



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



August 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
Officers:**

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Cornerstone Financial

Treasurer
Matt Rehbein
City of Appleton

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East Wisconsin Savings Bank

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*Fox Communities Credit
Union*

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Carol Killian
BSI

Aubrey Immel
Encore Event Management

What a summer!
We have had record rain, high temps, plus a vibrant and growing community. To kick it all off we had an amazing speaker in Alonzo Kelly at our annual meeting in May. If you have a moment, please check him out at alonzokelly.com! We have had several networking events including one held at our very own Fox Communities Credit Union, shout out to Heather Wessley for the assist on this one! If you are interested in hosting or just curious where our future Third Tuesday Networks! events will be held please take a look at our website or newly revamped Facebook site or our website!

Speaking of our new look on Facebook I would like to take this opportunity to introduce our newest board member and social media director: Aubrey Immel! Aubrey runs a little place called Encore Event Management at The Outer Edge Stage! If you are looking for a venue and a planner for said venue give Aubrey a look! In the near future, Aubrey is helping us to plan and facilitate our annual Government Breakfast in October. So, save the date as it will be held at The Outer Edge Stage in Appleton on October 4th. The doors will open at 7:30 for donuts, danish, coffee, and juice with our first speaker to take the mic at 8am. We hope to see you all there!

ANBA has long prided itself as an organization that gives back to the community and businesses that make up the North Appleton side of town, with that we are taking a more active role with this year's Bazaar After Dark! We will have a booth there as well as information about member businesses, where to find them, and the types of projects we will be taking on in the future. Be on the lookout from the Fox Cities Chamber for more details about this amazing event!

Since our last annual meeting in May we have been busy organizing more programs to benefit you as the members. One of these is a referral program! How this works is on membership applications both electronic and paper- if you refer a business and they become a member you will be credited \$10 per referral towards your next year's membership. We have a limit of 5 referrals per year per member that can be credited so get to it! With more growth *(Continued on page 2)*

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

Snapshots from the 64th Annual Meeting



Ed Swartz received an award for his dedication to building ANBA.



Guest Speaker Alonzo Kelly



Maritime Tavern and Mosquito Creek (pictured) received the Image Award.

Making a Connection, Making a Difference

(Continued from page 1)

comes more opportunity, having an all-volunteer board and increased membership will allow us to push more benefits to you as the members and continue to beautify our little corner of the world. To give you an idea of what we can do, the most recent accomplishment was the "Richmond Street Flag Project". We wish to do more so keep the ideas and the referrals flowing!

Another program that has come to fruition is in partnership with the Venture Center at the Fox Valley Technical College. We will be offering two scholarships per year to a member business or employee of a member business to become more educated in the world of entrepreneurship, leadership, business strategy as offered by the Venture Center. More to come on this program at the October Government Breakfast, so be sure to be there to catch the details!

Company & Position/Title: BSI - Commercial Interior Design, Build Furnish, Sales Rep

Date Started with Company: February 2016, previously April 2011-November 2013

What are your job responsibilities? As a Sales Rep, I use BSI's 10 point frame work for Productivity Based Design as a balanced approach to providing both collaboration and concentration spaces needed in today's ever-changing workplace. I work with Companies to improve their productivity, ergonomics, style and comfort in the work place. My customer base includes Healthcare, Education, Financial and Commercial Environments.

Tell us about your company and the services it provides. BSI began in 1947 providing acoustical ceilings, now they provide complete commercial interior - Design, Build, Furnish and AV solutions. We are the largest Herman Miller dealer in Wisconsin. We have a team of architects, designers, Light-

In closing, we have a lot of fantastic things happening here on the north side. Everything from Bazaar after Dark later this summer, to the Government meeting in Fall, and Shop Local (More to come with this awesome event!) around Thanksgiving. We are busy building, connecting, and making a difference. If you have any questions or thoughts on what more we should be tackling please let me know at appletonnorthside@gmail.com or appletonnorthsidebusinessassoc@gmail.com!

Make it a great summer!

Troy M. Leonard
Cornerstone Financial Group, LLC
ANBA President

ing, Art and AV specialists and craftsmen to self-perform a project from conception to completion.

