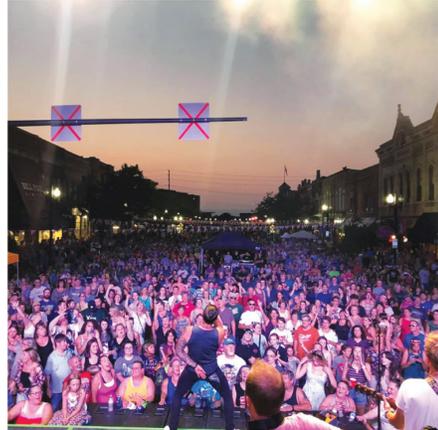


# FUTURENEENAH

M A G A Z I N E

Spring 2022

## Community Report 2021





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M A G A Z I N E

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**Cover:**

Heart photo collage of all the community-enhancing fun we had with you in 2021!



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*Dear Neenah,*

The last couple of weeks have been the definition of bittersweet. I am both incredibly grateful for my time and experiences here in Neenah; and looking forward to a new chapter for my family and I. It has been my absolute privilege to work alongside the staff, board, and volunteers at Future Neenah to support a city as beautiful and special as yours. An independent organization like Future Neenah that continues to be supported solely by the generosity and commitment of the community is an incredibly unique thing - and that is because Neenah is a one-of-a-kind place with one-of-a-kind people. Through the challenges of the last few years, this is even more true today than it was when I joined the team and I

count myself lucky to have gotten to know many of the people that make up this unequalled place.

I couldn't be prouder of everything we've accomplished together, and I look forward to seeing what's next!

Support Local Everything,

*Nikki Hessel*



Future Neenah is a community driven non-profit organization dedicated to promoting the economic and cultural vitality of Neenah.

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## Hello Neenah,

What an honor it is to serve as Future Neenah's new Executive Director! I eagerly look forward to connecting with you and celebrating the many reasons Neenah is so special. Since joining the dedicated staff here at Future Neenah (late

January), I have been learning a lot about the incredible character of Neenah's neighbors. Our neighbors are the generous sponsors, committed board members, selfless volunteers, and our many wonderful community partners that raise the quality of life for all who live, work, and play here. This issue highlights the amazing donors, corporate sponsors, and community champions that give Future Neenah the opportunity to serve in this capacity.

I have been so impressed by the passionate support of Future Neenah's role in promoting the economic and cultural vitality of Neenah. We are blessed with many

forward-thinking neighbors that are committed to, and genuinely care about, Neenah's bright future. While you are out this year enjoying the Farmers Market, summer Concert Series, and the many other beloved community events and programs, please take the time to thank our generous supporters who make it all possible. I am beyond grateful for the opportunity to serve alongside our municipal and non-profit partners, sponsors, donors, volunteers, and staff. We celebrate the beautiful place Neenah is, while looking at new and exciting ways to grow. Cheers to a great year ahead together!

In Partnership,

*Sarah Wylie*

**Executive Director**

***Sarah fills our Executive Director position previously held by Nikki Hessel for the past 3 years. We extend a big thank you to her for her service to the organization!***



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# Meet The Future Neenah Board Members

The Future Neenah, Inc. board is comprised of 16 volunteers. They are your neighbors, friends and colleagues who live, work, and play in Neenah.

Let's meet Phil Langohr. He has been with the board for just over a year, joining the Future Neenah team in 2020 as a positive addition to our small, but mighty, group of community volunteers. You'll often see his smiling face serving as an event volunteer. Thank you, Phil! We look forward to working with you in service to the organization and the community.



Phil Langohr

**Employment:** Vice President of AIG Properties Ltd.

**What is your favorite aspect of the Neenah Community?** I like that Neenah is a small town with a lot of big city amenities.

**Why did you become involved in Future Neenah?** I've been involved in other nonprofits over the years and Future Neenah has always been a great organization. I was interested in doing my part and using my past experiences to help Neenah the best way I can.

**What is your favorite event?**

Mannequin Night at A Very Neenah Christmas. What a unique way to gather community in one of the coolest parts of the city during holidays. Communityfest because it feels like a timeless event. I picture families generations ago celebrating the 4th of July in a similar way.

**What are your hobbies?** I've got the warm and cold weather sports covered with golf in the summer and skiing and snowmobiling in the winter.

**What is your favorite Neenah Restaurant?**

So many places I love to visit, but I enjoy a whisky cocktail at Copperstill Bourbon Bar before my go-to dinner at Town Council.

**Tell us about your family and what is your go-to Neenah activity or destination?** I've spent most of my life in Neenah. My wife of 14 years, Abbie, is also from Neenah. We have a dog, Ellie. I've been working with my father since 2004.

My favorite Neenah activity would be an evening walk or run through Riverside Park and Kimberly Point.

## POP QUIZ!

2. Which item is NOT accepted as yard waste?

- A. leaves      C. twigs  
B. grass        D. furniture

4. Where do you go to find yard waste drop-off locations near you?

1. A    2. D    3. B  
4. Scan this code and search "yard waste"!



1. What year did Wisconsin ban yard waste from the landfill?

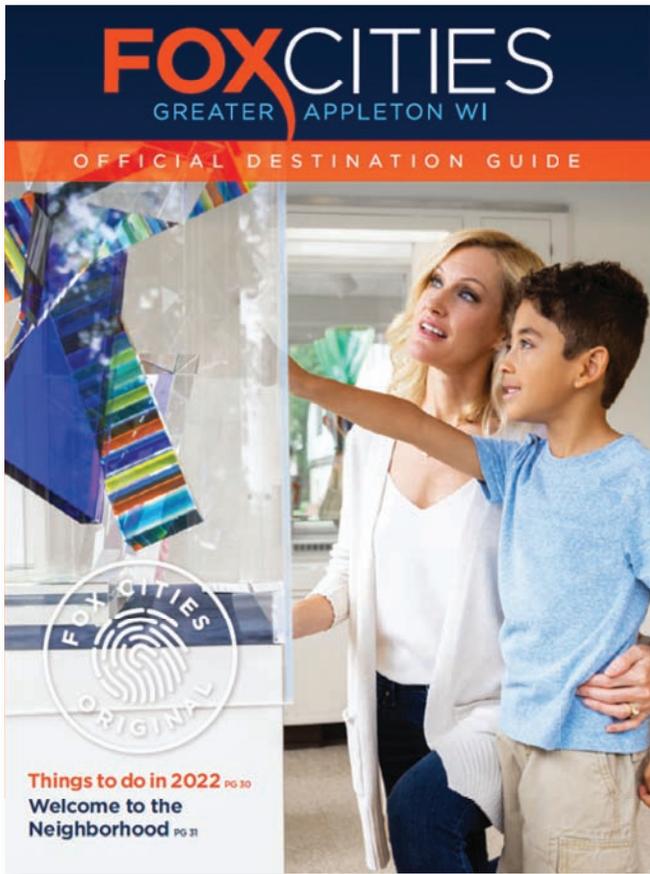
- A. 1993      C. 2002  
B. 1996      D. 2007

3. Can you put yard waste in your garbage bins?

- A. DUH!      B. NOPE!

