



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



February 2016

**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
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*Core Commercial Real
Estate*

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Ace Hardware of Appleton

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City of Appleton

Jim Smith
WE Smith Realty

Matt Van Nuland
Epiphany Law

Hello
Members,

Happy New Year! I hope your holidays were filled with family and friends. I enjoyed seeing many of you at our Holiday happy hour that we shared with the Heart of the Valley Chamber at Mr. Brews Taphouse. It is so nice to see our organization continue to grow and yet stay friendly and welcoming to new members.

Please check out our new website, we have the year's events planned in advance to allow you the opportunity to put things on your schedule early. We are hoping to meet even more of you this year as our organization continues to grow. If we don't have an event that appeals to you, please suggest what we can do to help you be involved.

We are planning our Annual meeting for May 18th and just secured a great speaker! We will be handing out Awards and I will be passing on the baton as the President of ANBA. Please watch for more information on the event on Facebook and in your emails.

Thank you for your membership in ANBA! Have a successful 2016!

Carol Killian, ANBA President
*Commercial Interior Design – Build - Furnish
Building Service, Inc*

Quarterly Educational Meeting

Wednesday, April 13th, 2016
7:30-8:30 a.m.
American National Bank
Upper Conference Room
2200 North Richmond Street, Appleton

Cumulus Radio Small Business Marketing
presented by David Coffin

RSVP
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

3rd Thursday of the Month What a GREAT way to make CONNECTIONS!

Whether you would like to host a happy hour or just showcase your business and all the great things you have to offer, Appleton Northside Business Association is here to support you! On the 3rd Thursday of every month from 5-7pm your business can invite some great people in to see what you do best! Below are some short ideas to help you decide what may work best for you.

Hosting a Happy Hour at your establishment

- If you are known for great spirits & food, show off your talents
- Whether this event is at a neighborhood pub or a local bagel shop, this is a great time to raise awareness for your business

Showcasing your business right in your own store

- Get out some great products to showcase
- Have video/printouts of products your company creates

Team up with a neighboring ANBA business and put on a joint event

- Ask your neighbor to team up and create a joint event. Maybe you feel your storefront/business is too small to host a connection but your neighbor's isn't. Team up and utilize your product and theirs to pull off a great showcase.

If you are interested in hosting an event on the 3rd Thursday of any month please contact a board member and we will get you on the calendar! Please don't hesitate to contact me as well if you are looking for more great ideas.

We are looking forward to making a great connection with all of you!

Lisa Verhagen
Executive Secretary
920-840-6590



3rd Thursday Networking
at The 10th Frame

Tell us about your employment.

I am a member of Epiphany Law's Business and Corporate transaction team, as well as its Real Estate transaction team. My practice focuses on representing businesses and business owners, as well as working on real estate projects of all types. I thrive on guiding my clients through difficult scenarios and helping them plan for the future.

Who makes up your family?

My wife, Teresa.

What is your favorite thing to do in Appleton?

Spend time with family and friends. As a native of Appleton, most of my family and my closest friends live in the area.

What are your hobbies?

Spending time with family and friends, golf, the outdoors and the Green Bay Packers.

What portion of the newspaper do you read first?

Business section. As a business attorney, I need to know what is happening locally and nationally.

Why did you become involved in ANBA?

Many of my clients are located on Appleton's north side. And our firm is located on Appleton's north side. It's important to me to help my clients directly and indirectly. Being involved in ANBA allows me to help my clients located on Appleton's north side, as well as give back to the city in which I was raised.

What is your favorite Appleton Northside Business?

Too many to choose from. I have excellent relationships with so many of the businesses and their owners. But, if I had to pick one it would probably be Scuba's Pour House. Their Pork Shoulder Stack is amazing!



