



# BusinessBeat

www.greatermadisonchamber.com | APRIL 2011 | Volume 41/Issue 4

## WHAT'S INSIDE

### 2011 ANNUAL BUSINESS EXPO

#### FEATURE



**10**  
GMCC  
FEATURE STORY  
Build A Better  
Booth



**5**  
MEMBERSHIP  
MATTERS  
Silver, Gold  
Memberships  
Feature Business  
Building Benefits



**9**  
AMBASSADOR  
ACTION  
Greg Gottschalk  
EZ Office Products



**15**  
GMCC EVENTS  
AND MEMBER  
CEREMONIES



# Business Expo 2011

## & MADISON SMALL BUSINESS CONFERENCE

Tuesday, May 3

Exhibition Hall at the Alliant Energy Center

**BUILD CONNECTIONS. BUILD BUSINESS.**

# SEE YOU AT THE GMCC EXPO

Meet More People Face To Face In A Day  
Than You Usually Do All Month

BY JUDY DAHL

Although Lamers Bus Lines is the Midwest's largest motor coach operator, Eric Stadler, charter sales manager, never takes for granted that people are familiar with his organization.

That's why the company has exhibited at the Greater Madison Chamber of Commerce's Annual Business Expo for over five consecutive years.

"It's a very suitable avenue for us to display our services. Exhibiting helps us garner more top-of-mind awareness in the Madison metropolitan marketplace," says Stadler.

"It puts our personnel right there with decision makers from businesses of all types, so we can describe how we could provide them with more affordable, quality transportation service."

### Region's Largest Business-To-Business Trade Show

The GMCC Expo is the region's largest business-to-business trade show, with industry participants from manufacturing to insurance, finance, education, service, retail, construction, and media—you name it. "It really speaks to the diversity among our 1,400-some members," says Jamie Welnick, GMCC program & events manager.

"The expo lets them meet, reconnect, and learn more about each others' businesses. We had 1,500 attendees and 160 exhibitors last year and we expect to top that this year," she adds.

"And our GMCC board members like the opportunity to meet, talk and share ideas with other members as they walk around and visit booths."

*continued on page 2*

# EXPO

continued from page 1

Lamers' booth showcases how businesses use its motor coaches for corporate travel, client appreciation or employee incentive outings, and many other types of trips.

"Employee shuttles are very popular," Stadler notes. "We do a variety of them around the state, whether it's between a company's facilities or offices, or a parking shuttle from an off-site lot to a business's campus where parking might be limited."

## Spacious, Flexible Venue

His exhibit isn't hard to spot—Lamers brings an actual motor coach into the expo, which again this year will take place at the Alliant Energy Center's Exhibition Hall on Tuesday, May 3 from 10 a.m. to 5 p.m. The expanded hours will accommodate more of your employees' schedules and the spacious, flexible venue enables you to get creative with your exhibit. And no more tired feet—this year the floor will be carpeted.

Parking is free, as always, and you can download complimentary admission tickets at [greatermadisonchamber.com](http://greatermadisonchamber.com). As in 2007 and 2009, we'll also host the Madison Small Business Conference (see sidebar for more). Expo attendees can purchase treats at food carts and concession stands and participants get tickets to our exhibitors-only bistro luncheon area, where they can relax and network between 11 a.m. and 1 p.m.

This year we've invited neighboring chambers of commerce to exhibit and attend. "Most area chambers don't hold expos, and this gives their members an opportunity to reach out and make new connections," says Bob Ansheles, the GMCC's director of membership & marketing. "Our philosophy is to grow business throughout Dane County—it's good for everyone."

## Raise Awareness Of What You Have To Offer

Vilas Park Friends of the Zoo is exhibiting for the second time and its "Henry the Lion" mascot will participate for part of the day. "We've found the expo provides

an excellent way to raise awareness of what we have to offer businesses," says Anna Reynolds, associate director.

"They can rent our visitor's center for offsite meetings, for instance, and people may not know about our corporate nights," she says. "Businesses can hold picnics at the zoo, and use their own caterers and have music—they're really fun nights for their employees or customers."

The Henry Vilas Zoo is 100 years old this year, and Lynn Pawelski, volunteer coordinator for Friends of the Zoo, sees the expo as a great way to publicize its anniversary events. "We want to let people know about our corporate volunteer opportunities," she says.

"There are two areas that are probably the best matches for companies," she continues. "The first is to have groups volunteer for events on the grounds such as our 'Zoo Run Run' or 'Halloween at the Zoo.' The second is to participate in our 'Face of the Zoo' program, where they can adopt a weekly shift at our welcome booths and have a presence for their businesses there."

Boris Frank, executive director of Friends of the Zoo, staffed the organization's booth last year. "A number of people from area businesses who visited our booth expressed interest in the possibility of partnerships," he remembers. "Several companies signed up to volunteer at the zoo."

## Make Connections

Even if you're not exhibiting, Pawelski recommends attending the expo. "You can network and figure out what potential connections you have with other organizations," she says. "In a few hours you can stop by everybody's booth, see what they're up to, make connections with businesses, and increase economic opportunities for everybody."

It's important from a competitive standpoint, too. "You have to be in the know about what's new in various industries, both your competitors and suppliers," says Stadler. "If you're going to negotiate with vendors, you have to be well educated. If you're developing new products and services, you have to know what your competition is doing."