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**The Fox Cities Convention & Visitors Bureau 2022 Destination Guide is now available.**

**Neenah's Bergstrom-Mahler Museum of Glass is on the cover! Downtown Neenah is showcased in a 2-page spread inside and The Plaza is featured as 'New in 2022'.**

**You can pick up a copy of the guide from information kiosk at the Future Neenah office or check it out online at [foxcities.org](http://foxcities.org)**



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# FUTURENEENAH 2021 COMMUNITY REPORT

**THROUGHOUT THE PAST 38 YEARS,** your gifts of time, talent and treasure have been what sustained Future Neenah as your nonprofit quality-of-life organization. The following list recognizes you, our faithful donors, volunteers, sponsors, and supporters that realize the Neenah area is a wonderful place and are supporting your community through your support of Future Neenah.

Every single donation is meaningful and makes a difference from the handful of change a young music lover drops into the donation box at an Out to Lunch concert to the Community Leader event sponsor of thousands of dollars – we appreciate and value you!

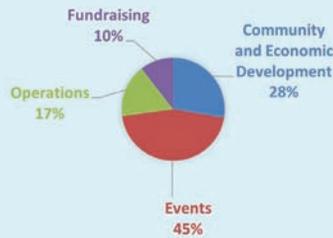
Included on this list you will find 2021 annual campaign donations and event sponsorships, plus memorial and endowment gifts. All contributions were received January 1 – December 31, 2021. It is an honor to acknowledge the generosity of our community and our continued pleasure to serve you!

We welcome your tax-deductible donations to our current 2022 campaign, as well as event sponsorships and gifts to our endowment fund. To learn more about how you can give, visit us online at [neenah.org](http://neenah.org), call us 920.722.1920 or text Neenah to 44321.

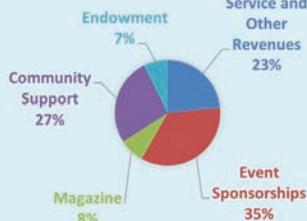
**THANK YOU!**

## FROM OUR TREASURER 2021

### 2021 EXPENSES



### 2021 REVENUES



For a complete Financial Statement, contact Sarah Wylie, Executive Director

## 2021 FUTURE NEENAH BOARD OF DIRECTORS

- |   |   |
|---|---|
| <b>Carol Bredesen, President</b><br>Amcor                   | <b>Ryan Batley</b><br>Best Western Premier<br>Bridgewood Resort Hotel |
| <b>Eric Glassco, Vice President</b><br>Pro-Con              | <b>Ben Bruns</b><br>Boldt Company                                     |
| <b>Becky St. Mary, 2nd Vice President</b><br>Salon di Amici | <b>Dave Johnson</b><br>NAI Pfefferle                                  |
| <b>Troy Noel, Past President</b><br>Edward Jones            | <b>Dean Kaufert *</b><br>Mayor  |
| <b>Carrie Clark, Treasurer</b><br>First Source Worldwide    | <b>Shane Kohl *</b><br>ThedaCare                                      |
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| <b>Jeri Barry</b><br>Printron                               | <b>Ken Murray</b><br>20:10 Group, LLC                                 |
|   | <b>Joe Ziemba*</b><br>J. Anthony Jewelers                             |

\* Thank you to these outgoing board members for their years of time and service to both the organization and the community. Shane Kohl, Mayor Kaufert, Joe Ziemba

Welcome to our newest incoming members of the 2022 board. Michelle Bauer, Megan Jacquet, Christina Keller and Kari Resch

## FUTURE NEENAH STAFF

**Nikki Hessel\* Sarah Wylie**  
Executive Director

**Sara Hanneman**  
Assistant Executive Director

**Meredith Rathe**  
Events Coordinator

**Michelle Dunning**  
Office Coordinator

**Mollie Lescamela\* Julie Last**  
Accountant

**Mike Cannon**  
Maintenance Coordinator

**Rhonda Mesko**  
Farmers Market Supervisor

Special thanks to Alyssa Engebretson, Lauren Komblevicz and Olivia Sorenson, our 2021 summer interns, and the many volunteers who assist in our office and at special events all year long. Many hands make light work. Our interns and volunteers are a very big part of our nonprofit team serving the community.

\* Thanks to Nikki and Mollie for sharing their expertise and time with us. We are grateful!

### What is an endowment?

An endowment is a fund established to have a long-term impact for a nonprofit organization. The principle is not used so it provides a **legacy** for our contributors while providing ongoing support for Future Neenah through the investment income. It is a chance to build something for ourselves and future generations to enjoy.

The Future Neenah Endowment fund is held at the Community Foundation for the Fox Valley Region.

If you would like more information about making an endowment gift now or a future bequest through your estate plans, please contact Future Neenah Executive Director, Sarah Wylie.

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“  
**Great things  
 are done by  
 a series  
 of small  
 things brought  
 together.**  
 ”

~VanGogh



Dear Friends of Future Neenah,

As the outgoing Board President, I'd like to thank the Future Neenah staff, generous donors, and faithful supporters for helping make memories this past year.

From the enthusiastic runners, walkers, and bikers who challenged themselves on Loop the Lake, to the summer crowds attending Boogie Downtown, Neenah continues to show community love and support. Neighbors showed up, volunteered, sang, danced, cried, and laughed together.

Future Neenah enjoyed new events like the Wine Walk, celebrated traditional favorites like A Very Neenah Christmas and welcomed the Plaza at Gateway Park. As usual, our community wholeheartedly embraced local merchants and farmers. Many of us lovingly came together for Farm to Table or gathered with family and friends for Farm to Your Table.