ANBA
Member
Spotlight

Matt
Van Nuland



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Meet Your Northside Business Members



FOX VALLEY CAB

Fox Valley Cab
719 W. Frances Street
(920) 734-4545
www.foxvalleycab.com

OUR PROUD PAST AND BRIGHT FUTURE

FOX VALLEY CAB HAS BEEN A FIXTURE IN APPLETON AND THE FOX RIVER VALLEY SINCE 1954. WE HAVE BUILT A REPUTATION FOR RELIABILITY, DEPENDABILITY, AND PROFESSIONALISM. OUR CONSTANT PURSUIT OF PROVIDING A HIGHER LEVEL OF SERVICE HAS PROPELLED FOX VALLEY CAB TO BECOME THE LARGEST TAXI AND TRANSPORTATION PROVIDER IN THE AREA.

IN 2014, FOX VALLEY CAB WAS ACQUIRED BY IGOR LEYKIN AND LIR TRANSPORTATION LLC. DESPITE A GREAT DEAL OF UNCERTAINTY IN THE CAB INDUSTRY, IGOR BELIEVES THE COMPANY IS WELL POSITIONED TO WITHSTAND THE CHALLENGES AND WITH SOME OPERATIONAL ENHANCEMENTS, WILL SUCCEED AND GROW.

IT HAS BECOME EVIDENT THAT THE TAXI INDUSTRY MUST CHANGE AND ADAPT. FIRST AND FOREMOST, FOX VALLEY CAB MUST CONTINUE FOCUSING ITS ATTENTION TO CONSTANTLY IMPROVING CUSTOMER SERVICE AND EXPERIENCE. AS PART OF THIS EFFORT, FOX VALLEY CAB IS INVESTING EXTENSIVELY TO UPDATE OUR FLEET, TECHNOLOGIES, AND DEVELOPING NEW PROCEDURES IN HOW WE VET, TRAIN, AND SET EXPECTATIONS FOR OUR STAFF. WE ARE ALSO EXPLORING ADDING ADDITIONAL SERVICES AND EXPANDING TO SERVE MORE COMMUNITIES.

IN ADDITION TO GREAT SERVICE, TODAY'S CUSTOMERS DEMAND EFFICIENCY AND CONVENIENCE, DRIVING OUR PRIMARY FOCUS TO THE DEVELOPMENT AND IMPLEMENTATION OF AN EFFECTIVE DISPATCH SYSTEM, MOBILE APPLICATION, AND UTILIZATION OF OTHER TECHNOLOGIES THAT WILL ENHANCE OUR INTERNAL OPERATIONS. THIS WILL ALLOW US TO PROVIDE THAT HIGH LEVEL OF SERVICE OUR CUSTOMERS HAVE COME TO EXPECT.

WE ARE MUCH MORE THAN JUST A TAXI COMPANY. FOX VALLEY CAB ALSO OFFERS SHUTTLE SERVICE, EVENT TRANSPORTATION, PACKAGE DELIVERY, PARATRANSIT AND EVEN BLACK CAR SERVICE. AS ONE OF OUR CUSTOMERS RECENTLY FOUND OUT, IF YOU NEED TO GET SOMEWHERE, WE WILL FIND A WAY TO GET YOU THERE, EVEN IF IT'S PITTSBURG. COMING OR GOING, WE'LL GET YOU THERE SAFELY, COMFORTABLY, AND EVEN IN STYLE.

We want to hear from you!

Watch for the ANBA survey that will be hitting your email inbox soon! The survey will also be available on our website.

Your feedback is important to us.

Please take a minute to complete the survey and let your voice be heard.

UPCOMING EVENTS

MEET YOUR NEIGHBOR

April 12th, 2016
Parallel Employment
5:00-7:00 p.m.

3RD THURSDAY NETWORKING 5:00-7:00 P.M.

March 17th, 2016
Sluggers

April 21st, 2016
Mosquito Creek's new location

May 19th, 2016
Mark's East Side

June 16th, 2016
Scubas

July 21st, 2016
Rascal's on the patio

QUARTERLY EDUCATIONAL MEETINGS

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

April 13th, 2016
Cumulus Radio Small
Business Marketing
presented by David Coffin

July 13th, 2016
presented by
Fox Communities Credit Union

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