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to the area from
around the world



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THE REGION'S ROLE IN
REVAMPING **ROAD AMERICA**

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IDEAL WISCONSIN COMMUNITY



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Photo by Jim Koepnick

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Fox Cities

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PHOTOS: FROM TOP, MIKE ROEMER; ERICA BURKOWICZ

Smart Business Move

HERE ARE FIVE REASONS YOUR BUSINESS SHOULD CALL THE FOX CITIES HOME



Located along the Fox River in northeastern Wisconsin, the Fox Cities region boasts natural beauty and a strong economy. The cities, towns and villages of this dynamic region make a compelling case why your business might want to locate here.

1) A Great Place to Live

Companies want their employees to enjoy a good quality of life, and that's what the Fox Cities offer. The economy is diverse, schools are highly rated, travel is easy, health care is abundant, and recreation options are plentiful. Housing is also affordable. Median home values in the region's four largest communities are \$230,000 in Appleton, \$223,000 in Kaukauna, \$278,000 in Menasha and \$269,000 in Neenah (Zillow, March 2023). In addition, the cost-of-living index of 97 in the Fox Cities region is lower than the U.S. national average of 100.

2) Many Career Choices

The region offers ample opportunities, whether you are at the start of your career or looking to take it to the

next level. Organizations like the Fox Cities Chamber help new businesses get acclimated to the area, as well as assist existing companies with growth and expansion. Top economic sectors in the region include education, finance, food and beverage, health care, technology, and manufacturing. In fact, the region's robust advanced manufacturing sector accounts for 23% of the employment base. The average manufacturing wage in the Fox Cities area is \$58,884, and most manufacturers offer full benefits. For any companies looking to settle here, Fox Cities offers more than 500 available sites and buildings.

3) Brain Power

Area students have many higher education options, and all campuses are recognized for helping to prepare students for the top regional careers of today and tomorrow. The Fox Cities has a 90% high school graduation rate, and area postsecondary schools include Fox Valley Technical College, Lawrence University and the University of Wisconsin-Oshkosh, Fox Cities Campus.

4) Ease of Mobility

The area offers a solid road network, highlighted by Interstate 41, U.S. 10 and Highway 441. The drive to Green Bay is 30 minutes, Milwaukee is 90 minutes, Madison 2 hours, Chicago 3.5 hours and Minneapolis 4 hours. Commercial airline service is provided by Appleton International Airport, which is served by carriers Allegiant, American, Delta and United.

5) So Many Things to Do

A number of entertainment options are available to residents throughout the Fox Cities region. Top venues for attending events include Community First Champion Center, Fox Cities Exhibition Center and Neuroscience Group Field at Fox Cities Stadium. Lambeau Field in Green Bay is only 30 minutes away. For shoppers, Fox River Mall in Appleton measures 1.2 million square feet, making it the largest shopping mall in Wisconsin.

– Kevin Litwin

MIDWEST



THE FOX CITIES REGION IS THE
POSTER CHILD OF THE IDEAL
WISCONSIN COMMUNITY

Nice



With access to outdoor recreation in every season, is it really a surprise that Zippia named Wisconsin the third-happiest state in the U.S.?

Roxie Emunson, a Marine Corps military counselor turned shepherd, would hear how wonderful it was after her best friend moved there in 2020.

“Just her talking about how neat the area was, how much she was enjoying it, how it’s cold but it’s not that kind of cold,” Emunson says. “The area sounded more and more homey.”

Her friend moved to the Fox Cities region, and when Emunson and her husband retired in 2021, there was no doubt in their minds that this would be their next home, too.

“I thought we were in rural Wisconsin,” Emunson says about her first impression. “We’re in the country, but we’re six minutes from downtown.”

PHOTO: MIKE ROEMER

Turns out, Emunson's story is one out of a collection of newcomers who are settling in quite nicely in the Fox Cities.

A Southerner Goes North

At the center of Green Bay, Madison and Milwaukee, Fox Cities

is an energetic collection of 19 communities that complement their neighbors and take advantage of the glorious outdoors that the region affords them.

"It doesn't matter if it's winter, summer, spring or fall, there's something

going on somewhere," native North Carolinian Anne Van says. "I never thought I could live somewhere so rural but so close to just such an alive area."

Citizens of communities like Neenah and Menasha have waterfront views of Lake Winnebago. Residents boat, kayak, and paddleboard during the summer, and seven months later, ice fish or even drive across the frozen lake.

"It's like a city of ice shanties," Van says. "I'm getting to experience a whole different lifestyle."

Appleton is the heart of the Fox Cities, known for its standout quality of life, with locally owned retail shops and restaurants. From the Mile of Music Festival to the Fox Cities

Performing Arts Center, a calendar of community events fuels the region's vibrant art scene.

"I feel like Appleton is the next Nashville," Van says. "It's just very eclectic all around."

Career Move

In this region, residents are known for making things with their hands. Many global companies have a presence here, like Plexus Corp., an electronic manufacturing services provider for the industrial, medical and defense industries, and Kimberly-Clark, a multinational personal care products manufacturer.

So much talent and creation in one area lends itself naturally to innovation.

Ben Bruns heard of The Boldt Co., a billion-dollar general contractor founded in Appleton, from an article covering its progressive construction of a building in San Francisco. When he was offered a job at Boldt, he gladly accepted.

"I had admired Boldt from afar, but I wasn't looking to move," Bruns says.

"But the quality of life in Wisconsin is just better."

Challenging but Worthwhile

A wide variety of education offerings is another reason that people move to the area. One doesn't have to travel far to get a degree. The University of Wisconsin has a satellite location in Oshkosh, and Lawrence University in Appleton is





From public parks to local lakes, there are plenty of places to explore outdoors in the region.

“It doesn’t matter if it’s winter, summer, spring or fall, there’s something going on somewhere.”

– Anne Van, resident

ranked the best liberal arts school in the state. Fox Valley Technical College is another option for those looking to advance their career.

Primary schools also have robust options, with trade and magnet school offerings, as well as apprenticeship programs, at local facilities that provide real-world experience and pay to high schoolers. Bruns’ son benefited from the Fox Cities’ education

system when he tested into a magnet program in Neenah.

“He is constantly challenged by school,” Bruns says. “He is working on robotics, advanced math and problem-solving.”

Easy to Get Around

Not being directly in the city has its perks. For example, the median home price in the Fox Cities is lower than the state average. With an ideal



location, one can get more house for the money, while still taking advantage of bigger-city amenities.

Plus, Appleton has an airport with over nine one-stop destinations to popular areas like

Denver, Phoenix, Miami and Nashville.

“We’re within 30 minutes of the Packers and Green Bay Gamblers,” Van says. “So if you’re into sports, you’ve got it all around you.”

– Kayse Ellis



TOP 10

From boating on Lake Winnebago to watching a Broadway show, there's always something happening in the Fox Cities

The Fox Cities (aka the 19 communities lining the Fox River) offer numerous venues and attractions to entertain people of all ages and tastes. This is especially true for families, who will discover that there are heaps of family-friendly activities – just one of the many things that make the Fox Cities a great place to put down roots. Here are 10 must-try activities for the region's growing families:

1 CHEER ON THE TIMBER RATTLERS

The Timber Rattlers are the Midwest League minor league baseball affiliate of the Milwaukee Brewers. The team plays from April to September at Neuroscience Group Field at Fox Cities Stadium in Appleton, which is undergoing a revamp this year. Plans call for improved seating, an expanded concourse and an improved

three-story slide that's big enough for kids and their adults.

2 SPEND AN AFTERNOON AT FOX RIVER MALL

The largest mall in the state, Fox River Mall is the "shopping capital of Wisconsin." As the heart of the shopping district in the Fox Cities, you'll find dozens of popular stores like Athleta, Banana Republic, DSW, H&M, Macy's and Target. There are



While the region's city centers offer everything from baseball games to live music, wide-open spaces are never far away.

encourage play. Others may enjoy the Bergstrom-Mahler Museum of Glass, a free museum celebrating the art of glass; the History Museum at the Castle, which focuses on everything from local history to Houdini; the Trout Museum of Art; or the Hearthstone Historic House Museum.

5 EXPERIENCE A DRIVE-IN MOVIE UNDER THE STARS

Field of Scenes outdoor theatre is an independent, family-owned drive-in theater in the city of Freedom. The theater screens double features of current run movies, one animated and one live action, and offers indoor concessions. Before the sun goes down, find fun on a mini-golf course and sports courts. In Calumet County, you will find the Chilton Twilight Drive-In Theater, another family-owned theater with concessions, an arcade, mini-golf and more.

6 TUNE INTO A CONCERT SERIES OR MUSIC FESTIVAL

The Fox Cities host a range of summer concert series, including Evening Concerts at Shattuck Park in

also numerous restaurants like Red Lobster, Starbucks, IHOP, P.F. Chang's and Fox River Brewing Co.

