

First Business Economic Survey event Dec. 18 in Appleton

By Pam Pirman

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Business owners have had plenty to ponder in the face of the recent economic upheaval. What do business owners throughout Northeast Wisconsin think about how the national and global climate will impact them?

To find out, First Business Bank commissioned a survey by the A.C. Nielsen Center for Marketing Research at the University of Wisconsin – Madison School of Business. The online survey, conducted in October, resulted in 690 completed surveys.

Results of the First Business Economic Survey of Northeast Wisconsin will be reported at the first annual First Business Economic Survey Event, set from 4 to 6 p.m. on Thursday, Dec. 18 at the Butte des Morts Country Club, 3600 W. Prospect Ave., Appleton. Alan Hartman, dean of the University of Wisconsin – Oshkosh College of Business, will lead a panel discussion on the potential implications of the results.

Michael E. (“Mickey”) Noone, president of First Business Bank – Northeast, says no doubt the results will prove insightful as business owners attempt to make informed decisions for the coming year.

“While we are all under the belief that the general national economy is under considerable stress, I would be hopeful the survey results would reflect that the conditions in Northeast Wisconsin would not be as gloomy,” Noon says. “Certainly, there are segments of the local economy that are mirroring the national economy; however, Northeast Wisconsin has shown significant resiliency by maintaining stronger pockets of economic segments, including, but not limited to, manufacturing. It has been this manufacturing base that has been the lifeline of the local economy and we are seeing continued success here.”

Headquartered in Madison since 1990, First Business Bank Northeast established offices in Appleton and Oshkosh in 2006. The First Business Economic Survey Event is sponsored by First Business, A.C. Nielsen Center, UW – Oshkosh, and Insight Publications.

CLOSER LOOK

First Business Economic Survey Event

- **When:** Dec. 18, 4-6 p.m.
 - **Where:** Butte des Morts County Club 3600 W. Prospect Ave., Appleton
 - **To register,** call (920) 734-1800 or register online at www.firstbusiness.com. Click here to access the form: <https://secure.firstbusiness.com/events/survey.aspx?id=ne>.
 - **Register** by December 15.
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