

AMERICA IN BLOOM

WE WON! WE WON! WE WON!

Thanks to all of you that did your part to make Rockford the big winner. Every little bit helped. Whether it was pots of flowers on your porch, your grass and bushes freshly mowed and trimmed, litter and garbage picked up wherever it was at, to the fantastic job the Huffman Boulevard gardeners did. Don't those gardens look terrific? In spite of the drought and high temperatures, everything looked spectacular! Here's to a job well-done by all.

CULTURAL DIVERSITY - BY DEB SYLER

I have lived on the West side of Rockford for the last 40yrs. Obviously, I love this side of town and what it offers. One of the best things about Rockford is the cultural diversity of it's neighborhoods and stores. When Rockford was founded, families settled into neighborhoods drawn along ethnic lines. But it's not that way anymore. The boundaries have blurred and faded away, leaving neighborhoods rich in cultural diversity. NESNA is a perfect example of this. Take a look at the businesses around Main St. and Auburn. Included is a Celtic themed shop, an Italian restaurant, a Hispanic furniture store, an African-American beauty salon, and a German restaurant. So I ask myself, "Where are the people who frequent these stores and/or restaurants?", when it comes to the neighborhood meetings every second Thursday of the month? We are trying some new ideas and activities that would interest a broad range of the NESNA population.

Those of us on the governing board would like to see a broader range of the ethnic population represented in our neighborhood. We have committees that would welcome a more diverse participation, and we would relish any additional input and support.

Editor's Note: This article was edited for space (Sorry Deb). To sum it up "We're too waspy!".

NESNA WEBSITE

Go to www.northendsquare to get past newsletters or to find out more about us.

NESNA PICNIC

Thanks to all of you that helped in any way with the neighborhood picnic. It was a huge success and everyone had a terrific time. The food was great, the games were fun, the music was entertaining - even the weather cooperated with us!

KATIE ESCHEN
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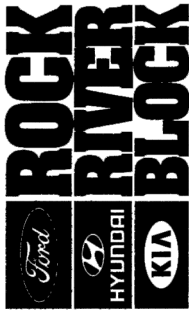
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NOVEMBER MEETING - Nov. 10

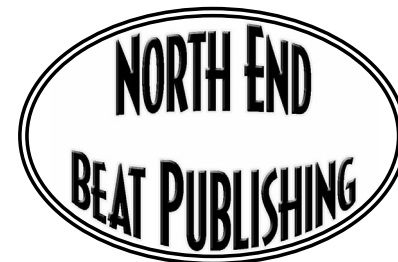
- Our guest speaker for the November meeting will be Mayor Larry Morrissey. Mark your calendars for Nov. 10. Be sure to bring any questions or comments you might have for him.

DECEMBER MEETING - DEC. 8

- A cookie exchange will take place. Bake some, bring some, go home with a whole different batch
- Election of officers for 2006.
- Luminaries

JANUARY MEETING - JAN. 12

- New Officers installed
- Happy New Year!



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Proudly designing and producing this newsletter since January 2005.

M-F: 9am to 8pm
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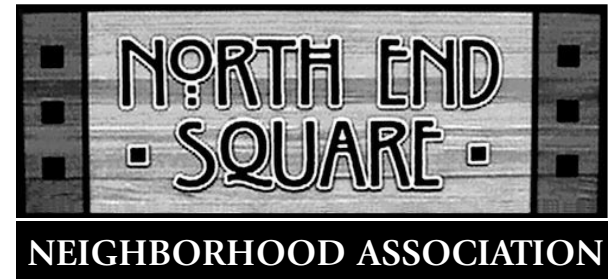
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*WORKING TO IMPROVE OUR
NEIGHBORHOOD FOR THE BENEFIT OF ALL*



OCTOBER 2005

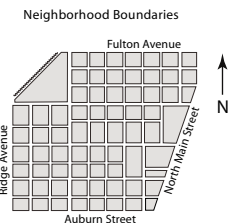
NEXT MEETING:
THURSDAY, OCTOBER 13TH
7:00 P.M.

THIRD PRESBYTERIAN CHURCH 1221 CUSTER AVENUE

FEATURE: STORYTELLING - PREPARE AND TELL A STORY ABOUT YOURSELF.
BRING A CANNED GOOD TO DONATE TO THE FOOD PANTRY

REFRESHMENTS:
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WWW.NORTHENDSQUARE.COM
This newsletter is supported by membership dues and advertising. It is delivered, by hand, to your door each month by neighbors who have volunteered their time and support.

PRESIDENT'S CORNER

Can you believe that it is October already?? This year has gone by so quickly and winter has already made her presence known by the temperatures last week.

As we shut down the neighborhood for the season we have a lot of work to do as a neighborhood as well as getting our own personal work done around our respective homes. The beautification committee is getting ready to clean and transplant Huffman Blvd. gardens as well as their own. The property committee just sponsored the annual picnic and is now preparing for our December elections. The current board is looking to close the books and handing over the reigns to a new administration. A slate of officers will be presented at the Dec. meeting and be voted on at that time. Anyone interested in becoming involved with the activities of NESNA is invited to contact any of the board members listed on the front page of this newsletter expressing your interest in any of the positions available (and there are many).