3 FILL THE DAY WITH FUN AT BADGER SPORTS PARK

A 23,000-square-foot mammoth entertainment complex in Appleton, Badger Sports Park spans 5.5 acres and offers indoor and outdoor all-season fun. It includes a NASCAR go-kart track, an 18-hole Wisconsin-

themed championship mini-golf course, batting cages, a huge arcade with interactive video games, a world-class two-story laser-tag arena, inflatables, four mini-bowling alleys and virtual reality.

4 DISCOVER SOMETHING NEW AT AN ART OR HISTORY MUSEUM

At Building For Kids Children's Museum, kids aged 7 and under will find diverse, hands-on exhibits that

PHOTOS, CLOCKWISE FROM BOTTOM LEFT: FOX CITIES CONVENTION & VISITORS BUREAU; WISCONSIN TIMBER RATTTLERS; MIKE RODEMER



Bubolz Nature Preserve



Bu-Tiffle Things Boutique
in downtown Neenah

Neenah, Sunday at the Amphitheater Concert Series in Kimberly, Live! from Hydro Park Concert Series in Kaukauna and many more. Each August, the Mile of Music is a four-day music festival and community event featuring all original music. Then, in September, music lovers will appreciate Appleton's Octoberfest, downtown on College Avenue.

7 EXPLORE HIGH CLIFF STATE PARK

High Cliff State Park in Sherwood spans 1,187 acres and is known for the cliffs and observation tower overlooking Wisconsin's largest inland lake, Lake Winnebago. It's home to several effigy mounds, representing a bird, a bear and a panther. There are several hiking, biking, horseback riding, cross country skiing, snowshoeing and snowmobiling trails. High Cliff State Park also offers camping, picnicking, boating, swimming, fishing and hunting.

8 TOUR A NATURE PRESERVE AND LEARN ABOUT WILDLIFE

Bubolz Nature Preserve, a 700-acre area, is where the environments of North Wisconsin and South Wisconsin meet, offering a diverse selection of flora and fauna. You can also enjoy Ledge View Nature Center in Chilton; Heckrodt Wetland Reserve in Menasha; Guckenber-Sturm Preserve in Appleton; Bruce B. Purdy Nature Preserve in Appleton; 1000 Islands Environmental Center in Kaukauna; Fallen Timbers Environmental Center in Black Creek; Mosquito Hill Nature Center in New London; or Brillion Nature Center in Brillion.

9 ATTEND A SHOW AT THE FOX CITIES PERFORMING ARTS CENTER

Also known as the PAC, the Fox Cities Performing Arts Center in Appleton is the home of the Broadway Across America, Boldt

Arts Alive! Series, the Thrivent Education Series and the Fox Valley Symphony. With performances ranging from “Hamilton” to Ballet Hispanico, “Aladdin-the Musical” and Amy Grant, there’s always something on stage.

10 SHOP THE FOX CITIES DOWNTOWNS

Local Main Streets are revived and thriving, with independent boutiques and restaurants offering the best regional goods. From delicious food to handmade crafts and high-end brands, shoppers will discover unique treasures and memories to take home, while shopping the region’s downtowns.

– Rebecca Treon

Discover more ways to enjoy a perfect family outing in the Fox Cities at livability.com/fox-cities.

Fox Cities Performing Arts Center



PHOTO: GARY D. PARKER

FIND YOUR *original* EXPERIENCE



From Broadway shows to 100+ miles of trails, there are endless original experiences waiting for those who spend a weekend or a lifetime in the Fox Cities.

Start building your original experience today at FoxCities.org



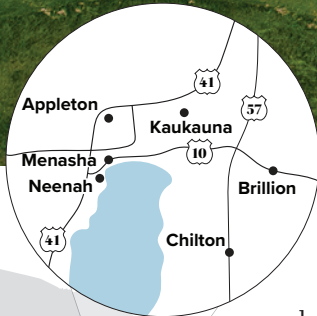
The Right

A ready workforce and enviable quality of life keep businesses growing in the Fox Cities

ADDRESS



AriensCo



Comprising 19 communities spanning Calumet, Outagamie, and northern Winnebago counties, the Fox Cities region attracts relocating and expanding businesses with a steady supply of skilled workers, a prime location, and a desirable quality of life.

Location Matters

The region's location along Interstate 41, U.S. 10 and Wisconsin Highway 441 ensures companies such as Brillion, Wisconsin-based AriensCo are able to move products

quickly to other parts of the country. I-41 connects the Fox Cities region with Green Bay and Milwaukee, and Wisconsin Highway 441 and U.S. 10 connect the region to Wausau and Interstate 39.

“Brillion is just 30 minutes from both Interstates 41 and 43, so that makes us essentially located between Appleton, Green Bay and Manitowoc. We’ve got a major highway running through the region, and we’re easy to get to, so that makes us a really good gateway,” says Daniel Ariens Jr., AriensCo Family Office vice president. “There’s also plenty of physical space for growth. If you’re looking for industrial, retail, multifamily or a combination, we have the space to build.”

Growth in the manufacturing sector helps drive the region’s economy, both with new companies and regional mainstays, such as AriensCo and Menasha Packaging. AriensCo has been a staple of the Fox Cities region since 1933 as an outdoor power equipment manufacturer and has since expanded into hospitality and redevelopment of the old Brillion Iron Works property. The family-owned company employs about 2,000 team members across the globe, with the majority of that workforce in its Brillion headquarters.

Established in 1849, Neenah-based Menasha Corp. is one of the country’s oldest privately held, family-owned manufacturing businesses. The company designs and manufactures product packaging and offers end-to-end services that include data and delivery.

“The businesses that are here today all work very well together. Many of these businesses sort of grew up here, so there’s a very strong commitment to the community,” says Denise Starcher, chief human resources officer for Menasha. “The region also offers businesses several resources. For example, the (Fox Cities) Chamber is constantly asking us what our needs are. If we are doing a recruiting search for an executive, they’ll actually take those individuals around and tell them about the community.”



Major industries, including advanced manufacturing, benefit from a skilled workforce that is trained at local institutions like Fox Valley Technical College.

A Smart Start

An educated and highly skilled workforce also plays a major role in the region’s economic development success. Fox Cities is served by Lawrence University, the University of Wisconsin-Oshkosh Fox Cities Campus and Fox Valley Technical College (FVTC), which offers certificate and degree programs in 15 fields of study, including manufacturing.

“We tap into the community colleges, and we partner with Lawrence University and UW Oshkosh,” Starcher says. “We’ll partner with them for internship programs, and they help us identify candidates for our workforce. We also collaborate with the community colleges for continuing education. For example,

we work with the Fox Valley Tech maintenance program to help train some of our employees. This really helps us in the long run.”

Ariens says AriensCo has a strong partnership with FVTC for on-site employee education and has recently begun working closely with neighboring University of Wisconsin-Green Bay to help grow the workforce.

“We are excited to leverage UWGB’s engineering program to attract new employees as well as interns,” Ariens says.

The Livability Quotient

Studies show quality of life ranks high among the factors impacting relocation and expansion decisions, and the Fox Cities region shines in this area. Not only do businesses



Ariens Nordic Center in Brillion

benefit from a host of arts, cultural and recreational options, but they also contribute to them. In 2022, AriensCo opened the Ariens Nordic Center, a cross-country ski complex featuring a 20-point Kurvinen Biathlon Target System, five kilometers of lighted trails, and three kilometers of paved trails for offseason hiking, running, and roller skiing.

“There are only three such facilities in the United States, and ours is the only one in the Midwest. This is yet another amenity that will attract and draw people not only from all over the Midwest, but all over the country. And from a business climate perspective, this is another way to attract businesses to our community and to use it as a retention tool for our workforce. Plus, it just helps continue to build our community,” Ariens says.

– Tere Caruthers

PHOTO: ARIENSCO

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The Business of Diversity

WOMEN BUSINESS LEADERS FIND SUCCESS IN THE FOX CITIES REGION

Diversity in business is a key to economic success, which is why the Fox Cities region supports women business leaders as they work to start and advance their careers. Every year, for example, the Fox Cities Chamber hosts the Smart Girls Rock! mentoring program to expose area high school students to careers in STEM.

“Exposing girls to STEM (Science, Technology, Engineering, Math) careers at an early age gives them a wider breadth of educational and career opportunities to consider as they plan their futures,”

says Aimee Herrick, director of emerging talent for the Fox Cities Chamber.

“Involving girls with our Smart Girls Rock! program helps capture interest in a fun way by utilizing hands-on activities to show what STEM looks like beyond the acronym.”

Once these girls graduate from college or technical school, they know these career choices are in their own backyard, she says.

