



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



May 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
Officers:**

President
Carol Killian
BSI

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

Chad Koch
Northwestern Mutual

Troy Leonard
Cornerstone Financial

Trey Neher
*Truymen-Haase-Zahn
Insurance (THZ)*

Matt Rehbein
City of Appleton

Jim Smith
WE Smith Realty

Matt Van Nuland
Epiphany Law

Brett Hildebrandt
Stellar Blue Technologies

Dear
Members
and Friends,

It has been both an honor and a privilege to serve as your ANBA Board President for the past 3 years. It has been a wonderful experience meeting and working with all of you. I have learned so much, made some mistakes and found some successes. I deeply appreciate all the support I have received and look forward to continuing as a board member.

We are excited for our 63rd Annual meeting on May 18th, please RSVP if you haven't already. Our speaker is sure to bring you inspiration and insight. ANBA is a wonderful organization made better by your participation. Thank you all for this opportunity.

Carol Killian, ANBA President

Appleton Northside Business Association's

63RD ANNUAL MEETING

Wednesday, May 18, 2016

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

Guest Speaker: Michael S. Sheppard, CFP®

Inspiration and Dedication Through Adversity

RSVP Requested: AppletonNorthsideBusinessAssoc@gmail.com

\$10 member / \$15 non-member



Michael graduated from North Dakota State University with an Electrical Engineering degree where he was also captain of the football team. Prior to starting his career as a Financial Advisor in Milwaukee he was a free-agent Defensive Back for the Tampa Bay Buccaneers, Assistant Defensive Backs coach for NDSU Football and Safety for the Omaha Beef in Arena Football. As an Advisor for Northwestern Mutual Michael was nationally recognized as a leader within the company. Michael's 8 years with Northwestern Mutual included many roles with exceeding responsibility both in the field and corporate office. Michael also spent 2 years with Northern Trust as Vice President of Wealth Strategies working directly with High Net Worth families with \$3M+ of investable assets as well as large Non-Profit organizations. Michael has his series 6, 7, and 63 licenses, is a Certified Financial Planner (CFP®), and has completed the Financial Advisors course on Trusts through Cannon Financial Institute. In our community Michael currently serves on the Board of Directors of Junior Achievement of Wisconsin, Betty Brinn Children's Museum, and Milwaukee Athletic Club. Michael is married to Melissa and they have three children Davis, Diana, & Demi. Michael and his family live in Mequon.

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

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, ANBA 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! If you are interested in hosting an event on the 3rd Thursday of any month contact Lisa Verhagen at 920-840-6590 and we will get you on the calendar!

Meet Your Neighbor

BSI – Design • Build • Furnish

If you haven't been to BSI, stop in and check them out on May 10th from 5:00-7:00 p.m. They have great ideas for your office. BSI is located at 2920 N. Ballard Road next to Gingerootz.

ANBA is looking for other businesses to host future events. Contact us at AppletonNorthsideBusinessAssoc@gmail.com if you are interested.



Educational Meeting
Wed., July 13, 2016 • 7:30–8:30 a.m.
 American National Bank, Upper Conference Room
 2200 North Richmond Street, Appleton

Business Lending
 presented by Fox Communities Credit Union

RSVP AppletonNorthsideBusinessAssoc@gmail.com

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

Meet Your Northside Business Members



Appleton Dairy Queen Stores
www.dairyqueen.com

1813 N. Richmond Street
 (920) 739-6109

2000 S. Oneida Street
 (920) 738-6109

The Appleton Dairy Queen Stores have been a longtime family tradition in Appleton since the opening of the Oneida Street location in June of 1950. Surprising to many is the fact that the Dairy Queen name was used by the Liebzeit family prior to the opening of that *Dairy Queen* store. In 1913, Henry Liebzeit, a cheese-maker, owned and operated a factory in Sheboygan County. In 1925 he purchased another factory in Calumet County from Frank Knier. The plant had no name and Henry choose to call it the *Dairy Queen Cheese Factory*. This second factory came with an ice cream making machine, cheese making equipment and a milk-bottling machine. While the Liebzeit family was busy with their factories, two men in Joliet, Illinois developed a new ice cream mix and a new ice cream process and then opened the first *Dairy Queen Shop* in 1940. This shop served a product similar to the soft serve the Liebzeit family still serves today. In 1941, Henry and his wife Lydia opened the *Dairy Queen Restaurant* at 730 W. Wisconsin Avenue in Appleton.