## Attend The 2011 Madison Small Business Conference

### Don't Miss This Opportunity To Learn and Network

The Madison Small Business Conference, scheduled for Tuesday, May 3 at the Alliant Energy Center's Exhibition Hall, will offer timely and relevant speakers and workshops for our region's small businesses while providing an opportunity to explore the GMCC Expo between programs.

We'll start with a networking breakfast at 8 a.m., and then hold two programs on topics such as social media and business law.

The first session is at 9 a.m. and will repeat at 11 a.m.

The second is at 1 p.m. and will repeat at 3 p.m.


We'll post speaker and topic details on the programs and events page of our website, [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com), so stay tuned.

"We do business in such a fast-paced world that we often don't have time to sit down and learn," he says. "The expo is a very hands-on, visual place to learn."

Ansheles makes the point in a colorful way. "Time spent at the expo is like 'dog years,'" he laughs.

"An hour there is worth seven years in your office making phone calls. You see and do so much, and people see and readily connect with you."

Many GMCC members have told him they've considered not attending because of their tight schedules, but made time and found it very worthwhile. "If you can go for three hours, you can attend a seminar, walk the floor—and it's all free."

Build business. Build connections. Don't miss this year's GMCC Expo! 

Judy Dahl is a Madison-based freelance writer and editor specializing in the areas of business, finance and technology. Reach her at [judydahl@charter.net](mailto:judydahl@charter.net).

[www.greatermadisonchamber.com](http://www.greatermadisonchamber.com)

# GMCC CALENDAR

## APRIL

### SCORE Workshop

Tuesday, April 12, 8:45 a.m. - 12:00 p.m.  
The GMCC welcomes back business mentors from Madison's SCORE (Service Corp of Retired Executives) for a back-by-popular demand morning workshop of mentorship for small businesses and your business plans.

**Topic:** Sales and Marketing

**More Information:** Discussion of the different ways our products and services are marketed, what works and what is not working; Social media marketing and the changes it is bringing to the market place; Pricing, terms and conditions, incentives, who sells what and how do you keep score. How do you get your business recognized and then considered?

**Location:** GMCC Board Room

**Address:** 615 E. Washington Ave., Madison, WI 53701

**Register:** [www.greatermadisonchamber.com/events](http://www.greatermadisonchamber.com/events)

## MAY

### GMCC 16th Annual Business Expo

Tuesday, May 3, 10:00 a.m. - 5:00 a.m.  
The region's largest business-to-business expo returns to the Exhibition Hall at the Alliant Energy Center in 2011. This year's Annual Business Expo also will host the Madison Small Business Conference.

**More Information:** [www.greatermadisonchamber.com/events/annual\\_business\\_expo](http://www.greatermadisonchamber.com/events/annual_business_expo)

Visit the Greater Madison Chamber of Commerce Online!  
[www.GreaterMadisonChamber.com](http://www.GreaterMadisonChamber.com)

Or Like the GMCC on Facebook  
[www.facebook.com/greatermadisonchamber](http://www.facebook.com/greatermadisonchamber)

# INSIDE THIS ISSUE

Cover story, continued.....	2
<b>Membership Matters</b>	
Silver, Gold Memberships Feature Benefits .....	5
Member Spotlight .....	6
Member News .....	7
Ambassador Action: Greg Gottschalk .....	9
GMCC Staff Profile: Jessica Burda .....	9
<b>GMCC Feature</b> .....	10
<b>Initiatives &amp; Insights</b>	
Public Policy .....	12
Economic Development: Thrive .....	13
<b>Business Network</b>	
New Members.....	14
<b>GMCC Events &amp; Member Ceremonies</b> .....	15
<b>GMCC Information</b> .....	16

# PRESIDENT'S LETTER



Dear Valued GMCC Member:

We're paying particular attention to our local elections this month. Mark your calendars for Tuesday, April 5, to vote. The results of this month's Election could have a significant impact on your business and the regional economy.

Our community's elected officials are also often determined by very close races. In 2009, a Middleton council race was determined by just two votes. That same year, a downtown Madison district was decided by 62 votes. *Your vote does matter!*

In the City of Madison, ballots will include competitive races for Mayor, Common Council and Dane County Executive. In the race for Mayor, our Board of Directors has endorsed Dave Cieslewicz. Mayor Cieslewicz has proven his commitment to making Madison a great place to live and do business. Among the Mayor's notable accomplishments are his proactive economic development initiatives, including creation of a cabinet-level economic development director, providing more resources to the City's Office of Business Resources, streamlining the development approval process and rewriting the City's outdated zoning code. The Mayor has also supported several chamber initiatives, including the SBAC's efforts to mitigate economic hardship for businesses impacted by road construction. We hope you will join us in support for Mayor Cieslewicz.

