



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



*Spring 2011*

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

ANBA  
members  
and friends,

I would like to start by thank-  
ing our members that filled out the  
survey we sent in December to help the  
board of directors get a better direction of  
what our members would like to see from ANBA  
in the future. We value your thoughts and opinions.

One of the major road construction projects in Appleton this year will be the Wisconsin Avenue project. On March 16, 2011 Vinton held its first meeting to inform residents and businesses what their plans are for this project. Inserted in this newsletter is a map that shows staging of which streets will be closed at approximate times. Of course, all construction progress is subject to weather conditions.

Vinton will begin their work in the next few days by placing signs out to let traffic know what the detour routes will be. ANBA is working with Vinton to come up with uniform signs to let customers know how to enter our businesses. The city also has a website people can go to sign up to receive twitter updates. For construction updates, go to [www.appleton.org](http://www.appleton.org) and click on "Road Construction Report" pictured on the right side of the page.

I would like to thank the businesses that have already donated to our campaign for new Christmas decorations along Wisconsin Avenue. Our website has an updated list of donors and information on how you can help donate. Page 2 of this newsletter also has more information on the project. We are extending the decorations to Badger Avenue and extending them to Ballard as well. Our goal for the future is to have one unified look for Wisconsin Avenue.

If anyone is interested in serving on the board or helping with either an events committee or serving on a Wisconsin avenue committee please contact me at work.

Thank you,  
Dawn Ebert  
*Simple Simon Bakery*

**Hope to see you at our  
Annual Meeting on April 29, 2011  
at 7:30AM at the Grand Meridian.  
Our guest speaker is  
Congressman Reid Ribble!**

*Making a Connection, Making a Difference*

**Appleton Northside  
Business Association  
Officers:**

**President**  
Dawn Ebert  
*Simple Simon Bakery*

**Treasurer**  
Ed Schwarz  
*Ace Hardware of Appleton*

**Secretary**  
Curt Konetzke  
*Tri-City Glass & Door*

**Board of Directors**  
Jim Dobinski  
*Stellar Blue Web Design*

Monica Klaeser  
*City of Appleton*

Jeff Nooyen  
*Nooyen Photography*

Matt Rehbein  
*East Wisconsin Savings  
Bank*

Jim Smith  
*WE Smith Realty*

Heather Vander Heyden  
*Fox Communities Credit  
Union*

*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

## Help Light Up the Wreath

Join Us In Reaching Our \$45,000 Goal

In 2011, after construction is completed, Wisconsin Avenue will have a new look with decorative light poles, colored concrete and new signs. ANBA is working with the city of Appleton to purchase new Christmas decorations. ANBA is matching dollar for dollar up to \$22,500 with a goal of \$45,000 to purchase new Christmas decorations.

We are going to extend the decorations from Badger all the way to Ballard. The current stretch between Richmond Street and Meade that has the old Christmas decorations has power on the light poles. We will have to work with Wisconsin Electric to wire power to the poles from Richmond Street to



Badger Street. The stretch from Meade to Ballard will also need to have power wired to the light poles.

The cost for each Christmas decoration is \$350. We are hoping that businesses and individuals will donate what they can. We have set up a fund with the Community Foundation called the ANBA Fund within the Community Foundation of the Fox Valley Region. We will recognize all members and nonmembers that donate for the wreaths at an event hosted by ANBA. To donate online, visit: <http://www.appletonnorthsidebusiness.com/decorationsProject.php>

**Wreath Description:** The 50-inch Candle Wreath has 50 cool white C-7 LED bulbs, three amber LED flame bulbs, two 24-inch red velvet bows, and six pair of pine cones. The Timberline garland is as beautiful as it is durable. The entire unit is UL listed. All mounting hardware is also included.

### Employment:

Ace Hardware of Appleton  
500 E. Northland Avenue  
Appleton, WI 54911  
(920) 731-0500  
[appletonace@acehardware.com](mailto:appletonace@acehardware.com)

### Family:

Wife Shirley and daughters Amy and Sheryl.

### What is your favorite aspect of Appleton?

My favorite aspect of Appleton is the quality of life that makes it one of the best places to live in the country.

### Why did you become involved with ANBA?

The ANBA is about making the Northside of Appleton a good place to live and to operate a business. It's not just about helping business, but making it a better place for all of us to live.

