



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



Winter 2013

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

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City of Appleton

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*East Wisconsin Savings
Bank*

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Specialty Care Products

ANBA
Members
and Friends,

As we move forward into a new year we find ourselves finalizing 2012 business and looking forward to great things in 2013!

The interest in our Quarterly Educational Meetings has been inspiring. The last quarter of 2012 offered Maudie Gasman presenting on Healthcare and small business. Thank you Maudie. Kicking off the first quarter 2013 was Schenck S.C. providing ANBA members with information on Tax law and changes affecting our local businesses. Corey Kolbe gave a great presentation. These additional meetings have been a great opportunity for all ANBA members. I look forward to continued growth and communication through Business Education.

I would like to also remind everyone about the FVTC Scholarship available through ANBA. 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. I'm sure this newsletter doesn't always circulate through an entire office, so please communicate this ANBA benefit to all your employees. To apply for this scholarship, contact FVTC at www.fvtc.edu/scholarships.

Mark your calendars for May 15th 2013 for ANBA Annual Meeting with guest Speaker Mark Skogen from Festival Foods. It is going to be a great 2013!

Sincerely,
Matthew J. Rehbein, *City of Appleton*

Second Quarter Educational Meeting

Wednesday, March 13th, 2013 • 7:30AM

American National Bank
2200 North Richmond Street, Appleton

TOPIC: Succession and Estate Planning
presented by Epiphany Law

RSVP to: AppletonNorthsideBusinessAssoc@gmail.com

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

\$50 enclosed

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

Making a Connection, Making a Difference

ANBA Educational Meeting a Success!

January 2013 offered business members information and dialog concerning new tax laws and anticipated changes. Guest Speaker Corey Kolbe with Schenck S.C. shared interesting material and enjoyable morning conversation.

Corey is an accomplished presenter who speaks at Schenck's annual Real Estate & Construction Forum and tax seminars. He also speaks to various community professional groups and associations.

Email: AppletonNorthsideBusinessAssoc@gmail.com to register for upcoming educational meetings, provide feedback or suggest topics.



ANBA business members learn new tax law information from Schenck S.C.'s Corey Kolbe, CPA, CFP®, MST

Political Tradition Continues

The ANBA continued its tradition of sponsoring political debates for key local offices hosting a debate for the 56th assembly seat on October 25th. The event was well attended and ANBA received a number of positive comments from those in attendance. Dan Flannery, executive editor of The Post-Crescent, wrote an editorial in the following Sunday's newspaper, praising ANBA, the candidates, and the audience for participating in a debate that demonstrated what political discourse should be...civil, polite, and informative. Thanks to all who helped with this event.



Employment:

East Wisconsin Savings Bank
Member Relations Team Leader
501 E. Wisconsin Ave.
Appleton, WI 54911
(920) 731-5858
www.eastwis.com

Family:

Two beautiful daughters: Samantha 16 and Peyton who is 2 1/2. OH YES...a little gap in age...keeps me young!! HA

What is your favorite aspect of Appleton?

I absolutely love that Appleton has great city amenities but still keeps a tremendous small town feel! The friendly people and business owners are fantastic!

Why did you become involved in ANBA?

I am excited to help promote the fabulous businesses in Appleton. I am also looking forward to learning even more about the great things they have to offer!

What are your hobbies?

Entertaining with friends, taking long rides on our Harley, spending time with my family!

What is your favorite Appleton Northside business?

There are so many OUTSTANDING businesses that I love visiting!! But, Wilmars is my downfall! I don't think my hips appreciate it but it is oh so good!



Meet Your Northside Business Members

IRIS Fine Yarns

132 E. Richmond Street • (920) 954-9001 • www.irisfineyarns.com

IRIS is small independently owned retail store specializing in knitting and crocheting yarns, accessories, button, and classes. We're on the corner of Morrison Street and Wisconsin Avenue and extend a special invitation to each of you to stop in and see what we are about.

Beautiful Yarn and Ebony Knitting Needles. Our main focus is helping guests select yarns for accessory and garment projects. These yarns are made of wool, alpaca, mohair, silk, cotton, linen and hemp fibers and come from mills as close as Tigerton, Wisconsin and as far away as Wales, Italy, Peru and Uruguay.

The interior of our little building is bursting with beautiful hand knit and crocheted garments in both traditional and contemporary designs. These lovely pieces enable visitors to see how a particular fiber looks in a completed garment. We provide technical support for guests throughout the day, and offer an extensive schedule of classes in which we teach basic and to highly specialized techniques.

Bring Back The Band. We love being part of our north side business and residential neighborhood. This includes a yearly commitment to support activities that make Appleton a better place. We've been very active in community projects such as Coats for Kids and the Appleton Central Alternative High School's Wisconsin Avenue Planter Project. Our 2012-13 project is to raise the funds needed to bring 40 students from the UW Marching Band back for the 63rd Annual Appleton Flag Day Parade, June 8, 2013. In partnership with the University of Wisconsin Alumni Association, Fox Valley Chapter, we are knitting and selling Bucky Gear wool hats and headbands. These are for sale at IRIS. Help us out if you can. These make great gifts!

IRIS was founded in 2005 by Phyllis Gillespie as a second career after her retirement from the Appleton Area School District.

We're on the web at www.irisfineyarns.com and at the shop Mondays, Tuesdays and Fridays 10-5pm, Wednesdays and Thursdays 10-7pm and Saturdays 10-5pm.



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

UPCOMING EVENTS

QUARTERLY EDUCATIONAL MEETINGS

March 13, 2013
Succession and Estate Planning
presented by Epiphany Law

July 10, 2013
Mobile Technology for Business/
Social Media presented by
Stellar Blue

November 13, 2013
Ergonomics in the Workplace/
Preventing Loss Time Accidents

ANBA ANNUAL MEETING

May 15, 2013
Guest Speaker:
Mark Skogen, Festival Foods

GOVERNMENT AFFAIRS BREAKFAST

September 2013
(More details to follow)

ANBA
Board of
Directors
Spotlight

Lisa
Verhagen



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