Turning to the Common Council, we could see some dramatic changes considering six of the 20 incumbent Alders are not seeking re-election – four of whom were previous GMCC-endorsed candidates. Fortunately, there are several strong candidates running in these open districts. I'd like to thank all of the volunteers from our Small Business Advisory Council, Minority Business Advisory Program, Board of Directors and Ambassador Program who assisted in this year's Council endorsement process. Our thorough process included sending questionnaires to all of the candidates to understand their thoughts on important business issues. Based on questionnaire responses, candidate interviews, and input from volunteers from the committees mentioned above, our Political Strategies Committee endorsed the following candidates:

- |                             |   |
|-----------------------------|---|
| District 1 - Brian Driscoll | District 2 – Bridget Maniaci                              |
| District 3 – Lauren Cnare   | District 5 – Shiva Bidar-Sielaff                          |
| District 7 – Steve King     | District 9 – Paul Skidmore                                |
| District 11 – Chris Schmidt | District 14 – Tim Bruer                                   |
| District 15 – Larry Palm    | District 16 – Jill Johnson                                |
| District 17 – Joe Clausius  | District 18 – Peng Her                                    |
| District 19 – Mark Clear    | District 20 – No endorsement – both candidates acceptable |

Visit our website to learn more about the candidates and view all of the returned questionnaires. Educate yourself on the candidates in your area. We'll continue to update our website with pertinent information. No matter who you decide to support, please remember to vote on April 5.

Thank you,

Jennifer Alexander, GMCC President

# RESERVE YOUR 2011 BUSINESS EXPO BOOTH NOW!



## 2011 GMCC Annual Business Expo and Madison Small Business Conference Exhibition Hall at the Alliant Energy Center Tuesday, May 3 • 10 a.m. to 5 p.m.

### CONVENIENT LOCATION • FREE PARKING

Easy Load-in and Load-out With Help From Two Men & A Truck

Free 28K Wi-Fi with 256K Wi-Fi Available • 1000 or 2000 Watt Electrical Available

### Exhibition Booths are Offered at Two Levels and Three Sizes:

#### Single Booth – 10' X 10' Corner

GMCC Member Rate: \$535 / Non-Member: \$795  
Includes two Luncheon tickets

#### Single Booth– 10' X 10' Standard

GMCC Member Rate: \$425 / Non-Member: \$695  
Includes two Luncheon tickets

#### Double Booth- 20' X 10' Two Corners

GMCC Member Rate: \$965 / Non-member: \$1,445  
Includes four Luncheon tickets

#### Double Booth - 20' X 10' Corner & Standard

GMCC Member Rate: \$865 / Non-Member: \$1,295  
Includes four Luncheon tickets

#### Double Booth - 20' X 10' Two Standard

GMCC Member Rate: \$765 / Non-Member: \$1,145  
Includes four Luncheon tickets

#### Quad Booths – 20' X 20' Booth

GMCC Member Rate: \$1,275 / Non-Member: \$1,910  
Includes eight Luncheon tickets

Additional discounts are available to GMCC Gold and Silver Level members.

15% added to exhibition booth rates after March 31, 2011

Reserve Your Booth Now! For More Information and to Register Contact:

**JENNIFER BRUHN**

608-443-1945

[jbruhn@greatermadisonchamber.com](mailto:jbruhn@greatermadisonchamber.com)

**CHRISTINE BELLE**

608-443-1951

[cbelle@greatermadisonchamber.com](mailto:cbelle@greatermadisonchamber.com)

[www.greatermadisonchamber.com/events/annual\\_business\\_expo](http://www.greatermadisonchamber.com/events/annual_business_expo)



# MEMBERSHIP MATTERS

*Transforming the Fortunes of Business To Create A Better Quality of Life for Greater Madison*

## Silver and Gold Memberships Feature Business Building Benefits

BY BOB ANSHELES

GMCC Director of Membership & Marketing  
bansheles@greatermadisonchamber.com

Several valuable benefits are featured in the Chamber's expanded Silver and Gold-level memberships.

New discounts, increases in existing discounts and unique perks are offered for an investment of only a few dollars more a month.

Greater Madison Chamber of Commerce Silver or Gold-level members receive these business building benefits:

- Up to 30% discount on an Expo booth at GMCC Business Expo.
- Up to four months of free banner advertising on the GMCC website.
- Up to 10% off programs and program series at UW-Madison Small Business Development Center.
- A choice of a GMCC supported ceremony - Open House, Ribbon Cutting or Grand Opening.
- Up to 20% discount on the GMCC Member Mailing list.
- Up to 25% discount on GMCC Member Directory advertising.
- Up to 10% discount on GMCC electronic newsletter advertising.
- Special advertising discounts with local media.
- And more!

When all these valuable benefits are added up, a Silver or Gold-level membership provides hundreds of dollars of great value to your business.

This investment will pay for itself and more with all the savings.

And the additional visibility to fellow Chamber members and the public creates opportunities to build connections that

*continued on page 6*

[www.greatermadisonchamber.com](http://www.greatermadisonchamber.com)



## We take the drama out of printing.



**Passion and performance on every page.**

**Webcrafters, Inc. 2211 Fordem Ave. Madison, WI 53704 • 608-244-3561**  
**Contact us at [info@webcrafters-inc.com](mailto:info@webcrafters-inc.com) or [www.webcrafters-inc.com](http://www.webcrafters-inc.com)**

Prepress | Four Color Offset & Digital Printing | Binding | Educational Books | Religious Books | Atlases | Catalogs | General/Trade Books

## SILVER

continued from page 5

will grow your business!


For more details on becoming a Silver or Gold-level member, please contact your Membership Development staff at the Chamber today:

**Jennifer Bruhn**

jbruhn@greatermadisonchamber.com  
608-443-1945

**Bob Ansheles**

bansheles@greatermadisonchamber.com  
608-443-1944

Or visit the Membership section of the Chamber's website - [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com). 