Future Neenah embodies positivity and forward thinking. It has been my pleasure to be a part of this organization. I continue to be impressed by the dedication of the staff, the Board, and the Neenah community. As Abraham Lincoln said, "The best way to predict the future is to create it."

I'd like to personally thank Nikki Hessel for her hard work and dedication to our organization over the past few years. Nikki, along with her staff, have skillfully and professionally tackled many challenges. Also, I'd like to thank Mollie Lescamela for assisting with our financials. I wish Nikki and Mollie all the very best in their future endeavors.

Additionally, I warmly welcome Sarah Wylie as our new Executive Director. Sarah brings a wealth of experience to this role. Finally, I would like to officially welcome Julie Last as the new accountant. I am eager to watch Future Neenah flourish.

Kind regards,  
 Carol Bredesen  
 2021 Future Neenah Board President

# EVENT SPONSORS

**IT IS FUTURE NEENAH'S GOAL TO MAKE THE COMMUNITY A GREAT PLACE TO LIVE, WORK AND PLAY! THANK YOU TO THESE GENEROUS SPONSORS WHO HELPED US MEET THAT GOAL IN 2021!**

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**NETWORK NEENAH**

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- Insurance
- Talent such as Musicians and Chefs
- Permits
- Staff

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*Sean and Amber Manion*  
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*Tim and Melody Manion*  
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*Meredith Rathe*  
 In memory of Alex Rathe  
*The Murphy Family*  
 In memory of Judy Murphy

**13 Anonymous Donors**

**12 Donors under \$25**

- ^ **Indicates gift was matched by their employer**
- \* **A fund within the Community Foundation for the Fox Valley Region**
- \*\* **Greater Green Bay Community Foundation**



# DOWNTOWN NEENAH

*Welcome New Business!*



## A BIG

FUTURENEENAH

**welcome** to our newest staff member, Julie Last, our staff accountant. She started at the beginning of January, just in time to start 2022 fresh with us!

Julie grew up in Fox Crossing (then the Town of Menasha) and is a graduate of Neenah High School. She studied accounting and finance at the University of Wisconsin-Madison and is a Certified Public Accountant. After moving around a bit after college Julie and her family – husband, Allen, and a daughter and son – moved back to the area in 2009 and live in Downtown Neenah. Julie loves all the Future Neenah events, but especially the summer Out to Lunch concerts and weekly Farmers Market. When not enjoying the beautiful downtown area, Julie enjoys traveling with her family, going to shows at the PAC, and reading.

Julie can be reached at [julie@neenah.org](mailto:julie@neenah.org)

Julie fills our accounting position previously held by Mollie Lescamela for the past year. We extend a big thank you to her for her service to the organization!

## A. BOUTIQUE

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Hours:  
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A. Boutique is an upscale women's boutique featuring previously loved, gently worn, pre-owned women's apparel & accessories. We also offer new, thoughtfully curated gifts, gift boxes & gift box subscriptions. Indulge in luxury and every day with deep discounts on retail prices. Rethink how you restock your closet.

Fashion. Beauty. Design.





I recently read a magazine story titled, "Kindness is free. Let's sprinkle that stuff everywhere!" The graphic at the top of the page was a collage of various hearts. It got me thinking (and connecting the dots) – kindness is a way of showing love and how that love can be expressed for our community.

As part of our annual Warm Your Heart event, we annually ask local grade school students to complete a colorful heart which contains this sentence, "I ♥ Neenah Because..." We then cover our office front windows with them to share that love with you. Some teachers use it as civics or social studies lesson about community. Each year, staff can't wait to read and see what this year's batch of students has to say – some even include a drawing or two. Unsurprisingly, this year many children said skating at The Plaza was why they ♥ Neenah. Others shared favorite destinations like Rocket Park, the library, or the pool. We also learned that Neenah kiddos love their pizza. Some answers created smiles and surprise – "my teacher, the eagle statue, school, chicken".

**How would YOU answer that very same question?  
Why do YOU love Neenah?**

Neenah is truly a special community of kindhearted people. Now get out there and sprinkle that kindness and love in the community!



★ VOTE ★  
**April 5th**

Brian  
**BORCHARDT**  
for  
**MAYOR**



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BRIAN.BORCHARDT17@GMAIL.COM

PAID FOR BY BORCHARDT FOR MAYOR, PHILLIP KERWIN TREASURER



## Warm Your Heart

On February 12, Downtown Neenah hosted the 8th annual Warm Your Heart event – a Downtown crawl for warm drinks, desserts and foods. With a made in Neenah Sunset Hill mug in hand, 275 guests were able to sample items from over 20 different businesses and stroll the district exploring their way throughout Downtown Neenah businesses.



Generous guests also warmed their souls by donating canned meats, beans and fruits for the Fox Valley Community Table.



## SO MANY EXCITING NEW DEVELOPMENTS IN THE CENTRAL CITY!

▲ **Solaris on Main**  
**Apartment units at Millview & Main –**  
**The first residents moved in on February 1!**

▼ **201 West Wisconsin**  
**Now under construction.**



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# Downtown Neenah Spring Fling

Saturday, May 7  
10 a.m. – 2 p.m.

### Gift Certificate Rewards

Redeem \$25 in Downtown business receipts dated May 7 at the Future Neenah office to receive a \$5 gift certificate reward. Limit 1 per household.

### Mother's Day Brunch Giveaway

Enter to win a \$50 gift certificate to treat mom to brunch (or other meal) at any Downtown Neenah restaurant.

### Stroll the District to View 20 Flower Bed Art Installments

Downtown businesses, Neenah organizations and individuals will be decorating the tree beds throughout downtown with whimsical décor.

### Make the Downtown Neenah Spring Fling a one stop Mother's Day Shop!

Pick up an awesome gift at one of our unique businesses to earn a gift certificate reward.

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FUTURENEENAH



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Flashback  
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Market is 30  
years old in  
2022!



