

## NEXT MEETING! 2/19/09

**When:** Thursday, 2/19/09  
**Where:** Clarion Suites-Madison Central  
 2110 Rimrock Road  
**Time:** Noon - 1:15 PM  
**Format:** 12 Noon Lunch  
 12:15 - 1:15 Announcements  
 Open Discussion and Meeting

**Please  
note  
change**

Please RSVP to Shelley Reynolds @ 957-3135 or [smba@SMBA-Madison.org](mailto:smba@SMBA-Madison.org)  
 by Noon on Tuesday 2/17/09

## 2009 Officers & Board of Directors

Jim Mankowski President <a href="mailto:jbmppc@chorus.net">jbmppc@chorus.net</a>	JBM Patrol and Protection Corporation	222-5156
Rob Waterman Past President <a href="mailto:rwaterman5615@charter.net">rwaterman5615@charter.net</a>	Edward Jones Investment	271-5100
Rick Welsch Treasurer <a href="mailto:rick.welsch@wegnercpas.com">rick.welsch@wegnercpas.com</a>	Wegner LLP CPAs & Consulting	442-1958
Jason McCaffrey Secretary <a href="mailto:jason.mccaffrey@hausmann-johnson.com">jason.mccaffrey@hausmann-johnson.com</a>	Hausmann-Johnson Insurance Co.	257-3795
Mike Flynn Past President <a href="mailto:mflynn@mononabank.com">mflynn@mononabank.com</a>	Monona State Bank	223-5148
Gary Waldhart <a href="mailto:garyw@ams-mad.com">garyw@ams-mad.com</a>	Auto Marketing Services & Consulting	274-7400
Jim Garner <a href="mailto:jimg@sergenians.com">jimg@sergenians.com</a>	Sergenian's Floor Coverings	663-2520
Bill DiCarlo <a href="mailto:dicarlo@co.dane.wi.us">dicarlo@co.dane.wi.us</a>	Alliant Energy Center of Dane County	267-3982
Betsy Jenkins <a href="mailto:Betsy.Jenkins@yparty.com">Betsy.Jenkins@yparty.com</a>	It's Your Party, LLC	845-3450
Sean O'Rourke <a href="mailto:sdo@gdinet.com">sdo@gdinet.com</a>	ORE Real Estate Services LLC	225-3636
Jean Acker <a href="mailto:jean.acker@micorp.com">jean.acker@micorp.com</a>	M&I Bank	273-5622
Gail Niesl <a href="mailto:gniesl.clarionsuites@tds.com">gniesl.clarionsuites@tds.com</a>	Clarion Suites, Madison	284-1234

## This Month's Speaker...

### Madison Mayor, Dave Cieslewicz

Dave Cieslewicz (chess LEV ich) was first elected Mayor of Madison in April, 2003, and re-elected to a second term in April, 2007. As Mayor, Cieslewicz has focused primarily on public safety and provision of quality basic services for Wisconsin's fastest-growing city.

Before becoming Mayor, Cieslewicz was the co-founder and first executive director of 1000 Friends of Wisconsin, a non-profit research and advocacy organization focusing on land use and transportation. Before that he was Director of Government Relations for The Nature Conservancy, which followed his service as chief of staff in a state senate office and work for the Assembly Natural Resources Committee.

Born in 1959 and raised in West Allis, Wisconsin, Cieslewicz is a graduate of the University of Wisconsin in Madison. About once a month you can find him playing Sheephead with friends at the Memorial Union. He lives in the Regent Neighborhood on Madison's west side with his wife Dianne and their dog Calvin.

### Annual SMBA Madison Area Business EXPO!

Although the negative temperatures may have kept a few people home, we had a great turnout for our Annual SMBA Business Expo! Over 250 business people attended!

Over 50 business exhibitor spaces were provided and the cost to members was free. Exhibitors were required to provide a product, service or gift valued at \$25 or more. Grand Door Prizes volunteered by sponsor's, members and exhibitors with a value of \$100 or more were encouraged. The grand prizes

were amazing with most of the gifts valued over \$300. See the attached list of prizes and winners.

We'd like to thank all the exhibitors, Grand Prize donator's, SMBA members and attendee's! Our members and both the Fitchburg Chamber of Commerce and the Greater Madison Chamber of Commerce helped advertise our event. The attendee list was a wide variety of businesses throughout the metro area.

Thanks again and we look forward to an even larger event next year!

### Secretary Leinenkugel Seeks Wisconsin Partners for National Entrepreneurship Week 2009

Madison – The third annual recognition of National Entrepreneurship Week (NEW) occurs February 21 through February 28, 2009. This week is a celebration of American entrepreneurs and the educational programs currently preparing youth to develop a passion toward entrepreneurship as a viable career option sponsored by the National Consortium for Education Excellence.

The focus of this third year's celebration includes the celebration of Wisconsin's entrepreneurs and the lifelong learning educational opportunities that prepare the NEW business leaders of the future. National Entrepreneurship Week 2009 provides an opportunity to focus on the innovative ways in which entrepreneurship education can bring together the core academic, technical, and problem solving skills essential for future entrepreneurs.

"Last year, organizations hosted events that celebrated the power of entrepreneurship

throughout Wisconsin. Once again, we'd like to encourage state and local government, schools, nonprofit organizations, entrepreneurs and community leaders to observe the week by hosting events," said Department of Commerce Secretary Richard J. Leinenkugel.