“And what a great way to have these students back in our community,” Herrick says. “Recruiting as much talent as possible to STEM fields is so important, and equipping girls with knowledge of these careers is key to maximizing that talent pool.”

A Spot at the Podium

The Chamber also hosts an annual Women in Leadership Breakfast through its PULSE Young



Vicki Updike speaks at the New Sage Strategies Women's Leadership Conference.

Professionals Network.

“In our group, we aim to build and maintain diversity to bring to the Fox Cities something for everyone, and the best way to do that is to bring in lots of different opinions from lots of different people,” says Jodie Federwitz, director of the Fox Cities Chamber PULSE Young Professionals Network. For the Women in Leadership Breakfast, the Chamber hosts different local women leaders to talk about their journey and discuss issues such as branding and authenticity and what it's like to be a woman in the workforce.

“We want to give a voice to those local heroines who have helped pave the way for, and mentor, our young businesswomen in the area,” Federwitz says.

New Sage Strategies in Appleton, founded by Vicki Updike, provides personalized professional development coaching to help women grow their careers. The company hosts both a Women's Leadership Academy and a Women's Leadership Conference for individuals looking to build their leadership skills, advance their careers and increase their professional influence.

“Confidence is still the number one thing that I coach women on. It's confidence to know your boundaries and confidence to speak up. It's confidence to present your ideas,” Updike says. “I moved here as a young professional and have had the ability to work in northeast Wisconsin for fabulous companies that allowed me to elevate to the president's chair of a company. I am extremely grateful that I'm able to do that in such a wonderful region.”

– Teree Caruthers

DESTINATION: INNOVATION

Tech entrepreneurs share why the Fox Cities are the right spot for startups

The Fox Cities are home to a community of business owners striving for innovation in their industry. An area with strong roots in manufacturing and known for birthing an impressive list of global companies, the legacy of innovation continues with entrepreneurs like

Andrew Schmitz, co-founder of Micronet, a technology startup in Appleton.

Founded in 2019, Micronet helps organizations create strong connections between their members via automatic, smart email introductions.

Schmitz is also a co-founder and CEO of Proceed.app, a Fox-Cities-based app that specializes in effective, visual-based training. In 2022, Proceed.app was recognized as the winner of the Fox Cities Chamber's Innovation Award for small employers.



“Innovation is an essential concept for any city.”

– Andrew Schmitz, Micronet

His role as a co-founder of successful startups led Schmitz to his next gig, empowering innovation in the Fox Cities region. Schmitz is now managing director for the U.S. Venture Sustainability Accelerator – powered by gener8tor, a startup accelerator based out of Appleton – where he helps oversee investments into five startups each year.

“We’re hoping to formalize and grow the local startup ecosystem here,” Schmitz says. “Many agree that Appleton was missing a place or organization to support high-growth and tech startups, and we’re excited to work toward solving that.”

The accelerator is set to support the local startup ecosystem with resources, but Schmitz says it offers something even more important.

“Startups always appreciate funding, but having a community is invaluable. This accelerator builds community around tech entrepreneurship and founders, fostering connections and relationships,” he says.

As a fellow founder, Emmanuel Buah agrees.

“When we moved to Appleton, I was a bit concerned there wasn’t much support with tech ventures,” says Buah, chief technology officer at Airfordable, a company that allows travelers to purchase airline tickets on installment. “But since then, we’ve started a founder’s group, and the resources keep growing – I’ve been able to find interested individuals.”

HOME OF INNOVATORS

Innovation has always been a part of the Fox Cities region. Dating back to 1872, John A. Kimberly, Havilah Babcock, Charles B. Clark and Frank C. Shattuck came together to launch what was then known as Kimberly, Clark and Co. Continuing the trend, AriensCo was founded in 1933 and U.S. Venture in 1951 – all notable names serving a global community with roots in the Fox Cities region.

“Innovation is an essential concept for any city, but from Appleton’s standpoint, finding ways to invite and encourage innovators to stay is critical,” Schmitz says. “We need to get behind them and help them innovate locally. The innovators starting today will be the Kimberly-Clark companies of tomorrow.”

BUILD YOUR LIFE AND CAREER

Known for their low crime rates, educational opportunities, stable economy and access to top-rated health care systems, innovation in the Fox Cities flourishes because it’s an attractive place to live.

“People choose to grow their business here for many reasons. For most, they love the area and appreciate the super low cost of living,” Schmitz says. “You can have an easy, comfortable life here, especially compared to the coastal prices. In addition, it is a great place to raise a family – it’s not uncommon for people to own a house and car.”

For Buah, his family originally intended to move to either California or Colorado, but shifted their decision once they realized all that Appleton has to offer.

“Appleton has been great for us. The schools here are fantastic, which is important because I have two kids. In addition, the commute is very short; you can get from one end of the city to the other in 15 minutes,” Buah says. “Overall, the pace is slower, and the people are easygoing – everyone is nice.”

And accessibility is not a concern for innovators, thanks to the Appleton International Airport making it convenient for business travelers to get in and out.

“This airport is one of the best places, and they continue to expand their flights,” Buah says. “Overall, Appleton is small but has a big-city vibe to it.”

– Heather Cherry

“Startups always appreciate funding, but having a community is invaluable. This accelerator builds community around tech entrepreneurship and founders, fostering connections and relationships.”

– Andrew Schmitz, Micronet



gener8tor, which partners with U.S. Venture, has produced around 1,100 alumni, who have raised over \$1.6B in follow-on financing.

Paving the Way Forward

FOX CITIES-BASED COMPANY COMPLETES IMPRESSIVE PROJECT ◦ *By Kevin Litwin*

The Fox Cities region boasts several standout companies that work on major projects around the country. One of them is Walbec Group, which in 2022 repaved the famed Road America racetrack in Elkhart Lake, Wisconsin.

With its slogan of “Helping People Reach Their Destination,” Walbec Group is a family of heavy civil engineering, construction and material supply companies founded in 1930. It has six companies under its corporate umbrella: Payne+Dolan, Northeast Asphalt, Zenith Tech, Parisi, Construction Resources Management and Premier Concrete.

Each of these companies provides specialized individual services such as heavy civil site work, asphalt paving, engineering and surveying, bridge construction, excavation and grading, shoreline stabilization, earth retention and large-scale residential site development.

Walbec Group companies have a roster of impressive accomplishments, including renovating the south endzone at Camp Randall Stadium in Madison, repaving the Mackinac Bridge in Michigan, repairing the roof of Kilbourn Tunnel in Milwaukee and rehabilitating the Portage Lake Lift Bridge in Michigan.

On the Road Again

One of the company’s most high-profile recent projects was the repaving of Road America, a 4.048-mile, 14-turn road racecourse that first opened in 1955.

Nicknamed “America’s National Park of Speed,” Road America has hosted multiple IndyCar, NASCAR and Trans-Am Series races throughout its storied history.



Walbec Group’s Northeast Asphalt division in Greenville, Wisconsin, handled the repaving work at the track, and its Payne+Dolan division handled the surveying.

“Road America has maintained its original 14-turn configuration throughout its history, and it was a big job repaving and upgrading the entire 4-plus miles,” says Taylor Tauer, Northeast Asphalt area manager. “The track had cameras providing live Facebook streams of our entire repaving process, and there were tens of thousands of views from racing fans around the world who watched our team working out there.”

Team Effort

The resurfacing of Road America by Northeast Asphalt was the famous track’s first renovation since 1995. More than 800 truckloads were removed during milling, with nearly

