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MAY 2008 / **Technology**

# BUSINESS **BEAT**

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Volume 38, Issue 5

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### IN PERSON Connie Li, PhD, PE TrafficCast International, Inc.

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### GOT THE BEAT Earth Information Technologies

COMING NEXT MONTH  
Media

## PLUGGED IN

**From portable communication devices to automated lab instruments, technology is helping businesses collaborate with colleagues and clients around the globe—all while boosting efficiency**

In the last ten years, technology leaps have changed many of the ways companies operate. For Sonic Foundry, the ability to disseminate high-quality information online has had a huge impact on the company's speed and efficiency. "Every process, from budgeting to sales management to business planning, has accelerated dramatically," says chairman and CEO Rimas Buinevicius.

"I used to get updates by phone while I was traveling, or someone would fax a document to my hotel. You'd go through a long process to get information," he recalls. "Now I can look at up-to-date sales forecasts on my laptop fifteen minutes before getting on a plane. I can simultaneously conference people in on my cell phone."

Technology also improves Sonic Foundry's product delivery. "The next thing we'll do is make our webcasting educational system available on mobile phones," Buinevicius says. "When we deliver products, we anticipate what devices people have and how they'll want to receive our products."

### Enabling growth

Mead & Hunt's architects and engineers are spread across the country, and experts in different offices often collaborate on projects. They use electronic whiteboards and desktop sharing where, via computer, anyone in the company can see what's drawn on the board. Someone hits a button to save the drawing, unlike in the past, when workers photographed a traditional whiteboard before erasing it.

Project information management software lets the company manage all information related to a project in a single place, and securely exchange large amounts of data with clients. Online visualizations—3D images, animation, virtual walkthroughs—give clients a look at future projects.

"Ten years ago we had fewer offices and people from different ones rarely worked together. If they needed to, most times a

*Continued on page 02*

*Mead & Hunt's Carson Mettel (right) works with Brauna Hartzell to prepare digital mapping documents—prepared using geographic information systems software—for a client.*





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## COVERSTORY CONTINUED

group would travel to another office. It made it hard to get the right people on a project," says Carson Mettel, Mead & Hunt's manager of water resources for the Eastern U.S. Region. "Now we can pull the right people and they can work from anywhere. It's one of the things that's allowed us to grow."

### Saves money

BellBrook Labs plans to implement video conferencing this year.

"We feel like that will be big for us," says president and CEO Bob Lowery. "It'll really help with remote employees, like our California-based business development director. And with customers—we won't have to make as many site visits."

Advances in technology have been particularly helpful in the company's labs, according to Lowery.

"We do experiments in multi-row plates, and automated instruments read all the little test tubes at once," he says. "It had to be done individually before, and that's made a huge difference. We can analyze many times more data" *Continued on page 14*



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## UNPLUGGED

I interviewed Bob Lowery, president of BellBrook Labs, while he was on a ski vacation in Utah. We talked as he waited in line, then rode the chair lift up for his last run of the day. It occurred to me: Has technology let us go too far with this 24/7 availability thing? How do we get some downtime?

It's not a problem, Lowery says. He assures me it's very rare for him to take business calls while vacationing. "When I go on vacation, I have fun," he says. "I bring my computer, but mostly I'm not working. I have four kids—they keep me busy!"

Carson Mettel, Mead & Hunt's manager of water resources for the Eastern U.S. Region, also is satisfied with his work-life balance. "I feel like I do a really good job of that," he says. "I can turn things off. I have staff members who are very competent, and we provide good training, so they can do the things I'd normally do if I were here."

He sees some people who don't prepare their staff to take over, or who don't foster a climate that encourages independent decision-making. "And some people just feel like they always have to be connected," Mettel says. "I need to meter out my time and energy."

So, I guess the point is: We do have a choice. Turn off that cell phone. Shut down that computer. Enjoy life outside of work.

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*Business Beat* provides a forum where members and partner organizations can share their views on a variety of topics. Opinions expressed are the authors' own and do not necessarily reflect the views held by GMCC management, staff, or board members.

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Submit all member news items by the 15th to be considered for the next issue, which will publish two months later. Items will be published as space permits. E-mail items to [beat@greatermadisonchamber.com](mailto:beat@greatermadisonchamber.com).

# BEHIND THE DOOR

## PRESIDENT'S LETTER



Dear Valued GMCC Member:

It has often been said that if there is one constant in the world, that constant is change. Some consider the very idea of change as negative and greet it with a sigh. Others see it as an opportunity, and look to create innovation and improvement that actually fosters change.

Change could arrive in the form of new competition in your company's space—it can feel as if your niche is becoming crowded and that there's not enough to go around. That's not necessarily a comfortable scenario, especially if yours is a small company whose pockets are not so deep.

There are plenty of good things that can be done to help differentiate your business from the competition or even to create a new niche. While each company is unique in its challenges, it's probably not news to you that there are times when some new knowledge—or looking at things from a different perspective—can be a powerful thing.

At the GMCC, we put a particular focus on providing educational opportunities for members who want to know and do more to create success for their enterprises, no matter what their size. These opportunities, including our 12@12, Chamber Café and Eggs & Issues programs, can be especially empowering for smaller businesses.

Occasionally, we work with partners to offer affordable programming, as we are with the upcoming May 13 BrandsFormation® seminar, co-sponsored by the GMCC and Midwest Family Broadcasting. It's a half-day course where you can learn the basics of how to transform a good local business into a great local brand.