# Log Your Loops 2022

May 30–September 5, 2022

**Memorial Day through Labor Day trestle loop users can Log their Loops as they use the trail to earn a t-shirt. A full loop is 5k. Biking, running, walking, inline skating – it doesn't matter – however you enjoy using the loop most. Log 50 total loops all summer and get a free Log Your Loops tee for your efforts!**

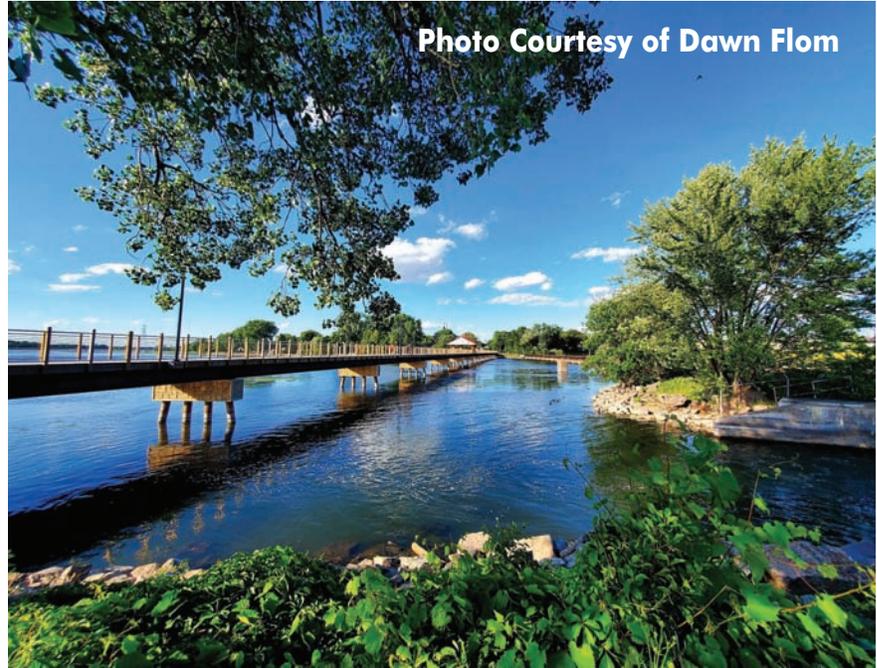


Photo Courtesy of Dawn Flom

**Everyone who logged their loops last year will automatically receive a notice in May to register for 2022. If you are new to Log Your Loops and want to be added to the 2022 list to receive registration info, email or call our office to get added to the list: or [info@neenah.org](mailto:info@neenah.org)**

**Thanks to ThedaCare for their sponsorship of Log Your Loops 2022.**

**New for 2022, if your 4 legged furry friend logs loops with you, you will be able to get a bandana for them too!**

**Continue to watch the Navigate Neenah-Menasha Facebook page for updates and some fun contests this spring – the Loop is an all-seasons trail!**



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# FUTURE NEENAH RECOGNIZES OUTSTANDING 2021 PARTNERSHIPS

Future Neenah recognized the following individuals and businesses that, through partnerships, made serving as Neenah’s quality of life organization a success in 2021. These honorees have hearts for community service and a love of Neenah Area.



Corporate Citizen of the Year Award

### Corporate Citizen of the Year Award: **Amcor**

A top area employer, Amcor goes above and beyond by supporting employee involvement in the community with the dollars for doers program which provides donations to nonprofits that their employees volunteer for and also by matching employee donations to nonprofits such as Future Neenah. Amcor is also an active participant in our events, supporting the Shattuck Park concerts and encouraging employee participation through board representation.

“Future Neenah is able to work for a vibrant, growing community through the generous support of local employers like Amcor. It simply wouldn’t be possible without them,” said Nikki Hessel, Future Neenah Executive Director.

### Neenah With Pride Award:

#### **Red Door Mercantile; Tina and David Palmer**

Red Door Mercantile participates in all of the Downtown events and activities and is a district destination hosting special events of their own like Junket of Joy and Holiday Greens Market. They carry community branding a step above and beyond – if you’re looking for Neenah branded goods – they’ve got it! They also promote community amenities like the trestle loop and The Plaza with merchandise. Red Door Mercantile’s social media presence and marketing boosts the entire district. Tina has served as a past BID board member and is a current member of the downtown marketing committee. We couldn’t sum it up better than they do in their own newsletter, “LIVE LIKE A LOCAL- This means embrace all that our area has to offer. Make an impact and live, do, enjoy in a local way. We truly can make an impact in our world right around us.”

Hessel said, “Red Door Mercantile is the type of business that every thriving downtown hopes for. Tina and David are engaged with the business community, enthusiastic, and their customer service always goes the extra mile.”



Neenah With Pride Award



### The Natural Boutique by Botanical Indulgence

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**Downtown Business of the Year Award:  
The Tailored Hide Custom Leather & The Gift Gallery**

The Tailored Hide moved into the district in 2016 and fully embraced the Downtown Unequaled brand. Owner Leeann Wasinger is entering her second term as a Business Improvement District (BID) board member. They participate in all the downtown community events and activities and are a district destination offering leather repair and one-of-a-kind leather creations, even doing repairs for PAC productions. Their wide variety and line of gifts makes them the place to be downtown.

Hessel praised The Tailored Hide, "They happily participate in all of our Downtown Neenah happenings and are always one of the first in line with their hand raised 'yes' to Ultimate Ladies Day, Warm Your Heart, the Summer Sale and so much more."

**Grow With Us Award: Rhonda Mesko**

Not all superheroes wear capes! Rhonda came to our rescue as the 2021 Farmers Market season supervisor helping make our Saturdays worry free and operations at Shattuck Park running smoothly. She stepped up to help with additional Market duties when we were short staffed this summer and then even prepared the salad course for Future Neenah's annual Farm to Table event through her business, Relish and Roots. Thank you, Rhonda, for your positivity and can-do attitude.

"We are so grateful to have Rhonda's smiling face bringing you fresh, local produce each week at the Farmers Market, and beyond thankful that she is a part of team Future Neenah" Hessel said.

**Music Maker Award:  
Gary Bomber; Bomber Sound Productions**

So many years and so much sound! Gary has practically become part of our Future Neenah family. He provides the professional sound for our evening concerts, making us sound good. He's also been very adaptable to rain rescheduling and COVID reformatting.

"Our beloved Concert Series would not be possible without Gary's knowledge, expertise, and sense of humor. He's the best!" said Nikki Hessel, Future Neenah Executive Director



Awards were presented by the Future Neenah Executive Director. Photos by Rankin Photography.



