

NEXT MEETING! 12/17/09

When: Thursday, 12/17/09
Where: Luedtke's Coliseum Bar and Banquet
Time: Noon - 1:15 PM
Format: 12 Noon Lunch
 12:15 - 1:15 Announcements
 Open Discussion and Meeting

Please RSVP to Jean Vogel @ 663-2560 or smba@SMBA-Madison.org
 by Noon on Tuesday 12/15/09

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This Month's Speaker...

Denis Collins,
Professor of Business
Edgewood College, Madison
WI



Professor Denis Collins is Professor of Business at Edgewood College in Madison, Wisconsin. He is responsible for Social Responsibility and Business Ethics components in the school's Business Programs, and a SIFE Sam Walton Fellow. He teaches in the areas of management, leadership, organization behavior, and business ethics. He received a Ph.D. in Business Administration from the University of Pittsburgh in 1990, a Masters of Arts in Philosophy from Bowling Green State University in 1987, and a Bachelor of Science in Business Administration from Montclair State College in 1977. He has been on the faculties at University of Wisconsin-Madison and University of Bridgeport, the nation's most international university.

Professor Collins has published numerous books and articles in the areas of social philosophy, participatory management, business ethics, and service learning. His books include *Essentials of Business Ethics: Creating an Organization of High Integrity and Superior Performance* (John Wiley & Sons, 2009), *Behaving Badly: Ethical Lessons from Enron* (Dog Ear Publishing, 2006), *Gainsharing and Power: Lessons from Six Scanlon Plans* (Cornell University Press, 1998), *Sustaining the Natural Environment: Empirical Studies on the Interface Between Nature and Organizations* (with Mark Starik, JAI Press, 1995), and *Ethical Dilemmas in Business* (with Thomas O'Rourke, South-Western Publishing Company, 1994). His articles have appeared in many academic journals, including *Personnel Psychology*, *Organization Science*, and *Journal of Business Ethics*.

Professor Collins currently serves on the

Editorial Board of *Encyclopedia of Business Ethics and Society*, *Journal of Business Ethics* and *Journal of Academic Ethics*. He has served on the Board of Governance for the Social Issues in Management Division of the Academy of Management and the International Association for Business and Society.

Professor Collins is the recipient of the Estervig-Beaubien Outstanding Professor Award, School of Business, Edgewood College, for excellence in Teaching and Mentoring, 2009. Three times he was voted the outstanding MBA faculty member at the University of Wisconsin-Madison in Business Week's survey of alumni and is a recipient of the Lawrence J. Larson Excellence in Teaching Award (University of Wisconsin). In 1996, Professor Collins was a finalist for the Academy of Management's Distinguished Educator Award.

Among his many other honors are profiles in *Who's Who in American Education*, *Men of Achievement*, and *Who's Who in the World*.

Annual SMBA Madison Area Business EXPO!

Join us for our annual Business Expo on January 21, 2010, 4:00 - 7:00, the upper floor of Coliseum Bar and Restaurant!

EXTREME NETWORKING!
 BUSINESS CARD EXCHANGE!
 FREE BEER, SODA & FOOD!

Over 50 business exhibitor spaces will be provided and the cost to members is FREE! Exhibitors will be required to provide a product, service or gift valued at \$25 or more. Grand Door Prizes volunteered by sponsors, members and exhibitors with a value of \$100 or more are encouraged.

SPECIAL FOOD AND BEVERAGE SPONSORS WANTED - We were so successful last year that we are offering additional SPONSORSHIP OPPORTUNITIES for the free food and beverages for attendees. Your business name will be advertised as a 'Gold' Sponsor and

announced throughout the event. Please contact Jodi Fisher by phone at 279-3949 or by e-mail at SMBA@SMBA-Madison.org.

\$50 reservation deposits were due by November 30, 2009 to save your booth space. This deposit will be refunded to the SMBA member after the event. If you have not registered or have not paid your booth deposit, please contact Jodi as soon as possible.