We're told that our recent CEO Forum with Dave Wittwer, president and CEO of TDS, was an inspiring opportunity to learn from a man who entered his company right out of college and, building on teamwork, active management and accountability, rose to the top position he holds today. The turnout was terrific, and who knows how many future CEOs were in attendance, alongside others who've already reached great success at companies they've started, run ... or are helping run well today.

Helping you and your business succeed are important to us. We hope you'll take advantage of these numerous opportunities to learn and earn—and to connect with fellow members at all our events. Learning and working together, dealing with change along the way, we can continue to do great things for the greater Madison area.

I hope you'll join us at the GMCC's 2008 Annual Business Expo, April 30 at the Madison Marriott West. We'd love to see you there supporting fellow members and the GMCC's success, as well as your own.

Sincerely,

Jennifer Alexander, GMCC president

“WE PUT A PARTICULAR FOCUS ON PROVIDING OPPORTUNITIES FOR MEMBERS WHO WANT TO ... CREATE SUCCESS FOR THEIR ENTERPRISES.”

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GMCC UPDATE

**April 30: Our Can't-Miss Three-Part GMCC 2008 Annual Business Expo**

The GMCC Annual Business Expo—held this year on Wednesday, April 30 at the Madison Marriott West—is growing in more ways than just the increasing number of attendees. Two years ago the Expo itself was the “whole show.” Last year we won rave reviews for changing up the theme and adding a highly popular After-Party Business Card Exchange.

This year, you have the option of kicking off your Expo day with a combination of learning and buffet dining at the Pre-Expo Luncheon Seminar on “The 10 Commandments of Customer Satisfaction” with Moses Altsech, PhD. A speaker of tremendous energy, Dr. Altsech teaches at Edgewood College and is a marketing consultant keynote speaker and executive trainer in the U.S. and abroad.

If you'd like to attend this exceptional event, don't hesitate! The Pre-Expo Luncheon Seminar is by reservation only (and costs \$25, including the buffet lunch), and since the Expo is so close to this issue's

mailing date, you should act now! Find details in the right-hand column.

**Don't Miss the Expo!**

With more than 125 exhibit booths representing a wide variety of GMCC member companies, the GMCC Annual Business Expo is the area's largest business-to-business expo and a great place to connect with clients, suppliers, fellow members, GMCC Ambassadors, staff and others.

Building on last year's success, this year's Expo will also feature Hollywood-style theme with plenty of fun in the mix. It will be a great, high-energy atmosphere in which to meet, greet and explore the many goods and services on offer by GMCC member businesses, enjoy hors d'oeuvres from Queen Anne's Catering, win big raffle prizes ... and much, much more.

The first 1,000 attendees will receive a free commemorative cloth tote bag. Dress like your favorite star or movie character and you'll fit right in!

Also new this year are mini-seminars designed to showcase member benefits such as member-only access to ChamberCARE health insurance and big discounts on everyday office supplies at Office Depot. Add “GMCC 101 In a Nutshell” to the mix and you—and all in

your company who attend—will have a grasp of the many exceptional programs, events and benefits the GMCC offers.

**Expo After-Party Business Card Exchange: Prime Time Networking**  
Come for the Expo and stay for the After-Party Business Card Exchange. It will be right around the corner on the same floor at the Madison Marriott West and offers another time and place to connect.

**Timeline and other details for the action-packed day:**

**12:15–1:45 p.m.: Pre-Expo Luncheon Seminar: “The 10 Commandments of Customer Satisfaction”**

This separate learning and networking event featuring Moses Altsech, PhD, includes a buffet lunch. \$25 (buffet lunch included). Reservations are due by April 23. Please visit the Expo page at [greatermadisonchamber.com](http://greatermadisonchamber.com) to download a form; fax it in and you'll be assured a seat at this highly anticipated seminar.

**2–6 p.m.: GMCC Annual 2008 Expo—Hollywood-Style:** 125+ exhibitors, exciting décor including props from this year's Oscar ceremony, emcee Geoffrey Sandler of Celebrations, the CW's Emmy Fink making the rounds of booths, fabulous prizes. This just in: We've really kicked things up a notch this year ... Tom Krzystof will be on hand to provide magical theatrics and even more dazzle, plus you'll have an opportunity to have Boonetown Productions capture your company's Red Carpet Spotlight on video.

**Plus, Educational Mini-Seminars on:** ChamberCARE health insurance, Office Depot Chamber Discount Program and “GMCC 101 In a Nutshell: What You Should be Getting Out of Your Membership”

**Prizes Galore:** Map of the Stars' Grand Prize—two round trip tickets from Northwest Airlines to anywhere in the Continental U.S.—plus multiple prizes given away throughout the day.

**Expo-only admission:** \$20 ticket admits two attendees. GMCC members, if you haven't received your complimentary tickets by mail, please e-mail GMCC membership & marketing director, Bob Ansheles at [bansheles@greatermadison.com](mailto:bansheles@greatermadison.com).

**5–7 p.m.: Post-Expo After Party BCE:** Post-Expo networking event where the fun continues; last year's was a huge success! Admission is free to GMCC members, \$10 for non-members.

*Special thanks to our Expo sponsors (please see the ad on Page 2 for a list of our major sponsors).*

Watch the Events section of [greatermadisonchamber.com](http://greatermadisonchamber.com) for up-to-date information on the GMCC 2008 Annual Business Expo, including all our sponsors, mini-seminar info,

*Continued on page 12*



**When you start as a chicken business, you need a way to keep clean.**

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## MEMBERSHIP MATTERS

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Want to get your money back on your GMCC membership investment? It's easy. Just be an ACTIVE member. Better yet, get your colleagues to be active GMCC members, too.