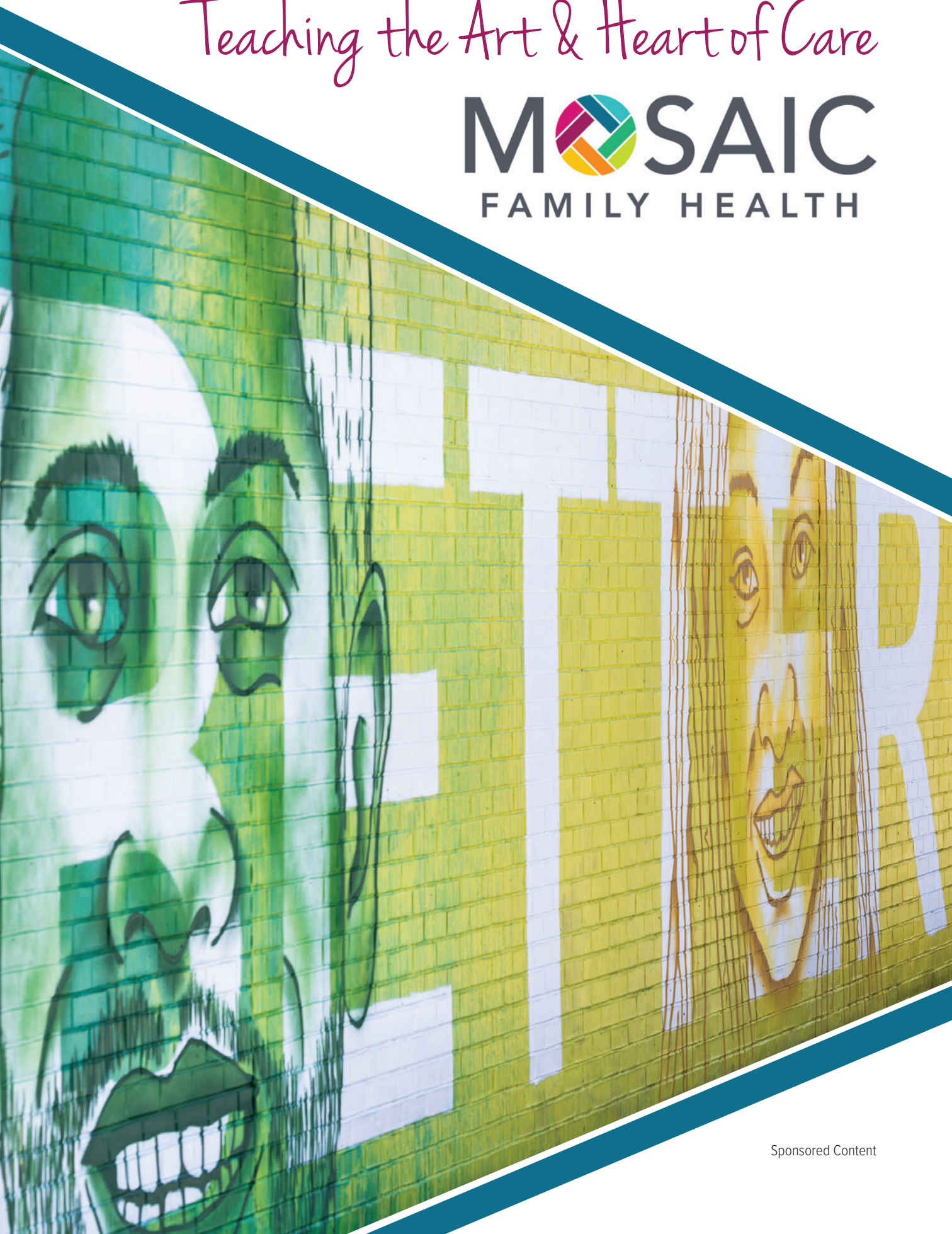
the same number bringing in the new asphalt racing surface. Two paving machines ran in an echelon (side by side) pattern to minimize the center seam visibility and maintain a constant density.

The first scheduled race on the fresh Road America surface was the Northwoods Shelby Club’s 48th annual Midwest Invitational in the summer of 2023, followed by the SVRA (Sportscar Vintage Racing Association) Festival Weekend in mid-May.

“This project was much more than just repaving. For example, when the old surface was removed, there were some soft spots in the track that we dug out and put in a better base,” says Heather Saylor, Northeast Asphalt project manager. “This whole project took significant effort from many talented people, and the track looks great again.” 🏁

Teaching the Art & Heart of Care

MOSAIC
FAMILY HEALTH



Holistic Health Care

FOR EVERYONE

Mosaic Family Health holds a special position in the Fox Valley as a full-scope family medicine practice and a training site for the next generation of physicians skilled in the art and heart of care.

Established in 1980 as part of the University of Wisconsin, the Fox Valley

Care that Lasts a Lifetime

From prenatal checkups to end-of-life care, Mosaic family physicians walk with patients through every age and stage of life.

Services Include:

- Comprehensive, patient-centered care for infants, children and adults
- Women's health, including screenings and family planning
- Maternity services from prenatal care to delivery
- Wellness visits, including health assessments, physicals and screenings
- Acute and chronic illness care
- Minor surgical procedures
- Nutritional counseling and weight management
- Behavioral health services
- Osteopathic manipulation therapy
- Care management across health settings
- Caregiver support services
- Advance care planning classes and resources
- On-site laboratory, X-rays and OB ultrasound
- Access to full-scope family physicians and residents

Family Medicine Residency changed affiliations to the Medical College of Wisconsin in 2015, and the clinic debuted the new Mosaic name that same year.

For more than 30 years, Executive Director Lee Vogel, M.D., has been an integral part of the team, first joining the staff in 1990 as a faculty member, later leading the residency program before assuming her current role.

"We serve a variety of people from all walks of life, including acting as a safety net for underserved communities," Vogel says of the clinical side of the equation. She adds Mosaic works with nearly 6,000 patients a year across multiple care settings including the outpatient clinic, hospital, Brewster Village and larger community.

As a full-scope practice, services range from prenatal and pediatric care to chronic disease management and end-of-life care. Utilizing a holistic perspective, Vogel says Mosaic is mindful of the connection between body, mind and spirit and dedicated to providing person-centered care that looks at the whole patient and respects individual wishes.

On the academic side, she says: "Our mission is to train physicians for our community, region and the state of Wisconsin, and we've done a really good job with that. With the June 2023

graduation class, the residency program will have graduated 244 family physicians, of which 70% practice in the state of Wisconsin and 57% in northeast Wisconsin."

BUILT ON PARTNERSHIPS

Everything about Mosaic Family Health is collaborative. One of the most unusual aspects of the clinic is the relationship with two competing health systems that have partnered to provide clinical sites for residents.

"ThedaCare Regional Medical Center – Appleton and Ascension NE Wisconsin St. Elizabeth Hospital decided to collaborate around the meaningful work of training family physicians for our community," Vogel explains.

When the county was having a hard time getting physicians to see rehab and long-term care patients at Brewster, Mosaic saw it as an opportunity to partner with the community.

"We stepped forward to provide all the care for the residents who live there and make it a place for teaching and learning," she adds.

Vogel points out even their clinic building is a joint effort. "This building was built by a community capital





AS A FULL-SCOPE PRACTICE, SERVICES RANGE FROM PRENATAL AND PEDIATRIC CARE TO CHRONIC DISEASE MANAGEMENT AND END-OF-LIFE CARE.

campaign,” she notes of the structure. “In 1999, we returned to the community with a \$3 million capital campaign for renovations and remodeling – and once again, the community stepped up for us.”

KEEPING THE FOCUS ON COMMUNITY

Relationships drive Mosaic’s mission both in the clinic and the community. Residents, faculty and staff members actively work to enhance health, education

and quality of life through a variety of programs and partnerships. Whether welcoming a tiny new citizen to the Fox Valley, supporting community wellness initiatives or helping families think through important care planning decisions, Mosaic Family Health is an integral part of the fabric of the region. “After all,” Vogel says with a smile, “When your building is owned by the community, you can’t help but be the kind of organization that’s mindful of giving back.”

Mosaic: More than a Name

While the clinic has served the Fox Valley for nearly 45 years, the current moniker was adopted in 2015. The new name reflects the many moving parts that come together to amplify the art and heart of care. Mosaic Family Health stems from the collective input of a broad array of community stakeholders that found:

The clinic is a blend of different groups coming together in partnership to serve patients and teach doctors. These various partners retain their uniqueness but move in harmony. Each one contributes to creating a place of family-like care for a diverse patient population, delivered by promising doctors-in-training, led by experienced faculty, supported by committed staff and integrated with the Appleton-area community and health care providers. In a very real way, the union of these partners creates a colorful, beautiful mosaic.





TRAINING THE NEXT GENERATION OF *Family Physicians*

Housed within the Mosaic Family Health clinic, the Fox Valley Family Medicine Residency is known for an innovative curriculum that rigorously prepares young doctors for independent practice while surrounding them with a safety net of supportive faculty skilled in the art and heart of care.

“Our identity as a residency program is one that prides itself on teaching the breadth and depth of family medicine so that we put out into the community physicians who are capable of practicing the full scope of family medicine, from delivering babies to taking care of elderly patients at the end of life,” says Residency Program Director Beth Menzel, M.D., FAAFP.

Fox Valley residents interact with a diverse patient population across real-world settings including hospitals, home settings, skilled nursing and multiple outpatient clinics from the main Mosaic clinic in

Appleton to suburban and rural clinics and a Federally Qualified Health Center.

Menzel notes residents move from highly supervised settings in the first year to increasingly autonomous practice with higher levels of responsibility. Third-year residents essentially become a call group that mimics a private practice. The residents see patients in clinic, take after-hour calls, assess admitting needs and manage hospitalized patients.

“This longitudinal care management is pretty unique, and I think it’s the strength of our residency program,” Menzel says. “They learn the skills of managing patients in multiple settings with multiple competing demands while they still have the support of a faculty physician in their back pocket to help them hone those skills.”

