



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



February 2017

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

Hello  
Members!

2016.....what a year!  
Some say good riddance while others had the best year of their careers or lives. Many were lost and much was built. 2016 was a year of change and growth that we at ANBA are glad to have had.

In 2016 ANBA had a lot of successes, we started out strong with our Richmond Street Flag project as lead by our great board and driven by the one and only Carol Killian. Shortly after ANBA partnered with Appleton Downtown Inc in the annual Taste of Downtown golf outing. We also had the very first Wisconsin Avenue street market. Adrienne Palm of the fox cities chamber partnered with local movers and shakers including ANBA to bring forth what is now known as "BAD" or "Bazaar After Dark". We then capped off the year with a great event named Shop Local headed by the intrepid Dawn Ebert at Simple Simon and Heather Wessley from Fox Communities Credit Union. Shop Local is geared to help our local small businesses grow with the holiday seasonal shopping and have a closer focus on local rather than national growth. All in all, we made great strides, held 17 ANBA exclusive events for networking, education, and government updates; grew by nearly 10% in member base and look to add many more to our great community in the year to come.

In the short term we have several events coming up. We have renamed our traditional "Third Thursday Networks!" events to "Third Tuesday Networks!". We found that Thursdays tend to be filled by other larger organizations and rather than compete we decided to adjust and meet the need of having some Tuesday evening fun! We will be having this great event at local bars, restaurants, and even a bank lobby! In May we will have our greatest annual meeting yet. It will be held at The Grand Meridian here in Appleton and feature a nationally known, yet locally grown strategic leadership and executive coaching expert; Mr. Alonzo Kelly. We are extremely excited to have Mr. Kelly come and speak about how his upbringing in Detroit and how earning an astonishing 4 (soon to be 5) degrees in Business and Administration as well as Philosophy and Public Service has led him to national success. Look for this and our other great events on our Facebook page!

In the long term we plan on taking a more active role in events such as the Bazaar After Dark, while cultivating local business and growth of our local economy of North Appleton. As well as continuing to hold great networking events to learn more about your neighbors and colleagues. We are also formulating a referral program to help our organization grow. Look for that in the next newsletter as we are still hashing out details. If you have any goals, or ideas we should chase in 2017 and beyond please reach out to me and the board of directors at appletonnorthsidebusinessassoc@gmail.com.

With that, here is to a great 2017; may we make it our best year yet of growth and economic stability here in the Valley!

Make it a great day!

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

**Appleton Northside  
Business Association  
Officers:**

**President**  
Troy Leonard  
*Cornerstone Financial*

**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*

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

Matt Rehbein  
*City of Appleton*

Jim Smith  
*WE Smith Realty*

Brett Hildebrandt  
*Stellar Blue Technologies*

*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) \_\_\_\_\_

\_\_\_\_\_

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**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 Banners

Check out the new banners that we will be using at ANBA sponsored events!



## Congratulations Shop Local Winner!

Lisa Kasperek was the Shop Local winner of \$350 in gift cards from ANBA businesses.

## ANBA Member Spotlight

Jim Smith

### Tell us about your employment.

I am the broker/owner of W.E. Smith Realty, Inc., a real estate business started in 1968 by Warren and Elaine Smith. Looking for a challenging career, I took my dad up on an offer to work with him in 1975. I have been the president of the company since 1986. Throughout that time, the industry has changed dramatically, but the opportunity to work with people in meeting their real estate goals is still fun and rewarding.

### Who makes up your family?

I have lived my entire life in about a six block radius on the north side of Appleton. Walking Wisconsin Avenue and

the neighborhood as a kid with the family was part of our routine, going to school, stores or friends' houses. My wife Barb and I still saunter the same streets and the houses, people, streets and parks are like old friends. Our two daughters are grown, and we have two unbelievable grandkids who teach us not to take everything too seriously.

### What are your hobbies?

A cottage 'up north' gets used regularly where we fish, swim, kayak and enjoy campfires with family and friends. Hiking in the woods never gets old. And of course, we have grandchildren we love to be with.

### Why did you become involved in ANBA?

Our office has been in a variety of locations along Wisconsin Avenue since our business started. I've always felt at home here and wanted to give my input on issues in the area which affect our lives. I feel a strong northside business community benefits us all and improves our quality of life. Through the organization, I have been fortunate to meet many high quality people with such diverse backgrounds and ideas.



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## Meet Your Northside Business Members



2200 N. Richmond St.  
(920) 739-1040  
[americannationalbank.org](http://americannationalbank.org)

### From the Start

American National Bank Fox Cities started out as just an idea of several Fox Cities business owners. The founders saw a need for a bank that provided financial services for the area's small 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 dream became a reality through the efforts of the bank's first President, John Hennessy and a group of entrepreneurial bank organizers. The bank opened its doors on June 14, 1993 as a full-service business bank, nationally chartered and FDIC insured.

### Local Business Bank

American National Bank Fox Cities is focused on the prosperity of businesses in the Fox Cities and surrounding area. "Like the majority of our clients, we are a locally owned small business with our roots in the Fox Cities. We have a great appreciation for small business, and everything we do goes back to benefit this community," says Paul Northway, Executive Vice President of Business Banking.

The local decision making model allows the business banking team to be very flexible and responsive to client needs. Business owners can be assured that decisions were made by an experienced and thoughtful team of bankers. Nearly half of the employees have been with American National Bank for 10 years or more. In general, there has been very little staff turnover in the bank's history, which allows for continuity in the bank's operation.

Though American National Bank's business is money, they value their customer relationships more than the transactions themselves. Similar to the low turnover of employees, the bank's customer base has proved to be loyal. When the bank loans money, they want to make sure that both parties will benefit from the transaction. Says current bank president David Blohm, "Mutually beneficial relationships are the key to long-term relationships."

The bank is small enough to develop meaningful and lasting relationships with their clients, and large enough to offer the conveniences of the latest in banking technology with online and mobile banking. As a certified Small Business Administration (SBA) Preferred Lender, they are able to help finance businesses ranging from the smallest to those with multi-million dollar needs.

### #shoplocal #banklocal

Over the last several years there has been a real movement and importance placed on keeping purchases local to help support local economies. Support of small business is essential to economic growth and prosperity, as they create jobs and put money back into the community. By banking locally, you are also supporting small business and the 'shop local' movement, as we all work together in a cycle of growth and prosperity in our community.



Business Banking Team (left to right): Dawneen Berthold, Paul Northway, Mike Sanders, Dave Englebert, Brent Walbrun, Trevor Ermers, Lon Rupnow

## UPCOMING EVENTS

### THIRD TUESDAY NETWORKING 5:00-7:00 P.M.

**February 21, 2017**

Wilder's  
340 W Northland Ave

**March 21, 2017**

Fox Communities Credit Union  
610 E Wisconsin Ave

**April 18, 2017**

Marks East Side  
1405 E Wisconsin Ave

**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