CELEBRATE PARK STREET! - Rescheduled to Dec 16th!

(This event was originally scheduled for Dec 9th but due to the snowstorm, it has been rescheduled to Dec 16.)

Come socialize with fellow neighbors, businesses, organizations, and fans of our street. See video clips of some businesses that make Park Street unique. Great Park Street Eats & Treats!

When: Wednesday, Dec 16th 5:30-7:30pm
 6 pm program

Where: Villager Mall -- Space Place --
 2300 South Park Street

RSVP & Questions Contact Jodi:
 260-8098 or smpcvc@terracom.net.

Sponsored by:
 Park Street Partners and South Metropolitan Planning Council with support from: Meriter Hospital, St. Mary's Hospital and UW-Madison

Mpower Business - Apply now to be a 2010 Mpower ChaMption!

Mpowering Madison is now accepting applications for the 2010 ChaMption Business Class.

Applications will be accepted until Friday, December 18th, 2009. Eight selected Businesses will be notified of their acceptance the week of January 4th, 2010.

Selected Business will receive:

- One year of assistance from the Mpowering Madison coordinator as a one-stop-shop to access local energy and water conservation information.
- Advice from area sustainability experts on topics such as green building, environmentally preferable purchasing, waste reduction, energy and water conservation.
- Energy, water, transportation, and solar assessments including: Findings and recommendations reports
- Technical, financial and policy information
- Assistance with commuter options and developing transportation demand management plans.
- Access to the Mpower ChaMptions Energy Stewards web platform.
- Participation in Mpowering Business ChaMption in person, peer learning sessions to engage, learn and share with other select businesses.
- Opportunity to be recognized in monthly e-newsletter distributed to over 3,000 Mpower participants, featured in a Mpowering Business ChaMption case study and acknowledged on the Mpower website with 2,300 monthly visitors.

To read about the motivated group of businesses you could be joining, click here.

Holiday Donations for Children in Need

SMBA has organized a Holiday donation to benefit children in need. We are collecting cash donations to purchase hats, mittens, scarves and socks for children ages 5-18 to be delivered to the Boys & Girls Club of Dane County. You may also bring new or gently used hats, mittens, scarves or outerwear for children of all ages to the December 17th meeting. The staff and kids at the Boys & Girls Club really look forward to this type of gift. The children are so excited and really appreciative of the items we contribute. A donation box will be available at the December 17th meeting for cash contributions and, of course, if you already have items to donate, we will collect them as well at this time.

If you are unable to attend the December meeting, you may bring or send your donation to Sergenian's at the address listed below. Please make checks payable to: South Metropolitan Business Association and mail them prior to the meeting to Jim Garner c/o Sergenian's Floor Coverings, 2001 Fish Hatchery Road, Madison WI 53713.

Loan Money available from WWBIC

The Wisconsin Women's Business Initiative Corporation (WWBIC) has loan money available to women-owned and minority-owned businesses for

disbursement within this calendar year, December 31.

These small businesses must be located in the city of Madison to qualify for this particular loan option. Eligible uses of loan include: machinery, equipment, furniture and fixtures, leasehold improvements, inventory, supplies and working capital.

WWBIC's loan officer in Madison is interested in speaking with anyone meeting the aforementioned criteria about acquiring capital. A loan applicant must present either a business plan, or three-year profit and loss projections, 12 month cash flow projections, profit and loss statement, accounts receivable and accounts payables aging reports, marketing plan and brief statement of business organization.

People with an interest in obtaining capital are invited to call the WWBIC Madison office at 608-257-5450 with any questions or to arrange an appointment with our loan officer.

WWBIC is a statewide economic development corporation providing quality business education, financial awareness programs, technical assistance and access to capital. They provide loans of \$2,500 to \$100,000 to qualified businesses with an emphasis on women, people of color, and low wealth individuals.

WWBIC was incorporated in 1987 as a 501(c)(3) tax exempt non-profit corporation. Since 1998, certified as a Community Development Financial Institution, member of U.S. SBA Women's Business Centers (1988), program participant of U.S. SBA Micro Loan Program since 1989.