## MEMBER SPOTLIGHTS

### JC Rose Associates

Who are we? We are an employee benefits consulting firm that assists entrepreneurs, family businesses and large employers. We identify employee benefit needs and craft solutions for your budget. What is unique about the Service we provide? We want to be a positive, helping hand for every one of our business owners and individual clients. Our favorite part of what we do is being a business resource, problem solver and friend to our clients. You can find us on the web at [www.jc-rose.com](http://www.jc-rose.com) or by calling (608) 310-7040.

## GMCC UPDATE

### April SCORE Workshop Focuses on Your Sales and Marketing

Don't miss the Tuesday, April 12, SCORE workshop at the Chamber offices. In partnership with Madison's SCORE (Service Corp of Retired Executives), this back-by-popular demand morning workshop provides mentorship for small businesses and your business plans with special focus on sales and marketing.

Attendees will discuss the different ways their products and services are marketed, social media marketing how you get your business recognized and then considered. Hosted in the Chamber's Board Room from 8:45 a.m. - 12:00 p.m., this event is held at no charge to Chamber members, but seats will fill quickly.

Register today online at [www.greatermadisonchamber.com/events](http://www.greatermadisonchamber.com/events). For more information, contact Jamie at 443-1954.

### Want to Shine the GMCC Spotlight on Your Company?

Call your GMCC Member Development Executive today to find out how!

**Jennifer Bruhn • 608-443-1945**  
[jbruhn@greatermadisonchamber.com](mailto:jbruhn@greatermadisonchamber.com)

## GREATER MADISON CHAMBER OF COMMERCE



# Business Expo 2011

## & MADISON SMALL BUSINESS CONFERENCE

**BUILD CONNECTIONS. BUILD BUSINESS.**

**May 3, 2011**

**Exhibition Hall at Alliant Energy Center**

**The Capital Region's Largest Business-To-Business Expo!**

**[www.GreaterMadisonChamber.com](http://www.GreaterMadisonChamber.com)**

## MEMBER NEWS

GMCC Members Post Their Latest News and Updates on the GMCC Website in Member News - Here's Just a Quick Sample of the Latest Headlines ...

Plan now to be part of BoomerFest 2011 Community Expo, Saturday, April 9th at the Holiday Inn Hotel and Suites Madison West. This unique event is Sponsored by **TheAmericanBoomer.com** and will feature a "60 is the New 40" theme. The program will celebrate how boomers will be reinventing the aging process, featuring seminars, entertainment, exhibitors, celebrities, retro music, wellness, and networking opportunities on improving the lifestyles of the Baby Boomer Generation. Highlights of the Expo include "How 2" Seminars and Demonstrations on improving lifestyles, careers, finances, retirement planning, starting a business, wellness and travel and leisure activities.

**Holt-Smith Advisors** Mid Cap Growth strategy has been named as one of the Top Guns of the Decade by Informa Investment Solutions PSN, an independent national money manager database. PSN evaluates all managers over the previous 10 year period in terms of performance and risk. These top strategies are able to significantly outperform without taking on excess risk.

Don Ferguson, Ph.D., of Infinite Relationships, has joined CEO Consulting Services as an affiliate. "This is a perfect fit with my work with couples and individuals at Infinite Relationships," says Ferguson. "My expertise is in relationships and, in this case, optimizing team buy-in and cooperation at all levels of the organization during growth and change."

**Monona State Bank** announced a net income of \$1.8 million for 2010, an increase of 11.74% over 2009. Monona

*continued on page 9*

## CONNECT ONLINE

with GMCC & Thrive  
President

**Jennifer Alexander**  
through Linked In!



[www.linkedin.com](http://www.linkedin.com)

[www.greatermadisonchamber.com](http://www.greatermadisonchamber.com)

**100 YEARS OF  
Keeping the Wild Alive**

**In Summer, 2011, Henry Vilas Zoo will embark on a fun-filled 100 day long 100<sup>th</sup> anniversary celebration featuring festivities, special events and lots of family fun for all to enjoy.**

Henry Vilas Zoo strives to be an ambassador in animal conservation and education, and to share the wonders of the animal world with visitors all year long — free of charge. Last year alone, Henry Vilas Zoo welcomed **more than 700,000 visitors**. To continue our mission, we need your support.

**If your business is interested in sponsorship or partnership opportunities in celebration of the 100<sup>th</sup> Anniversary, please contact Anna Reynolds by email at [anna@vilaszoo.org](mailto:anna@vilaszoo.org) or by calling 608.258.9490.**

**We hope that you will join us!**

**HENRY VILAS  
ZOO**  
CELEBRATING  
**100  
YEARS**  
1911 - 2011

**VILASZOO.ORG**

# MyMenu!

## GROW WITH US!

**MyMenu is offering exciting franchise opportunities!**

Take advantage of a **limited-time MyMenu Franchise Pioneer Plan** for our existing locations in Madison, WI, which includes:

- Approximate \$100,000 upfront cost reduction, including:
  - Lower franchise fee – No construction fee
- Royalties as low as 3%
- Significant store and field support to offset operational costs
- MyMenu brand financing is available with approved credit

Contact us today to explore the many benefits of becoming a MyMenu franchisee. Email - [franchiseinfo@mymenu.com](mailto:franchiseinfo@mymenu.com), or call (630) 981-5801, ext 100.

