

September - October 2010

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

**Appleton Northside
Business Association
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Simple Simon Bakery

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*East Wisconsin Savings
Bank*

Jim Smith
WE Smith Realty

Heather Vander Heyden
*Fox Communities Credit
Union*

We hope that you will attend The 3/50 Project on October 6th. ANBA is co-sponsoring this presentation.

Dawn Ebert, ANBA President
Simple Simon Bakery



Save your local economy...
three stores at a time.

the 3/50 project

SAVING THE BRICK AND MORTARS OUR NATION IS BUILT ON

3 Think about which three independently owned stores you'd miss most if they were gone. Stop in and say hello. Pick up a little something that will make someone smile. Your contribution is what keeps those businesses around.

50 If just half the employed U.S. population spent \$50 each month in independently owned stores, their purchases would generate \$42,629,700,000 in revenue.* Imagine the positive impact if 3/4 of employed Americans did that.

68 For every \$100 spent in independently owned stores, \$68 of it returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and nothing comes home.


1 The number of people it takes to start a trend...you.

*Pick 3. Spend 50.
Save your local economy.*

For more information, visit
the350project.net

*U.S. Census Bureau (2008). "Spending in Independently Owned Businesses." U.S. Department of Labor Bureau of Labor Statistics, 2/15/2009.

**The 3/50 Project
Founder
Cinda Baxter
Presents The 3/50
Project to the Fox Cities**






**October 6, 2010
At the Fox Cities
Performing Arts Center
400 W. College Ave.
Appleton WI 54911**

**Registration, Breakfast and
Networking: 7:45am
Presentation: 8:30-9:30am**

\$15/person
For Tickets: Fox Cities P.A.C.
Ticket Office (920) 730-3760
Or visit: www.foxcitiespac.com

Sponsored by:

Making a Connection, Making a Difference

Wisconsin Avenue Update

by Mark A. Lahay, P.E., Assistant City Engineer, City of Appleton Department of Public Works

Visit the ANBA website at www.appletonnorthsidebusiness.com to download a document called "Traffic special provisions.pdf". This pdf contains the traffic section of the special provisions that the contractor will be expected to follow. Read through the detailed document and if something doesn't make sense or if you would like to talk about it, give Mark a call at 920-832-6486.

We are expecting the Wisconsin Avenue project to start around April 1, 2011. Stage 1A and 1B should be complete near the end of July. Stage 2 should be complete by the end of October 2011.

Stage 1A: Reconstruct the segment of STH 96 from the west construction limits to approximate sta. 229+50 (west of Morrison Street). Coordinate necessary traffic signal operation changes with the City of Appleton Traffic Engineer.

Stage 1B: Reconstruct the segment of STH 96 from approximate sta. 264+00 to the east construction limits. This segment may be constructed concurrently with Stage 1A.

Stage 2: Reconstruct the segment of STH 96 from approximate sta. 229+50 to sta. 264+00. See Prosecution and Progress section of pdf for when work can begin on this stage.

Also, there are two other projects near Wisconsin Avenue next year. Brewster from Clark to Oneida will have underground sewer and water work. This project will not start until Stage 1A is complete. Woodland Avenue from Viola to Kenilworth will have new asphalt pavement placed.

Employment: Fox Communities Credit Union. I have been employed there for 11 years.

Family: Originally from the Fox Valley and have lived here my entire life.

What is your favorite aspect of Appleton?

I have always called Appleton home and plan on residing here for a long time! I think Appleton is a "hidden secret" of Wisconsin. We are so lucky to have the river go through town... you can get done with work in the summer, jump on a boat and play until the sun goes down. The restaurants around here have definitely improved over the years. From a fabulous thin crust pizza from one of the local favorites to sushi to schnitzel... it is all right here. The golf courses, the shopping, the farm markets, the downtown concerts... I love it all!

Why did you become involved with ANBA?

With our Wisconsin Avenue Fox Communities location, it seemed essential to be part of such

a great group that supports our business.

What are your hobbies?

