



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



**Summer 2012**

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

ANBA  
Members  
and Friends,

I know you haven't heard from us in a while, but I assure you ANBA is alive and well. Within this newsletter, you'll see lots of new and exciting news. First off, our annual meeting is scheduled for Tuesday June 12th at the Grand Meridian. This years' speaker will be Shannon Full, President/CEO of the Fox Cities Chamber of Commerce. She'll be telling us about the new Economic Development Alliance.

We are also pleased to have the application enclosed for our new Leadership Fox Cities Scholarship. This scholarship is open to any owner or employee of a member business. Details are inside. Applications are accepted throughout the year.

This issue also includes information about new planters you're going to be seeing along Wisconsin Avenue, an introduction to two of our newest business members and, of course, a Board Member spotlight.

I wish you all a great and enjoyable summer and hope to see you at our Annual meeting on June 12th. Thank You.

Sincerely,  
Matthew J. Rehbein, *East Wisconsin Savings Bank*



*New Wisconsin Avenue Welcome Sign*

**Flower Planters Arriving Soon!**

Exciting things are happening at Central High School this spring! We are in the midst of our Wisconsin Avenue planter project. After successfully doing an all-school project last spring, we were ready for a new challenge. Beginning in October, staff met with members of the Northside Business Association, the City Development office and Department of Transportation representatives. Armed with the regulations we needed to follow and the enthusiasm of the business owners, we set to work finding a design, writing grants, constructing prototypes, and enlisting interested volunteer groups from the community to work with our students during the construction phase. Letters were delivered in January to each business along Wisconsin Avenue from Drew to Division Streets. The response has been overwhelmingly positive! We have volunteers from Neighborhood Voice, the Vietnam veterans association, Toward Community, and Riverside Florist. We are still looking for more adults that are interested in coming in and spending an hour or a day working with the students. Contact us if you are interested!

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**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) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**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**

(Planters Continued from Front Page)

While we think the Wisconsin DOT did a wonderful reconstruction job on the Avenue, we believe a green element will enhance the environment, attract more shoppers, and with the return of the Flag Day Parade, be an excellent way to honor and recognize our veterans. The number of planters is dependent on the grants we receive. We hope to build at least 20 planters and fill them with potted red, white and blue petunias. Watch for the planters to start arriving on Wisconsin Avenue in June.

While the planters are the visible result, we are just as excited about the opportunity this offers our students to connect with our neighborhood community, work with a caring adult, and feel the pride of accomplishment and ownership of the planters. Please contact us if you have any questions or concerns.

Katherine Crowley  
crowleykatheri@asds.k12.wi.us

Lou Hull  
hullou@asds.k12.wi.us



Central High students construct planters for Wisconsin Avenue

## Meet Your Northside Business Members

### Specialty Care Products, LLC

2730B N. Meade Street • (920) 560-5254 • www.specialtycareproducts.com

Specialty Care Products, LLC specializes in health, life, disability and Medicare options. The company prides itself on customer service. My name is Maudie Gasman and I have been involved in health insurance for 20 years. I'm an independent agent, so I am able to give options to everyone.

With all the changes in healthcare, it is very important to keep up to date on the changes and be covered for your own needs and concerns. My goal is to always offer the best options at the most affordable costs as what is right for one is not right for everyone.

Small businesses have a large struggle to insure their employees, but there are affordable ways of doing this that you may not be aware of. If you are looking for options, please feel free to give me a call. It never hurts to check out your options and then you can have the peace of mind to know you are well protected.

### Elite I.T. (Information Technology)

1917 N. Douglas Street • (920) 738-7232 • www.eliteitpc.com

Elite I.T. is a computer service & repair corporation serving the greater Fox Valley area. As most businesses out there, we've gone through our fair share of trials & tribulations to become an established business in Appleton WI. We've been in business going on 9 years and throughout the past year, made some great changes to our business structure and brought on some phenomenal new Technicians.

Elite I.T. offers both Business and Residential Computer Services. Server and Workstation repair is our forte, but we also do the following:

- Corporate Computer Networking
- Security Consulting
- Data Recovery & Management
- Remote Access (Smartphone / PC)
- Data Backups
- POS Systems & more

The question is, with all the computer repair companies out there, why should you choose us? What can we offer you *besides* computer repair? How about this:

- No-cost Business Computer Assessment
- 2 Hour Business Response Time
- Emergency / Weekend Hours Available
- Free Anti-virus
- Same Day Service 90% of the time
- Free Phone Support

Elite I.T. is your technology partner. We strive to provide our Clients with exceptional customer service and years of trusted computer knowledge. Get a free computer network diagnostics and see for yourself. Are we perfect - Nobody's perfect. Am I really butting us up - Maybe a little:-) So if you keep hitting 'escape' and the problem is still there, give us a call; we can help!

Dawn Ebert (left) awarded Julia Garvey the ANBA Fox Valley Technical College Scholarship. The scholarship is available to FVTC students who work for an ANBA member or who is a spouse or child of an ANBA member employee. Congrats, Julia!



## UPCOMING EVENTS

### ANBA ANNUAL MEETING

Tuesday, June 12th  
7:30AM

The Grand Meridian

2621 North Oneida Street  
Appleton, WI 54911

Guest Speaker: Shannon Full,  
President & CEO of the Fox Cities  
Chamber of Commerce

Invite a non-member business  
friend to attend!

## ANBA Board of Directors Spotlight

Carol Killian

#### Employment:

Healthcare Specialist/Workplace Strategist  
BSI (Building Service Inc.) Interior Design-Build-Furnish  
2920 N Ballard Suite B  
Appleton WI 54911  
(920) 882-4210  
www.buildingservice.com

#### Family:

Son Kyle employed full time at Batteries Plus  
2 dogs Shady and Sunny

#### What is your favorite aspect of Appleton?

It's small enough to raise a family, yet has many of the attributes of a larger city.

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

I wanted to help promote the area I grew up in and support the

businesses that have been with me since childhood. I think community involvement is important.

#### What are your hobbies?

I'm a wine advisor for Wines for Humanity at home wine tastings, gardening and anything outdoors with my dogs.

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

When I read the paper, I focus on community events and business news.

#### What is your favorite Appleton Northside business?

I've had a long time love affair with Wilmars and thanks to that, I have a great new relationship with Xperience Fitness (formerly Gold's Gym). There are so many area businesses I stop at daily. We have everything we need in our little corner of Appleton.



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