Associate Program Director Megan Everson, M.D., notes this different approach is what sets Fox Valley apart.

“Often what happens is third-year residents are in hospitals going from rotation to rotation. If their patient happens to be in the hospital, then they’ll see them,” she explains. “Here, from day one, we try to get our residents involved in their patients in all settings. We try to prioritize that continuity of care.”

Completing her own residency at Fox Valley, Everson realized she wanted teaching to be part of her practice and accepted a faculty position.

“Being able to witness residents learning and growing and having that ‘aha’ lightbulb moment is really incredible,” she says. “It’s fun to see that progression and be a part of that.”

While mastering the art of care is critically important, residents are also surrounded by faculty and staff members who truly embrace the heart of the mission.

“There is no greater privilege than to get to walk on a journey with your patients from birth to the end of life, through their most joyful moments to their most sorrowful,” Menzel says of the most important lesson residents learn at Fox Valley.

SINCE 2015, 66% OF THE PROGRAM’S RESIDENCY GRADUATES HAVE JOINED PRACTICES IN THE FOX CITIES.

RESIDENCY REFLECTIONS

Kurt Lawton, DO

FINDING THE RIGHT PATH

“My grandpa was a general practitioner in my small hometown of Antigo, Wisconsin,” says Kurt Lawton.

Heading off to college, the pre-med student assumed he’d be a family physician as well.

Working as an ER scribe during a gap year, however, shifted his focus to emergency medicine at Liberty University College of Osteopathic Medicine. By his third-year rotations, Lawton still loved the fast-paced ER but was surprised to feel pulled in another direction.

“I found myself missing the connections I made with my patients on my family medicine rotation,” he recalls, adding his thoughts went back to his grandfather’s impact on so many lives.

Now wrapping up residency, he’s happy



Resident Kurt Lawton, D.O., assists faculty member Elizabeth Menzel, M.D.

to have returned to his first love and appreciative of the Fox Valley curriculum that sees third-year residents managing both inpatient and outpatient care. “It gives you that real world training and helps you think on your feet in different settings.”

Most of all, he’s thankful for the relationships. “Just over the course of three years, you really get to know some of these patients on a deeper level who you probably would have never met outside the context of family medicine,” he says.



Residents Kiara Dillard-Dorve, D.O., (left) and Christina Krieger, M.D.

Kiara Dillard-Dorve, DO SERVING THE UNDERSERVED

During a college mission trip, Kiara Dillard-Dorve saw firsthand the need to serve those impacted by barriers to care.

At Michigan State University College of Osteopathic Medicine, she helped identify and facilitate opportunities to care for underserved populations in nearby Detroit.

As she began the residency application process, Dillard-Dorve knew she wanted a full-scope family practice experience with obstetrics training and an opportunity to work with disadvantaged communities. Fox Valley turned out to be the perfect match.

“I felt like this program wasn’t just full scope on paper. I felt they really lived that,” she says. “Another thing that set this program apart,” she continues, “is when I came for the interview, I felt like it was talking with friends I hadn’t yet known. Their passion for health care was evident.”

As Dillard-Dorve embarks on an obstetrics fellowship in Chicago, she knows she is well prepared.

“One of the unique things in our program is in the third-year curriculum, your colleagues essentially become your own call group. You work together to manage patients. It really does solidify your experiences and your knowledge base,” she concludes.

Angela Amos, M.D.

DREAMS COME TRUE

Growing up just down the road in Waupaca, Angela Amos dreamed of being a doctor.

Already working as a certified nursing assistant by the time she began college, the newlywed and young mother thought nursing school would be a more natural fit, but her childhood dream of becoming a physician ultimately won out.

“I started med school with two children. At that time, my youngest was 5 months old, so that was an adventure,” Amos recalls with a laugh.

At the Medical College of Wisconsin, she

was quickly drawn to family medicine’s continuity of care, broad scope of practice and relationship-building. In researching residency programs, Amos says Fox Valley really stood out.

“They offer a curriculum model that is very broad and is really designed to prepare people to go on to practice rural family medicine,” she explains, adding the program’s design of increasing responsibility and autonomy sets young doctors up for success.

Now a mother of four, Amos is taking her life experiences and the skills she has learned over the last three years to begin her rural medical practice in Waupaca – just as she had always dreamed.



Resident Angela Amos, M.D., with patient Harry Spiegelberg and his wife, Bonnie.

Caring for the Community

In addition to caring for their own patients, Mosaic Family Health has taken a leadership role in prioritizing wellness within the broader Fox Valley region. Whether collaborating with local organizations or addressing population health concerns, Mosaic providers recognize everyone benefits from living in a happy, healthy community.

Lee Vogel, M.D., executive director for Mosaic, says family medicine providers have the advantage of a broad lens that comes from building long-term relationships across all ages and stages of life. That perspective allows for insights into the interplay of behavioral and physical health over time, as well as the impact of having – or not having – access to critical resources outside the clinic walls.

“Our commitment is to our community to address these issues,” Vogel notes.

Three of Mosaic’s many initiatives focus on addressing social needs, caring for caregivers and changing the conversation on death.

COORDINATED CARE

Mosaic Care Coordinator Jackie Gonzalez helps connect patients with community resources to address social needs ranging from transportation, housing and child care options to financial assistance and care transitions.

“A growing evidence base suggests services that address social factors can have an impact on one’s overall health and well-being,” Gonzalez says. “Each person’s situation is unique, and I have the opportunity to build a relationship and trust with our patients, so they feel comfortable in discussing their social needs.”

As part of her role, Gonzalez says she actively engages with community partners to assess offerings and gaps. True to Mosaic’s teaching mission, she shares that information with trainees.

“Our resident doctors learn about what makes up a resource-rich community so they can become advocates to help address

patient needs in their work as health care providers,” Gonzalez adds.

CARING FOR CAREGIVERS

Certified Dementia Practitioner and Caregiver Coach Susan Kazik knows it isn’t just patients who struggle with a dementia diagnosis – caregivers face many challenges that often feel overwhelming.

“The Rosalynn Carter Institute for Caregiving’s REACH (Resources Enhancing Alzheimer’s Caregiver Health) program is an evidence-based, structured approach to caregiver well-being,” explains Kazik. “The goal of REACH is to help care partners navigating dementia feel stronger, better equipped and more resilient for their caregiving journey.

“Although coaching and support needs vary, I often help individuals and families by identifying appropriate resources, providing education and guidance and facilitating family meetings,” the licensed social worker continues.



Additionally, she says, a monthly support group “provides a safe space for anyone identifying as a family caregiver to receive encouragement, understanding and connection with other caregivers.”

STARTING THE CONVERSATION

Although death is a part of life, the topic is too often considered taboo. Outreach Coordinators Savannah Mujkanovic and Bobbie Thompson are working to change that dynamic.

“The Fox Valley Advance Care Planning Partnership is a collaborative effort made possible by ThedaCare, Ascension NE Wisconsin, Mosaic Family Health and the greater Fox Valley community,” Mujkanovic says. The combined effort provides outreach, community classes, tool kits, videos and personalized explanations of advance directives.

“The partnership inspires warm and meaningful conversations while aiding



community members who are completing their legal advance care planning documents,” she says.

Mujkanovic adds reflective conversations in conjunction with legal documentation help health care providers and loved ones better manage unexpected

health care decisions by having a clearer picture of a patient’s wishes.

“For over 20 years, professionals in our area have been working to change the culture around death and dying. We strive to include advance care planning as an integral part of living,” she concludes.



A NEW ERA ON THE HORIZON

Fall 2024, a new era begins when Mosaic Family Health relocates to the heart of downtown Appleton as part of the exciting reimagining of City Center Plaza, which will be rebranded Fox Commons.

The collaborative project of Dark Horse Development and Boldt Real Estate Development will create a thriving new urban hub anchored by health and wellness providers, retail shops, commercial office space and food and beverage outlets.

Mosaic’s new neighborhood already has become a center of activity with the library expansion, multiple housing developments and plans to renovate the transit center.

“Completion of this project creates a new, approximately 34,000-square-foot clinical and educational facility that will enable Mosaic Family Health to better serve its patients and community,” says Lee Vogel, M.D. She adds the move will enhance Mosaic’s visibility, afford opportunity for growth and speed

development of new service lines, including the addition of an urgent care clinic and wellness classroom with a teaching kitchen.

“Mosaic plans to become a health equity hub, working with community partners in building wrap-around services to address food insecurity, clothing needs and housing and transportation needs,” says Vogel.

She is also eager to collaborate with new neighbors. The children’s museum is already located at the site. “We want to partner with them on kid-focused programs around health,” she says.

Lawrence University will be another neighbor, and Vogel is excited by the opportunities to complement the teaching and hands-on experience components of both LU and the Fox Valley Family Medicine Residency to enhance civic engagement and health careers for all involved.