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# SPRING FUN COMMUNITY CALENDAR

**ONGOING ACTIVITIES:**

Visit [www.neenahlibrary.org](http://www.neenahlibrary.org) for a comprehensive listing of on-going library programs including: Story Times, Open Chess Night, Memory Cafes, Fitness Friday's, Adult Afternoon Programs and Movies.

Visit [www.ymcafoxcities.org](http://www.ymcafoxcities.org) for a comprehensive list of on-going YMCA programs including fun shops, day camps and more.

Visit [www.ci.neenah.wi.us](http://www.ci.neenah.wi.us) for a complete list of on-going Park and Recreation programs including Zumba and Yoga.

Visit [www.bmmglass.com](http://www.bmmglass.com) for a comprehensive listing of on-going museum classes, tours and activities.

**EXHIBITS:**

Through October 2022

**“Tracing Our Paths-Neenah’s Immigration Stories”** at the Neenah Historical Society. Find out the interesting history of immigration to our community throughout the past 170 years. Free Admission. [neenahhistoricalsociety.com](http://neenahhistoricalsociety.com)

Through May 21, 2022

**PCA Member Showcase** at Bergstrom-Mahler Museum of Glass. View glass art made by PCA member artists. Free admission. [bmmglass.com/exhibits](http://bmmglass.com/exhibits)

## MARCH

March 5, April 2, May 7  
**Art Activity Day** at Bergstrom-Mahler Museum of Glass, 10am-1pm. Join us to make a fun glass art project! \$15 751-4658

March 5  
**Make-A-Wish Wisconsin Skating Event** at The Plaza Neenah, 12-4pm. Ice skating, raffles, sweet treats and more! 993-9994

March 8, April 12, May 10  
**SPARK!** at Bergstrom-Mahler Museum of Glass, 10:30-11:30am. SPARK! is a cultural program for people with early to mid-stage memory loss and their care partners. Preregistration required. [bmmglass.com](http://bmmglass.com)

March 9  
**Hip Hop & Songwriting Studio** at the Brigade, 5-7pm. For kids in 8-12th grade, learn the art of hip hop and songwriting. Register at [www.bgbrigade.com](http://www.bgbrigade.com)

March 11  
**Stand-Up Comedy Show** at the Best Western Premier Bridgewood Resort Hotel, 5pm. Enjoy a night of laughs and entertainment with renowned comedians Mike Merryfield and Rob Brackenridge. Tickets required. [Bridgewoodentertainment.com](http://Bridgewoodentertainment.com)

March 9  
**Dungeons and Dragons** at the Brigade, 6-8pm. For kids in 7-12th grade, play D&D and have snacks! Register at [www.bgbrigade.com](http://www.bgbrigade.com)

March 10, April 7 & 25, May 12 & 23  
**Wild Child Adventure Storytime** with the Neenah Public Library, 10am. Join Neenah Librarians for walks, talks and enrichment activities at local nature areas. 886-6335

March 17

**Art After Dark** at Bergstrom-Mahler Museum of Glass, 5-8pm. A night of St. Patrick's Day fun and frivolity with music, food, and friends! 751-4658

March 17

**“William Owen and the Welsh of Wisconsin”** at the Neenah Public Library, 7pm. Join the Neenah Historical Society for another program from their Immigration Stories of Neenah. [Neenahhistoricalsociety.com](http://Neenahhistoricalsociety.com)



March 20

**Neenah Community Band presents “The Show Must Go On”** at Pickard Auditorium, 3 pm. Spring Concert. 886-6060

## APRIL

April 1-14  
**Downtown Neenah Spring Scavenger Hunt**

Find all the Spring 'N's downtown for a chance to win a prize. 920-722-1920 or [neenah.org](http://neenah.org)



April 1

**Uncorked and Uncapped** at the Bridgewood Resort presented by Neenah Rotary, 7-10pm. Wine, beer and food tasting fundraiser for community and youth programs. Tickets required. [uncorked.ecwid.com](http://uncorked.ecwid.com)

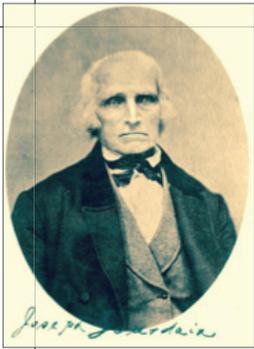
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April 21  
**“Founders and Settlers”** at the Neenah Public Library, 7pm. Join the Neenah Historical for a new series covering founders and settlers from the area. [NeenahHistoricalsociety.com](http://NeenahHistoricalsociety.com)

April 23  
**Plein Air Painting** at the Neenah Public Library, 10am. Plein air painting is the art of outdoor painting. Supplies and instruction provided. 886-6335

April 28  
 Neenah-Menasha Emergency Society  
**Kitchen Tour** 10am-8pm. Tour 5 fabulous kitchens. Enjoy food and drink sampling and unique demonstrations. Tickets in advance. [www.nmesociety.org](http://www.nmesociety.org)

**MAY**

May 4  
**Touch A Truck** at Memorial Park, 10am – Noon. See big trucks up close. 886-6060

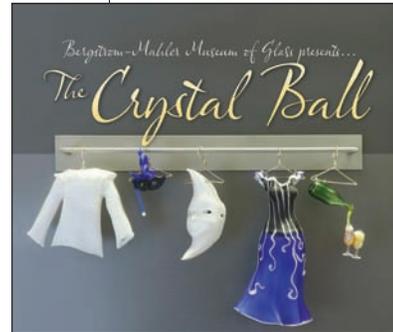
May 7-22  
**Story Walk** at Southview Park. Read a children’s story along a walking path. 886-6060

May 7  
**Spring Fling** Downtown Neenah, 10am-2pm. Celebrate spring in Downtown Neenah and shop for mom! [neenah.org](http://neenah.org)

May 7  
**The Crystal Ball** at the Ballroom at the Reserve presented by Bergstrom-Mahler Museum of Glass, 7-11pm. A romantic fun-raiser to support the museum’s educational programs. Tickets required. [bmmglass.com](http://bmmglass.com)

May 6-8  
**Scheels Flatgrass Regional Showdown** at Memorial Park/NHS Soccer Complex. The premier early-season competitive soccer tournament in WI. [www.flatgrassregionalshowdown.com](http://www.flatgrassregionalshowdown.com)

May 21  
**Brigade at Beamons Event** at Willie Beamons, 8am. Register for Kickball or Bean Bag Tournament, listen to music, eat, drink, and hang with friends all while benefiting the Brigade! Register at [www.bgbrigade.com](http://www.bgbrigade.com)



For a comprehensive annual calendar and to list your event, visit our web site at [www.neenah.org](http://www.neenah.org). Events are listed on a first-come-first-serve basis, at the publisher’s discretion and if room provides.