Learn more by visiting

[www.MyMenu.com](http://www.MyMenu.com).

*MyMenu, is a delicious frozen food retail store that offers hundreds of easy-to-prepare foods along with restaurant-quality meal ideas in one easy-to-navigate aisle.*

This offering is made by prospectus only.



## MEMBER NEWS

continued ...

State Bank serves more than 6,000 households in the Dane County area, locally servicing loans of \$452.4 million and client deposits of \$250.0 million. Monona State Bank president and CEO, Paul Hoffmann, stated, "We're very excited that as we kick off our 20th Anniversary celebration this year, we've shown a profit for 19 consecutive years." He added, "The same economic issues that caused some banks to incur losses in 2010 are actually allowing our Bank to continue to grow. Consumers and businesses are starting to more closely evaluate their banking relationships and realize the benefits and strength a locally- owned community bank like ours offers them."

**Stark Company Realtors®** has for the 2nd year in a row, earned the Website Quality Certification (WQC), presented by Leading Real Estate Companies of the World® to member companies that have demonstrated excellence in website design, functionality and execution. Every aspect of the site, StarkHomes.com, was reviewed to ensure exacting standards were met in eight key areas, ranging from design and content to human interactivity to search engine optimization. Stark Company Realtors® was a recipient in 2009 as well.

**Versa Studio**, a Madison web design & development firm, has published a free 28-page web site planning guide. The guide is a solid overview of the steps to creating a viable small business web site, from initial needs assessment to site launch and beyond. Download at <http://versastudio.com/guide/mdchmbr>.

**CONNECT  
ONLINE  
WITH THE  
GMCC!**



**Become a fan of the  
Greater Madison  
Chamber of Commerce  
on Facebook!**

[www.greatermadisonchamber.com](http://www.greatermadisonchamber.com)

## AMBASSADOR ACTION

### GREG GOTTSCHALK

General Manager at EZ Office Products -  
[www.ezop.com](http://www.ezop.com)



**How long have you been an Ambassador:**  
14 months.

**What does your business do?** Business to Business reseller of office supplies, furniture, janitorial supplies and computer supplies. EZOP delivers care.

**What do you enjoy most about being an Ambassador?** Supporting the Greater Madison Chamber of Commerce and community with ribbon cuttings, grand openings, and business card exchanges while meeting business contacts.

**How does the GMCC provide value to its members?** In my opinion, the Chamber not only helps companies find ways to help grow their businesses, but also takes a true interest in discussing topics that are important to the well being of their business.

*Look for Greg and the EZOP Team at their 2011 Annual Business Expo booth!*

## GMCC STAFF SPOTLIGHT

### JESSICA BURDA

Communications & Marketing Manager

**Education & Prior Work Experience:**

I earned my bachelor's degree in Mass Communication from the University of Wisconsin-Stevens Point and my master's degree in Strategic Communication from UW-Madison. Prior to the GMCC, I worked as a Communication Specialist for the Wisconsin State Laboratory of Hygiene and a Sports Information Assistant for the UW's Athletic Department handling media relations and statistics for men's soccer and the nationally-ranked men's wrestling and women's hockey teams.



**What are your duties at the GMCC?** I work with our staff to ensure our members, the media and the public know all of the latest and greatest Chamber news and updates. I put together our weekly e-Bulletin, our monthly digital *Business Beat* magazine and our Directory, while coordinating any media and updating our website.

**What do you enjoy most about working for the GMCC?** I have worked in Big Ten athletics and public health, so its interesting to now be so actively involved in Madison's business community and help members promote their businesses.

**What is one GMCC member benefit you like to tell members about?** Chamber membership is like a gym — you get out what you put in. Get the word out about your business by attending events and posting your own media releases online.

**What do you enjoy doing in your free time?** Traveling, reading, gardening.

**What is something most people don't know about you?** Everyone is usually surprised to find out that I have played rugby for more than 15 years. I still play for our local city women's team and I coach the UW-Madison's women's club along with state all-star teams for collegiate women. Rugby keeps me busy and in decent shape.

At a recent GMCC Expo, the booth for Total Awards & Promotions / AwardsMall.com featured an attention-getting "A walk on the red carpet" theme.



## BUILD A BETTER BOOTH

For Expo Success, Plan Ahead, Make Your Exhibit Engaging, and Invite Your Customers.

BY JUDY DAHL

Although it's fun to attend events like the GMCC Annual Business Expo, that's probably not the main reason you're there.

You've invested your time and money exhibiting for a reason—to build new connections with other businesspeople, identify potential partnerships and customers, get new ideas, check out the competition, and see what's happening in the local business community.

This means you'll want to be well organized and staff your booth appropriately, so you can focus on networking.

First you have to determine your objectives. "What is the goal of your attendance at the show? Are you launching a new product or sharing a new technique?" asks Dana Zurbuchen, marketing consultant and coach, Dana Zurbuchen, LLC ([www.danazurbuchen.com](http://www.danazurbuchen.com)).

What can you showcase that's new and exciting to help build awareness of your business and your competitive advantage?