“We are incredibly grateful that this relocation opportunity is possible through the generosity of U.S. Venture, which is contributing \$5.2 million to build the educational portion of the facility, adding to the \$7.7 million funded by state and federal Health Infrastructure grants,” concludes Vogel.



Teaching the Art & Heart of Care

MAKE MOSAIC YOUR MEDICAL HOME

In a rapidly evolving health care landscape, continuity of care is critically important.

Research shows a long-term relationship with a primary care provider keeps patients healthier and lowers medical costs.

At Mosaic Family Health, our physicians work with patients across life stages and care settings to ensure you receive the right care at the right time in the right place.

With a mission to deliver the highest quality holistic care to everyone we encounter, Mosaic welcomes all. We honor our calling by accepting most insurance plans, as well as providing care for the uninsured and underinsured.

In the hospital, home, clinic and community, our providers know it's a privilege to care for our neighbors throughout the Fox Valley.

ACCESS CARE THAT LASTS A LIFETIME

Call **(920) 832-2783** today to schedule an appointment.

MOSAIC FAMILY HEALTH

229 S. Morrison St.

Appleton, WI 54911

MosaicFamilyHealth.org

CLINIC HOURS

Monday – 8 a.m. - 6 p.m.

Tuesday – 8 a.m. - 6 p.m.

Wednesday – 8 a.m. - 8 p.m.

Thursday – 8 a.m. - 6 p.m.

Friday – 8 a.m. - 5 p.m.

Saturday – 9 a.m. - Noon

ALWAYS ON DUTY

Health care happens around the clock. If you need assistance after clinic hours, call **(920) 832-2783** to speak with the physician on call.

Community Profile

APPLETON

74,752

Population

1%

Foreign born

36.5

Median age

5%

Veterans



AGE

■ Under 19.....	27%
■ 20-39.....	28%
■ 40-59.....	25%
■ 60 and older.....	20%

KAUKAUNA

16,929

Population

5%

Foreign born

39.3

Median age

6.8%

Veterans



AGE

■ Under 19.....	22%
■ 20-39.....	29%
■ 40-59.....	29%
■ 60 and older.....	20%

MENASHA

18,157

Population

6.6%

Foreign born

37.9

Median age

6.4%

Veterans



AGE

■ Under 19.....	25%
■ 20-39.....	28%
■ 40-59.....	29%
■ 60 and older.....	18%

NEENAH

27,194

Population

36.9

Median age

3.1%

Foreign born

7.7%

Veterans



AGE

■ Under 19.....	28%
■ 20-39.....	27%
■ 40-59.....	25%
■ 60 and older.....	20%

CALUMET COUNTY

52,128

Population

41.5

Median age

3.1%

Foreign born

6%

Veterans



AGE

■ Under 19.....	26%
■ 20-39.....	22%
■ 40-59.....	30%
■ 60 and older.....	22%

Sources: U.S. Census Bureau, Census Reporter

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READY, SET, GROW

Higher education institutions fuel entrepreneurship and small business growth in the Fox Cities



Lawrence University in Appleton

Small businesses are the backbone of the Fox Cities economy and play a critical role in making the region a great place to live, work and explore. The area's higher education institutions not only keep a pipeline of talent flowing to existing businesses, but also help support a new generation of entrepreneurs and business startups.

Learning Startup Skills

At Lawrence University (LU), a liberal arts college and conservatory of music in Appleton, innovation and entrepreneurship are interdisciplinary areas.

The university hosts the Launch LU pitch competition that allows students to present their business

ideas to an outside audience and gain entrepreneurial experience off campus. "This gives students practice in what it is like to be an entrepreneur outside a college setting. It also gives them a goal to work toward in the classroom, as it provides students a strong incentive to develop effective communication and persuasion skills. On top of all that, the winners earn cash prizes

that they can then use to further their start-up idea,” says Claudena Skran, chair of the Innovation and Entrepreneurship program at Lawrence University.

Skran says the program teaches students a hands-on, problem-solving approach that allows them to take a creative idea and move it into reality. Students also learn basic business skills, such as financial literacy and how to create a business plan.

Students who complete the program either create their own business startups, join a family business or take jobs in established businesses consulting or nonprofits, she says.

“Entrepreneurship is essential if we are to introduce innovative ideas, products and services to our community,” Skran says. “The Wisconsin economy has been stable and prosperous for a long time, but we still need to adapt to our changing world, especially due to shifts in technology, globalization and the need for sustainable practices.”

Launch Pads

The Venture Center at Fox Valley Technical College helps entrepreneurs launch and scale new businesses and helps current small business owners streamline their operations to grow stronger. The center provides access to training, technical assistance, and a regional ecosystem of resources that help them leverage their skills into business ownership and business success.

“Our focus at the Venture Center has always been our own backyard, meaning we work each day to drive more business startups and support established business owners in the college’s district. This work and focus have resulted in more than 650 business launches and expansions, hundreds of jobs created, and millions of dollars of investment in the region,” says Amy Pietsch, director of the Venture Center at Fox Valley Technical College.



Student entrepreneurs, including those at Fox Valley Technical College, are bolstered by expert advice and resources.



“Entrepreneurship is essential if we are to introduce innovative ideas, products and services to our community.”

– Claudena Skran, Lawrence University

“The FVTC Venture Center is like a big front porch,” she says. “People come to us with an idea or an early-stage company they recently launched; some are established solo, micro and small business owners, or sometimes it’s a business owner looking to solve a business problem or make a connection. We sit down, or these days, log on to Zoom, grab a cup of coffee, and have a conversation.”

Cultivator of Talent

One of the ways the University of Wisconsin Oshkosh supports entrepreneurs is by hosting an Elevator Pitch Competition, during which students from various programs pitch their business idea in 90 seconds and compete for cash prizes.

“The pitch competition plants the seeds in many students’ minds that they are capable of doing something that they never thought they would be able to – and that is to have an idea, cultivate that idea, have that idea supported by others, and in some instances, have that idea turn into a business. I think

that’s a really powerful thing,” says Andy Leavitt, chancellor of the university.

“The university is a cultivator of talent that drives economic development as well as entrepreneurship in northeast Wisconsin. The vast majority of our students come from the area, and after graduating, end up staying here, which is very beneficial for the region. Most businesses in any community are small businesses, and what we do is create opportunities for those businesses to be formed and to succeed.”

Other higher learning institutions that serve the Fox Valley area include Lakeland University, Marian University, Rasmussen College, St. Norbert College and Concordia University.

– Tere Caruthers



Fox Valley Technical College



Lawrence University's scenic campus sits next to the Fox River near downtown Appleton.

PHOTOS, FROM TOP: FOX VALLEY TECHNICAL COLLEGE; LAWRENCE UNIVERSITY



Forged by Water

The city of Neenah is flowing along quite well

Its very name means water, and water has shaped every aspect of life in Neenah.

Situated at the confluence of the Fox River, Little Lake Butte des Morts and Lake Winnebago, Neenah was the birthplace of Kimberly-Clark and, today, is home to thriving industries and several corporate headquarters.

“That waterway is incredibly important to our story,” says Jane Lang, Neenah’s mayor and a longtime resident. “To me, our story is one of perpetual innovation, creativity and an incredible record of philanthropy. The natural beauty here – the power of the waterway – was harnessed to create industry that built our

community, along with a strong focus on giving back.”

The water makes for exceptional quality of life and outdoor experiences, from fishing and boating on Lake Winnebago, to hiking around Little Lake via the Loop the Lake Trail.

“With four different trestles that navigate the water, people have an opportunity to really experience it up close,” says Brad Schmidt, Neenah’s deputy director of community development.

One of Neenah’s newest amenities is the Plaza at Gateway Park, a community gathering space and ice rink that was ranked as one of the 10 most charming in the nation

by national lifestyle website Best Life, alongside other well-known rinks like Rockefeller Center in New York City and Winter Wonderland in Jackson Hole, Wyoming.

“Downtown is where our industry began, and it is still the heart of Neenah today,” explains Chris Haese, director of community development. “We’ve had plenty of people say they have driven past on I-41 for many years, and when they finally come into town, they are astonished at all they see.”

Health care and education are also strengths. ThedaCare Regional Medical Center in the heart of downtown boasts a Level II trauma center, and Neenah’s schools are highly ranked.

“You can see that those in the past were really thinking about future generations,” Lang adds. “Not just their moment in time but planning and preserving and promoting what would be best for the future.”

Haese echoes that sentiment. “We are always working to be better at what we do, and how we grow and develop,” he says. “That means supporting one another and being stronger as a community.”



The city of Neenah is full of natural beauty due to its access to the water.



Located in Appleton, the Community Foundation encourages employees to prioritize their health and wellness.