# Do you know someone living with memory loss?



**You might have questions like:**

- Where do I go or take my loved one for a memory assessment?
- I have been diagnosed with dementia — now what?
- I am taking care of someone with dementia and I need some advice.
- My loved one is experiencing some changes in symptoms. Do you have some new strategies for me?

Fox Valley Memory Project offers a variety of programs focused on social connectedness and can guide you to resources and support.

**We support people living with dementia and their care partners, keeping them connected and engaged.**

Call Us Today!  
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f: @FoxValleyMemoryProject | [FoxValleyMemoryProject.org](http://FoxValleyMemoryProject.org)

# WHAT'S IN A NAME



This is the story behind why several Neenah businesses named themselves what they did – the significance or the deep thoughts and reasoning behind why they chose their business name. Some have personal meanings with a fascinating back story while others are quite simple or literal. Some names are just unique and evoke a natural curiosity to learn what they mean. Similar to naming a child, a business is your baby born of love and hard work! You name that ‘child’ after a beloved relative, a respected individual or something with a deep personal meaning in your life.



**Red Door Mercantile** owner Tina Palmer shared their name origin story, “It’s a combination of reasons to arrive at

the name. There was a great deal of thought that went into arriving at Red Door Mercantile. Mercantile means a general store. A place where you can find a variety of items. It also felt cozy and welcoming. All very important to our experience. It’s also a word that most people have heard which makes it approachable-also important to me. A red door has always been known through history as being welcoming and safe. An invitation from the inhabitants to come in. Love that! Those meanings encompass how we want people to feel

about coming to the shop. My mom’s favorite perfume was Red Door. She passed away before we brought the shop to fruition - so that was just a confirmation on the name for me, a way for me to bring her into it as well.”

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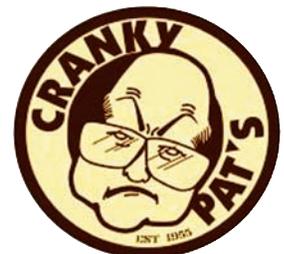
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Down payment as low as 10%. Interest-only payment available during construction period (up to 9 months); after, the loan will be amortized over 351 months (9-month construction period) into a 5/1 or 10/1 ARM, or a 15 year Fixed. Rate adjustment could occur after the initial ARM terms (5/1 or 10/1) and annually thereafter based on 1-year Treasury Bill; loan rate is calculated by adding a margin of 2.75%. Payment Example: A 10-year ARM-rate construction to permanent loan for \$229,500 with 10% down at 2.875% and Annual Percentage Rate (APR) of 3.010% has a monthly payment of \$952.18, which includes principal and interest. Payment example does not include taxes, insurance premiums, or mortgage insurance premiums; actual payment will be greater. Rate will not increase more than 2% in any given year. Rate may be adjusted based on other factors, including but not limited to, when your rate is locked, actual occupancy status, loan purpose, loan amount, credit score, debt to income ratio, and loan to value. Additional restrictions may apply. Rates/terms are subject to change any time and without notice. Lending products are subject to credit application, guidelines and credit approval.



Twenty four years ago, **Cedar Bar and Grill** was reaching a deadline to form their LLP. Sisters Kristen and Gretchen wanted a cool and catchy name, so they did some extensive research. As the deadline loomed closer, there was still no name in sight. Inside the building, the former owner had patched a wall and the finished area looked like – cedar! Their logo depicting 2 mugs coming together is the creation of friendships.

David Earle tells the story of **Cranky Pat’s**. He is a second-generation owner; his dad was Pat Earle. He and Frank (Frank & Pat’s Pizza) were partners from 1955 to 1977. In 1977, they split the restaurants – Neenah, Appleton and Green Bay. Frank kept Appleton and changed the name to Franks but Pat retained Neenah and Green Bay. In 1992 the Earle’s had to



remove the word Frank from their Neenah location name. A courthouse call between brothers landed on Cranky Pat's! The name Cranky Pat's had the same cadence as Frank and Pat's. Also, the logo is a caricature of their father, and well, old men can be cranky!

A few years before **Lion's Tail Brewing Co.** founder Alex Wenzel knew he wanted to open a brewery in Downtown



Neenah, he knew he wanted to get a tattoo. The inspiration for his ink design came partly from home brewing- a hobby he had recently turned into an obsession, and partly from the genealogy of his family name. With a little research, Alex discovered that "Wenzel" is German descent of King

Wenceslas II, a patron saint of brewers, who started a brewing revolution in the 1200's by persuading the Pope to revoke a long-standing ban and allow his Czech people to brew beer. Centuries later the Czech people still consume the most beer per Capita in the world, and brew some of the best beers in the world. Honoring that family history, Wenzel tattooed a family crest on his forearm of a two-tailed rampant lion (a Czech national symbol). He replaced the lion's tails with two stalks of barley- the chief ingredient in beer. Then in 2015 Alex and his wife Kristin decided to take the leap and build their brewery - but struggled to find a fitting name. Eventually they realized their family symbol (with the unique Lion's Tail) was a perfect way to represent their vision of combining new beer styles and creative twists with traditional old-world classics.

When you look up the word plexus in the dictionary, you'll find two definitions: (1) a network of nerves or vessels in the



body and (2) an intricate network. It was these definitions that caught the eye of Peter Strandwitz. Peter, along with the other founding members of Plexus Corp., was looking for a name that represented the vision that they had for the company – a company that was fully integrated, bringing engineering and manufacturing teams together to truly solve the needs of customers. Plexus symbolized this vision and proudly carries it on today. Plexus Corp. has grown significantly since founding in 1979; however, the global team of 19,000+ team members remain fully integrated, operating as One Plexus – just as their founders intended.