Organizations will find resources to support their event and program planning on the National Consortium for Education Excellence web site at <http://www.nationaleweek.org/>. The Department of Commerce will also highlight the events and activities that organizations will host on the Commerce web site during the week (February 21 – 28, 2009) providing heightened exposure.

"With the theme *New Ideas for a New Generation*, organizations are encouraged to begin planning now. Joining in the recognition of National Entrepreneurship Week provides our leaders, educators and entrepreneurs from every walk of life with an opportunity to once again celebrate Wisconsin's entrepreneurial spirit", said Secretary Leinenkugel.

*continued*

For more information about National Entrepreneurship Week 2009, contact Carol Dunn, Womens Business Ombudsman, at 608-267-0297 or [carol.dunn@wisconsin.gov](mailto:carol.dunn@wisconsin.gov).

## County Executive Business Debate – SMBA Co-Sponsor

In 2007, your business association partnered with the GMCC to cosponsor a mayoral debate – “Business Matters.” This year, the GMCC is organizing a similar debate for candidates for Dane County Executive. Once again the debate will focus entirely on issues important to business. **We invite your business association to be a cosponsor for this event.**

Thanks to the following organizations for participating in the upcoming business debate for Dane County Executive candidates. The following organizations have confirmed their participation: Accelerate Madison, Downtown Madison, Inc., South Metropolitan Business Association, Greater Williamson Street Business Association, Madison Area Builders Association, Realtors Association of South-Central Wisconsin, Smart Growth Greater Madison, Cross Plains Chamber of Commerce, Latino Chamber of Commerce, Middleton Chamber of Commerce, Monona Chamber of Commerce, Stoughton Chamber of Commerce and Verona Chamber of Commerce.

**Location:** The debate will take place on Wednesday, February 18 from 7:30-9:00 a.m. at the American Family Insurance Headquarters, located at 6000 American Parkway in Madison. Attached are parking instructions and directions for your members.

**Format:** Each candidate will have 90 seconds for opening remarks followed by your questions, read by the moderator – Mark Bugher, UW-Research Park Director and GMCC Board Chairperson. Each candidate will have 90 seconds to answer the question, and the candidate who answers first will be allowed a 30 second rebuttal. The candidate order for response will be switched for each question. (ie – if Kathleen Falk answers first for question 1, then Nancy Mistele will answer first for question 2).

If you have any other questions or suggestions, please don't hesitate to contact **Kevin Little** Director of Public Policy,

[kittle@greatermadisonchamber.com](mailto:kittle@greatermadisonchamber.com). Again, thanks for your participation. We look forward to a great event!

## Neighborhood Grant Program Attention: Neighborhood, Community Group and Business Leaders

The City of Madison Department of Planning & Community & Economic Development is pleased to invite you to consider applying for the 2009 Neighborhood Grant Program. Take a look at the attached guidelines and Project Intent Form for proposals over \$2,000.00 (DUE FEBRUARY 27) and Mini-Grant Application for projects that are \$2,000.00 or less (DUE MARCH 30). Over the past 9 years, neighborhoods have realized 210 projects with 7,000 volunteer hours and financial assistance from the Neighborhood Grant Program. We hope that you will join in the fun and dream up a creative and engaging neighborhood project which beautifies your surroundings, strengthens leadership capacity, or helps you plan for future growth and development.

If you have any questions, you may contact Linda Horvath at [lhovath@cityofmadison.com](mailto:lhovath@cityofmadison.com) (267-1131) or Rebecca Cnare at [rcnare@cityofmadison.com](mailto:rcnare@cityofmadison.com) (266-4957). Also see the neighborhood plan webpage: <http://www.ci.madison.wi.us/neighborhoods/grantprogram.htm>

## HOLD THE DATE!

The City of Madison Small Business Conference, which is co-organized by the SBAC (Small Business Advisory Council), will be held on May 12, 2009 at the Monona Terrace Convention Center. The theme of the 2009 conference is: **Madison Small Business in Changing Times**. This will be a full day conference.

The presentations and panel discussions will focus on four topics:

1. High Impact Entrepreneurship
2. Growing a Green Business
3. Finding, Hiring, and Keeping Employees During a Demographic Shift
4. Financing

More information in the following weeks!

## Society of St. Vincent de Paul

We have committed to 80 hours of volunteer work from our members. We have several members who have already volunteered their time at the Food Pantry on Fish Hatchery Road. This is an opportunity to work directly with low-income people. The Pantry needs volunteers to stock the pantry and host the customers. If you are interested **call 442-9878 to speak with the Volunteer and Member Development Coordinator**, and ask to attend the next volunteer information and orientation session. Hours of operation: Monday, Tuesday & Friday 11am-3pm; Thursday 3pm-7pm; Saturday 10am-noon. See map. Be sure to relate that you are with the South Metropolitan Business Association so we get credit towards our 80-hour commitment.

**SMBA Volunteer Hours**  
**January 2009**  
**8 hours**

We would like to give special thanks to Brad Prohaska and his staff at Park Bank – Park Street office. Brad and his staff volunteer 8 hours per week at the Food Bank on a regular basis. They are really contributing to our commitment. Keep up the good work, ladies and gentlemen!

## 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 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

**When:** Thursday, February 19, 2009

**Event:** Mayor Dave Cieslewicz

SMBA meetings are held on the **third Thursday of every month at The Coliseum Bar from 12:00 Noon to 1:15 pm** unless otherwise indicated in the newsletter. Following is the meeting schedule for 2009. Why not jot these on your new calendar today?

**SMBA** South Metropolitan  
Business Association

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[www.SMBA-Madison.org](http://www.SMBA-Madison.org)