



NEXT MEETING! 11/19/09



When: Thursday, 11/19/09
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 11/17/09



This Month's Speaker...

Jerry O'Brien, Director
Kohl's Department Stores Center for Retailing Excellence
University of Wisconsin-Madison

The mission of the **Kohl's Department Stores Center for Retailing Excellence** is to nurture a synergistic relationship between the retail industry, their partners, and the world-class faculty, staff, and students of the University of Wisconsin-Madison. This relationship is to be built on the highest ethical standards and dedicated to improving the lives of consumers by fueling innovation and competition in the market place.

The **Center** works to transform separate programs spanning retail, business, liberal arts, fashion, textile, and interior design into a dynamic cohesive group, where the whole is greater than the sum of its parts. They prepare students to fulfill leadership roles in every aspect of the industry and provide industry partners with expanded recruiting options, aimed at matching careers and students in lasting and successful relationships.

Jerry O'Brien, Director - After spending 27 years with the Target Corporation in Store Operations, Recruiting and Talent Development, Jerry was given the opportunity to re-vitalize the Center for Retailing Excellence (now the Kohl's Department Stores Center for Retailing Excellence) at the University of Wisconsin-Madison. For the past two years Jerry has led the center to national prominence and the center is considered one of the best in the country.

To quote Jerry the opportunity was a dream come true. "I love the excitement and challenges of the retail industry and I am thrilled to have the chance to introduce the industry to some of the best and brightest students in the country."

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.

A \$50 reservation deposit will be required by November 30, 2009 to save your booth space. This deposit will be refunded to the SMBA member after the event.

Last year was a complete success so register early. Be sure to contact Jodi Fisher at jodi@ImpactVirtualServices.com to register.

CELEBRATE PARK STREET!

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 9th 5:30-7:30pm
 6 pm program
Where: Villager Mall -- Space Place --
 2300 South Park Street

2009-2010 Officers & Board of Directors

Jim Mankowski President jbmppc@chorus.net	JBK Patrol and Protection Corporation	222-5156
Rob Waterman Past President rwaterman5615@charter.net	Edward Jones Investment	271-5100
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Bill DiCarlo dicarlo@co.dane.wi.us	Alliant Energy Center of Dane County	267-3982
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Joe Campana campana@JCcampana.com	J. Campana & Associates	241-3500
Brad Prohaska bprohaska@parkbank.com	Park Bank	283-6891

RSVP & Questions Contact Jodi: 260-8098 or smcvcv@terracon.net. Sponsored by: Park Street Partners and South Metropolitan Planning Council with support from: Meriter Hospital, St. Mary's Hospital and UW-Madison

South Madison Branch Library Capital Campaign

The Madison Public Library Foundation and the South Madison community are working together to raise \$700,000 for the all-new South Madison Branch Library. To date, they have raised a little more than \$400,000 toward their goal.

Additionally, they are looking to partner with South Madison businesses in getting the word out about the campaign. In the next few weeks, billboards (Public Service Announcements) through Adam's Outdoor Advertising will be strategically placed in the South Madison area encouraging people to contribute to this effort. The following are some ways that area businesses can contribute to this community effort.

1. We are seeking assistance from area businesses to place coin receptacles in the community. Currently, there is one at the South Madison Branch Library, Park Bank on Park Street, and the Hotel Washington Coffee Shop. We would like to have them placed in several other locations as well.

continued

2. We have also initiated a SCRIP program to benefit the South Madison Branch. SCRIP are gift cards that are purchased at the full face value for specific retailers. The purchased gift card is redeemable for the full face value to the consumer and the retailer rebates a percentage of the value of the card to the South Madison Branch. We would like to have our flyers out at as many businesses as possible.

3. We have printed campaign brochures that can be available at local businesses.

This campaign is a true community effort working together for a wonderful cause. Between the billboards, the neighborhood involvement, articles and contribution envelopes in Southern Exposure, and social events, the South Madison community is coming together to work toward creating a wonderful library.

To participate in any of these efforts on behalf of the new South Madison Library or to make a corporate donation, please contact Terrie Goren, Executive Director of MPL Foundation, at 266-6318 or email at mpfoundation@cityofmadison.com. Corporate donations should be sent to South Madison Branch Library Campaign, Madison Public Library Foundation, Inc., 201 West Mifflin Street, Madison WI 53703. Updates on events can be found at www.mplfoundation.org.

SMBA made information available at our October meeting. We have several members who signed up to have the coin receptacles at their business. SMBA, along with other SMBA members, made a donation to the South Madison Branch Capital Campaign. This is a worthy cause and is right in our backyard. It isn't too late! Help out if you can!

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.

Welcome to our new Administrator

We would like to welcome Jodi Fisher as the new SMBA Administrator. Jodi is in the process of taking over this position and is getting her feet wet with her first Business Expo! As I mentioned at the last membership meeting, Jodi has a conflict on the third Thursday of the month and cannot attend those meetings so the Expo is the first chance you'll have to meet her in person. Be assured that she is attending Board meetings and working for you "in the background"! Jodi owns Virtual Impact Services, a virtual assistant firm, helping real estate agents and small business owners nationwide. Her firm 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.

Jodi and I have started working together and will try to make the transition as smooth as possible. Jodi can be reached by phone at 608-279-3949 or by e-mail at jodi@ImpactVirtualServices.com. You can also always reach Jodi or myself at smba@smba-madison.org. -Jean Vogel

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: **The Payroll Company, Inc.** The Payroll Company, Inc. is an award winning provider of payroll, timekeeping and human resource solutions for businesses of all sizes, whether you have 1 or 1,000 employees. The company offers comprehensive payroll & HR services; including payroll processing, payroll tax administration, an online HRIS, electronic reporting capabilities, applicant tracking and electronic timekeeping.

Human resource and benefit services include 401K plan recordkeeping, workers' compensation administration, section 125 plans, and other administrative services for business.

The Payroll Company, Inc. was founded in 1999 by Eric Schroeder, CPA. With headquarters in Middleton, Wisconsin, the company services businesses nationwide. For more information, please visit www.payrollcompany.biz or contact Melissa Wieland at (608) 826-1122 or melissaw@payrollcompany.biz.

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:

Scott E. Mickelson, Attorney at Law, LLC – Attorney



S.M.B.A. MONTHLY MEETING SCHEDULE

Upcoming Monthly Speakers

11/19 Jerry O'Brien,
Center for Retailing Excellence
12/17 Dennis Collins,
Edgewood College
1/21/2010 Annual Business Expo –
Register for your Booth Today!

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

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