**Xe54 (pronounced Zee Fifty-four)**

was selected based on uniqueness. After owner Pamela Barnes mentioned to a friend that she wanted to incorporate less frequently used letters like Q, X or Z, he suggested Xe54; spelled with an X but pronounced Z. Xe54 is the symbol for the element Xenon and the periodic table became a fun concept to incorporate. Adding the tagline 'a Wine & Cocktail Lounge' was a way to express who they are and what you can expect. Continued on next page ▶



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Sometimes simple and literal is perfect! Salon di Amici Inc. President and Stylist Becky St. Mary said



Salon di Amici literally means "Salon of Friends" and was inspired by their long-term relationships with their clients.

Alta Resources original company name was Ameritel. Jim Bere sold the company to Matrix Marketing in the early 1990s. When he sold the company, he held on



to the legal name "Ameritel" for a period of four years while the non-compete agreement was honored. In 1995, he started a new company and again, used the name Ameritel which was

instrumental in the successful new startup because of the brand identity it carried from before. After a couple years, it became apparent that this name was too narrow in scope and people felt it related to the telephone industry. So, with help from a consulting firm, the name

Alta Resources was born. Alta gave the perception of "high", such as "high level of service". This was around 1997, and it has remained the name until today. About 2 years ago, Alta Resources refreshed the logo, but the name remains the same.

Future Neenah falls into that



simple but literal

category. Originally FNDC, Future Neenah Development Corporation, we changed our name to Future Neenah in 1996. At that time, we underwent a strategic planning process to define our future, culminating with a new vision statement and change of name from FNDC to Future Neenah, Inc. In November 1981, 80 Neenah residents and businesspersons gathered to look at problems in Neenah and how they could be solved. The result was the creation of Future Neenah Development Corporation and the public / private partnership that worked toward central city revitalization. We're constantly looking forward to and planning for the future of our community!

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# Future Neenah WISH LIST Buy or Help Us Fund a Need!

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- Cleaning Service for Office
- Blinds or Shade for 1 Office Skylight
- Carpet Cleaning of Office (most needed)
- Zip Ties / Cable Ties for events (12")
- Volunteer Group to clean webs off light bollards on the loop between Herb & Dolly Smith Park and Gateway Plaza spring '22
- Toilet Paper and Paper Towel for Office
- 1 Case of Copy Paper
- Event sponsors for 2022
- #10 white self-sealing Envelopes - 1 Box of 500
- Donations of money (2022 annual campaign) for the operations of the organization
- Volunteers to help with events
- Stamps

Call for more information  
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Because so many charitable organizations are in need of your support, we are especially grateful to all of our contributors who generously donate to help Future Neenah serve the community! All donations large and small and all gifts of time, talent and treasures are truly appreciated. Your support is critical as we carry out our mission of promoting the economic and cultural vitality of Neenah.

Future Neenah is a 501(c)(3) organization, all gifts are tax deductible.



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**DINE OUT  
NEENAH**

Presented by: **Fox Communities**  
CREDIT UNION

In February we encouraged our community to dine out, get takeout or delivery from Neenah restaurants.

For every \$25 spent at a restaurant in the 54956 zip code, diners received an entry toward the opportunity to win one of the ten \$100 gift card prize packages. Each of our ten winners were given four gift cards valued at \$25 to assorted Neenah restaurants.

This promotion was a great way to try some places you haven't been to in a while or try them for the first time! From fast to fancy – Neenah has some great dining and restaurant options. Thank you for 'chew-sing' to support local!

**There is so much fun  
being packed into  
this summer for you  
to all enjoy!**



**A big thank you to  
Richard & Amy Jo Aylward,  
the presenting sponsors of  
the concert series!**

We have some amazing new bands joining the lineup for both Evening and Out to Lunch Concerts that we know you will all enjoy! Make sure you come hungry so you can try out the food trucks each week.

This year, we'll have two big evening concerts street dance style on Wisconsin Avenue, one to start and the other to end the summer plus lots of other music at Shattuck Park in between.

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**Summer  
Kick Off**



**Boogie  
Downtown**

Presented by: Richard & Amy Jo Aylward

**Evening Concerts**

Wednesdays

June 22 - August 10

6:00pm-8:00pm

**Out to Lunch Concerts**

Thursdays

June 16 - August 25

11:30am-1:00pm



**We'd like you to spend the summer with us in Shattuck Park.**

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**Saturdays  
8am-Noon  
June 11 - October 15**

We cannot wait for you to be walking around Shattuck Park in the sunshine, meeting up with friends, buying fresh produce and enjoying a bite to eat while listening to talented local musicians. What better way to start your weekend than at the Future Neenah Farmers Market? Mark your calendars for June 11, that's when the fun kicks off.



**Under construction this spring, the water fountain in Shattuck Park will be transformed into a splash pad for kids to enjoy on hot concert and Farmers Market days!**  
*Rendering Below*

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# Community is at the Heart of it All

***It's no secret that the heart of a community is often found in its downtown and public gathering spaces.***

In early December, a few thousand people — both young and old — milled around the closed off streets of downtown Neenah at the Very Neenah Christmas celebration.

This year's postcard-perfect setting — including live mannequins in storefront windows, hot chocolate, fire-roasted marshmallows and Christmas music — featured a new community attraction that accentuated the holiday vibe.

Memories were made, and Community First was there as a sponsor with Future Neenah and by being part of bringing community-supported endeavors like The Plaza at Gateway Park to life.

Through its support of arts, culture and community engagement over the years, Community First has made deep-rooted investments in the quality of life enjoyed by nearly 150,000 member-owners who live or work in the towns, villages and cities throughout Northeastern Wisconsin.

## CFCU IN THE COMMUNITY

The Community First Rudolph Run that kicks off the annual holiday celebration. Summer concerts at Shattuck

Park or Sunset Dinners at Mahler Park sponsored by the credit union. Offering donations or matching grants that make possible public recreational

amenities like the Loop the Little Lake Trail. And, of course, serving as title sponsor and founder of the Community First Fox Cities Marathon, large portions of which wind through Neenah city streets and wind up in scenic Riverside Park.

These are all events and activities that play a role in the ongoing heartbeat of Neenah. For Chicago native Ron Roberts, Neenah has

been his adopted hometown since he and his wife Katherine arrived in 1970. They are proud of the city and love Doty Island where they live and where Ron both founded and operated his accounting/CPA firm.

They are also proud of their primary financial, Community First, which has three branches in Neenah among its 26 full-service branches throughout the financial cooperative's 13-county service area.

"I like very much the idea of local financial institutions that are involved in the communities that house them, that their employees come from and the fact that they care about their communities," said Ron, whose accounting firm was started in the former Kroger grocery store converted to credit union/office use at 125 E. Forest Avenue where Community First has served members since 1984.

