

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



May 2017

**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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Cornerstone Financial

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Ace Hardware of Appleton

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Hey there Appleton! How exciting is it that spring is finally here? As always spring brings people out and about and traditionally ANBA springs off our summer with the annual event, this year is no different! Our 64th annual meeting sponsored by the City of Appleton is taking place at the wonderful Grand Meridian on May 3rd with an amazing speaker. Do me a favor, before you read any further and “google” a man named Alonzo Kelly. Alonzo is the owner and primary speaker at Kelly Leadership Group. He is from my hometown of Detroit but has chosen Northeast Wisconsin as the best place to raise his family. With multiple degrees including a master’s in Business Administration he makes his living training the leadership of Fortune 500 companies and non-profit organizations around the United States. Alonzo is as much a homebody as he is a jetsetter and finds value in giving back to his community, which is why he has graciously chosen to come speak at our annual meeting. He will be focusing on our treatment of priorities as business owners and managers and teach us how to put as much emphasis on “Strategic Acting” as we do on “Strategic Planning”. Please be sure to look for your invite and RSVP to appletonnorthsidebusinessassoc@gmail.com or by return mail.

Although we are extremely excited for Alonzo and our annual meeting we also have other great events taking place this spring and summer. On May 16th, we will be having our Third Tuesday Networks! event at the 10th Frame on Wisconsin Ave followed by Maritime Bar on Wisconsin on June 20th. I hope to see all of you there! To be sure you are kept up to speed with all our events look for our monthly email blasts and make sure that you like our Facebook page! (you can type in @AppletonNorthside on Facebook and it should take you to us right away) We are also throwing our weight behind a great event that is taking place late this summer here on the northside of Appleton, the Bazaar after Dark! We will have more details to follow at our annual meeting so please be sure to attend!

I also want to take the opportunity to announce a new member referral program, the official launch will be at our annual meeting where we will include the details and how you as a member can benefit from bringing in new area businesses to our wonderful organization.

With that, I wish all of you a great start to the summer. We will see you at the annual meeting on May 3rd!

My very best,
Troy M. Leonard
ANBA President
Partner, Cornerstone Financial Group LLC

Appleton Northside Business Association’s

64TH ANNUAL MEETING

WEDNESDAY, MAY 3, 2017

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

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

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 is Proud to Present Our 64th Annual Meeting Guest Speaker



Alonzo Kelly

Giving full credit to his faith and his grandmother, Alonzo is the ultimate success story. A dynamic executive coach, 2 time best-selling author, and radio host, he is quickly gaining international and global attention as a premier consultant, strategist, and groomer of talent. Alonzo is recognized as one of the nation's leading experts on leadership development, strategic planning, and professional goal

achievement. He has co-authored two best-selling books with legendary leadership expert Brian Tracy and Jack Canfield of the

Chicken Soup for the Soul series resulting into his acceptance into the National Academy of Best Selling Authors! He has appeared on America's Premier Experts which airs on major networks across the country including ABC, NBC, CBS, and FOX.

The CEO of Kelly Leadership Group, his passion for serving individuals and organizations is undeniable. Believing that we are capable of amazing things when we stop trying and start doing, he has modeled that mantra personally and professionally. As the founder of Kelly Leadership Group, LLC, Alonzo continues to build the brand of what leadership development is all about. Since forming the organization in 2009, KLG has served thousands of individuals through personal and professional development, delivered training to a plethora of fortune 500 companies and nonprofit organizations, and is consistently retained to be the keynote speaker at large and small events across the country. Kelly is the host of a dynamic live internet radio show 'Leadership; The Way I See It', and owns a unique empowerment clothing line 'My Own Truth'.

Meet Your Northside Business Members



appleton.org

While most of you are familiar with the City of Appleton, we would like to share a brief history of the place you choose to do business, along with an overview of how important ANBA is in meeting the objectives of the City.

Appleton was incorporated first as a village in 1853 (John F. Johnston, the first resident, village president) and later as a city in 1857 (Amos Storey, Mayor).