If the organization or company where you work holds a membership in GMCC, all of its employees, both full- and part-time, are members of GMCC and entitled to all the terrific benefits that membership offers.

The GMCC program and event schedule feature almost 40 opportunities for you and colleagues to learn, network and get business. GMCC members are kept informed on regional business news and Chamber information via our weekly e-Bulletin, the GMCC monthly newsletter Business Beat and at [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com).

In addition, GMCC members enjoy reduced rates to GMCC programs, and have access to the Office Depot Chamber Discount Program and to ChamberCARE, the GMCC's health insurance program. Put them all together and these are benefits that really help you learn and earn.

For businesses and organizations who upgrade to a Silver- or Gold-level GMCC membership, additional benefits include a 50- or 150-word "Member Spotlight" in Business Beat, GMCC website advertising banners, savings on a GMCC Business Expo booth and a special discount on UW-Madison Small Business Development Center educational programs.

These all add up to savings and profits, but only if you take advantage of what GMCC membership has to offer. Get started now.



Our March 11 members-only Eggs & Issues forum on legislative healthcare proposals drew a large audience who posed many important questions.

### Here are four easy ways to begin to maximize your GMCC membership:

- Sign up to receive the GMCC e-Bulletin. This electronic weekly update will keep you in the know on GMCC programming, events, membership news and public policy. Contact: Kate Dlouhy at [kdlouhy@greatermadisonchamber.com](mailto:kdlouhy@greatermadisonchamber.com) to sign up.
  - Visit the GMCC website [greatermadisonchamber.com](http://greatermadisonchamber.com) regularly. Check out the Events and Programs, Government Affairs and Member Info areas to find out what is going on and how to be a part of it.
  - Bring a colleague or client to the next GMCC program you attend. They will thank you for it!
  - Call the GMCC. We are happy to help you get the most out of your GMCC membership. Contact Bob Ansheles at [bansheles@greatermadisonchamber.com](mailto:bansheles@greatermadisonchamber.com) or 443-1944.
- Get active in the GMCC. It's an easy way to get a great return on your investment! ♦

## MEMBER NEWS & EVENTS

### Awards & Recognition

**BellBrook Labs** has been issued a patent for its Transcreeper HTS Assay platform, which will help the company in its mission to provide the pharmaceutical industry with high throughput screening tools that accelerate the discovery of therapies.

Apple Vacations recently awarded **Burkhalter Travel** at 6501 Mineral Point Rd. with the Premier Level Award in recognition of outstanding sales for 2007.

**Cascade Asset Management, HospiceCare, Inc., Physicians Plus Insurance and Rejuvenation Spa** were among seven local companies chosen as 2008's Best Places to Work by **Madison Magazine** and WISC-TV's Live at Five.

**Flad Architects** received "High Honors" in the 2008 R&D Magazine Lab of the Year competition in *Continued on page 06*

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reconition of the firm's design for Simon Hall on the Indiana University campus.

**Isthmus** was recently named the recipient of three silver ADDY Awards from the Madison Advertising Federation's 2008 creative competitions.

**Johnson Bank** recently surpassed the \$3 billion mark in mortgage loans served. The bank originates mortgage loans in nearly 60 locations in Wisconsin and Arizona, and services more than 20,000 loans.

**Milio's Sandwiches** has honored three Madison-area stores with the company's "Legendary Customer Service Award." The winning stores are on University Avenue, Fish Hatchery Road and Junction Road.

Dr. Jana Gyurina of **Oak Park Dental** has successfully completed the Full Mouth Reconstruction Program at the Las Vegas Institute for Advanced Dental Studies and is now the only female LVI-certified dentist in Wisconsin.

Madison-based fair-trade organization **SERRV International** has been awarded a \$53,500 grant from the eBay Foundation for a new website aimed at providing resources to low-income artisans and farmers in more than 30 countries.

Frank D. Byrne, president of **St. Mary's Hospital**, has been elected to serve on the Board of Governors of the American College of Healthcare Executives, an international professional society of more than 30,000 healthcare executives.

The **Timpano Group** took home two silver ADDY Awards from the Madison Advertising Federation's annual competitions.

## Grand Openings & Open Houses



*Five Guys Famous Burgers and Fries opens its first Madison location on State Street.*

**Five Guys Famous Burgers and Fries** recently opened at 517 State St. It's the first Madison location for this family-owned business that has over 240 locations on the East Coast.



*The Gialamas Company's One Erdman Place is the newest development in Old Sauk Trails Park.*

The **Gialamas Company** presented One Erdman Place, a five-story, 133,000-square-foot facility and the newest development to Old Sauk Trails Park. The company partnered with **Marshall Erdman and Associates** to design and construct the building.

## Innovations & New Business

**Alliant Energy** has announced it will switch from a petroleum-based mineral oil to FR3, a soy oil-based and more environmentally friendly insulating product, for use in its distribution transformers.

**Cascade Asset Management** is now offering a secure storage rental program for its customers. A new suite of collection containers allows customers to collect retired assets throughout their facilities or at outdoor locations.

**First Business Capital Corp.** recently began providing credit facilities to companies in Indiana and Missouri.

**Parts Now!** has launched Managed Print Solutions, a program to help office equipment dealers and service organizations reduce their customers' document imaging costs.

**SSM Health Care of Wisconsin** has finalized the purchase of 17 acres of property at the corner of Reiner Road and U.S. 151 to build an emergency medical facility.

