

### 2009-2010 Officers & Board of Directors

Jim Mankowski President jbmppc@chorus.net	JBM Patrol and Protection Corporation	222-5156
Rob Waterman Past President rwaterman5615@charter.net	Edward Jones Investment	271-5100
Rick Welsch Treasurer rick.welsch@wegnercpas.com	Wegner LLP CPAs & Consulting	442-1958
Sean O'Rourke Secretary orellc@charter.net	ORE Real Estate Services LLC	225-3636
Mike Flynn mflynn@mononabank.com	Monona State Bank	223-5148
Gary Waldhart garyw@ams-mad.com	Auto Marketing Services	274-7400
Jim Garner jimj@sergenians.com	Sergenian's Floor Coverings	663-2520
Bill DiCarlo dicarlo@co.dane.wi.us	Alliant Energy Center of Dane County	267-3982
Betsy Jenkins Betsy.Jenkins@iyparty.com	It's Your Party, LLC	845-3450
Gail Niesl gniesl.clarionsuites@tds.com	Clarion Suites, Madison	284-1234
Joe Campana campana@JCampana.com	J. Campana & Associates	241-3500
Brad Prohaska bprohaska@parkbank.com	Park Bank	283-6891

## NEXT MEETING! 1/21/2010

*When:* Thursday, 1/21/2010  
*Where:* Luedtke's Coliseum Bar and Banquet, Upper Floor  
*Time:* 4:00 - 7:00 PM  
*Format:* Annual SMBA Madison Area Business EXPO

### This Month's Meeting...

### 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 Banquet!  
 (This event replaces our Monthly Lunch Meeting)**

**EXTREME NETWORKING! -  
 BUSINESS CARD EXCHANGE! FREE BEER & FOOD!**

The Madison Area Business Expo and Networking Event is just a few days away. This is a business-to-business networking event. Help get the word out to other business people that you know. SMBA is promoting Business Expo 2010, but the success of the networking event will be greatly improved if all of our exhibitors and association members personally invite their business customers and business friends.

Please use the complimentary admissions tickets you were provided (on the Expo flyer) to promote the event. Don't forget to tell those that you invite this will be an **Extreme Networking** event, **Business Card Exchange** and **Expo** with over 50 exhibitors and **Free Beer and Food** and a lot of great **Door Prizes** as well as **Grand Prizes**.

***Thank you to our food and beverage sponsors:  
 Capital Brewery, Hausmann-Johnson Insurance Company,  
 JBM Patrol & Protection, Sergenian's Floor Coverings  
 and Tingalls Dzyn LLC.***

### Go Green – Ride Metro!

with the Metro Commute Card

Recent studies show one of the most significant actions people can take to reduce their carbon footprint is to reduce their driving. Riding the bus helps to create a healthier environment by reducing smog-producing pollutants and greenhouse gases.

- Public transportation produces nearly 50% less carbon dioxide (CO2) and nitrogen (NOx), per passenger mile, as private vehicles.\*
- Public transportation in the U.S. saves 1.4 billion gallons of gasoline. This represents almost 4 million gallons of gasoline per day.\*

\*Source – American Public Transportation Association

Consider the Madison Metro Commute Card Program for yourself and your employees. The Commute Card program is an unlimited ride pass option similar to what is currently in place with larger Madison entities such as the University of Wisconsin, Edgewood College, Madison Area Technical

College, City of Madison, Meriter Hospital, St. Mary's Hospital and UW Hospital. It allows an organization to provide mass transit transportation costs to its employees, members or students on an easily billable average-fare rate. The Commuter Card provides unlimited rides for the calendar year with Metro Transit.

**Who can participate in the Commute Card Program?** Businesses, non-profit groups, schools, colleges, and technical school campuses can all participate.

**What is this rate?** The rate is \$1.15. Each time the Commute Card is used on a Metro bus, one ride is recorded.

**Can people request a transfer?** No. Metro's policy is that transfers are only issued when using cash fare or 10-ride cards. Metro's \$1.15 rate takes into consideration all discounts in Metro's fare system including transfers, 10-ride cards, and 31-day passes.

**Can I just rotate a card around to several people within my organization?** There is currently no charge for an additional pass. Metro Transit encourages organizations to allow one pass per employee, member or student. Each pass has a writeable area where the Commute Card holder can write their name, phone and email. Full details are available on the City of Madison website: <http://www.cityofmadison.com/metro/Fares/CommuterCard/CommuterCard.html>

#### Benefits to your organization:

- Promotes greener living and your organization as environmentally responsible
- Proven morale and productivity enhancer
- Tax savings (According to Internal Revenue Code 26 USC 132 (f))
- Attractive benefit for both new and current employees
- Alleviates any on-site parking issues
- Helps reduce transportation-related absences

#### Benefits to the Commute Card holder:

- Reduces commuting costs – Card holders save on gas, tires, maintenance, & parking.
- Reduces the stress and hassle of commuting (traffic congestion)

- Individually helping to conserve the environment
- Alleviates parking problems

The Metro Commute card can be a smart choice for every organization. Not only is it an opportunity to boost morale within your organization, it's a big step in helping the environment and Madison's efforts to go **GREEN!**

#### Holiday Donations for Children in Need

SMBA's Holiday donation for the Boys & Girls Club of Dane County was a great success. We collected just under \$400 to purchase hats, gloves, scarves and socks for children ages 5-18. The staff and kids at the Boys & Girls Club were very excited to receive this great gift. Thank you to all who made donations this year – you are amazing!

#### New Member Welcome

As always please try to do business with fellow members and let them know that you are supporting them as part of the South Metropolitan Business Association. Please welcome the following new members and their representatives:

**Boy Scouts of America - Glacier Ridge Council** - Promote character development, citizenship training, and personal fitness for scouting members.

- Aaron Vikemyr

**Greater Madison Convention and Visitors Bureau** - Official destination marketing organization for the greater Madison area.

- Chris Caple and Jessica Worley

**Venturini Business Consulting, LLC** - Human Resource Management, Organizational & Business Planning and Professional Coaching & Development

- Michelle Venturini

#### 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](mailto:smba@smba-madison.org).

This fall we have made donations to the following organizations/events:  
South Madison Branch Library Capital Campaign

#### 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 a 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](mailto: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](mailto: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
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.

**SMBA** South Metropolitan Business Association

P.O. Box 259893  
Madison, WI 53725-9893  
[www.SMBA-Madison.org](http://www.SMBA-Madison.org)