



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



Spring 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  
Officers:**

**President**  
Matt Rehbein  
*City of Appleton*

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

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

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

Carol Killian  
*BSI*

Monica Klaeser  
*City of Appleton*

Jeff Nooyen  
*Nooyen Photography*

Jim Smith  
*WE Smith Realty*

Lisa Verhagen  
*East Wisconsin Savings  
Bank*

Maudie Gasman  
*Specialty Care Products*

**Please join us!**

**Appleton Northside Business Association**  
**ANNUAL MEETING**

**May 15th, 2013**  
**7:30 Breakfast**  
**8:00-9:00 Program**

**Guest Speaker: Mark Skogen**  
**President and CEO Festival Foods**

Mark Skogen is the third generation of Skogen grocers. Mark's grandfather, Paul Skogen, opened his first grocery store in 1946. Dave Skogen, Mark's father, grew the small chain of IGA stores in the '70s and '80s and then introduced the family business to the large-grocery format of Festival Foods in 1990. Mark joined the company full-time after graduating college 1992 and became President and CEO in 2006.

Through Mark's leadership, Skogen's Festival Foods has grown to 17 stores statewide. Mark attributes the company's continued success to the more than 4,000 associates, all of whom are committed to the company's Boomerang Theory which guides everyday business decisions by answering the question "Will it bring the customer back?".

**ANBA Annual Meeting Location:**  
**The Gardens of the Fox Cities**

1313 E. Witzke Blvd  
\$10 member / \$15 non-member  
RSVP to AppletonNorthsideBusinessAssoc@gmail.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**

## At the Second Quarter Educational Meeting in March,

local business owners enjoyed listening and learning tips and best practices for "Succession and Estate Planning for Business Owners" from Kevin Eismann and Kathryn Blom, attorneys with Epiphany Law.



## Third Quarter Educational Meeting

Wednesday, July 10th, 2013 • 7:30AM

American National Bank  
2200 North Richmond Street, Appleton

### Mobile Technology for Business/Social Media

presented by Amanda Betts, Stellar Blue

RSVP to: [AppletonNorthsideBusinessAssoc@gmail.com](mailto:AppletonNorthsideBusinessAssoc@gmail.com)

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

#### Employment:

Ace Hardware of Appleton  
500 E. Northland Avenue  
Appleton, WI 54911  
(920) 731-0500  
Fax: (920) 731-7993

I have been the owner of Ace Hardware of Appleton since July of 1985. It is a family business. My son-in-law, Ron Cox joined the business in 1991. He and his wife Amy are now part owners.

#### Family:

I am married to Shirley and we will be celebrating our 50th wedding anniversary next month. We have two daughters. Amy Cox lives in Appleton and is employed at

Faith Lutheran Church. Our other daughter, Sheryl Soukup, lives in Normal, Illinois and is a biology professor at Illinois at Wesleyan University.

#### Why did you become involved in ANBA?

I have been involved in community activities for over 50 years. The first 23 years was in Elgin, Illinois and the last 28 years in Appleton. It was an easy decision to make when I was asked to be a director of the ANBA 23 or 24 years ago. I have been the treasurer of this organization since 1995.

#### What are your hobbies?

My hobbies are travel, the YMCA and my church. We have traveled all 50 states and many countries outside the USA.

**ACE**  
Hardware  
& Rental



ANBA  
Board of  
Directors  
Spotlight

Ed  
Swartz

anba  
appleton  
northside  
business association

P.O. Box 2412  
Appleton, WI 54912-2412  
[www.appletonnorthsidebusiness.com](http://www.appletonnorthsidebusiness.com)

## Meet Your Northside Business Members

### Custom Printing, Inc.

1861 W. Commercial Street • (920) 731-0105 • [customprinting@tds.net](mailto:customprinting@tds.net)

Custom Printing, Inc. has been fulfilling printing needs in Appleton for over 33 years. We are a full service offset and digital print shop that provides high quality customized printing services at a fair price. Our small but experienced staff allows us to provide a more personal connection with our customers and we pride ourselves in our ability to serve our customers in a timely and helpful manner.

From marketing materials, newsletters, business cards, letterheads, envelopes, postcards and posters, we look forward to meeting your printing needs. Every job, no matter how big or small, is important to us.

Stop in or call Custom Printing, Inc. with your next job. Jim and his staff are ready to work on your project.

Come in and meet Buster and Winston, our shop dogs. They will be waiting to greet you too.

Gardens  
OF THE FOX CITIES

1313 E. Witzke Blvd.  
Appleton, WI 54911  
(920) 993-1900  
[www.gardensfoxcities.org](http://www.gardensfoxcities.org)

### Upcoming Events

May 1

Community Breakfast - Garden Walking Hour

May 11

Heirloom Plant Sale

May 21

Class Mosaic Birdbath & Wrought Iron Stand

August 22

Garden to Gourmet - A sustainable dinner for a sustainable future



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

## UPCOMING EVENTS

### ANBA ANNUAL MEETING

May 15, 2013

Guest Speaker:  
Mark Skogen, Festival Foods  
(see front page for details)

### QUARTERLY EDUCATIONAL MEETINGS

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

July 10, 2013

Mobile Technology for Business/  
Social Media presented by  
Stellar Blue

November 13, 2013

Ergonomics in the Workplace/  
Preventing Loss Time Accidents  
presented by BSI

Do you have a speaker or topic  
idea for an upcoming educational  
meeting? Let us know at:

[AppletonNorthsideBusinessAssoc@gmail.com](mailto:AppletonNorthsideBusinessAssoc@gmail.com)

### GOVERNMENT AFFAIRS BREAKFAST

September 2013

(More details to follow)