**UW Credit Union** is the first Wisconsin financial institution to go mobile. Members may now use their cell phones or mobile devices with built-in web browsers to check their accounts and utilize certain services. The company also plans to open a new full-service branch in Sun Prairie in August.

## Mergers & Acquisitions

**A.M. Mailing Services, LLC** has purchased the mail production division of Zip Sort, Inc., acquiring its mailing equipment and customer list.

## Name Changes

**RBC Dain Rauscher** has changed its name to RBC Wealth Management as part of the company's global brand strategy. The legal entity name will change to RBC Capital Markets Corporation.

## New Addresses & New Construction

The **Suttle-Straus** communications company has completed the consolidation of its Middleton facility and moved all production to its Waunakee campus. ♦

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Webcrafters' head pressman Tom Janquart stands in front of one of the company's printing presses.

## PRINT IS ALIVE AND WELL

Local printers are embracing the opportunities the Internet opens up, with clients the beneficiaries

Many speculated that with the rise of the Internet, print would be dead. Instead, it seems the opposite has happened. New printing technologies let companies customize communications like never before and, enabled by technology, some companies do it all.

The Internet's advent certainly raised questions, acknowledges Jac Garner, president and CEO of Webcrafters. "We discussed it ten years ago, maybe even fifteen. We didn't know what effect it would have, but it's certainly been a critical question all printers have had to assess and build into their planning," he says.

Kevin Lucius, vice president of product development at Econoprint, agrees. "In national peer groups I'm involved with, we all knew it would have an impact. I can only speak for us, but we saw it as another method for clients to communicate with us."

### Online ordering and fulfillment

Web-based communications and Web-based ordering systems have been a great boon for the industry, as well as his company, comments Gene Davis, president of Badger Graphics Systems. "We've had a system for almost five years where customers can order online and have the orders fulfilled from our warehouse in a matter of minutes."

However, the Internet has decreased the need for some print products. Badger Graphics Systems launched in 1985, producing and distributing business forms,

but that's now only about ten percent of its business. "The words 'business forms' have kind of gone away," Davis says, as customers

record information online that they used to consign to forms.

As a result, Badger Graphics has transformed into a full-service color-printing organization. "We have digital printing, with variable imaging so we can personalize every postcard," Davis says. "Last year we got into mailing and we've had a great response.

"Customers have pulled us along the path," he continues. "They ask for additional services, and technology is the way to deliver them."

Econoprint, too, has gone full-service, adding mailing and fulfillment options. "We print and store items for our clients' end users, the clients can order them online, and we box and send them," says Lucius. "We've also invested heavily in Web designers; we have four of them and have launched upwards of a hundred sites." Both he and Davis say customers appreciate finding all services under one roof.

Webcrafters has stayed with its specialty. About eighty percent of its business is producing educational *Continued on page 08*

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materials, like workbooks, textbooks and teachers' guides, most of them for the K-12 level.

"We've found that each year there seems to be more and more online learning in K-12 classrooms, but there hasn't been a significant impact on the need for textbooks," Garner says. "The two seem to complement each other. And not every school is equipped to have every child in interactive learning mode."

The Internet has spawned a niche market for Webcrafters. "Our clients are major publishers, and they're ordering books about learning to use the Internet," Garner says. "It's not a huge market for us, but larger than a few years ago."

It's not a Web-based technology, but the introduction of digital printing has also changed the industry, making it possible to print very small quantities cost-effectively. "We have two digital presses that let us do counts as low as twenty-five books, maybe even lower," Garner says.

Digital printing allows clients to do very targeted marketing, Lucius notes. "If you have several service plans, rather than sending the same brochure to all of your customers, digital presses will allow you to create brochures specific to each client segment's service plan. You can up-sell opportunities unique to each segment."

## No more driving

Technology also helps printers streamline their own operations. "Customers mostly submit electronic files for printing rather than having courier pick-ups as in the past," says Lucius.

Along with online ordering, printers and customers can send proofs back and forth electronically. "We even allow them to make adjustments themselves and send the proof back," says Davis. "It's much more convenient for customers. The old days of driving back and forth are gone—and with the cost of gas, that's a good thing."

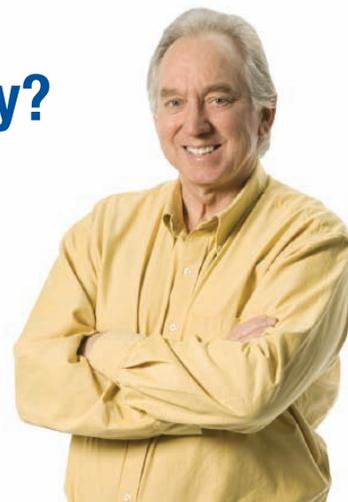
Lucius also appreciates using Econoprint's website as an advertising tool. "That's where customers review our portfolio," he says. "Our website has begun to replace some of our other advertising media."

As in most industries, printers willing to adapt to the Internet's opportunities thrive. "My job is to embrace whatever technology is available to help customers meet their needs," Davis says.

Garner predicts further enhancement of communication between printers and customers. "Within our companies, the Internet will allow us to be more sophisticated with our processes, such as work tracking, inventory and fulfillment," he says. "We'll continue to become more accurate and more timely." ♦

## What's Your Story?

**John**  
Grandpa  
Golfer  
Stroke Survivor



**"I'm really grateful that my wife knew the signs of a stroke. Because I didn't know what was going on." John leaned over to tell his wife something and the words came out jumbled. She noticed that the right-side of John's face was drooping, and called 911 right away. The EMTs rushed John to Meriter, where a Meriter ER physician diagnosed that John was having a stroke. John and his family decided to go ahead with a "clot busting" tPA injection that can, in some cases, decrease the side effects of stroke significantly when given within three hours of the first signs of a stroke. In John's case, he left the hospital symptom free four days later. For more of John's story, visit... [mymeriterstory.com](http://mymeriterstory.com).**

**MERITER**

## IN PERSON



**CONNIE LI, PHD, PE;**  
co-founder,  
president and  
CEO, TrafficCast  
International, Inc.

**Hometown:** Beijing, China

**Family:** Husband, Professor Bin Ran of the UW-Madison civil engineering department; a 10-year old son and 7-year old daughter.