### What are your hobbies?

When not working, Shirley and I do a lot of traveling. We have a RV and have seen most of the United States and Canada. We also do some international traveling. Most days of the week I can be seen at the YMCA either in the fitness center or pool swimming.

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

The first thing I read in the newspaper each day depends on which newspaper I read first. In the morning I read the editorial page in the Wall Street Journal and in the evening I read the obituaries in the Post-Crescent.

### What is your favorite Appleton Northside business?

Of course my favorite Appleton Northside Business is Ace Hardware of Appleton. We are fortunate to have many fine businesses on the northside of Appleton.

**ACE**  
Hardware  
& Rental

## Meet Your Northside Business Members

### Mosquito Creek Home Renovations & Outdoor Living

1120 East Wisconsin Avenue • (920) 730-8519 • [MosquitoCreekllc.com](http://MosquitoCreekllc.com)

Mosquito Creek Home Renovations & Outdoor Living is an award winning design-build remodeling company with our new showroom and office located at 1120 East Wisconsin Avenue. Our showroom is open by appointment five days a week with standing hours of Thursday 10-7pm, Friday 11-4pm and Saturdays 9-12pm.

We specialize in residential home remodeling with an emphasis on projects that not only add value and beauty to our customer's homes, but also focus on increasing their quality of life through outstanding customer service, quality products and attention to detail.

Our kitchen and bath design center and showroom features a full line of Bertch Cabinets to include kitchen & bath cabinets, vanity tops, countertops, plumbing fixtures and related products. We also custom build cabinets and offer a green built environmentally friendly cabinet line produced here in the Fox Valley along with a universal design/aging in place cabinet program. As a full service remodeling company, customers can purchase cabinets and products to install themselves or have our team of professionals complete the entire project to include electrical, plumbing and flooring. Our computer design services, certified remodeling staff and the experience of over 20 years in the kitchen and bath industry allow us to meet the needs of any size project or budget.

Our residential remodeling team and office provide our customers a place to learn about the latest innovations in residential remodeling. From doors, windows, siding, additions and decks to full scale basement renovations and theater rooms, we have the products and services to make any level remodeling project and renovation dream a reality.

Mosquito Creek Home Renovations is a proud member of the National Association of the Remodeling Industry Fox Valley Chapter, the Valley Home Builders Association, the Wisconsin Home Builders Association, and the National Association of Home Builders. We are an accredited company by the Better Business Bureau with an A+ rating.

We are excited to be new members of the Appleton North Side Business Association and look forward to being part of the revitalization of our neighborhood businesses and supporting our fellow members, their families and friends. Join us on LinkedIn and Facebook!

### Senior Helpers

3962 North Richmond Street • (920) 749-9700 • [www.seniorhelpers.com/appleton](http://www.seniorhelpers.com/appleton)

Senior Helpers, founded in 2001, provides non-medical assistance for folks wanting to maintain their independence at home. The Appleton agency is locally owned and operated by Nancy and Gene Bortolameolli, who take great pride in being a part of the community and helping to improve the lives of seniors and their families.

Senior Helpers has assembled a team of caring, experienced and skilled professionals. Whether care is needed one hour per day or around-the-clock, we strive to create meaningful relationships between clients and caregivers and help restore quality time between family members. Our services include:

- Meal Planning & Preparation
- Housekeeping & Household Chores
- Shopping & Transportation Assistance
- Escort to Special Events
- Bathing and Personal Care Assistance
- Alzheimer's/Dementia Care
- Respite Care

Senior Helpers is ready to help your loved one enjoy an independent lifestyle and help you enjoy peace of mind!

## UPCOMING EVENTS

### OUTAGAMIE COUNTY EXECUTIVE DEBATE

Thursday, March 24th  
7:00PM  
VFW

501 North Richmond Street  
Appleton, WI 54911

Dan Flannery, Executive Editor for the Post-Crescent, will moderate the debate between Jack Voight and Tom Nelson.

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

### ANBA ANNUAL MEETING

Friday, April 29th  
7:30AM

The Grand Meridian  
2621 North Oneida Street  
Appleton, WI 54911

Congressman Reid Ribble is the guest speaker.

### ANBA/ADI GOLF OUTING

Friday, September 9th  
Reid Municipal Golf Course  
1100 East Fremont Street  
Appleton, WI 54915

ANBA  
Board of  
Directors  
Spotlight

Ed Swartz

**anba**  
appleton  
northside  
business association

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