What do you like most about your job? I love to meet new people and help them. If I can help someone with a more comfortable chair or a complete office make-over I love watching the reaction. I enjoy the training on new ideas and products for interior solutions. The best part of my job is working for BSI, they treats their employees like family. It's a great place to work.

Education/Degree(s): B.S. in Business Administration, Minor in Marketing

Family: I have one son, Kyle, 29. He works in Madison for an oil company. My fiancé, Kim, is an engineer at Nercon Engineering. I have a rescue dog Bear, who is my buddy.



Hobbies: I enjoy gardening, wine tasting and walking my dog.

Clubs/Activities/Volunteer Work: I'm a CASA volunteer, which means I have been paired with a child that is in the Child Protection and Services system as an adult they can count on. I love working with Children. I'm also on the board for Management Women Green Bay. Participate in Women in Commercial Real Estate and various tips groups.

Why did you join ANBA? I like the idea of both the learning and the networking it provides. I believe in supporting the community I live in.

What have you gained from becoming a member? I have gained friendships with other professionals. The speakers at the meetings have both provided new ideas and reinforced things I already know. ANBA has also provided me with an opportunity to participate on the board of directors. Being INVOLVED in ANBA is what makes this organization so great. I choose to be involved so I can meet more people and learn more about others.

Meet Your Northside Business Members

Appleton 
Marble & Granite Works

1708 E. Wisconsin Avenue
(920)733-2938
appletonmarble.com

Appleton Marble and Granite Works has a long standing reputation for providing excellence in quality and service to families in Wisconsin. The business, once located on West College Avenue, (originally named Fox River Valley Marble, Granite and Cut Stone Works) was founded in 1887 by George Wolf and was later incorporated as Appleton Marble and Granite Works in 1916.

August Knuppel purchased the business from George Wolf in the early 1900's to make use of the large granite saws to cut building stone used to construct many of the original downtown Appleton business buildings. After the purchase he invited his two nephews Anton and John to join the business. Anton and John came over from Germany in 1923 and began learning the trade. In 1928 August convinced Anton and John Knuppel to take over the company along with Wolf's son-in-law Edwin Rachow.

When the Depression set in, Anton and John were only able to pay off half of a \$22,400 loan from August Knuppel. At that point they worked out an agreement and the company survived. They paid off August Knuppel and in the late 1940's bought out Rachow's interest. In 1967, Anton bought out his brother John's interest in the company and became sole owner. Five years later Tony, Anton's son, began working full time in the business. In 1978 Tony bought the company from his father on a land contract basis. Tony, who remembers sweeping floors and helping his father stoke coals at the 908 North Lawe St. site, has worn many hats including design, sandblasting, hand tooled work and monument setter. He currently serves as president and general manager as well as sales.

Today the business, located at 1708 East Wisconsin Avenue has 12 full time employees and 12 part time sales people in Chilton, Seymour, Shawano, Clintonville, Waupaca, Plover, Wittenberg, Antigo, Oshkosh, New London, Wautoma, and Beaver Dam areas and serves the entire state of Wisconsin. Appleton Marble also owns Schlaefer-Martin Memorials on Velp Avenue in Green Bay where four full time employees have worked since 1985.

In the "early days" it took 20 to 25 employees to hand chisel and pain stakingly craft each monument. With new technology (although most work is still done by hand) 10 to 12 skilled employees can accomplish the same work load.

Tony understands why the company continues to be successful after 125 years serving Wisconsin area communities. "We provide the opportunity to celebrate the life of a departed loved one, family member or friend by working closely with families in planning a fitting memorial. We sell "remembrance" and help families in a dignified and pleasant way."

Scholarship Opportunities

Partnership with Venture Center FVTC
Provides education on entrepreneurship, leadership, and business strategies
Email: appletonnorthsidebusinessassoc@gmail.com

UPCOMING EVENTS

GOVERNMENT MEETING

October 4, 2017
7:30-9:00 A.M.
Outer Edge Stage
303 N Oneida St
Appleton, WI 54911

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

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



SMALL BUSINESS SATURDAY

November 25, 2017
Shop Local
To participate/learn more email:
dawnebert@athenet.net

ANBA
Member
Spotlight

Carol
Killian



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