



# appleton northside business association newsletter

April 2006

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- Jeff Nooyen *President*  
Jeff Nooyen Photography
- Ed Swartz *Treasurer*  
Ace Hardware Appleton

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- Tom Schuchart  
Cellcom PCS Digital
- Dan Nisler  
American National Bank
- Tom Sowinski  
Fox Cities Insurance
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Rik Klein CPA
- Lori Peterson  
Post Crescent
- Dawn Ebert  
Simple Simon Bakery
- Jim Smith  
W.E.Smith Realty, Inc.

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**Appleton  
Northside  
Business  
Association**

P. O. Box 2412

Appleton, WI 54913  
920-749-9800

[www.anba.org](http://www.anba.org)

## GOVERNOR DOYLE TO KEYNOTE ANNUAL MEETING

This year's Appleton Northside Business Association annual meeting will be held on Thursday, May 4th at 7:30 AM at the Columbus Club, 2531 North Richmond Street, Appleton.

Governor Jim Doyle will be our keynote speaker. Sworn in as the first Democratic Governor of Wisconsin in more than 16 years in 2003, Governor Doyle has set a variety of priorities. Putting kids first, his "Grow Wisconsin" agenda, and protecting



Governor Jim Doyle

health care are important programs that the governor feels strongly about. The Governor will speak on small business issues and health insurance initiatives.

A breakfast buffet will be served. Please mark your calendars and return your RSVP cards by April 28th. Bring a guest or two. The cost is only \$5.00 for ANBA members and guests. You can bring your spouse, employees or neighbor for the

ANBA rate. This is a perfect opportunity to invite a business owner who is not an ANBA member to our event and learn more about the organization.

In addition to Governor Doyle, County Executive Toby Paltzer, Town of Grand Chute administrator Mark Rohloff and Town Chairman Mike Marsden, and City of Appleton mayor Tim Hanna are expected to be in attendance. Outagamie County, Town of Grand Chute and the city of Appleton are expected to be in attendance. Invitations have also been extended to city alderman, town and county supervisors as well as Assemblyman Steve Wieckert and State Senator Mike Ellis,

At this meeting we will also be presenting the ANBA Image Awards to two northside businesses.

This is a great opportunity to meet your fellow business owners and to discuss issues that affect your business with legislators from many levels of government. Don't miss it!

## WISCONSIN AVENUE RECONSTRUCTION

Wisconsin Avenue, (State Highway 96) is slated for reconstruction from Richmond Street (hwy.47) to Ballard Road in 2010. The Wisconsin Avenue Design committee has been meeting on a monthly basis to address issues which the reconstruction will create. It is the intention of the city and ANBA that a rebuilding of the road will

create an improved traffic flow while maintaining adequate opportunities for pedestrian traffic and parking, as well as be visually inviting to businesses and customers. In discussion are items such as bump outs for parking in areas with limited off-street opportunities, decorative light poles and signage and landscaping. A common theme for

all of Wisconsin Avenue, including the area to the west of Richmond is also being discussed. In addition to representatives from the state and city, citizen members include Dawn Ebert, Jeff Nooyen and Jim Smith from the ANBA as well as Mark Dougherty from Mark's East Side. If you have any ideas, please contact one of them.,

## AMERICAN FLAGS TO FLY



When ANBA president Jeff Nooyen puts his mind to something, he usually gets it done. This spring we'll be seeing one of his ideas flying proudly up and down Wisconsin Avenue.

Jeff realized, along with many of our other members, that although the newly reconstructed Wisconsin Avenue may be good at moving traffic, it certainly wasn't anything that was visually stimulating. Working with Jim VandenBoom from the city of Appleton Neighborhood revitalization program, American flags will be flying from Badger Avenue to Meade Street this summer.

The project involved a tremendous amount of effort. Identifying the poles that the flag standards were to be attached to was the first step. Then a pole attachment agreement had to be drafted between the city and WE Energies. Flags and attaching equipment needed to be researched and approvals obtained. ANBA agreed to purchase the flags, equipment and installation. The city agreed to put them up and maintain them. We think this partnership between the city of Appleton and our organization will make a noticeable improvement along Wisconsin Avenue.

This spring, you'll see the flags flapping proudly in the breeze, thanks to Jeff Nooyen, the city of Appleton and ANBA.

## GRAFFITI PREVENTION

Graffiti creates fear and costs you business and customers. The sight of graffiti can also encourage people to commit other acts of vandalism. Graffiti-filled areas often don't attract shoppers, customers, or investors. Even if **your** building is graffiti-free, the atmosphere in the neighborhood can impact your business.

What can you do to protect your property?

Keep your property well maintained. Report any graffiti to the Police Department immediately. After reporting the incident to the Police, the property owner is required to remove or repair the property that has been damaged by graffiti within a specific time period.

