



NEXT MEETING! 4/21/2011



When: Thursday, 4/21/2011
Where: Luedtke's Coliseum Bar and Banquet, Upper Floor
Time: Noon – 1:15 pm
Format: 12 Noon Lunch
 12:15 - 1:15 Announcements
 Open Discussion and Speaker

Please RSVP to Jodi Fisher at smba@SMBA-Madison.org
 by Noon on Tuesday 4/19/2011



This Month's Speaker...

Henry Sanders and Eric Ness *Small Business Administration*



Henry Sanders Jr's lifelong commitment to investment in human capital has led to a varied career in the public, private and nonprofit sectors.

He currently serves as Regional Advocate for the Office of Advocacy's Region V, covering the states of Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. In this role, he is the Office of Advocacy's direct link to small business owners, state and local government agencies, state legislators, trade and small business associations. He travels throughout the region, listening to small business owners, learning what it will take for them to succeed. He then takes their cause to legislators, governors and the federal government.

Henry worked for the City of Madison and served as outreach coordinator on labor, education and environmental issues for U.S. Rep. Tammy Baldwin. He subsequently worked as a community relations officer at the Wisconsin Housing and Economic Development Authority (WHEDA).

He served as Vice President of Economic Development and Public Policy at the Greater Madison Chamber of Commerce, where he built that organization's public policy department and started its Small Business Advisory Council. While there, he was also instrumental in creating the first diversity program to meet the needs of the small, women & minority-owned businesses. Henry also helped launch the African American Black Business Association and the Latino Chamber of Commerce.

Henry is the co-founder of Madison Area Growth Network (MAGNET), which works to attract and retain skilled young professionals in the Madison, Wisconsin area, and Propel Wisconsin Innovation, which connects entrepreneurs and resources throughout the state. Both organizations are dedicated to cultivating a 21st century workforce and attracting and creating good, family-supporting jobs.

Henry's own business, Capacity-360, helped growing businesses in the bioscience and biotech industries connect with funding for technology transfer, research and development, and commercialization. He also currently serves as the Vice Chair of the Wisconsin Black Caucus.

In addition to his business and economic development endeavors, Henry's commitment to community service remains strong. He currently serves

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on the UW-Whitewater Alumni Board, and has served on the board of directors of the Urban League of Greater Madison as well as the advisory board for the Capital Region Business Journal. Governor Jim Doyle appointed him to the Wisconsin Council on Workforce Development. He received the UW Whitewater Outstanding Recent Alumnus Award in 2007 for his demonstration of professional achievement and civic involvement and received the Hometown Heroes Award for his service at the Vera Court Community Center. Named to InBusiness Magazine's "Top 40 Under 40" for 2005, Henry was featured in Madison Magazine's first edition of "Up and Comers," and graced the cover of Dane County's BusinessWatch Magazine in 2007.

A former columnist for the Capital Region Business Journal and Madison Magazine, Henry is also an accomplished boxer.



Eric Ness is the District Director for the U.S. Small Business Administration (SBA) Wisconsin District with locations in Madison and in Milwaukee. As

District Director, Eric is responsible for the delivery of SBA programs throughout Wisconsin.

Eric joined the SBA in 1990 as a Commercial Loan Officer where he had the opportunity to work in both processing and liquidation of loans. He has served as Finance Chief and Assistant District Director for Economic Development. In December of 2001, Eric assumed the position of Wisconsin District Director.

Prior to coming to SBA, Eric worked for Impact Seven as a Business Analyst and was General Manager of Western Wisconsin Development Corporation in Northwestern Wisconsin.

Eric graduated from the University of Minnesota with a Degree in Agricultural Engineering and later obtained a Masters in Business Administration from Southern Methodist University in Dallas, Texas.

Monthly Drawing Gifts Needed

We are in need of member businesses to donate gift cards or other small gifts (\$20-\$25 value) for drawings at our member meetings. If you would like to promote your company and generously donate to our group, please either let the greeter at the next member meeting know, or email Jodi Fisher at smba@smba-madison.org!

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 summer we made donations to the following organizations/events:

10th Annual Streetball & Block Party – Slam & Jam for Peace

Spotlight On Business



Creative Marketing Specialists

I am Julie Pankow-Helland and have been with Creative Marketing Specialists for 20 years. Creative Marketing Specialists has been in business since 1982 and has always been a women owned company. Our goal is to help our clients with all their promotional product needs. We have a inside staff to support the sales staff, including a graphic artist. I have really loved having my office in my home, knowing there is a local owned home office to support me. Our company also believes in giving back to the community. All our members of Creative Marketing Specialists has 1 or 2 causes they volunteer for from cancer support groups to animal abuse prevention.

Liberty Mutual Insurance



My name is Craig Jorgenson; I have been in the insurance industry since 2002 after attending UW Oshkosh and now have been with Liberty

Mutual since 2006. Here at Liberty Mutual we are committed to helping you find a comprehensive, cost-effective personal insurance program. Contact me to learn more about the many comprehensive and cost-effective insurance programs Liberty Mutual has to offer for your Auto, Home or Life insurance needs.

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@smba-madison.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

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| 4/21/2011 | Henry Sanders, Advocate for Small Business Administration |
| 5/19/2011 | Steve Cover, City of Madison Director of the Department of Planning and Community and Economic Development |
| June | TBD |
| 7/21/2011 | Tim Metcalfe, Nolen Centennial Project |

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 Avenue, Madison unless otherwise indicated in the newsletter.



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