SMBA Donations

The SMBA prides itself on donating time and money to local organizations geared towards helping our community. The Board of Directors is happy to review any organizations or events that the SMBA can provide donations monetarily or by promoting volunteerism. Please send your ideas to smba@smba-madison.org.

This fall we have made donations to the following organizations/events:

South Madison Branch Library Capital Campaign

Spotlight on Business

The spotlight this month is on SMBA member: **Virtual Impact Services**

Virtual Impact Services specializes in administrative, business support, marketing, and real estate tasks. For 14 years Jodi Fisher has been providing administrative support to small business owners, C-Level Executives, and non-profit organizations. Four years ago she founded Impact Virtual Services in order to help her clients significantly increase their bottom lines, concentrate on the profit-producing activities they are passionate about, and relinquish a healthy work/life balance. By offering an expert team of Virtual Assistants, Impact's clients are able to outsource their administrative, marketing, bookkeeping, and other business support tasks. In turn, they are able to dedicate more time to their core money-making activities.

Why Outsource? Going through the trial and error process of being a business owner, Jodi has become an industry expert in the non-traditional office model of outsourcing. The ever-increasing number of micro-businesses (solo entrepreneurs who rely solely on outsourcing to create their team) has increased exponentially over the past few years, while the giants of the world like Wal-Mart and GM are continuing to decrease in size, and experts say this isn't likely to change any time soon.

Educating sole entrepreneurs on the cost efficiencies and benefits of outsourcing has become a passion for Jodi, and she has had the opportunity to speak to numerous clients and groups about the hows, whens, and whys of outsourcing. These business owners have used the learned knowledge to partner with Impact Virtual Services to "grow their businesses, make more money, and take advantage of the cost-efficient business model of working with Virtual Assistants."

Jodi can be reached by phone at 608-279-3949 or by e-mail at jodi@ImpactVirtualServices.com. Visit www.ImpactVirtualServices.com.

LinkedIn Profile:

<http://www.linkedin.com/in/impactvirtualseervices>

Facebook Profile:

<http://www.facebook.com/pages/Impact-Virtual-Services/18262318968>

Quarterly Gift Drawings!

Thank you for completing the Comment Form at each of our monthly meetings. These forms help us continue to provide the best topics and speakers for the SMBA. Your input, ideas and suggestions are very important to help the SMBA grow and continue to be one of the largest business organizations in the Madison area.

In appreciation of your continued input and support, we provide a quarterly drawing of all the 'Comment Form' participants! Please continue to complete the forms each month for the best chance of winning!!

Business Bios Wanted

The SMBA would like to further promote each and every business member! Along with the networking opportunity every month, your business link on our new website and the introductions every month, we'd like to highlight your business in our monthly newsletter. Every Month, two businesses will be spotlighted and we need volunteers. Please provide a written bio to the SMBA at smba@smbamadison.org or bring it with you to the monthly meeting!

Is Your Business Linked?

Did you know that the SMBA website has a list of current members with a link to their company website? Not listed? Please email us (smba@smba-Madison.org) your company name and website (if you have one) or your e-mail address. Include a statement that you grant permission for us to post the information on our site and you are linked!

We always encourage our members to do business with other SMBA member businesses, so please email us your information today. You must be a member in good standing to be listed.

S.M.B.A. MONTHLY MEETING SCHEDULE

Upcoming Monthly Speakers

1/21/2010	Annual Business Expo – Register for your Booth Today!
2/18/2010	Michael Gay, City of Madison Office of Business Resources
3/18/2010	Banking Panel
4/15/2010	2010 South Madison Road Construction projects updates

SMBA meetings are held on the **third Thursday of every month from 12:00 Noon to 1:15 pm at Luedtke's Coliseum Bar and Banquet, Olin Drive, Madison** unless otherwise indicated in the newsletter.

 **South Metropolitan Business Association**

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