I love golfing, boating, campfires, wine/beer tasting, traveling and spending as much time as I can with friends and family.

What portion of the newspaper do you read first?

I honestly don't read the paper! I do enjoy going online and checking out the Business section of the Post Crescent when I find the time.

What is your favorite Appleton Northside business?

Fox Communities Credit Union of course! If you are in the area, you should stop by and say hello to the staff and grab a cup of coffee while you are there! We would love to see you!

ANBA Board of Directors Spotlight

**Heather
Vander Heyden**



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Decor Funds Needed

Funds are still needed to purchase new Christmas decorations for Wisconsin Avenue. For the full story, see the August-October 2010 issue of the ANBA newsletter. To download a pdf, visit our website at www.appletonnorthsidebusiness.com and click on the "About Us" tab on the top of your screen.

Meet Your Northside Business Members

Jersey Bagel

2641 North Oneida Street • (920) 882 0284 • www.jerseybagelanddeli.com

Jersey Bagel is a family owned bagel shop that offers unique products in a bright, friendly atmosphere on Appleton's north side. We pride ourselves on offering a made-from-scratch menu. All recipes for the bagels, cream cheese, scones, cookies and other bakery items are the shop's own creation and made fresh daily.

There's a chance that even if you haven't been to Jersey Bagel, you may already have tasted its bagel goodness. A wholesale business supplies bagels to numerous Fox Cities coffee shops and companies in the Fox Valley.

The menu has been a work in progress since the shop opened in March 2008, with an eye out to offer more unique, quality products like the American favorite, "cupcake." There's a broad selection of bagels and cream cheeses in a variety of flavors, from sweet to savory. The flavors vary by the availability of fresh seasonal ingredients and how many hungry bagel eaters came in before you. Jersey Bagel uses all-natural Boar's Head deli meats offered on either a bagel of choice or one of three types of wraps. Come, sit, enjoy, relax.

Hours September to June 1:

6 a.m.-4:00 p.m. Monday through Friday

7 a.m.-2 p.m. Saturday

7 a.m.-1 p.m. Sunday.

Amenities: Free wireless Internet.

Specials: Check Web site for coupons and what our bagel and cream cheese flavor of the month are.

Services: Dine in, carry out, delivery and catering. Deli sandwiches, bagels and fruit party platters available. Minimum order must be met for delivery.

Midwestern Wheels, Inc.

1608 East Wisconsin Avenue • (920) 730-7560

Midwestern Wheels, Inc. was established in 1958 and operates Avis Rent A Car, Budget Car and Truck Rental franchise locations across the state of Wisconsin. Our corporate headquarters and car sale office is located in Appleton at 1608 East Wisconsin Avenue.

We have been selling automobiles to the public in Appleton for over 30 years and offer a wide-ranging selection of units all year round. We are committed to maintaining the highest level of customer service throughout your vehicle rental and purchase experience.

Web sites include aviswi.com, budgetwi.com and budgettruck.com.

Car sale manager Mr. Phil Kelley is available at phil.kelley@midwesternwheels.com or 730-7560.

UPCOMING EVENTS

THE 3/50 PROJECT

Wednesday, October 6th

7:45-9:30AM

Fox Cities P.A.C.

400 W. College Avenue

Appleton, WI 54911

See the front page of this newsletter for more information.

GOVERNMENT AFFAIRS BREAKFAST

Tuesday, October 12th

7:30-9:00AM

The Wave Ballroom

2350 South Casaloma Drive

Appleton, WI 54914

There will be a FREE continental breakfast served for our members and friends of ANBA.

Guest speakers for the breakfast are City of Appleton's mayor Tim Hanna, Outagamie County Executive Toby Paltzer and Chairmen of Grand Chute Mike Marsden. They will let us know what issues are happening in our local governments that concern our businesses. They will take any questions you may have concerning issues in the Northside.

Smart politics is smart business. ANBA has resources to keep you connected to hot legislative issues that are happening locally.



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Making a Connection, Making a Difference

Membership Application

Please mail to:

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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