**Education:** PhD in transportation engineering from the University of Illinois, Chicago; master's degree in transportation engineering from Tokyo University, Japan; bachelor's degree in civil engineering from Tsinghua University, China.

**Company website:** [www.trafficcast.com](http://www.trafficcast.com)

**What drew you to a career in engineering and technology?** There are few women engineers and I wanted to take on the challenge. Also, my father is an engineer who dedicated all the family resources toward my and my sister's education; I'd like to follow in his footsteps.

**What year was the company founded and how did the idea of creating actionable traveler information for the road come to you?** The company was founded in 1999. When the Internet became popular, it was clear that much information could now be shared. Why not traffic?

So, we became the pioneer in delivering real-time traffic information via the Internet. In-vehicle GPS navigation systems are becoming increasingly popular; our traveler information is the foundation that provides the real-time dynamic routing people can act upon. Providing this information also has huge community benefits: reduced congestion, improved safety, cleaner air, energy savings, etc. That's the reason I really love my business.

**TrafficCast recently announced having raised \$3.5 million in venture capital. How, if at all, do you anticipate this will impact your role in the company?** This was a first for us. I am proud of building a great foundation for the company and for leading us into this stage. TrafficCast will now

*Continued on page 15*

## GOT THE BEAT



**Organization:** Earth Information Technologies Corp.

**Names and title of co-founders and President:** Marek Dudka and Dan Rooney, co-founders Adam Simcock, president

**Address:** 2453 Atwood Ave, Madison, WI 53704

**Phone:** (608) 294-5460

**e-mail:** [Davison@earthit.com](mailto:Davison@earthit.com) (John Davison)

**Website:** [www.earthit.com](http://www.earthit.com)

**Year established:** 1999

**Who are your customers?** Our customers are both smaller local and Fortune 500 national clients needing Web application

functionality that extends beyond simple marketing. The applications we develop for them are usually driven by dynamic content and data, and need to provide rich and interactive visualizations. Recent projects have included dashboards to track key performance metrics, interactive data exploration tools and real-time PDF report creation.

**How did the company begin and who was involved?** The company was founded in December 1999 by Dan Rooney and Marek Dudka, who are both graduates of UW-Madison. Their decision to base the company in Madison was due to the supply of talent in the fields of computer science, GIS, remote sensing, software development and the natural sciences. The company began with a focus on GIS/GPS mapping and remote sensing applications, sensor integration, and Internet and .NET software applications for data collection and processing. Based on early successes and a changing marketplace, the company now focuses on Rich Internet

*Continued on page 15*

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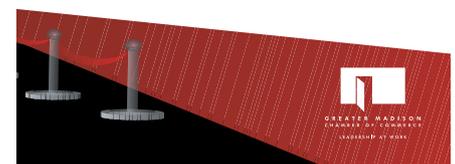


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- 3:00-3:30 p.m. – GHC on ChamberCARE Health Insurance
- 3:45-4:15 p.m. – GMCC 101: "GMCC In a Nutshell" w/GMCC staff
- 4:30-5:00 p.m. – GMCC Office Depot Discount Program



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## AMBASSADOR ACTION



**PATRICK BARRY**

**Business name:** Specialty Services of Wisconsin, a commercial cleaning company that delivers exceptional quality service to businesses of all types and sizes. Our employees are bonded and insured, and their backgrounds have been thoroughly checked.

**Your title:** President

**How long have you been a GMCC Ambassador:** Over two years

**What do you enjoy most about being an Ambassador?** Being involved in the community and having the ability to help the business community by doing whatever it takes—whatever they need and however I can help. That includes going around to fellow business owners to speak with them about the value of being engaged in business advocacy.

## Watch for our Ambassadors at the 2008 Annual GMCC Business Expo!

As stewards of the Chamber, the Ambassadors are continuously out and about at GMCC and GMCC member events. Watch for them at the upcoming Expo when they'll be in action helping exhibitors set up, greeting attendees (who knows, they may take you on a walk down the red carpet!), lending a networking hand to those who attend the After-Hours Business Card Exchange, and more. Thanks, GMCC Ambassadors! We appreciate all you do for the GMCC and all our members. ♦

### Thank you to:

Special thanks to the generous hosts of our Ambassadors' meetings for the last months of 2007:  
August—**Prime Quarter Steak House**;  
September—**Fleming's Steakhouse and Wine Bar**; October—**Azzalino's Bar and Grill**; November—**Texas Roadhouse**; December—**Schwogler's Entertainment Center**.  
Special thanks to our generous hosts thus far in 2008:  
February—**The Brass Ring**;  
March—**Ocean Grill**.



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## PUBLIC POLICY

### EPA SETS TOUGHER AIR STANDARDS

The federal Environmental Protection Agency, or EPA, recently adopted new, tougher standards for allowable ozone pollution. The new rules will lower the allowable limit for smog-forming ozone from 80 to 75 parts per billion. The standards have drawn praise from environmentalists and concern from many in the business, manufacturing and energy industries who worry about the associated costs to meet the new standards.