"Think of your trade show booth as a marketing opportunity," Zurbuchen recommends.

"Have a goal and build all your efforts around that."

And remember that planning can't wait until the last minute.

"From your initial decision to exhibit, to signing the exhibit contract, to booth set-up and the trade show's opening, business owners should plan for expected—and unexpected—costs, booth staffing, hand-outs, and how you present your corporate image through things like apparel, nametags and proper signage," says Donna Gray, president of Total Awards & Promotions / AwardsMall.com.

Consider sending invitations to your existing clients and suppliers before the expo, along with a perk to get them interested in visiting your booth or exhibit. Maybe it's a coupon they can hand in for a discounted or free item at your booth.

"Offer current customers an incentive to attend and bring a friend," Gray advises.

If your company doesn't own an exhibit booth, you should borrow or rent one for the event—and test it out beforehand. "Set it up in your place of business well ahead of time so you can create the right image and look, and figure out how to

best display your products and illustrate your services," says Zurbuchen.

Be sure to staff your booth with friendly, knowledgeable people who represent your business well and who will work to draw in visitors. Educate exhibit staffers in advance about key messages you'd like them to impart about your company and products.

One of the biggest mistakes businesses make with trade shows is to staff booths with employees who lack enthusiasm and don't show a positive attitude. "Just like the saying, 'the show must go on,' each visitor to an exhibit deserves a good show," Zurbuchen says.

Structure your booth so it's easy for people to enter and browse. Some exhibitors remove all chairs from their booths, so staffers walk over and welcome visitors rather than sitting in the back. It's also a good idea not to have a table at the front of the booth creating a barrier between staff and expo attendees.

As the expo progresses, "Police the booth to keep it clean and neat, and make sure the display looks fresh and good," says Gray. "Avoid leaving the booth unattended, even for emergency breaks. Ask

someone to 'spell' the booth staff person for a period of time."


Consider communicating with customers at their businesses while exhibiting—as long as you don't miss opportunities to connect face to face with visitors.

"You can use social media such as Facebook and Twitter to update followers about the show, invite them to stop by,

and offer other incentives," Zurbuchen suggests.

Don't miss the opportunity to walk around the expo and see other companies' booths and make or renew connections. Exchange business cards with other businesspeople and look for ways to partner for future events or business opportunities.

"Check out the exhibitor's list to find the must-see booths and visit them first," says Gray. "But don't use the exhibitor list to build your database or mailing list."

"You'll get out of the show what you put into it," Zurbuchen says. "This doesn't just mean investing dollars, but enthusiasm. You can't successful staff a beautiful booth with a 'blah' attitude." 

## Your Expo Checklist

### Exhibiting Successfully Requires Organization Before, During and After the Expo.

#### BEFORE

- Have a written event plan outlining where and what the show is, who the audience is, your goals, and who will staff the booth.
- Estimate costs. Remember to include hotels, meals, parking, and other expenses in addition to a fee for exhibiting.
- Consider doing flyers or an e-mail blast to let your customers and suppliers know you'll be exhibiting and offer incentives for visiting your booth.
- Educate the people who will staff your booth on your company's mission and what you do, and make sure they understand their role at the event.
- Remind your staff that there's no sitting, talking on cell phones, texting, or chatting with each other in the booth.

#### DURING

- As your budget allows, customize your booth and materials for an event's audience.
- Make sure your booth looks professional. Ordering custom-made signage is ideal; otherwise print and laminate eye-catching, clearly worded signs.
- Be sure your materials aren't out-

dated and include pictures and other visuals. Success stories or examples of your work draw people in.

- Games are usually a hit. People like to win things, and you can include promotional materials when you hand out the prizes.
- Have your materials ready ahead of time, and don't give away hugely expensive collateral materials that may get tossed.
- Avoid having tables or anything else block the front of your booth; make it easy for people to come in.
- Show up on time.
- Engage with anybody who walks by. Treat everyone as potential customers and ask questions to determine how your organization might help them.
- Ask people for business cards, and after having a conversation with someone, note any promised follow-up on the back of the card.
- Don't use an overly aggressive sales approach that may turn people off.
- Those staffing booths should take turns walking around to visit other booths.
- For huge shows, get a list of exhibitors and decide which you most want to visit. At smaller shows, try to visit all of them.

- Introduce yourself to other exhibitors and get to know them.
- Be courteous to other exhibitors and don't badmouth those who are competitors.
- Attend educational sessions to learn, and to see what your competitors are doing and how you stack up.
- Ask staff to bring back ideas from your competitors.

#### AFTER

- Sit down with your team to determine what worked well and what needs improvement for future events.
- Talk through:
  - o Were your expectations accurate, and if not, why not?
  - o Will you participate again?
  - o Did you have the right staff in attendance?
  - o Were your materials appropriate or do they need revising?
  - o Did you bring the right number of materials and other giveaways?
- Document the impressions of those who staffed your booth to help determine the event's effectiveness.
- Dedicate resources and budget time to follow up on leads.
- If you promised to call or send materials, do it promptly.



# INITIATIVES & INSIGHTS

*Transforming the Fortunes of Business To Create A Better Quality of Life for Greater Madison.*

## PUBLIC POLICY

### Chamber Legislative Agenda Seeks Balance and Innovation

BY KEVIN LITTLE

GMCC Director of Public Policy

[klittle@greatermadisonchamber.com](mailto:klittle@greatermadisonchamber.com)

We are in tumultuous political and economic times. All levels of government are faced with complicated decisions to balance the books and still provide important services to the public.