Education was, and continues to be, a priority in Appleton. In 1850, Daniel Huntley taught in the first free public school. The St. Mary Catholic Church opened the first parochial school in the community in 1864. The first 4 year high school began operating in 1876 in the Hercules School. With population growth came the need for additional facilities. Today there are 24 public and 13 parochial schools.

Business has been responsible for Appleton's economic prosperity. The paper industry, beginning with the building of the first paper mill in the city in 1853, has been at the forefront of the development of Appleton. The Vulcan Street Hydroelectric Central Station began operation on November 25, 1882 in Appleton. Not too long afterward, in August of 1886, Appleton was the site for another national first, the operation of a commercially successful electric streetcar company. Electric lights replaced gas lamps on College Avenue in 1912.

Retail trade has also contributed to the area's progress. As commercial corridors have developed along College Avenue, Wisconsin Avenue, Richmond Street, Northland Avenue and Ballard Avenue, business owners actively cooperate with city government in redevelopment.

The City of Appleton's involvement with the Appleton Northside Business Association has a long history as well. The City has had representation on ANBA's Board for many years and has helped support projects such as the Parklet on Glendale Avenue and Richmond Street, wreaths and signage along Wisconsin Avenue, flags on Richmond Street and many other initiatives.

The City's Community and Economic Development Department is pleased to support the efforts ANBA both financially and functionally. One of the key priorities for our Department is supporting and promoting business throughout the City. Often, we are called upon to provide information, assist in navigating City Hall, bring forth resources to improve the business climate and help solve the problems faced by business owners. Please feel free to contact the City's Economic Development Specialist, Matt Rehbein 920.832.6463 matthew.rehbein@appleton.org if you ever want to discuss opportunities. We at the City appreciate your choosing to do business in the City of Appleton.



Third Tuesday Networking at Wilder's in February

UPCOMING EVENTS

ANBA ANNUAL MEETING

May 3, 2017
Grand Meridian
7:30 Breakfast / 8:00 Program
Guest Speaker: Alonzo Kelly
(more info on front page)

THIRD TUESDAY NETWORKING

5:00-7:00 P.M.

May 16, 2017
The 10th Frame
618 W Wisconsin Ave

June 20, 2017
Maritime
336 W Wisconsin Ave

July 18, 2017
Rascals Bar and Grill
702 E Wisconsin Ave

August 15, 2017
Marks East Side
1405 E Wisconsin Ave

September 19, 2017
Scuba's Pourhouse
1309 E Wisconsin Ave

October 17, 2017
Marks East Side
1405 E Wisconsin Ave

November 21, 2017
The 10th Frame
618 W Wisconsin Ave

December 19, 2017
Scuba's Pourhouse
1309 E Wisconsin Ave

Watch for ANBA Sponsorship Opportunities



Tell us about your employment.

As a branch Manager with the Fox Communities Credit Union family, for over 11 years, I have the opportunity to work with our members, to educate and strengthen their financial literacy, and assist them to realize their own financial success. Fox allows me to make a difference; understanding member's needs and finding a way to meet those needs. My efforts to volunteer in the community are also supported by Fox and I enjoy giving back.

Who makes up your family?

I have lived in the Fox Valley area for my entire life. My husband Bruce and I enjoy time with our children Kyle, Ellie, Anna and Jon. Understanding the balance of family and work is important and ongoing. I am fortunate to have spent time home

with my children when they were younger and now active in a meaningful career.

What are your hobbies?

Spending the last 25 years following our children's sports has been fun, and I still enjoy every minute! I also enjoy art and design.

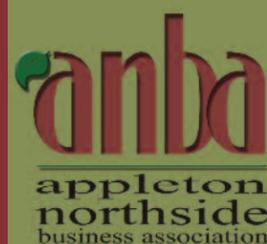
Why did you become involved in ANBA?

I welcomed the opportunity to volunteer with a respected local business association. Fox believes in supporting local endeavors that make a difference. I believe in offering my skills to better others. What a productive collaboration this is. ANBA is a great way to volunteer.



ANBA Member Spotlight

Karen Dietzen



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