

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

# 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

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- forums
- marketing articles
- redevelopment projects

\$50 enclosed

### March 2015

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**

Carol Killian Core Commercial. Inc.

#### **Treasurer**

Ed Swartz Ace Hardware of Appleton

#### **Executive Secretary**

Lisa Verhagen East Wisconsin Savings Bank

### Secretary

Karen Dietzen Fox Communities Credit Union

### **Board of Directors**

Diana Doleman Valpak

Dawn Ebert Simple Simon Bakery

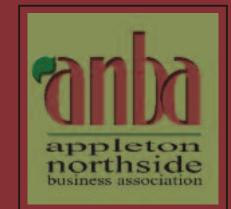
Troy Leonard Cornerstone Financial

Trey Neher THZ Insurance Group

Matt Rehbein City of Appleton

Valerie Revnew Epiphany Law

Jim Smith WE Smith Realty



Making a Connection.

Making a Difference

Dear Members,

2015 is off to a great start! In February our annually held Strategic Planning meeting was exciting! Board members brought energy and enthusiasm to the table.

You will see continuation of the successful events such as Educational Meetings and Happy Hour Networking. Annual Meeting and Government Affairs are scheduled, mark your calendar! Opportunities to enhance and grow the organization are being explored. Continue to forward your suggestions. ANBA is your business

Remember to visit our website. It has all our information and event schedules up to date.

Thank you for your membership!

Carol Killian, ANBA President Commercial Real Estate Advisor Core Commercial, Inc.

# Get Your ANBA **Punch Card Today!**

Each time you come to an ANBA event, a board member will sign and date a line on your card. We have 18 events scheduled for the year. Understanding everyone's busy schedule, you will only need to attend 10 events to qualify for our drawing. When you complete your ten lines, turn the card into any board member. We will have a drawing at the end of the year and the winning person will receive \$250 of gift cards from ANBA businesses of your choice. You pick the businesses and the denom-

inations, we'll set it all up for you. We want to keep the money in the family. The owner of the business of the winner will get a free membership for 2016.

Cards will be available at all events. There isn't a limit to the number of people from any business to get a card, so invite your whole staff!

Making a Connection, Making a Difference

### ANBA Happy Hour Networking

Join us from 5:00-7:00 p.m. to meet fellow ANBA members at our Happy Hour. Drink special offers and snacks available.

> Thursday, March 19th · Marks East Side 1405 E. Wisconsin Ave., Appleton, WI 54911

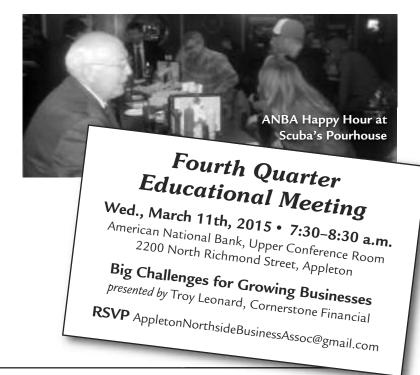
> > April · TBD

Thursday, May 21st · The 10th Frame 618 W. Wisconsin Ave., Appleton, WI 54911

Wednesday, June 17th · Rascals 702 E. Wisconsin Ave, Appleton, WI 54911

July - TBD

Thursday, August 20th · Marks East Side 1405 E. Wisconsin Ave., Appleton, WI 54911



Employment: I am a partner and financial adviser at Cornerstone Financial Group, LLC. I have been here for almost five years and loving every second! I have the great opportunity to work with local small business on their retirement plans - everything from a SIMPLE IRA to a full blown Safe Harbor 401(k) with profit sharing and ESOP (employee stock ownership plans) as well as employee benefits and executive solutions! We also tailor to the hard working families and individuals here in the valley. Here at Cornerstone we believe in teamwork, we prefer to partner with a family or business and run alongside them rather than **ANBA** present a single solution and disappear into the "ether". I have also learned about many things Member having to do with what clients look for in a Spotlight good adviser team. Service level is paramount! We could have the best ideas, products, or concepts, but without a service level to match, we would be nothing more than just another fish in the sea. Troy

> Family: Let me tell you, I am very blessed. God has given me a rock of a woman in my wife, Charity. All good things in my life have a lot to do with God and the great example Charity is to me and our kids. We have been married for nearly eight

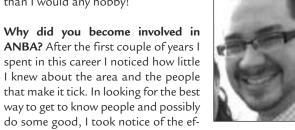
home with four of the most beautiful little Irish babies I have ever seen! My daughter Gracie is turning 7 this year, right behind her are three brothers: Landyn who is almost 6, Fynnian who will be 3, and little Cullyn who will be 2 this April.

