



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



May 2015

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

**Join Us
for Our 62nd
Annual Meeting!**

**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
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

Appleton Northside Business Association's

ANNUAL MEETING

Wednesday, May 20th, 2015

7:30 a.m. Breakfast • 8:00–9:00 a.m. Program
Grand Meridian • 2621 N. Oneida Street, Appleton

**Guest Speaker: Paul Painting
Cause Marketing -
Growing Your Business While Giving Back**

RSVP: AppletonNorthsideBusinessAssoc@gmail.com
\$10 member / \$15 non-member



Paul Painting is founder and owner of En Point Marketing, an agency that provides a range of marketing services such as Shopper Marketing Programs, Cause Marketing Program Creation and Execution, Marketing Consulting, and Web Site Management.

Paul began his career in Consumer Package Goods Marketing working with Kimberly-Clark in both the US and Canadian markets. Over 11 years with K-C, he led the consumer based marketing initiatives for HUGGIES® Diapers, managed the global growth for PULL-UPS®, GOODNITES®, HUGGIES LITTLE SWIMMERS®, HUGGIES WIPES® into over 75 countries and led the marketing and product development for the North American introduction of GOODNITES®.

Following K-C, Paul was Vice President and Officer of Vista Marketing, more than doubling the size of the Promotional Marketing firm.

One of Paul's passions in business is Cause Marketing - Engaging consumers to interact with a brand while sustainably generating support of a cause they care about!

When not spending time with his awesome wife and great kids, you may find him drilling wells in Africa, mentoring youth at his church, trying to get in a little gym time, skiing or biking.

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

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

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

Thursday, July 16th • Superbowl/Sluggers
2222 E. Northland Ave., Appleton, WI 54911

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

Thursday, September 17th • The 10th Frame
618 W. Wisconsin Ave., Appleton, WI 54911

Thursday, October 15th • Scuba's Pourhouse
1309 E. Wisconsin Ave., Appleton, WI 54911



Third Quarter Educational Meeting
Wed., July 8th, 2015 • 7:30-8:30 a.m.
American National Bank, Upper Conference Room
2200 North Richmond Street, Appleton
What's New in Healthcare
presented by Maudie Gasman, Specialty Care Products
RSVP AppletonNorthsideBusinessAssoc@gmail.com

Tell us about your employment.

I am a Commercial Real Estate Advisor at Core Commercial, Inc. What that means is, I do for business customers what residential brokers do for home buyers. Core Commercial, Inc. provides Commercial Brokerage, Property Management and Property Development across the state of Wisconsin. My role includes listing commercial properties for sale or lease and to help people find properties that work for their business goals. I also help with commercial property management. I love helping my clients expand to new locations.

Who makes up your family?

I come from a large family, born and raised on Appleton's north side. I have an adult son who lives and works in Madison. I have two furry children, Shady and Bear, who keep me on my toes. These rescue dogs can always bring a smile to my face and everyone who knows me knows they really are my other "children."

I have been in a relationship for 6 years with a wonderful man,

Kim. He is an engineer at Nercon Engineering. We met at County USA through mutual friends and I believe it was destiny.

What are your hobbies?

We enjoy wine, travel and big lake fishing. When home I spend time gardening, walking my dogs and reading. I have attempted to be a knitter, but beyond dishrags, I've given up. I spend as much time as I can with family and friends sharing good wines, telling stories and laughing. I'm looking forward to many backyard campfires this summer and neighbors stopping by.

What is your favorite thing to do in Appleton?

Heaven help me, I love all the great local businesses. I have always been a crazy Wilmar's fan! Recently, I've discovered the wonderful meals at Paninoteca. If you haven't been there, you're missing out. Scuba's has me every Friday night for Blackened Haddock and sweet potato fries.

Why did you become involved in ANBA?

My father was a member of ANBA over 50 years ago as a local business owner. I joined ANBA 4 years ago to become more connected with local business owners and to become more involved in the community. It has become a passion of mine to connect businesses and people. ANBA gives me an opportunity to know more about the business people on the North side of Appleton, it's growing and I love being part of it.



P.O. Box 2412
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Meet Your Northside Business Members



2200 N. Richmond Street
(920) 739-1040
www.americannationalbank.org

American National Bank Fox Cities started out as just an idea of several Fox Valley business owners. The founders saw a need for a bank that provided financial services for the area's smaller businesses. They decided to create a bank that would have a local focus and provide the kind of personal service they did not find at the big holding company banks. The idea became a reality through the efforts of the bank's first President, John Hennessy, and a group of entrepreneurial bank organizers. American National Bank Fox Cities opened its doors on June 14, 1993 as a full-service commercial bank, nationally chartered and FDIC insured. Shortly after opening, David Blohm took over as President.

American National Bank Fox Cities has supported hundreds of businesses over the years, providing on-going advice and support as well as financing needed to grow companies and create jobs in the community. Based in Appleton, our local decision making model allows us to be very responsive to our client needs. We are small enough to develop meaningful and lasting relationships with our clients, and large enough to offer the conveniences of the latest in banking technology.

To learn more about American National Bank Fox Cities, visit our newly redesigned website at www.americannationalbank.org, or follow us on social media: facebook, Twitter, LinkedIn and YouTube (ANBFoxCities).

UPCOMING EVENTS

ANBA ANNUAL MEETING

May 20, 2015

Grand Meridian

7:30 Breakfast / 8:00-9:00 Speaker

Guest Speaker: Paul Painting

Cause Marketing - Growing Your Business While Giving Back

Members: Free; Non-Members: \$10
(more info on front page)

QUARTERLY EDUCATIONAL MEETINGS

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

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

Carol
Killian