Under the Federal Clean Air Act, the EPA is charged with reexamining the



national smog standards every five years. The target date for states to comply with the new limits is 2015.

Dane County is in compliance with the previous standard, but could come close to the new allowable limits. Had the new standard been in place last summer, instead of issuing four Clean Air Action Days, Dane County would have had as many as ten days.

Although the EPA is calling for stricter air quality standards, ozone pollution has in fact declined in Wisconsin in recent years. Some argue that the declining statistics demonstrate the previous limits were working and implementation plans to reduce ozone pollution to meet the previous standards are still ongoing.

The stricter policy is largely in response to recent scientific studies that have found a strong connection between the microscopic *Continued on page 15*



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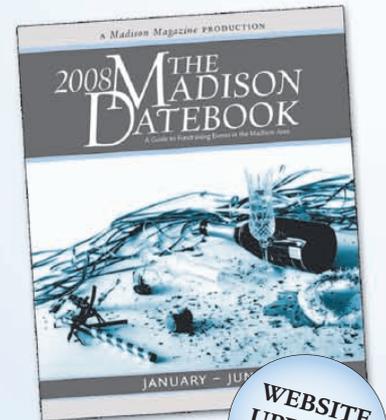
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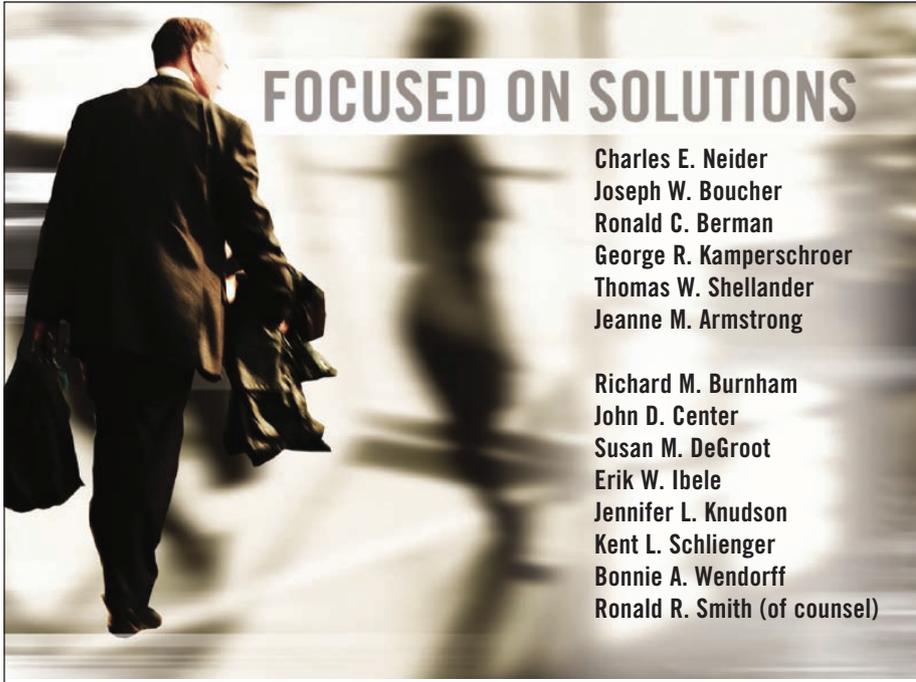
Upcoming Event



**May 15**

**Encore! An Evening With the Stars, Hospice Care, Event benefits Hospice Care**  
HospiceCare would like to thank the community for 30 years of support with Encore! An Evening with the Stars. This sparkling off Broadway musical revue will feature timeless tunes and dazzling choreography. Please join us for a fabulous show along with delicious hors d'oeuvres and dessert as we celebrate 30 years of thank you's! Thursday, May 15th. Monona Terrace, 6pm-9pm. For reservations call 327-7139 or visit [www.hospicecareinc.com](http://www.hospicecareinc.com).

Submit your own charitable event information, and photos online [madisonmagazine.com/datebook](http://madisonmagazine.com/datebook)



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## GMCCUPDATE CONTINUED

raffle prizes, special guests and other details.

### Are You Using All Your Member Benefits? Find out at May 13 GMCC 101

Whether you're a new member, a longtime GMCC member in need of a refresher, or new to your company and wondering what the Chamber offers, GMCC 101 is the perfect "short course" on the benefits of membership. And an ideal way to meet many of the people at the GMCC who deliver your benefits. It also gives you the opportunity to network with several dozen fellow members and briefly introduce yourself and your company to the group. This all takes place within a 90-minute framework, including a Continental breakfast.

Join us at the next session, hosted by the Wisconsin Alumni Association, on Tuesday, May 13 at the Old Madison Room, Memorial Union, 800 Langdon Street, Madison. Continental breakfast and networking, 7:30–8 a.m., is followed by a one-hour program beginning at 9 a.m.

Admission is complimentary to members and invited guests; RSVP required. Questions? Please contact Amy Torgeson, program and events manager, at 443-1954 or [atorgeson@greatermadisonchamber.com](mailto:atorgeson@greatermadisonchamber.com).

### Chuck Mefford's BrandsFormation® Returns on May 13

Join us for a dynamic morning with a top branding pro and return to business with practical lots of inspired—and practical—ideas.

The program, co-sponsored by Mid-West Family Broadcasting, kicks off with a Continental breakfast and networking at 8 a.m. at the Monona Terrace Convention and Conference Center, 1 John Nolen Drive, Madison. Chuck's compelling, interactive seminar begins at 8:30. It will be noon before you know it ... and a grasp of branding will be yours.