Favorite thing to do in Appleton? I am a real fan of shopping local and taking in the events of this great city. License to Cruise is definitely in my top five next to Oktoberfest and the weekly farmer's market during the summer. My number one thing to do, watching my kids play! Sitting in the back yard in the summer playing with my kids, life simply doesn't get any

Hobbies: Having four kids and owning a business don't truly make a lot of time for hobbies. However, I am a big fan of car shows! My wife and I make our annual pilgrimage to St. Ignace, MI for the car show held there each year. Other than that, attempting to learn guitar, and taking time for God. I am defi-

nitely not saying God is a hobby; however I try to give Him more time than I would any hobby!

**ANBA?** After the first couple of years I spent in this career I noticed how little I knew about the area and the people that make it tick. In looking for the best way to get to know people and possibly do some good, I took notice of the ef-



forts of ANBA. Community awareness and concern for our neighbors is the best way to run a business, without that you are just a placeholder. I like to find ways to connect people, build friendships, and strengthen this community that has been so good for me, my family, and my business. Becoming a part of ANBA and eventually the board has allowed me to do some of that. I am looking forward to many more years of helping my fellow business owners/operators here in the valley through the positive additions of the ANBA!



Leonard

P.O. Box 2412 Appleton, WI 54912-2412 www.appletonnorthsidebusiness.com

### Meet Your Northside Business Members



2401 N. Richmond Street (920) 739-3569 www.appletontrophy.com

Since 1956 Appleton Trophy has been a family owned business serving the Fox Valley with awards and engraving needs. Four generations have brought the awards business into a new plateau. Bowling trophies were a large part of our business back in the '70s and '80s. Now it is everything from crystal awards to lasering industrial machine parts, gun engraving and airplane panels. In the last 8 years, Appleton Trophy has employed a Certified Bench Jeweler to do all in-house custom design and Jewelry repair. Our jewelry cases show a variety of custom pieces.

Are you looking for a special one of a kind gift for a wedding, baby, and holidays? We have great gift ideas that are sure to be cherished even for that impossible to buy for person in your life. We also have a nice selection of memorial gifts. Visit our store or webpage for gift ideas. We pride ourselves on our quick turnaround and our exceptional Customer Service. Our repeat customers are what our business is all about. We are always keeping up with new computer technology to bring the engraving business to the highest level.



618 W. Wisconsin Avenue (920) 733-1929 www.the10thframeappleton.com

The 10th Frame, formerly Hahn's Lanes, has been in business for over 70 years and is now run by Chad Van Daalwyk and his family. Chad purchased the bowling alley in 2002 from the George Hahn Family after receiving a Marketing Degree from Fox Valley Technical College, a Bachelor's Degree from UW-Stout and was a Teacher in the Appleton Area School District. Chad has been bowling at the lanes since he was 7 and has worked as a shoe boy, as well as did secretary duties in leagues. It seemed perfect that he would take over the business.

Many changes have taken place since 2002 to bring us "up to date" with the current needs and wants of the customer, but the one thing that will never change is the nostalgia of our bowling alley. The 10th Frame is the only bowling alley in the area that remains without automatic scoring. The 10th Frame offers a variety of leagues for all ages and skill levels, but most of all we really focus on the open bowler, companies, families, and community events. We are one of the only bowling alleys that offers open bowling seven days a week.

We don't have just a typical "snack bar" that you might find at a bowling alley, but we have a full kitchen that features salads, wraps, burgers, homemade pizzas, fish fry, and daily soup and salad bar. Our burgers are always fresh, never frozen. Our bakery comes in fresh daily. If you haven't tried our secret homemade pizza recipe, you are missing out! The bar offers a daily happy hour from 2:30-6:30 p.m. which has special drink prices and always free popcorn/snacks. We offer a great selection of draft beer and one of the largest liquor selections in the valley.

Catering and parties is another service we offer. Whether you are looking to have your event catered or are interested in utilizing our event room, we can accommodate your needs. Our event room features two big screen TV's, a sound system, a wet bar, privacy entrance, private bathroom and room for up to 35 guests. Whether you are looking to have a company happy hour, a family reunion, a kid's birthday party, or even a wedding rehearsal, we can accommodate and make your event something that your guests will remember forever!

This summer we will be celebrating our 13th anniversary. We have truly expanded this historic bowling alley into a place that appeals to all age groups. "We have put our heart and soul into this place and will continue to improve it and provide a great place for all."

# **UPCOMING EVENTS**

### **ANBA ANNUAL MEETING**

May 20, 2015

Grand Meridian 7:30 Breakfast / 8:00-9:00 Speaker Guest Speaker: Strategies Ltd. Members: Free; Non-Members: \$10 (more info to follow)

## **QUARTERLY EDUCATIONAL MEETINGS**

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

March 11, 2015

Big Challenges for Growing Businesses presented by Troy Leonard, Cornerstone Financial

July 8, 2015

What's New in Healthcare presented by Maudie Gasman, Specialty Care Products

### November 11th, 2015

Which Retirement Plan is Right for Your Business presented by Patrick Minskey, Edward Jones

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