



PO Box 11632  
Green Bay, WI 54307-1632

Change Service requested

## Upcoming Events

March 21 HSBPA Dinner Meeting

April 7, Taste of the Village Event-Rock Gardens  
( in place of our April meeting)

August 8th HSBPA Golf Outing



ATTENTION  
HSBPA MEMBERS

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

If you would like to have your website address added to the HSBPA website member directory please send an email request from the contact page on our website. Your website address will be added at no charge the next time updates are being performed to [www.HSBPA.org](http://www.HSBPA.org)



Log on to [www.HSBPA.org](http://www.HSBPA.org) and scroll to the bottom of the main page to sign up to receive emails with upcoming HSBPA information. These reminder emails help keep us in contact with our members and remind them of upcoming events.

Log on to [www.HSBPA.org](http://www.HSBPA.org) and click on the "HSBPA Newsletter" tab on the left side of the screen. You will be able to download the latest copy of the HSBPA Newsletter, the most current board meeting minutes, and the most current treasurer's report. If you do not have internet access and would like a printed copy mailed to you, please contact a current HSBPA board member to request this information

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3800 Velp Ave Ste 3 Phone: 434-5900

Visit us online at [www.HSBPA.org](http://www.HSBPA.org)

March 2011, Newsletter



Message from the President

### 2010 HSBPA Board of Directors

Early Fuller, President  
Christian Counseling Ministries  
498-3383

Gay Duclon, Vice President  
M&I Bank  
434-6203

Cheryl Perrault, Treasurer  
Kerber, Rose & Associates  
434-7310

Yvonne Clumpner, Secretary  
CertiRestore  
434-2780

Paula Pyle  
Bank Mutual  
434-3469

Jim VanDenElzen  
Zima VanDenElzen Insurance  
494-7950

Jeffrey Whitney  
Whitneys Karate America  
621-1970

Tracy Felmer Johnson  
Initiative One  
544-0822

Damian LaCroix  
H/S School District  
662-7878

Sue VanDenElzen  
Thornberry Cottage  
434-1542

Aaron Wolf  
1951/Comfort Suites  
491-3900

Jim Lewis  
Lewis & Van Sickle  
434-9977

Steve Lenz  
Sanimax  
494-0418

Tom VandenHeuvel  
Waldo Inc  
499-1398

James Wegener  
Perspective Design  
499-8905

March Madness is Here

Hopefully everyone has recovered from the great Packer win. The win will help our area by bringing more business to our communities. Now we have the business of spring.

If you haven't seen it, our new website is up and running. If you would like your email and/or website on that page please let us know. There maybe some glitches yet.

HSBPA is currently working on some opportunities for members to be able to advertise in the Green Bay Press Gazette and a community map. If you have any questions please feel free to call or email. You maybe contacted by a representative from either or both of those entities.

One more thing, I know that this can be a tough time for all that is why it is so important to support your community. There are many businesses and organizations that could use our help, take time today to reach out to just one of them.

### Dinner Meeting

A Discussion on Direct Mail, E-Marketing, and Social Media

Join presenter James Bott as he discusses strategies to improve your direct marketing campaigns through the use of direct mail, email marketing and social media. You will learn implementation strategies and be able to select the methods that work best for your business. You will also learn about pitfalls or mistakes to avoid. Last, discussions will include overall branding solutions, and how to tie direct marketing to your overall marketing campaign.

James Bott is an account executive with FulfillNet Inc. Based in Green Bay, WI, FulfillNet helps businesses and non profit organizations deliver their brand power to clients, donors and members. Mr. Bott has nearly 10 years of experience, and works with local, regional, and national organizations, including the Green Bay Y, Pierce Manufacturing, Harley-Davidson, and the Green Bay Packers.

The dinner program will be at **Rivers Bend Steak and Seafood on March 21st in the Willow room.** Cocktails will start at **6:00pm with dinner to follow at 6:45pm.** Dinner choices are Honey Pecan Chicken, Prime Rib, and Steamed Salmon with Béarnaise Sauce. All dinners will include a side salad and cost is \$15.00 per person. Please submit your order online or call Aaron at 920-491-3900.

Shop Howard - Suamico First

## Charles Wery Farms

Just a note 2011 from Charles Wery Farms. Each spring we bring You beautiful flowers and the most wonderful vegetable plants for Your beautiful homes and gardens.

As natives of Duck Creek (Charlie was born here and we carry the Duck Creek Brand ); we continue as we have for 45 years to try to please you. The homestead at 1748 Lenwood is also the location of 5 acres of Greenhouses. Each summer the Pink House and yard overflow with baskets and can be.

With each flower season we put greenhouses up all around the 3 state Area and fill them with our products so all of their yards can look great! We pay it forward for beauty!

Fresh Produce in the summer then live locally grown trees at Christmas, the year is filled. And don't forget the fabulous display For the Christmas season that begins on Thanksgiving Eve! We keep busy! For the 5 descriptive phrases for our business. Pioneer, Duck Creek Brand, Spring Flowers & Vegetables, 45 year business and Beautiful Pink Houses.



## Taste of The Village event to benefit The Giving Tree Food Pantry

The HSBPA is a proud sponsor of this event! We will be sponsoring a booze raffle on this night so buy an extra bottle or two of your favorite wine, spirit, mixer or beer to help us make this night a great success!

Booze donations and/ or silent auction item donations can be dropped off before March 30th to Thornberry Cottage. Tickets are available at Olsen's Piggly Wiggly, M&I Bank and Thornberry Cottage. They are \$25 each or \$200 a table. Please call 434-1542 with questions.

Sue VanDenElzen  
Thornberry Cottage  
345 Cardinal Ln. #5  
Green Bay, WI 54313  
[sue@thornberrycottage.com](mailto:sue@thornberrycottage.com)



## New Members

**Wm. Dix Lumber Company**

494-4517 170 Elgin St.

Lumber sales specializing western red cedar



## Community Bulletin's Spring Fling Issue



We're celebrating spring by expanding our circulation 50% in April!

For the April 4th issue of the Community Bulletin, besides our normal circulation area of Howard, Suamico, Little Suamico and Abrams, we'll be adding routes in Pulaski, Oneida, and Green Valley bringing our total circulation to nearly 23,000!! Our ad rates for this issue will remain the same, even though we're increasing the circulation!!

The Advertising deadline for the April issue will be 5:00 p.m. on Friday, March 25th

A quarter page ad (5 1/8" w x 8"h) is \$151.20—based on the expanded circulation, that's less than a penny per paper! We also do inserts from 3¢ each.

The Community Bulletin offers advertising on the front page. Two forms of front page advertising are available. A Top Leaderboard Ad is positioned at the top of the page and a Bottom Billboard Ad positioned at the bottom of the page. Ads can be sent by e-mail as an Acrobat PDF file or as an image file (jpeg or tiff) to [bob@dcgrafx.com](mailto:bob@dcgrafx.com) or mailed to:

Community Bulletin  
PO Box 12797  
Green Bay, WI 54307-2797

With special arrangements made in advance, ads can be received as late as March 29th if received by email. For more information on the Community Bulletin advertising, contact Bob Strazishar at 655-8278, 434-7704 fax, or e-mail [bob@dcgrafx.com](mailto:bob@dcgrafx.com).