



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



**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*

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 association.

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.*

**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

**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 denominations, 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



### Fourth Quarter Educational Meeting

Wed., March 11th, 2015 • 7:30-8:30 a.m.  
American National Bank, Upper Conference Room  
2200 North Richmond Street, Appleton

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

RSVP AppletonNorthsideBusinessAssoc@gmail.com

**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 present a single solution and disappear into the "ether". I have also learned about many things having to do with what clients look for in a 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.

**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 years now and share our

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 Cullynn 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 better than that!

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

**Why did you become involved in 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 efforts 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!



## 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

ANBA  
Member  
Spotlight

Troy  
Leonard



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