Finding Work-Life BALANCE

The Fox Cities take an innovative approach to talent recruitment

Whatever you call it – the Great Resignation, the Great Realignment or something else – today’s workers seem more willing than ever to move on from one job and test the waters in another. But employers in the Fox Cities region have discovered a way to recruit, reward and retain their team members.

Those employers are part of the Fox Cities Employee Friendly Workplace (EFW) initiative, which is designed to help employers enhance the work-life balance of their organizations. The initiative, led by the Fox Cities Chamber, encourages the adoption of employee-friendly workplace practices and policies.

“Workers have a lot of options, and being EFW certified tells a prospective employee that you are doing something different and going above and beyond a standard benefits package. It also is a great way to let your current employees know that you are putting them first by offering first-rate benefits and perks,” says Eric Broten, the Chamber’s director of economic development.

Caring Relationships

Appleton-based U.S. Venture holds the highest level of certification, platinum. The level depends on work-life benefits that are offered, and U.S. Venture provides retirement savings, paid time off, competitive health insurance programs and flexible work-from-home options.



“When our team is engaged at work and in the community, they do their jobs effectively and passionately – and that in turn has a greater impact in the community.” – Curt Detjen, Community Foundation

“Part of our culture of caring relationships really does center around our desire to make a difference, not only in our communities but in our people, too. And taking care of our work family and their individual needs when it comes to a full benefits package and going above and beyond when it matters most has always been a priority,” says Lori Karls, vice president of human resources operations for U.S. Venture.

The Community Foundation of the Fox Valley holds a silver Employee Friendly Workplace certification.

“Our mission attracts people to our organization. We strengthen our community for current and future generations by helping people make a difference in the lives of all. When our team is engaged at work and in the community, they do their jobs effectively and passionately – and that in turn has a greater impact in the community,” says CEO Curt Detjen of the Community Foundation.

Flexible Choices

The Community Foundation begins engagement with new employees from the very beginning. An

GETTING ENGAGED

NEW PROGRAM HELPS EMPLOYEES FEEL MORE CONNECTED TO THE REGION



A leading manufacturer in the Fox Cities region approached Amy Schanke in 2022 and said while his company has a great team that attracts talented people to the area, it needed help retaining that talent.

Schanke, director of the Leadership Fox Cities program at the Fox Cities Chamber, decided to put together a second program called ENGAGE Fox Cities to help. The mission of ENGAGE is to provide a “community immersion experience” for employees, to help them feel more connected to the region and make it easier for companies to retain them.

Schanke says her long-established leadership sessions bring people together for one day a month over nine months from September to May to learn about different aspects of the region. That includes learning about business at one session, government at the next session, and other topics like health and wellness, media, human services and law enforcement.

ENGAGE breaks down that nine-month program into one Friday evening and a following Saturday morning. “This is a quarterly event with six to 12 employees and a guest participating,” Schanke says. “Perhaps an employee doesn’t feel connected to the Fox Cities area, or they might want to know more about the region, or they might want to get involved in various activities and causes. Or maybe they have a trailing spouse issue or housing concerns. The ENGAGE sessions provide help.”

Schanke says that because the sole purpose of ENGAGE is to get employees to remain in the Fox Cities area, she hopes more companies will suggest employees that they think will benefit from the program. For more information on ENGAGE, visit the Fox Cities Chamber website or email Amy Schanke at aschanke@foxcitieschamber.com.

—By Kevin Litwin—

employee-led TLC committee (Team, Learning, Culture) engages, recognizes, welcomes and provides learning opportunities to team members. The TLC committee often brings the team together to celebrate individual and organization milestones.

In an age when some workers want to return to the office and others prefer to work elsewhere, the Community Foundation decided to let each team member make a personal choice.

“We’ve embraced the hybrid model, empowering each team member to determine where they will perform their roles,” Detjen says. “We are each committed to the organization’s mission and our service to one another and our partners, delivering strong performance and stewardship while maintaining the life balance that is so important. We believe this improves productivity as well as personal well-being. When our employees find meaning and value where they work, when they feel supported and have the resources they need, they are our best advocates and recruiters.”

Work-life balance is an important consideration for employers and workers, says U.S. Venture’s Karls. The company is a leader in the distribution of petroleum and renewable energy products, lubricants, tires and parts, and uses data-driven insights to manage energy and information in the global movement of goods.

“We set the bar high when it comes to our people-first culture, ensuring our team members are taken care of, from the benefits we offer to flexible work options and an overall exceptional team member experience,” Karls says. “We know work-life balance shouldn’t just be a buzzword, which is why we continuously look for solutions to allow our team members the individual flexibility they need to be happy, healthy, and successful both at work and in their personal lives.”

— Bill Lewis

Company Chronicles

LEARN WHY ONE BUSINESS OWNER BUILT HER BUSINESS IN THE FOX CITIES

Entrepreneurs seeking a better lifestyle than that of a big city will love the Fox Cities, where there's open space, affordable housing and quality schools – but also opportunity for go-getters who are ambitious enough to strike out on their own.

Lisa Cruz, founder and owner of Red Shoes Inc. in Appleton, is passionate about calling the region her home.

Red Shoes is a full-service marketing agency that focuses on strategic communications. The agency works across industries, with clients in construction, transit, health care and more, both regionally and across the country.

Cruz is also the founder of Multicultural Coalition Inc., a nonprofit dedicated to equity. Cruz relocated from Southern California with her family back to Wisconsin, where she grew up, and realized there was ample opportunity to create her own business.

What do you enjoy about doing business in the Fox Cities?

There are a variety of industries here. When you work in an agency, you want to learn about a lot of different industries. Also, we might be in Appleton, but not all our clients are here. We have clients across the nation. It's the best of all worlds – we're able to live in this community and then be in the national scene as well. It's really exciting.

What's the best local coffee shop for a meeting?

Most recently, I've been at Copper Rock Coffee Co. a lot. They have a location in

downtown Appleton and on the north side of town. I love that it's locally owned, and you always see people you know. It's just a great place to connect with people and has a real local feeling – and I'm just a fan of coffee in general!

What's next for your business?

When we went remote, we found that our company culture was benefitting from working at home, and we learned

that our company culture thrives on people having that flexibility of being able to work from wherever. Some people

love coming back to the office, and we're grateful for that, but we aren't going to demand that people are there, we're going to keep moving forward.

The other thing is that during COVID, we started a nonprofit called the Multicultural Coalition Inc. to help support our community's most vulnerable people of color with community resources. We are focused on making sure everybody feels like they belong here, and we're really passionate about the work we've been doing to reach equity in our community.

– Rebecca Treon

To find more information about Red Shoes, visit redshoesinc.com.



Lisa Cruz, owner of Red Shoes Inc., enjoys connecting with locals at Copper Rock Coffee Co. in Appleton.



PHOTOS: FROM TOP: RED SHOES INC.; COPPER ROCK COFFEE



From *Sheet Music* to SPREADSHEETS

Lawrence University incorporates new business major
into traditional liberal arts and sciences studies

Business, conservatory and the liberal arts and sciences are making beautiful music together at Lawrence University, thanks to a new business and entrepreneurship major being introduced for the 2023-24 academic year.

Located in Appleton, Lawrence University has been providing students with best-in-class academics in the college of liberal arts and sciences and its world-class conservatory of music since the mid-1800s. And this expansive, interdisciplinary

curriculum has been fertile ground upon which an engaged, collaborative community of scholars and artists works toward four bachelor's degrees in 55 discrete areas of study.

Now, Lawrence is helping students turn their intellectual and creative



“Instead of seeing business as only spreadsheets, strategic plans and profit statements, we want students to look at business as an opportunity for creativity and innovation.”

– Brian Pertl, dean of the Conservatory of Music

passions into exciting new careers with a new business and entrepreneurship major, combining a core business curriculum with a liberal arts mindset and emphasizing innovation and the social/environmental impacts of businesses. Experiential learning is also a key component – from internships to career preparation.

“We want our students to understand the big picture and context in which business operates, both for-profit and nonprofit,” says Lawrence University professor Claudena Skran, chair of the Innovation & Entrepreneurship program that includes the new major. “We want them to understand not just how to get their first job but essentially how to build a career – with a clear understanding of the role that business plays in that career.”

Brian Pertl, dean of the Conservatory of Music, has straddled the worlds of arts and business for much of his professional life. Even though he was trained as a musician – receiving

an B.M. in trombone performance from Lawrence in 1986 – Pertl spent 16 years working at Microsoft before returning to Lawrence as dean in 2008.

“We don’t want students to graduate but have no idea what to do with their talents. We want them to be thinking entrepreneurially while they’re here,” Pertl says. “Instead of seeing business as only spreadsheets, strategic plans and profit statements, we want students to look at business as an opportunity for creativity and innovation. This new major can be part of that journey.”