Admission: \$29 members; \$49 non-members. The first 50 tickets are complimentary. For Chuck's bio and to download a registration form, visit [greatermadisonchamber.com](http://greatermadisonchamber.com). Questions? Please contact Amy Torgeson, program and events manager, at 443-1954 or [atorgeson@greatermadisonchamber.com](mailto:atorgeson@greatermadisonchamber.com).

### Publisher Ray Allen Headlines June 18 CEO Forum

This prime learning and networking opportunity just keeps growing! Our March CEO Forum with TDS Telecom's Dave

## GET CONNECTED.

### GROW YOUR BUSINESS CONTACTS AT THESE UPCOMING GMCC EVENTS

**Outdoor Summer GMCC Business Card Exchange – June 19**  
4:30–6:30 p.m. • Anunson Chiropractic – Madison

**Break out your summer calendar and SAVE THE DATE!**  
Joint Social of GMCC and Greater Madison Convention  
and Visitors Bureau members • August 21 • Eastside Club

All GMCC events make for great networking ... these events are all about connecting.

Keep up-to-date on GMCC events – and our members', too, at [greatermadisonchamber.com](http://greatermadisonchamber.com)



GREATER MADISON  
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LEADERSHIP AT WORK

Wittwer drew the largest crowd yet. Now, don't miss the opportunity to hear Ray Allen, publisher of local newspaper, *The Madison Times*; watch next month's issue for his topic.

Host/Location: Godfrey & Kahn, One East Main Street, Madison. Park in the 10 E. Doty Ramp and bring your ticket with you; Godfrey & Kahn will provide validation for complimentary parking.

### Save the Date: June 19 Outdoor Summer Business Card Exchange

Break out your calendar so you're sure to get a jump-start on summer fun—and growing your business network at the GMCC's Summer 2008 Business Card Exchange on Thursday, June 19 from 4:30–6:30 p.m., Our host, Anunson Chiropractic, will pitch a big tent filled with delicious appetizers, a cash bar and other refreshments, prizes and, most importantly, lots of GMCC members, invited guests and others. You'll find plenty of free parking, too.

GMCC Business Card Exchanges help you connect with and grow your business network while also gaining exposure for your business. Bring plenty of business cards to swap and share what your business has to offer by placing a brochure (one per company) on the unstaffed table.

Host/Location: Anunson Chiropractic, 8215 Plaza Dr., Madison, near the intersection of Mineral Point and Junction Roads (visit the GMCC Event Calendar at [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com) for a map to the location). No RSVP required. Free to members; \$10 for non-members.

We can't wait for summer ... and to see you there!

### Watch the Online GMCC Event Calendar for Up-to-Date Events & Programs Details

Because the Business Beat has long lead times (six-plus weeks in advance of the month of publication) and the presentations at some of our programs are highly topical, we suggest that you keep an eye on the online GMCC Event Calendar at [greatermadisonchamber.com](http://greatermadisonchamber.com) for news and details.

That's especially true for our quarterly Eggs & Issues series, which features discussions on current legislative issues and their impact on business. *Eggs & Issues* offers the opportunity to interact with your elected officials and discuss important issues impacting your business.

The highly interactive March forum on legislative healthcare proposals drew over 75 engaged participants who brought many critical questions and took advantage of the opportunity to meet the legislators. ♦

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For a full listing, please visit the Member Directory on our website.

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www.acscm.com  
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### **Acumium, LLC**

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www.acumium.com  
Consultants – Information Technology

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Stephen Eddington  
PO Box 499  
McFarland, WI 53558-0499  
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### **Boonetown Productions**

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### **Clean Gear of Wisconsin, LLC**

Kathy Stensaas  
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Oregon, WI 53575  
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cleangearwi@verizon.net  
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### **CASA of Dane County**

Elaine Creager  
211 S. Carroll Street, Suite 206  
Madison, WI 53703  
(608) 266-9102 / Fax: (608) 266-9120  
http://www.danecountycasa.org  
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### **Dane County Women's Self-Defense**

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Sun Prairie, WI 53590

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shirleethompson@aol.com  
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### **Qualtim, Inc.**

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### **Squeegee Plus Inc**

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### **Wisconsin Communicators Council, Inc. (WCCI)**

Tara Ingalls  
2961B Yarmouth Greenway Drive  
Fitchburg, WI 53711  
(608) 268-5525 / Fax: (608) 268-5526  
info@wccionline.org  
www.wccionline.org  
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## COVERSTORY CONTINUED

with the same amount of work.”

An additional improvement is automated instruments that dispense reagents into test tubes.

“Our biggest expenses are for scientists’ salaries; if instruments can streamline the work, we save money,” says Lowery.

What’s the next phase? Buinevicus believes it will be video communications.

“People are just realizing that video communications are going to be a necessary component, and organizations have obsolete infrastructures,” he says. “There’s going to be a huge demand on bandwidth. Right now a lot of companies are blocking employees from using video, but that’s equivalent to when organizations blocked emails because they felt it would overwhelm their networks. I expect a wake-up call in the next five years when people realize they have to update their networks.” ♦

## PUBLICPOLICY CONTINUED

particles and respiratory illnesses. The EPA claims the standards would yield between \$2–19 billion in health care savings, due to reduced hospital and emergency room visits, fewer nonfatal heart attacks and premature deaths, and less aggravation to respiratory diseases such as asthma and chronic bronchitis.

