

NEXT MEETING! 10/15/09

When: Thursday, 10/15/09
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 10/13/09

2009-2010 Officers & Board of Directors

| | | |
|------------------------------------------------------------------------------------------------------------|------------------------------------------|----------|
| Jim Mankowski President jbmppe@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 sdo@gdinet.com | 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@JCcampana.com | J. Campana & Associates | 241-3500 |
| Brad Prohaska bprohaska@parkbank.com | Park Bank | 283-6891 |

This Month's Speaker...

Jim Woodward, President and CEO Meriter Health Services and Meriter Hospital

Jim will discuss the Park Campus General Development Plan (approved by the city in May 2009) as well as the Meriter Medical Group's new Meriter Medical Clinics. Jim Woodward officially began his duties as president and chief executive officer of Meriter Health Services and Meriter Hospital, in January 2007. He dedicated time in the first three to six months for formal and informal meetings to get to know Meriter staff and physicians, as well as meeting with many people from the community, neighboring hospitals and local government.

Woodward comes to Meriter from Winchester Medical Center, where he served for five years as chief executive officer. Winchester Medical Center is a 411-bed regional referral center serving the Northern Shenandoah Valley of Virginia and the Eastern Panhandle of West Virginia.

Under Woodward's leadership, Winchester Medical Center

consistently achieved patient satisfaction rankings in the top 10 percent nationally and received national recognition for clinical excellence through Solucient's 100 Top Hospitals and HealthGrades.

Woodward received his bachelor's degree and his master's degree in Health Administration from George Washington University, in Washington, D.C. Prior to joining Winchester Medical Center, Woodward served as the Executive Vice President of Bayhealth Medical Center in Dover, Delaware for nine years. He also served as the Associate Administrator and Chief Operating Officer of the Columbia Hospital for Women Medical Center in Washington, D.C. for six years following the completion of his Administrative Residency, also at Columbia Hospital. Woodward is a Fellow of the American College of Healthcare Executives, and has been very active in numerous civic and professional organizations and associations.

He has been married to his wife, Rosemary, for sixteen years, and they have three children: Riley (age 15), Britton (age 13), and Gray (age 10).

MARK YOUR CALENDAR

The date is set for the 2010 Business Expo. This is the Fifth Annual event! Plan to exhibit; plan to attend! More to come!

**Madison Area
Business Expo 2010
Thursday, January 21, 2010
4:00 to 7:00 PM**

Small Business Advisory Council Seeks New Members

The Greater Madison Chamber of Commerce's Small Business Advisory Council (SBAC) is currently seeking new members. Established in 2004, the SBAC advises the GMCC and the Mayor of Madison about issues impacting small businesses.

To be eligible, applicants must be GMCC members and be either an owner of or executive level decision maker of a small business. This is a three (3) year commitment of one (1) meeting per month (attendance standards) and additional time for meetings as needed, phone calls, dispersing messages and information and attending public meetings.

All applications must be received no later than Friday, October 30th to be considered. To learn more about the SBAC, visit www.smallbusinessmadison.com.

City of Madison Zoning Code Rewrite Project

From the City of Madison website - The ordinance to revise and adopt the City of Madison Zoning Code was introduced to the City of Madison Common Council on September 15, 2009. The zoning code is one of the primary tools the City of Madison uses to regulate development. All existing and new development in the City must be consistent with the requirements of the zoning code. These requirements range from the land uses (e.g. single family home, apartment, neighborhood store, office building) allowed on a property, to building setbacks from the street and adjacent properties, to the amount of parking required on a site. The current zoning code dates from 1966 and it does not always reflect best zoning and community planning practices. Further, the zoning code is often confusing and difficult to use. In addition, it is not always effective in implementing the recommendations of Madison's adopted Comprehensive Plan (www.madisonplan.org), neighborhood and special area plans.

The new zoning code will be a much-improved code that is easier to use and understand. Further, it will better enable the City to implement its various plans. The zoning code rewrite project is expected to be a two-year process, starting in January 2008, with completion in December 2009. The zoning code is available from the File Library on the SMBA Website.

The zoning code rewrite is intended to be as inclusive of community interests as possible, and to provide a variety of ways for the public and interest groups to participate. All Zoning Rewrite Advisory Committee, Plan

Commission and City Council meetings will be public meetings. Anyone can attend these meetings. During the course of the project, a series of community meetings and summits will be held throughout the City. These events will provide the community with various opportunities for participation in the Zoning Code rewrite project. There are various other ways to participate in the project which are described on the City's website.

<http://www.cityofmadison.com/neighborhoods/zoningRewrite/>

Yahara Station: Another Option for High-Speed Rail

Excerpt from "Yahara Station: A better destination", by Dane Alliance for Rational Transportation

Everything we know about successful intercity rail service tells us main train stations should be, if not right in city centers, as close to them as possible. The Federal Railroad Administration, which will be evaluating plans for a possible Milwaukee-Madison rail services, agrees.

Yet, as it finalizes its plans for that service, the Wisconsin Department of Transportation has said it intends to put Madison's train station at the Dane County Regional Airport, five mile or more from central Madison destinations like the Capitol Square and the UW campus. There are good reasons why Madison's station can't be in the heart of downtown. But why not bring the rail service as close to downtown – or downtown as close to the service as we can?

The Yahara Location: The designated Milwaukee-Madison rail line will bring trains from Milwaukee to within 1-1/2 miles of the Capitol Square before making a sharp northward turn near First Street and the Yahara River and proceeding the final 3-1/2 miles to the airport.

The Yahara Advantage: In addition to better connections with central Madison, Yahara Station offers several other advantages over the airport. These are: 3-1/2 fewer miles of track to reconstruct, shorter travel times for many if not most passengers, and proximity to the proposed train layover facility.

Yahara Station has the potential to be much more than just an Amtrak station, but a multi-modal transportation center as well as a "gateway" to Madison. You can find more details here <http://www.rationaltransportation.org/yesyahara> or visit the File Library on our website.

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 a donation to the following organizations/events:
Urban League of Greater Madison's new facility in the Villager Mall Campus on Park Street.

SBA Arc Loan Program Information Now Available

Information about SBA's new Arc Loan Program is now available through the following site:
<http://www.sba.gov/recovery/arcloanprogram/index.html>.

SMBA Needs Your Help!

As you know, the SMBA offers a prize drawing for the monthly attendee's. We have recently run low on these wonderful prizes. The Board of Director's is asking for monthly donations from our members. It would be a great way to advertise your business to the members!! If you'd like to donate, please contact Jean Vogel at smba@smba-madison.org.

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 business's 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 e-mail us your information today. You must be a member in good standing to be listed.

Mark Your Calendar

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
SAVE THE DATE

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**

P.O. Box 259893
Madison, WI 53725-9893
www.SMBA-Madison.org