Henry and his son Merlin decided to work together and in 1944 developed the *Dairy Queen Products Company* that included the *Dairy Queen Cheese Factory*. With the name *Dairy Queen* so prominent in their industry Merlin checked with his lawyer to secure rights and ensure that in Wisconsin their name held the rights to all dairy products. It did. In 1949 Howard Dale of *Dairy Queen of Minnesota* requested permission to use the Dairy Queen name in Wisconsin. Henry and Merlin simply said no; they entered negotiations. They were offered the right to develop Dairy Queen drive-ins in Appleton in exchange for allowing the name Dairy Queen to be used throughout Wisconsin. In 1950, Merlin, his brother John and his father Henry, created a new partnership and the first Appleton *Dairy Queen* opened on June 4th at 2000 S. Oneida Street. The 1813 Richmond Street north-side location was added in 1953. In 1981 current owner Steve Liebzeit purchased the company from his parents, Merlin and Erna, and remodeled them into the buildings we recognize today.

Of course, when you think of *Dairy Queen* you think of treats, one of the most popular being the Blizzard®. The Blizzard® was first invented in 1985 as an exciting way to enjoy candies blended with soft serve. In 2010 the Blizzard® added a new size, the six ounce mini, making it the perfect treat for everyone. This year the Blizzard® once again has exciting news as it launches three new Royal Blizzard® flavors, each with a center filling. Another exciting Blizzard® product introduced this spring is the Mini Blizzard® Cake to serve two to four, a perfect dessert sized option.

Whether you grab a Blizzard® cake or place an order for a personalized design, you are getting a hand made cake by the #1 decorator in the international Dairy Queen system! Last year the decorator at our Richmond Street location, Candice Gumm, entered the Iron Tip competition. She sailed through the first two rounds and competed live in Puerto Rico in January of 2016 and she won! Her beautiful designs fill the displays week after week.

Dairy Queen continues to offer great new products and treats to try each month and it is easy to see why so many customers become fans. We hope to see you soon!



ANBA Member Spotlight

Troy Leonard

Tell us about your employment.

I am a partner at Cornerstone Financial Group where we work with businesses, individuals, and families to strategically plan for their future. I enjoy working with transition plans of businesses from one generation to the next and ensuring the families I work with are adequately prepared for all versions of their financial futures. As our tagline says: #buildingfutures, it's what we do.

Who makes up your family?

I've been married for nearly nine years to my wife, Charity. Together we have four kids: Gracie, Landyn, Fynn, and Cullynn.

What is your favorite thing to do in Appleton?

Spending time experiencing the great food and art of our little corner of the world with my wife; that is, on the off chance we get a night with no kids!

What are your hobbies?

Fishing with the family, golf, cookouts and occasionally woodworking.

What portion of the newspaper do you read first?

International news and sports. I still have many friends in the service and knowing what is going on is always of interest. Of course the Packers are a daily mainstay as well!

Why did you become involved in ANBA?

In 2012 I became a member in an effort to be more involved with the neighborhood in which I run my business as well as be more in touch with the local market. I quickly found a passion for Appleton and decided to do more than just be a member. I enjoy spending the time with businesses and partnering with great people to keep Appleton as great a place to raise a family and grow a business as it always has been.

What is your favorite Appleton Northside Business?

There are many that I count as my favorites but to be specific on just one I would have to say The 10th Frame is a great place to go for fish fry and Chad's amazing waffle fries!



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

UPCOMING EVENTS

MEET YOUR NEIGHBOR

May 10, 2016
 BSI – Design • Build • Furnish
 2920 N. Ballard Road
 5:00-7:00 p.m.

ANBA ANNUAL MEETING

May 18, 2016
 7:30 Breakfast / 8:00 Program
 Guest Speaker: Michael S. Sheppard
Inspiration and Dedication Through Adversity
 (more info on front page)

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

May 19, 2016
 Mosquito Creek Renovations
 (New Location)
 205 W. Wisconsin Avenue

June 16, 2016
 Scuba's Pourhouse
 1309 E. Wisconsin Avenue

July 21, 2016
 Rascals Bar & Grill
 702 E. Wisconsin Avenue

August 18, 2016
 Mark's East Side
 1405 E. Wisconsin Avenue

EDUCATIONAL MEETING

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

July 13, 2016
 Business Lending presented by
 Fox Communities Credit Union