elect
Maudie Gasman
Specialty Care Products

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Ace Hardware Appleton

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ANBA
Friends and
Members,

It's hard to believe we are wrapping up 2013 and are well into planning for an event filled 2014. Last year we added our Educational Seminars to bring more value to your membership and help you with your business needs. This year we have added networking happy hours to provide an opportunity after hours to meet your neighboring businesses and learn more about what the Northside has to offer. We are always looking for more ways to connect!

There were two happy hour networking events, at Scuba's and Mark's East Side, both were well attended and the attendance is growing. Drink specials and appetizers were provided. We also had a lucky winner of a \$25 Mark's East Side gift certificate, David Lewis, from Fox Valley CPA's. Watch your email for our next happy hour.

The Government Affairs Breakfast was well attended. We heard about the growth and development of our community. It's wonderful to know things are growing in Appleton/Grand Chute and we will all benefit from the progress.

We have a list of our 2014 educational seminars in this newsletter and on the website, please review the topics and see which ones work for you. If you have a topic you would like more information on email us and we'll see what we can do.

As a reminder, we do offer a \$500 scholarship for FVTC, if you, an employee or family member attends FVTC go to www.fvtc.edu/scholarships and apply. Please share this information with your co-workers.

Thank you all for your support in 2013! From the ANBA board we wish you a safe, happy and healthy New Year.

Sincerely,
Carol Killian, ANBA President
BSI-Workplace Strategist

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.leadershipfoxcities.com. For scholarship applications go to 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) _____

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

Making a Connection, Making a Difference



Happy Hour Networking at Dieter's

Join us to celebrate the Holidays and meet fellow ANBA members at our Happy Hour. Drink special offers and snacks.

WHERE:

Dieter's Ale Haus (formerly Fraisers)
830 E. Northland Ave., Appleton WI 54911

WHEN:

Thursday, December 12th, 2013
5:00-7:00 p.m.

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

Health Care Reform presented by
Maudie Gasman, Specialty Care Products

RSVP:
AppletonNorthsideBusinessAssoc@gmail.com

Employment:

THZ Insurance Group / Northland Ave.
Senior Account Executive

I have been in the insurance industry the past 35 years, 13 1/2 with SECURA prior to joining THZ.

Family:

Wife, Kristie. Married for 35 years to my college sweetheart. Prior music teacher for years. Son, Ross and daughter-in-law Kim. Ross works with us here at THZ. Kim is a Human Nutritionist and owns Nutritional Healing, another Northside business. Two dogs, Teddy Bears - Ginger & Boo. We reside in Hortonville.

What is your favorite aspect of Appleton?

Friendly, inviting. Small town appeal with a "Big Town" feel. We love the fact that the area is a superb mix of culture, great restaurants and fantastic people.

Why did you become involved in ANBA?

I became involved with ANBA to hopefully help drive more business to our area. With our agency being located in the middle of the district, it will be my goal to network and increase our membership. I will also work to constantly improve the appeal of our area.

What are your hobbies?

My hobbies include tennis at the Fox Cities Racquet Club, hockey, anything sports related and attempting to stay in shape.

What portion of the newspaper do you read first?

I typically will read the business section first to see what's happening in our area. Next is sports.

What is your favorite Appleton Northside business?

It's really hard to pick out one favorite Northside business as there are so many and what they offer is so varied. If you really pressed me, I'd have to say Mark's East Side based on Mark's commitment to our area, the fantastic food and great staff.



**Trey
Neher**

**ANBA
Board of
Directors
Spotlight**



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Meet Your Northside Business Members

Fox Valley CPA's

2401 W. Wisconsin Avenue • (920) 991-0862 • www.fvcpa.com

Your small business is so much more than a financial investment. It's an emotional investment-one that represents your life's work and passion, and one that can impact the future security of you, your family and heirs.

Founded in 1997, Fox Valley CPA's continues to grow as it provides small business owners with the seasoned counsel of our small business teams. Collectively, we offer more than 60 years of accounting and tax experience within a complete portfolio of small business services. Our clients range from sole owner medical and dental practices to manufacturing companies with more than 50 employees and annual revenues of over \$25 million.

At Fox Valley CPA's, we've used our small business expertise to develop a unique system of accounting support and system maintenance for you, the small business owner. This unique system is designed to achieve high efficiency and effectiveness. Our system gives you the peace of mind to concentrate on managing your business's product line while we monitor and maintain your accounting system. This system minimizes your operating costs while providing much needed financial reporting for the small business owner.

With our proactive, hands-on approach, attention to detail and fiscally-responsible flat-fee billing structure, we will make your accounting system operate smoothly-no worries, no surprises.

Fox Valley CPA's offers the following services:

- CFO Consulting
- Small Business Monthly Accounting
- Payroll Services
- Software Conversions
- Small Business Year-End Accounting
- Tax Planning
- Tax Preparation (Business and Individual)

Please stop in or visit us on the web at www.fvcpa.com to learn more about Fox Valley CPA's. We are located at 2401 W. Wisconsin Ave., Appleton, WI and can be reached at (920) 991-0862.

Snapshots from the Government Affairs Breakfast in October



Outagamie County Executive Tom Nelson



City of Appleton Mayor Tim Hanna



Grand Chute Town Chair Dave Schowalter

UPCOMING EVENTS

QUARTERLY EDUCATIONAL MEETINGS

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

January 8, 2014

Health Care Reform
presented by Maudie Gasman,
Specialty Care Products

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

ANBA ANNUAL MEETING

May 21, 2014

Guest Speaker:
Tracey Butz, The Gardens
(More details to follow)