**City Ord # 10-38 states that every owner of a structure of property defaced by graffiti shall comply with the terms of a written notice served upon them by the Police Department to remove such graffiti within seventy-two (72) hours of such notice.**

- Plant clinging vegetation like ivy to protect walls and other large flat surfaces.
- Plant thorny or thick bushes and fences in front of large walls

- Eliminate anything that could encourage loitering after hours (benches, payphones, etc.)
  - Limit access to roofs - move commercial dumpsters away from walls and cover drainpipes to prevent vandals from scaling them.
  - When painting your property, consider darker colors that are less attractive to graffiti vandals.
  - Increase lighting around your property; use motion detectors to draw attention to movement.
  - Textured walls are a deterrent to graffiti writers. Consider texturing outside walls if you are a regular victim of graffiti.
- Consider applying a protective coating, which provides a barrier between your property's surface and the graffiti. Several different brands and prices are available. For additional information, contact Sgt. Pat Dewall at 832-5509.

***“The sight of graffiti can also encourage other acts of vandalism...”***



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## MEMBER SPOTLIGHT

Founded in 1960 by Richard and Shirley Bender, Tri City Glass & Door, is a locally owned family business. In 1992, the business was transferred to four of their children.



Recently, Tri City Glass & Door received recognition from The Associated Builders and Contractors of Wisconsin for their project in New Franklin, Andy's. The project was awarded the 2005 Project of Distinction award.

The University of Wisconsin awarded Tri City Glass & Door with the "Small

Business Expansion Award" at their annual awards banquet.

Tri City Glass & Door, also, announced the addition of Tim Gutzmer to their Roemer Road commercial division in Appleton. Tim will be in charge of project management for wood and steel door projects.

## MISSION STATEMENT

*The purpose of the Appleton Northside Business Association shall be to: Promote, advance, educate, stimulate and foster business interests and social activities for the benefit of the membership.*

*Encourage and coordinate civic activities and improvements for the general welfare of the Northside business community and surrounding area.*

## IMAGE AWARDS TO BE PRESENTED



The Appleton Northside Business Association Image Award

is presented to businesses in recognition and appreciation for enhancing the Appleton Northside Business environment. Past

recipients include Valley Glass, American National Bank, Christensen Heating Mary's Restaurant and Bell Heights Center.

Two businesses are to be recognized at the annual meeting on May 4th at the Columbus Club for

significant improvements in the past year.

Be sure to be there to recognize these well deserved awards.

### ANBA ANNUAL BREAKFAST MEETING

Thursday, May 4, 2006

Columbus Club

2531 North Richmond Street

7:30 AM

Cost \$5.00 for members, guest and associates

**R.S.V.P. by April 28th Send in card or**

- Call 749-9800 Leave Name, Business Name and Number attending
- or
- e-mail to [tom@cellcompcs.com](mailto:tom@cellcompcs.com)



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## ANBA WEB SITE UPDATES

www.anba.org is the address of the association's web site. It is currently undergoing a complete rebuild by Mark Busnelli Jr. of Official Site Builders Corp. When completed, it will have a directory of our members as well as links to members' web sites.

Also included will be a list of current officers, a copy of the most recent

newsletter, and additional news and items of interest.

We are also looking to add links of other sites of interest such as governmental offices.

If you have any suggestions as to what you'd like to see on this site, please contact Jim Smith at 739-9515 or e-mail



jim@wesmithrealty.com.

*"...hard at work to improve our organization..."*

## PRESIDENT'S MESSAGE

Your ANBA board of directors has been hard at work the last few months in an effort to improve our organization. You are reading a redesigned newsletter that will be coming out on a regular basis. To make it successful, we need your input. Send your information to Lori Peterson or Jim Smith. We also have redesigned our

membership brochure and website. In a joint effort with the City of Appleton, U.S. flags now fly from Badger Avenue to Meade Street along Wisconsin Avenue. This is only the first step in improving the streetscape of the Avenue, and tying the Wisconsin Avenue Business District together. Lastly, we have an exciting meeting scheduled

for May 4th with a keynote address by Governor Jim Doyle. Contact Jeff Nooyen, President at Jeff Nooyen Photography (920) 731-6341 or e-mail at jtnooyen@hotmail.com

**For Newsletter Input,  
Contact Lori Peterson at  
993-7148 or lapeters  
@appleton.gannett.com  
Jim Smith at 739-9515 or  
jim@wesmithrealty.com**

## MEMBERSHIP DRIVE NOW ON

As with any organization, we benefit from having a diverse membership. We feel that the more businesses that belong to our association, the stronger voice and advocate we can become.

As an incentive for new members, businesses can join us for \$25 in dues for the remainder of the year.

Each of our businesses continually experience ongoing challenges. Working together, we can accomplish much more than we can individually.

Visit with your neighbors and see if they belong to ANBA. If not, with the savings in dues, it's a great time to invite prospective members.

For membership brochures and additional information, contact Tom Schuchart, Membership Chairman at Cellcom PCS Digital (920)731-1000 or e-mail at tom@cellcompcs.com.



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