Despite declining ozone pollution, our attainment status in Dane County shouldn't be taken for granted. Should Dane County be designated non-attainment, it would mean mandatory enforcement plans to reduce pollution to be in compliance with the new limits, resulting inevitably in more regulation on businesses within the region. These implementation controls could cost businesses millions of dollars.

As a member of the Dane County Clean Air Coalition, the GMCC will continue to monitor the progress of this issue and work to implement programs to protect the public health and wellbeing of our community. For more information on ways your business can help reduce ozone pollution, visit the coalition's website at [cleanairdane.org](http://cleanairdane.org). ♦

## GOTTHEBEAT CONTINUED

Application, or RIA, development as well. Earth IT has been successful in diversifying into health care, education, ecommerce and engineering applications throughout Wisconsin and beyond.

**What are your agriculture-related applications and whom they serve?** The company's agriculture applications consist of a mobile, touch screen data acquisition system, plus desktop and Web-based data processing and analysis software that serve our sister company Soil & Topography Information, LLC in deploying the Soil Information System™, or SIS. The SIS technology is used for agricultural management based decisions both nationally and internationally but has uses in environment and construction as well. Other applications include irrigation decision support systems that combine soil data with real-time weather sensors in a web-based decision support system, as well as asset tracking applications utilizing field and Web-based components to document the movement of vehicles and other inventory in real-time.

**What are Earth IT's goals for the next year?** Continue our strategy of smart growth in terms of employees and revenue, build on our reputation of providing customer-oriented, cutting-edge Web application development, and help spread the message that the Madison area is an innovative and creative technology center!

**GMCC Members since:** 2007

**Number of employees:** 10

**Favorite GMCC benefit?** Chamber events ♦

## INPERSON CONTINUED

move into the exciting fast growth stage.

I really hope that we will have a new CEO who has strengths in different areas from me to lead the company through the next stage, freeing me to do the job that I am most passionate about: science, technology and product.

**Of what life achievements are you most proud?** My children and my PhD from the best university in China. ♦

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# UPCOMING AREA CONVENTIONS & EVENTS

The Greater Madison Convention & Visitors Bureau is pleased to welcome these great conventions, tradeshows and events to the Madison area in May. [EA = Expected Attendance]

- May 2-4 Wisconsin Education Association Council, Alliant Energy Center, EA: 1,100
- May 2-4 Going Green Wisconsin Expo, Alliant Energy Center, EA: 7,500
- May 5-6 Best Western International District III Regional Meeting, Monona Terrace, EA: 350
- May 7-9 State Bar of WI Annual Convention 2008 Meeting, Monona Terrace, EA: 900
- May 13-15 Forest Products Society Smallwood Conference, Monona Terrace, EA: 300
- May 18-20 Society of Neurological Surgeons Annual Meeting, Monona Terrace, EA: 200
- May 18-21 Wisconsin Association for College Admission Counseling Tri-State Conference, Concourse, EA: 300

- May 19-23 Association of Natural Resource Extension Professionals Conference, Monona Terrace, EA: 400
- May 22-25 Madison Classic Horse Show, Alliant Energy Center, EA: 6,000
- May 23-26 World's Largest Bratfest, Alliant Energy Center, EA: 80,000
- May 25 Madison Marathon, Alliant Energy Center, EA: 4,500
- May 28-31 Psychoneuroimmunology Research Society, Monona Terrace, EA: 350
- May 29-June 1 WIAA Boys Individual Tennis, Nielsen Stadium, EA: 3,000

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**MADISON**  
CONVENTION & VISITORS BUREAU  
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## GMCC CALENDAR

### APRIL

#### GMCC Annual 2008 Business Expo Day

Events Wed. April 30 Location: Madison Marriott West, 1313 John Q. Hammons Drive, Middleton

#### Pre-Expo Luncheon Seminar "The 10 Commandments of Customer Satisfaction"

12:15-1:45 p.m.

#### Expo with More Than 125 Exhibitors: 2-6 p.m.

#### After-Party Business Card Exchange 5-7 p.m.

Please see GMCC Update on Page 04 for ticket information and other details and [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com) for the latest on prizes ... and more.

### MAY

#### GMCC 101: Tues. May 13, 7:30-9 a.m.

Host: Wisconsin Alumni Association  
Location: Old Madison Room, UW Memorial Union, 800 Langdon Street., Madison  
Especially for members; no charge; RSVP required

#### BrandsFormation® Seminar with Chuck

Mefford: Tues. May 13; check-in 8-8:30 a.m., seminar 8:30 a.m.-12 p.m.

Location: Monona Terrace Community & Convention Center  
Admission: \$29 members; \$49 non-members; includes Continental breakfast. First 50 tickets complimentary.  
RSVP by May 6, 2008.

### JUNE

#### Eggs & Issues:

Date and Topic TBA Please watch the GMCC Event Calendar at [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com) for details.

#### CEO Forum: Wed. June 18, 7:30-9:30 a.m.

Speaker: Ray Allen, Publisher *The Madison Times*  
Location: Godfrey & Kahn, S.C., 1. E. Main St. Suite 500  
Registration required. Admission: \$10 members, \$25 non-members

#### Business Card Exchange: Thurs. June 19, 4:30-

6:30 p.m. Host/Location: Anunson Chiropractic, 8215 Plaza Drive. No RSVP required. Free to members; \$10 non-members

Registration forms for events requiring them are linked from the GMCC Event Calendar at [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com). To RSVP to other events or for questions and information on GMCC programs and events, please contact Amy Torgeson at 443-1954 or [atorgeson@greatermadisonchamber.com](mailto:atorgeson@greatermadisonchamber.com).



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