"At one time, Neenah had 5 or 6 banks and some savings and loans that had local boards of directors and community involvement," said Roberts. "Now, credit unions are really the only local financial institutions that are left."

"Their participation in the community is critical," he said.

"Community First has been a great contributor to Neenah and the Fox Cities." ♥



Visit [communityfirstcu.org](http://communityfirstcu.org) or stop in any branch to learn more about the heart of Community First, the credit union advantage and its people-helping-people/ community engagement philosophy. Proud to be part of the heartbeat of the Fox Cities and Northeastern Wisconsin.



Based in the Fox Cities since its founding in 1975, Community First Credit Union enjoys being involved in communities — like Neenah — where its nearly 150,000 member-owners in Northeast Wisconsin live, work and play!



**Blizzard of the Month**

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# KIMBERLY-CLARK CELEBRATES OF BETTER CARE FOR A BETTER WORLD

*Rich history of innovation and entrepreneurial spirit founded in Neenah*

**Billions of people around the world**

use Kimberly-Clark products every day – it’s a big responsibility, and one the K-C team in Neenah takes seriously. In 2022, we’re celebrating 150 years of delivering what we like to call Better Care for a Better World. Our global brands include Cottonelle®, Depend®, Huggies®, Kleenex®, Poise®, Scott®, and U by Kotex® – all of which are an indispensable part of life for people in more than 175 countries.

More than 46,000 employees around the world work for Kimberly-Clark to deliver on vision that started right here in the Fox Valley on March 26, 1872 with John A. Kimberly, Havilah Babcock,

Charles B. Clark, and Franklyn C. Shattuck. The company started as a paper mill business and expanded rapidly in the late 1800s. As part of its expansion in 1888, it bought land for a groundwood pulp plant in a town we know today as Kimberly.



In 1914, the company developed cellu-cotton, a cotton substitute used by the U.S. Army during World War I. Army nurses using cellu-cotton pads as disposable sanitary napkins lead to the development of a new product category, and six years later Kimberly-Clark introduced the first disposable feminine hygiene product, Kotex. In 1924, a disposable handkerchief called Kleenex was introduced for sale.

Kimberly and Clark joined with The New York Times Company to build a newsprint mill in Ontario, Canada, in 1926, and two years later the company went public as Kimberly-Clark.

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Today the company manufactures and markets paper-based consumer products as a multinational personal care company. From creating new product categories – including facial tissue, paper towels, toilet paper on a roll, feminine pads, and disposable training pants – to starting new conversations, Kimberly-Clark has never stopped innovating our products and practices to serve and care for the ever-changing needs of the people we touch at all stages of life.

Neenah remains the home of our largest employee population and for many of Kimberly-Clark's operations including its North America Innovation, Technology, and Supply Center; Neenah Cold Spring Manufacturing Facility; and the company's prototype and experimental facilities. Together, the Kimberly-Clark Foundation and K-C employees also deliver on the company vision of Better Care for a Better World by investing an average of \$3 million toward important community programs and charitable efforts.



▲ Kleenex® was one of our first consumer products and marked Kimberly-Clark's shift from pulp and papermaking to becoming a consumer packaged goods company.

Kimberly-Clark's history of innovation began with founders that established a culture that encouraged entrepreneurial spirit, experimentation in product development and creativity in marketing. The company is proud of its Fox Valley heritage and is making plans to celebrate this 150-year milestone throughout 2022 with its employees around the world and the communities where they live and work.

Papermaking at the Globe Mill required a great volume of linen cloth rags to make Kimberly, Clark & Co.'s top-grade product. An area of the plant such as this, where women worked side-by-side sorting these rags by hand, was known in earlier years as "queen's row."



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# FUTURENEENAH

## Are You Our Next INTERN?

### POSITION DESCRIPTION

**TITLE:** Events & Marketing Intern  
**STATUS:** 15-20 hours/week Flexible schedule  
**REPORTS TO:** Assistant Executive Director & Events Coordinator  
**COMPENSATION:** Experience, resume builder, future professional references and fun!  
**TERM:** Summer 2022 (May-August)

### POSITION SUMMARY:

Assist Events Coordinator to implement event ideas and activities designed to give the community an exceptional experience. Assist with the activities designed to publicize and promote the events.

### ESSENTIAL FUNCTIONS:

1. Assist with putting the fun in Neenah this summer
2. Assisting with social media
3. Promoting events and creating marketing materials
4. General communications
5. Other duties as requested

**Visit [neenah.org](http://neenah.org) for a full description.**

### TO APPLY:

Email cover letter and resume to [sarahwylie@neenah.org](mailto:sarahwylie@neenah.org)

**Future Neenah is a 501(c)(3) non-profit organization dedicated to promoting the economic and cultural vitality of Neenah.**



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## GAZE MAKE SHOP



Bergstrom-Mahler Museum of Glass offers unique discoveries to ignite creativity, spark fun, and cultivate learning for all. Located on scenic Lake Winnebago, the museum features a world-class collection, rotating exhibits, art classes, kids summer art camps, family-friendly events, and a museum shop. **Free admission.**

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New exhibit opening April 23: *Primordial Shift: The Art of Michael Meilahn*

The Glass Studio: **Kids Summer Art Camps!** Plus, new glass art classes for all ages added every month.

Art Activities and Events: Join us for our popular and family friendly Art Activity Days and evening events.

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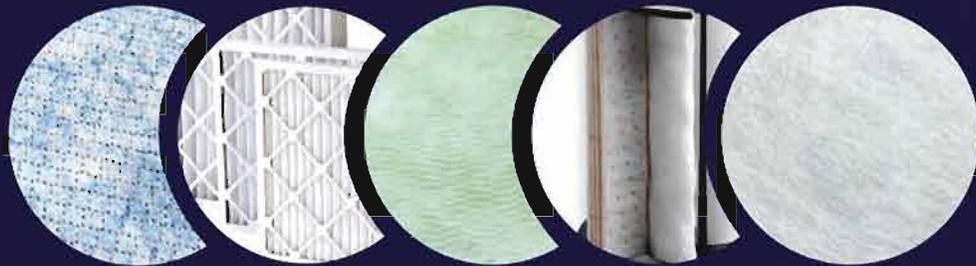
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