



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



Summer 2011

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

**Appleton Northside
Business Association
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*East Wisconsin Savings
Bank*

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Ace Hardware Appleton

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City of Appleton

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Nooyen Photography

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WE Smith Realty

Nate Weyenberg
M&I Bank

ANBA
Members and
Friends,

No doubt about it, the construction season is fully upon us! As I peer out my window on Wisconsin Ave. I get to witness it everyday...day after day...season after season...BUT, the end is near and ANBA is planning a Grand Re-Opening party to celebrate. The party will be held on Thursday October 6 from 4:30 to 6:30. Watch for more details as the date approaches. Mary Ann Wepfer (dwepfer@new.rr.com 920-850-1399) is the contact if you have any questions or wish to get involved.

Coming up much sooner is the annual golf outing on Friday September 9. We're partnering up with Appleton Downtown inc. once again for a good time at Reid Golf Course. A flyer is included with your newsletter providing information to register a foursome, sponsor a hole or donate auction items and/or prizes. We hope you can join us.

We have received the wreaths for Wisconsin Avenue from Ballard to Badger and they will be up for this years' holiday season. We'll have one or two installed for the party this fall too for all to see. They really look great and will be a welcome addition to our new streetscape. If you are interested in contributing toward the wreaths, there is more information on the next page. Thank you to those that have already made contributions (See below).

Your Board of Directors has more exciting activities and benefits for members in the works. We will keep you apprised as they materialize. Please contact any Board member if you are interested in helping Chair a Committee or champion a project. As you know, we are an all volunteer organization so the more help we get, the more we can do to improve your organization and the Northside business community.

Take care everyone and I wish you a prosperous and enjoyable remainder of the summer.

Thank you,
Matt Rehbein, *East Wisconsin Savings Bank*

**THANK YOU TO ALL WHO HAVE CONTRIBUTED
TO THE WISCONSIN AVENUE WREATH CAMPAIGN**

Jack Voigt Insurance
Fox Communities Credit Union
Pizza King
Insta Print
Dr. Roger Stanek

Wilmar Chocolates & Liz Garvey
W.E. Smith Realty Inc.
East Wisconsin Savings Bank
Avis Car Rental/Sales
Budget Car/Truck Rental

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

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.

ANBA Board in 2011 allows me to continue this liaison role as well as give back to a organization dedicated to improving the northside of Appleton.

What are your hobbies?

Between working and my two young children, I typically don't have a lot of time left for hobbies! When I do have some free time I enjoy activities with my children, biking, running, and reading. My family lives across Wisconsin and Illinois so traveling to spend time with them is also a priority.

What portion of the newspaper do you read first?

Typically I read the news online, but during the weekends I enjoy having The Post Crescent delivered so I can dive into all sections of the paper. My first priority is always The Buzz section to learn more about the businesses throughout the Fox Cities.

What is your favorite Appleton Northside business?

I like the diversity of the types of northside businesses. I can eat, shop, play and have any number of professional services easily available and accessible in Appleton's northside.

Employment:

City of Appleton - Deputy Director of Community Development

Family:

Two daughters, ages 6 and 3 years.

What is your favorite aspect of Appleton?

This is such a difficult question to answer because I have been working for the community for so long. I have such a vested interest in the value of our businesses, schools, parks and neighborhoods. I also love that our community is so philanthropic.

Why did you become involved with ANBA?

Having worked for the City of Appleton for over 12 years I'm frequently assisting the numerous northside businesses to meet their needs to retain, grow and expand their business. Joining the

ANBA
Board of
Directors
Spotlight

Monica
Klaeser



P.O. Box 2412
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www.appletonnorthsidebusiness.com

Meet Your Northside Business Members

Appleton Awning Shop Inc.

3052 W. Elberg Avenue • (920) 733-4701 • www.appletonawning.com

Appleton Awning Shop was started in 1922 as a custom canvas shop serving the greater Fox River Valley area with awnings and other canvas products for the home or business. During the war years the government had contracts with us to supply duffle bags, canteen covers and many other canvas related items for our Servicemen that were in the army. After the war Appleton Awning developed into more of a custom canvas shop serving the public with many items that the home owner could use.

Today we specialize in awnings from stationary window awnings to retractable awnings for your patio's and decks to commercial awnings for your business, we also do boat covers of any style or design, from Bimini Tops, full enclosures, traveling covers any boat under 26' we can help you with a cover.

Another aspect of your business is repair work, we can repair any canvas items from replacing a zipper in your tent to replacing an entire screen in the window or door of the tent.

Mark Matz & Mike Dorschner, Owners

BSI (Building Service Inc.)

2920 N. Ballard Road • (920) 735-3636 • www.buildingservice.com

For over 64 years, BSI has helped clients harness the power of workplace design to breed innovation and productivity in their organizations. BSI will transform your workplace into a powerful business tool to increase productivity, enhance your corporate image, or to attract, retain and align your workforce.

Our comprehensive design, build, and furnish approach is unique; with Interior Architects, Designers, Construction Craftsmen, Contract Furnishings and Installation Personnel all under one roof. BSI simplifies any project by providing a single point of contact at an extremely competitive price point.

Your process begins with a creative, research driven architecture & design department. Our award winning team has the expertise to create unique Corporate, Healthcare, Hospitality or Retail environments. Our designs are aesthetically pleasing, facilitate efficiency, user comfort and increased productivity. BSI's interior construction division puts Master Craftsmen to work on your project with an emphasis on quality and customer service. The design, build, furnish approach gives clients an unparalleled ability to complete projects quickly with the least disruption to their existing workforce.

Design, build, furnish has many advantages; improved communications, real time estimating during the design process, guaranteed pricing with no hidden costs, and compressed scheduling all which lead to quicker occupancy...saving you time and money.

We welcome customers into our showroom Monday thru Friday 8am -5 pm or we are happy to come to you to listen to what changes you would like to make to your work environment. BSI can help whether you are looking for a chair, an office face-lift or a complete renovation.

BSI is proud to be a member of the North Side Business Association and looks forward to working with and supporting our fellow members for years to come.

UPCOMING EVENTS

ANBA/ADI GOLF OUTING

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

See the insert for more information.

WISCONSIN AVENUE GRAND RE-OPENING

Thursday, October 6th
4:30-6:30PM
More information to come.

GOVERNMENT AFFAIRS BREAKFAST

Time & Date TBA