Most of our members have encountered similar challenges in recent years to adapt to a weak economy.

So the question becomes how do you attract investment and create more job opportunities in a difficult economic climate?

The Greater Madison Chamber of Commerce Board of Directors reflected on that question and concluded that a proper balance of transparent budgeting and innovative public policy is needed to help our region prosper.

In an effort to further define how that balance can be achieved, the GMCC Board developed six core policy statements, which would become the foundation for the 2011-12 GMCC Legislative Agenda.

The 2011-12 Legislative Agenda seeks to:

- Remove barriers to job creation
- Be bold, by pursuing innovative economic development initiatives
- Maintain a safe transportation infrastructure and provide multiple modes of transit to ensure the efficient moving of people and goods
- Provide premier educational opportunities to ensure an intelligent, high-skilled workforce and support the continued advanced research and development taking place on higher educational campuses
- Create a more efficient tax and regulatory structure
- Preserve our unparalleled quality of life

Within each statement, the Board approved a set of ideas and initiatives to meet the policy objective.

All of the agenda items are based on a core belief the Chamber has supported for many years – enlightened economic growth.

The term enlightened economic growth acknowledges that to attract and retain the best workers and job creators, we need to provide not only a fair and welcoming business climate, but also maintain a high level of services and superior educational oppor-




*Photo by Skot Weidemann*

tunities for all ages. It takes success in all of these areas to make Madison a world-class city and destination for business.

Although this is a two-year agenda, it is intended to be a living document by allowing for changes or additions as new policy discussions and issues develop.

To view the entire document, visit the Public Policy page on our website — [www.greatermadisonchamber.com/policy](http://www.greatermadisonchamber.com/policy).

If you have any questions about the agenda or any other policy issues, don't hesitate to contact me at [klittle@greatermadisonchamber.com](mailto:klittle@greatermadisonchamber.com). We're here to help and advocate for you. 

**We've Got Your Back!**

Learn more about the Greater Madison Chamber of Commerce's Public Policy efforts at [www.greatermadisonchamber.com/policy](http://www.greatermadisonchamber.com/policy)

# ECONOMIC DEVELOPMENT



## Healthcare Leaders Encourage Employers To Participate In Workforce Wellness Week

Join Thrive, Region's Healthcare Industry In Promoting Healthy Living Among Employees Workforce Wellness Week

BY BETSY LUNDGREN  
MARKETING COORDINATOR, THRIVE  
blundgren@thrivehere.org

Healthcare in the Madison Region is a strong driver of both the economy and quality of life.

It creates employment opportunities, while providing the region's population with well-coordinated systems that cover a spectrum of unparalleled care.

Since 2007, Thrive has convened healthcare industry executives as part of the Healthcare Leadership Collaborative (HLC), a CEO roundtable exploring opportunities to advance the region's healthcare sector.

Over the past few years, HLC members have adopted the challenge of leading by example in the area of workforce wellness programs.

Healthcare leaders envision healthier workplaces as a regional competitive advantage, driving down healthcare costs for area employers and increasing employee engagement and productivity.

Formal wellness programs have been shown to provide a return on investment of \$3:\$1 for businesses through lower healthcare costs and reduced absenteeism.

To target workforce wellness, the HLC collaborated with Thrive to introduce the Working for Health initiative.

The long-term goal of this program is to improve the region's activity level, nutrition, tobacco use, alcohol use, and weight by increasing the number of and participation in employee wellness programs across the region – including within the healthcare industry itself.

In 2010, the HLC completed an important phase of this initiative, which focused on the enhancement of wellness programs within healthcare organizations.

These organizations shared best practices for strengthening their programs and increasing employee participation, while tracking results through Health Risk Assessments.

As the first phase of the Working for Health initiative comes to a close, the HLC




St. Mary's Hospital Center for Wellness, open to both patients and employees as part of the organization's workforce wellness program.

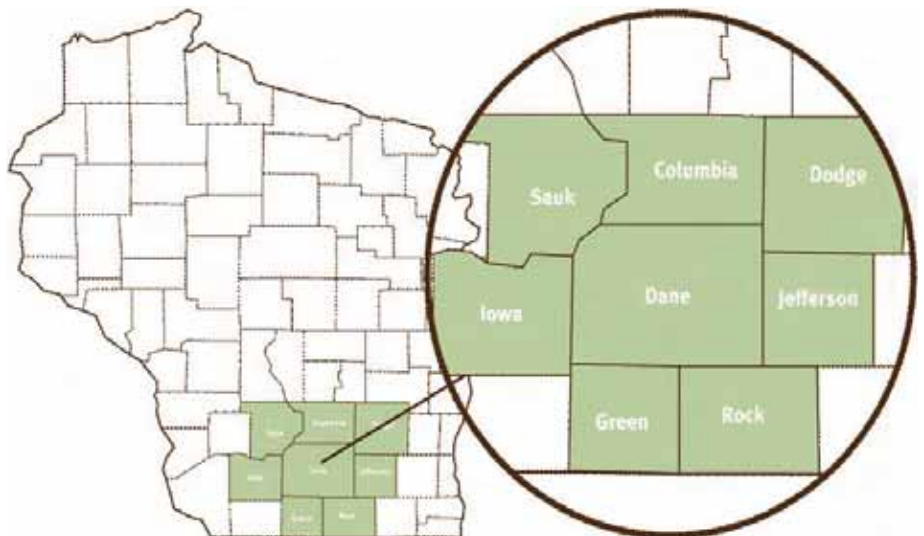
turns its attention to the broader employer base of the region.

