

## WHY JOIN SMBA?

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**CONNECT.** As a member, you have a unique opportunity to connect with businesses that anchor the South Side of Madison. Network, build relationships, build awareness, build your business.

**GROW.** No matter your size, if your business isn't growing, it's dying. As a member, you can showcase your business on our website, get the word out on our social media pages and bring information on your company to monthly meetings. Sponsor opportunities available as well. Take this opportunity to grow your business!

**RECRUIT.** Good people can be tough to find, especially when our local unemployment is low – take advantage of 100 business colleagues who can help you find great people to add to your team!



### **LOCALIZED BUSINESS COMMUNITY SUPPORT & ADVOCACY.**

When major street reconstruction, neighborhood planning initiatives, or localized development issues emerge, it's the local business association that provides a voice and support for the business community. Our vibrant and established business association provides an immediate contact point or conduit for communication and, if necessary, for mobilization of neighborhood businesses.

**ANNUAL EXPO.** 300 attendees, 3 hours, free beer & munchies – \$50! This is the most fun & inexpensive brand exposure and lead generation you'll do all year!



[www.smba-madison.org](http://www.smba-madison.org)

**APPLICATION LINK:** <http://smba-madison.org/index.php/join>

## GET INVOLVED ON A COMMITTEE

SMBA has a number of standing committees that serve our members at a deeper level and are an excellent way to build long-standing relationships. Committee involvement is open to all members in good standing and is highly encouraged. All standing committees meet once per month for one hour.

**Membership Committee.** The Membership Committee follows up with people who have attended a meeting as a guest, and/or have expressed an interest in membership.

**Expo Committee.** The annual SMBA Expo is a fun and important event for members. The Expo Committee coordinates marketing, tickets and details to manage the evening.

**Programming Committee.** Our members have told us that speakers and access to information about the South side of Madison are a big reason why they enjoy their membership in SMBA. The Programming Committee brings in speakers who can highlight events, development, politics and professional development.

**Special Events Committee.** We give our members opportunities to connect outside of our luncheons. Whether it's an open house at a member location, or a member hosted Happy Hour, our Special Events Committee plans unique, fun events!

**Ask the Expert Committee.** Some topics need more than 25-30 minutes to explore! Our Ask the Expert brown bag lunches serve as a platform for topics that need a full hour. Members can submit topics that they'd like to speak on to the committee, and SMBA markets their event to the membership. Historical topics have included: LinkedIn Basics, and ACA/Health Insurance Basics for Employers.

**SMBA Ambassadors.** It's a lot easier to walk into a monthly meeting when you know someone! SMBA Ambassadors help welcome new members into SMBA, generally through a coffee or lunch meeting.

**Board of Directors.** SMBA is served by a Board of Directors with responsibility for building and maintaining a healthy, vibrant and fiscally sound organization that serves the South side of Madison. Board terms are 3 years; members wishing to join the Board must have been active members of SMBA for a minimum of 2 years.

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