While there are numerous ways in which business expertise can be helpful in a career in the arts (concert management, theater production, etc.), Skran says the new major also takes a more expansive view at how modern business affects the world.

“Business is such an important part of society. We want and need to incorporate the topic comprehensively,” Skran says. “So, we look at

what businesses are, what they do, and how they fit into broader social issues such as diversity and sustainability.”

In addition to the new major, Lawrence University is working to bring students and faculty together with the Fox Valley business community through a related center for Business & Entrepreneurship, offering compelling academic, internship and volunteer opportunities.

“Everybody in the greater Appleton community could benefit from this generative center,” Pertl says. “It can be a place to spark creativity. A place where you can generate ideas for the future and make possibilities into realities.”

Much like Lawrence University itself.

Lawrence University understands how important liberal arts and sciences are to a career in business.

EXPANSION MODE

Growing health care services meet local demand



ThedaCare Regional Medical Center-Neenah campus

High quality health care – available right now and right at home – is a hallmark of the Fox Cities area. Residents have access to more than 900 physicians and 700 beds between three major regional health care systems that offer innovative technology, new state-of-the-art facilities, specialty services and more.

\$100M INVESTMENT

A trusted health partner, ThedaCare has been committed to improving the health and well-being of the communities it has served for more than 110 years.

Construction is continuing following the \$100 million investment the health care system made to modernize the ThedaCare Regional Medical Center-Neenah campus, growing services to

provide leading-edge local care in the Fox Cities. Key elements include expanding and redesigning the emergency department, building an adjacent additional ThedaStar air medical program helipad, creating and renovating nearly a dozen operating rooms, as well as other updates to ensure coordinated care and easier patient access.

The project, slated for completion in early 2024, was funded in part

through gifts to the ThedaCare Foundation-Neenah and other community contributions.

Also, during April 2023, ThedaCare and Froedtert Health took the first steps to combine the two, long-standing Wisconsin-based organizations into one health system. The purpose of the joint venture was designed to advance local care for their patients and improve the health and well-being of the respective communities.

“We feel a deep sense of responsibility to come together. In doing so, we will work to build a better future for our communities, addressing health disparities,

enhancing access to a broader array of care, and making it easier to navigate the health care system,” says Jim Kotek, ThedaCare board of trustees’ chair.

TREATING THE WHOLE CHILD

The Children’s Wisconsin Fox Valley Hospital is the only dedicated pediatric hospital in the Fox Valley region. It has 42 inpatient beds and a 22-bed Level III Neonatal Intensive Care Unit (NICU) and provides transport to Children’s Wisconsin Milwaukee Hospital.

With a focus on the physical, emotional, mental and social well-being of children in the region, Children’s Wisconsin has made a commitment to invest \$30 million in the Fox Valley during the next decade. Part of this investment includes the new Children’s Appleton Clinic, which opened in early 2023. The move consolidated its specialty clinics at ThedaCare Regional Medical Center-Neenah and the Children’s Wisconsin Fox Valley Child Advocacy Center, allowing Children’s Wisconsin to go from serving 20,000 area youngsters to up to 70,000 during the next decade.

“We are deeply committed to whole child health. That’s why we started an advocacy center, provide child well-being and family resources, and are a proud partner of Catalpa Health, with Ascension and Theda Care, to provide mental and behavioral health services to support kids in the Fox Cities,” says Gail Ostrander, vice president of northeast regional services, Children’s Wisconsin.



“We are deeply committed to whole-child health.”

— Gail Ostrander, Children’s Wisconsin —



CARE CLOSE TO HOME

With a focus on providing access to care that’s close to home, Ascension Wisconsin serves the Fox Cities with two hospitals plus an extensive network of primary and specialty care clinics. The two hospitals – Ascension NE Wisconsin-St. Elizabeth Campus in Appleton and Ascension Calumet Hospital in Chilton – deliver specialty and 24/7 emergency services when more advanced support is needed.

Ascension St. Elizabeth offers advanced surgical treatment for serious and life-threatening injuries and illnesses. This facility is a destination for specialty care – including heart and vascular health, cancer care, radiology, breast health and behavioral health.

A wide range of minimally invasive procedures are available using

robotic-assisted technology, plus imaging, lab tests and a dedicated inpatient rehabilitation center – all on one campus.

PREVEA HEALTH OPENS NEW HEALTH CENTER

Whether you’re due for a routine check-up, need urgent care or want to see a specialist, Prevea Health has you covered.

Physician-led and physician-owned, Prevea Health was founded in 1996 and has two sites in the Fox Valley, at Appleton and a new 12,000-square-foot, state-of-the-art health center in Grand Chute that offers urgent, primary and specialty care.

Urgent care is available daily for sprains, flu symptoms and those unexpected events when seeing a doctor quickly is important. Also offered is family medicine, women’s care, physical therapy, MRI, pediatric neurology, pediatric orthopedics, pediatric rheumatology, psychiatry and pain management, urology and more.

Services in Appleton include behavioral care, digestive health and weight loss with Ideal Weigh, a medically supervised program.

— Patsy B. Weiler



High Cliff State Park in Sherwood

Now Playing Outdoor adventures are plentiful here – all year

Ah, breathe some of that fresh air in the Fox Cities region, where year-round adventure is abundant.

One of the hot spots for outdoor activity is Lake Winnebago, which has many different recreation opportunities that residents enjoy, including boating, fishing, sailing, swimming and paddle boarding. Even more unique is sturgeon spearing that starts once the water ices over. Wisconsin's largest lake is also a good place to view the fall colors.

Speaking of fall colors, High Cliff State Park in Sherwood offers eye-pleasing foliage from late September to mid-October. The park's key highlights are a 100-slip marina on Lake Winnebago, 112 campsites, and five hiking trails that are looped and vary in length. In addition, a 40-foot observation tower allows hikers to see the cities of Appleton, Kaukauna, Neenah, Menasha and Oshkosh.

With a history that dates back to Native Americans, the park also includes several effigy mounds.

When the Temperatures Drop

If you're into golf, some nice venues in the region are High Cliff Golf Course in Sherwood, Winagamie Golf Course in Neenah, the private North Shore Golf Club in Menasha, Ridgeway Country Club in Neenah and Butte des Morts Country Club in Appleton. Reid Golf Course in Appleton allows you to play 18 scenic holes during the warm weather months, then when the temperatures drop, Reid features well-groomed trails for fat tire biking and cross-country skiing.

In the winter, for a fun day of sledding for the kids (and adults), great hills in Appleton are accessible at Appleton Memorial Park as well as Arrowhead Park, Erb Park and Reid Golf Course. Additional excellent hills are at parks throughout the Fox Cities in the communities of Combined Locks, Kaukauna, Kimberly, Menasha, Neenah and Sherwood.

Also in the colder months, snowmobiling is a popular revved-up sport thanks to miles and miles

of snowmobile trail networks, as well as sports like ice fishing and sturgeon spearing.

Skaters and Skiers

Many Fox Cities residents enjoy hockey and skating, and the region has quite a few ice rinks. Appleton is home to six parks equipped with ice rinks, while Neenah has four such parks. Also available to ice skaters is Jennerjohn Park in Greenville and Hart Park in Menasha.

Many residents of the Fox Cities like to get their winter outdoor exercise by cross-country skiing, and there are many places to enjoy that activity. Skiers in Appleton can also go to Bubolz Nature Preserve, and 1000 Islands Environmental Center is a great place to ski in Kaukauna.

Another good cross-country skiing trail is in Menasha at the Smith Park Conservancy Area, while skiers in Neenah can access trails at the Best Western Premier Bridgewood Resort Hotel & Conference Center.

– Kevin Litwin

Economic Profile

APPLETON

INCOME

\$41,416

Per capita income

\$68,364

Median household income

HOUSEHOLDS

\$229,868

Average home value

29,926

Number of households

2.4

Persons per household

KAUKAUNA

INCOME

\$35,161

Per capita income

\$69,308

Median household income

HOUSEHOLDS

\$223,253

Average home value

7,028

Number of households

2.4

Persons per household

MENASHA

INCOME

\$33,652

Per capita income

\$58,182

Median household income

HOUSEHOLDS

\$277,769

Average home value

8,114

Number of households

2.2

Persons per household

NEENAH

INCOME

\$34,991

Per capita income

\$64,617

Median household income

HOUSEHOLDS

\$269,499

Average home value

11,236

Number of households

2.4

Persons per household

CALUMET COUNTY

INCOME

\$39,286

Per capita income

\$78,453

Median household income

HOUSEHOLDS

\$303,539

Average home value

20,467

Number of households

2.5

Persons per household

Sources: U.S. Census Bureau,
Census Reporter

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