Having been involved with NESNA over the last 5-6 years has been an absolute blast as the people I have worked with all share the same goals and have the love of our city in their hearts. There have been some of the most unselfish people that I have ever had the pleasure of knowing and working with in my entire life. I thank them all for being who and what they are.

Congratulations to you all for having won the AMERICA IN BLOOM contest for the City. Hard work and many volunteer hours made this happen, it was not by accident. Many thanks to all that did something to help Rockford attain the gold ring and I hope that you all keep up the standards that have now been in the future years to come. We have a beautiful town in which to live--one that we all can be proud to call home.

I want to take time to thank Alderman Bill Timm for all his hard work on our behalf with regards to the streets and alley work being done. It all looks well and sure does enhance the neighborhood. Well done Bill.

Thanks also to Alderman John Beck for his efforts on our behalf although we don't get to see much of his work as he only has part of NESNA in his ward.

Enjoy the rest of the Fall by taking a ride around to see the trees in all their splendor before winter sets in
Mike

OUT AND ABOUT

This month we are featuring MRS. FISHERS INC., a well-known business in the community. They are located at 1231 Fulton Ave. right here in our own back yard. Besides offering some of the best potato chips in the world they also have a line of other snack products to compliment their snack-food line. They are open M-F 8 AM to 5 PM and S 8 to Noon.

When you visit the business you will meet Chuck, Pete, Paul and Roma behind the counter (usually at least two of them as they love to come out of the plant or office to give everyone a great smile and a hello).

The company has a long history in the neighborhood as they have been doing business for 40 years here first locating at Grant and Fulton for 13 years and then moving to their more familiar location at Fremont and Fulton. They were not originally a Westside business though, having opened first at 5th Ave. and 6th Streets on the East side. They like their location here as it is easy to get to from all sides of town via either Auburn St. or Riverside Blvd.

Notes of interest about the company are that they are one of the oldest snack food companies in the Mid-West having started in 1932.

Mr. Fisher designed the logo that they still use to this day on their packaging.

The DiVenti family has run the business longer than any other owner. Chuck started working there in 1965. Pete joined his brother in 1968 and Paul started in 1978. Together they bought the company in 1978. This has truly been a family affair as almost every family member has worked at the store over the years including their children, sister Carm and her husband and their Dad, Paul, Sr. Their mom, Jenny was behind them all with 110% love and support.

The motto of the business is "WE KEEP CHIPPING AWAY AT IT" and do a fine job at that!!!

Visit one of our most well-known local businesses in the area and enjoy their hospitality and their fantastic chips and other snacks made right here in our own back-yard.

ESPAÑOL?

Para recibir copia en Espanol favor de escribir a lauravetrone@hotmail.com.

WELCOME TO THE NEIGHBORHOOD

Daniel & Donna Yngue - 1605 N. Church St.
Eric & Tracy Nelson - 2004 N. Court
Alex R. Noble - 1116 Auburn St..
Anita Rogers - 1517 Grant
Kay Veit and Elizabeth Powers are the new Welcoming Committee.

These names and addresses are found in the Rockford Register Star with the real estate transactions. If you are a renter and new to the neighborhood, contact Doug Schroder (243-9832) and you too can be included in the next newsletter.

PROPERTY COMMITTEE MEETING

One of the duties of this committee is to ensure that neighborhood standards are being met so that the appearance of our surroundings reflects our pride in our community. Visitors and others who pass through our neighborhood form an impression based on the appearance of our homes, yards, streets and parks.

We are fortunate to live in an area of comfortable family homes, near several parks, schools, churches and neighborhood businesses. We have all the requisites for the ideal neighborhood as described in John Norquist's The Wealth of Cities. But if we allow our streets and yards to be littered with trash and our homes and lawns to become unkempt, the impression given will be one of neglect and disorder.

The majority in our community carefully tend their properties - and there are even several who also pick up trash elsewhere in the neighborhood. (Did you know, for instance, that Chuck Thomas picks up litter on several blocks of Huffman Blvd. every Saturday?) Most of the trash in our gutters was carelessly thrown there by people in passing cars. So it's necessary for us to get out there to check the area around our house once in a while - and pick up the garbage that spoils the scene.

If there is a problem with unsightly property in your block, you can report it to Community Standards (987-5566).

NESNA BOOK CLUB

This month's book will be Portrait of a Lady by Henry James. Meet at Elizabeth Powers house, 1501 Custer Ave., on Oct. 16 at 6pm. New members welcome.

NESNA 2005 Membership Form

Name: _____

Address: _____

Phone: _____

Email: _____

Send to: NESNA

P.O. Box 993

Rockford, IL 61105-0993

OR

Simply turn in this form with your \$10

at any one of the neighborhood meetings

Check any one of the boxes to show the areas where you are interested in helping:

Membership Drive Picnic

Property Committee Garage Sale

Garden Walk Fundraiser

Beautification