



NEXT MEETING! 1/15/09



When: Thursday, 1/15/09
Where: Coliseum Restaurant and Bar, upper floor
Time: 4:00 - 7:00 pm
Format: Annual SMBA Madison Area Business EXPO

Please RSVP to Shelley Reynolds @ 957-3135 or smba@SMBA-Madison.org
 by Noon on Tuesday 1/13/09



Annual SMBA Madison Area Business EXPO!

Join us for our annual Business Expo on January 15, 2009,
 4:00 – 7:00, the upper floor of The Coliseum Bar and Restaurant!
 This event replaces our monthly meeting.

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

This Madison Area Business Expo and Networking Event is just a few days away. We wanted to review some information that will help you and your company and the event to be a huge success.

This is a business-to-business networking event. Help get the word out to other business people that you know. Although SMBA will promote Business Expo 2009, the success of the networking event will be greatly improved if all of our exhibitors and business association members personally invite their business customers and business friends.

Please use the complimentary admission tickets that you were provided (on the Expo flyer attached) to promote the event. Don't forget to tell those that you invite that this will be an **EXTREME NETWORKING** Event, a **BUSINESS CARD EXCHANGE**, and **EXPO**, with **OVER 50 EXHIBITORS**, and **FREE BEER, FREE FOOD**, and **FREE DOOR PRIZES**.

We will have two types of prizes at this event - Grand Prizes and Exhibitor Door Prizes given by each of the exhibitors. If you have any questions, contact Shelley at smba@smba-madison.com

Grand Prizes

- Tingalls Dyzn – Tara Ingalls - New Business Start Up Kit – Valued at \$1020.00
Includes the design of logo, logo branding, business card design, etc.
- WPS External Computer Solutions – 4 hours of Computer Instruction - Valued at \$500
- M & I Bank - \$100 Visa Card - Spendable anywhere
- AAA - \$100 Gift Card
- Learning RX - \$200 Value Prize
- Payroll Company - \$100 Gift
- Vondra Engraving - \$100 Plaque Value
- Wegner & Assoc. - \$100 Gift
- Doc Jams - Printer - \$100+ Value
- Clarion Suites - \$150 Gift Cert.
- Pure Massage- Pure Massage Relaxation Pkg. \$165 (3 Sessions)
- Advanced Healing – 10 Day Detoxification Valued at \$308
- Includes Nutritional Assessment, Regime and Products
- Advanced Healing – Pilates Session and
- Postural Exam – Value \$200
- Includes Postural Exam followed by a one-on-one instruction on Pilates Techniques
- Greater Madison Chamber of Commerce- \$100 Gift Basket
- JC Rose & Assoc. - Health & Wellness Pkg. Valued at \$120
- Use towards Massage, Accupuncture, etc. also includes massage oil, workout tape, etc.

Don't forget to thank these sponsors for their generous donation! Food and drink supported by:
***Sergenian's Floor Coverings *Hausmann-Johnson Insurance *Sandler Training**

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Mayor Nominates New Madison Economic Development Director

Mayor Cieslewicz has named Tim Cooley to be the first Madison Economic Development Director. A graduate of UW-Madison, Cooley returns to Madison after serving in business consulting and economic development roles in California.

Among the highlights on his resume include his interactions with corporate boards, universities and public institutions on issues related to strategy, management, market relations and economic development as Executive Vice President of H2Squared in Irvine, California.

Cooley also worked as the managing director for Global Financial Group, Executive Vice President for Strategic Initiatives at the Orange County Business Council and Director of Strategic Planning for Ernst & Young Market Performance Group.

GMCC representatives played key advisory roles throughout the hiring process for the new position. We applaud the Mayor's nomination and stand ready to assist Cooley as he transitions into his new role. His vast experience in economic development initiatives will no doubt help shape and implement successful and innovative strategies for the Madison region.

The Mayor's nomination is pending until it is confirmed by the Common Council. If confirmed, his official start date would be February 16.

Madison Public Library Meeting

The Madison Public Library will conduct a meeting concerning the new South Madison Branch in the Villager Mall. The library is holding a public listening session - the first in a series of community meetings - at the South Madison Branch Library, 2222 S. Park Street, on Thursday, January 15, 6-8 p.m.

SMBA members may be interested in attending the meeting and sharing their thoughts about what they would like in their neighborhood library

A full description of the meeting is available on our web site at <http://www.madisonpubliclibrary.org/new/index.php/2008/12/23/help-us-plan-for-a-new-south-madison-branch-2/> where people can also leave comments online.

If you have any questions contact Tana Elias, Web Resources Coordinator, Madison Public Library, 201 W. Mifflin St., Madison, WI 53703 <http://www.madisonpubliclibrary.org>, telias@scls.lib.wi.us, 608-266-4953

SMBA Mourning the Loss of a Wonderful Member

Long time SMBA Member, Stuart Seffern, owner of Madison Area Carpet Cleaning, and Debbie Loiselle could have lived anywhere in Madison, friends of the couple said, but for more than 70 years combined, they chose to live in south Madison.

The couple, who was widely known for their community work in the sometimes-troubled Burr Oaks neighborhood, died Thursday evening in a single-engine plane crash south of Chicago. Seffern, 50, and Loiselle, 52, were the only two people on board the plane — a homebuilt Lancair 360 single-engine plane — when it crashed in flames while attempting to land at the Joliet Regional Airport. The couple was returning from a trip to Orlando, Fla., not Buffalo, N.Y., as earlier reported.

SMBA Member Lindsey Lee of Cargo Coffee had this to say about this terrible loss: "I think it is safe to say that Stu who was a person of strong convictions. But he was always without malice and any detectable guile. He wanted to convince you of the rightness of his world view and wanted to do so based on the evidence that he was always gathering. I have a stack of books, articles and DVDs to prove that.

Stu also loved the south side and volunteered prodigious amounts of time in making the community better.

I am going to miss him greatly. We disagreed about much but also shared a lot of values and agreed about many core principles. It was great we could be friends."

The SMBA Board of Directors has approved a donation to the Burr Oaks Neighborhood Association of \$250 in Stu Seffern's name.

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.

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!

SMBA Volunteer Hours
January 2009
111 hours

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, idea's 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 will begin providing a quarterly drawing of all the 'Comment Form' participants! Complete the forms each month for a better chance of winning!!

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

When: Thursday, January 15, 2009

Event: SMBA Expo!

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?

February 19, 2009 - Mayor Dave Cieslewicz

SMBA South Metropolitan
Business Association

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