With the launch of a formal Workforce Wellness Week on May 16 – 20, 2011, Thrive and the region's healthcare leaders hope to inspire a long-term commitment among employers to prioritize employee health.

During Workforce Wellness Week, employers from every sector are invited

to promote healthier living among their employers. With special programming and events throughout the region, Workforce Wellness Week provides employers the chance to learn about wellness programs, enabling them to jumpstart or improve upon a wellness program in their own organization.

Learn more about Workforce Wellness Week at [www.thrivehere.org/wellness](http://www.thrivehere.org/wellness). 



# NEW MEMBERS

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

## Dana Zurbuchen

Dana Zurbuchen  
485 Cross Country Road  
Verona WI 53593  
(608) 848-4188 Fax: (608) 646-4188  
dana@danazurbuchen.com  
www.danazurbuchen.com  
*Professional Services & Consulting*

## Discount Job Board

William Rubinow  
15 Southgate Drive  
South Glastonbury CT 06073  
(800) 559-6017  
www.discountjobboard.com  
*Employment Agencies & Services*

## Geiger Real Estate Group

Jason Geiger  
PO Box 930515  
Verona WI 53593  
(608) 576-1068 Fax: (608) 237-2456  
jgeiger@geigerrealtors.com  
www.madisonarearealestate.com  
*Real Estate, Rentals & Development*

## Ideal Printing, Inc.

Roger Hlavacka  
400 S. Nine Mounds Road  
Verona WI 53593  
(608) 845-9543 Fax: (608) 845-9556  
roger@printideal.com  
*Printers*

## Olson Rug Spa, Inc.

Trent Keast  
2508 S. Stoughton Road  
Madison WI 53716-3318  
(608) 669-2119  
olsonrugspa@gmail.com  
*Home Improvement & Remodeling*

## Rogers Memorial Hospital

David Gebauer  
406 Science Drive, Suite 110  
Madison WI 53711  
(608) 238-4411 Fax: (608) 238-4412  
www.rogershospital.org  
*Non-Profit Organizations*

## RR Donnelley

Angie Gmur  
6515 Watts Road, Suite 107  
Madison WI 53719  
(608) 278-1629 Fax: (608) 278-1780  
angela.gmur@rrd.com  
www.rrdonnelley.com  
*Printers*

## Stemina Biomarker Discovery Inc.

Beth Donley  
504 S. Rosa Road, Suite 150  
Madison WI 53719  
(608) 204-0104 Fax: (608) 204-0107  
bdonley@stemina.com  
www.stemina.com  
*Biotech & Research*

## UW-Madison, Letters & Science Career Services

Beth Blaser  
1305 Linden Drive, Suite 205  
Madison WI 53706  
(608) 265-0578  
bablaser@wisc.edu  
*Employment Agencies & Services*

## Vintage Spirits & Grill

Tim Satterthwaite  
674 S. Whitney Way  
Madison WI 53711  
(608) 204-2739  
tim.vintagemadison@gmail.com  
*Food & Drink*

## Vogt Relocation

Steven Holling  
913 Watson Avenue  
Madison WI 53713  
(608) 467-8082 Fax: (608) 467-8286  
operations@vogtrelocation.com  
*Transportation*

## World Academy for Entrepreneurship & Enterprise Growth

Michael Bright  
4514 Hammersly Road, #1  
Madison WI 53711  
(608) 669-1904  
mbright@wae2.com  
www.wae2.com.  
*Non-Profit Organizations*

**Reach Out to  
New and Veteran  
Chamber  
Members Online!**

**Visit the GMCC's  
online Member  
Directory to search  
for new members &  
specific categories  
of business**

[www.greatermadisonchamber.com](http://www.greatermadisonchamber.com)

## Missed The Latest Chamber Programs and Ceremonies?



The Greater Madison Chamber of Commerce is now posting video of Chamber educational programs and business ceremonies online!

Now if you miss a Chamber event, you can catch up at any time through the latest postings to the GMCC's video site on Vimeo.com.

Check it out today at

[www.vimeo.com/greatermadisonchamber](http://www.vimeo.com/greatermadisonchamber)

# GMCC EVENTS & MEMBER CEREMONIES



The Greater Madison Chamber of Commerce Ambassadors enjoyed a Connect @ Lunch together at the new Steenbock's On Orchard inside the Wisconsin Institutes for Discovery on the University of Wisconsin campus. Left to right, clockwise: Jeremy Potter (New York Life Insurance Company), Lenore O'Brien (Unity Health Insurance), Jane Boutelle (GMCC Business Resources Manager), and Marc McDowell (Baker Tilly).



Price Cobb, General Manager of Kelly Moss Motorsports, 5105 W. Clayton Road in Madison, provides a behind-the-scenes tour for Chamber members and guests at the Business Card Exchange on February 16. Here he shares one of the areas where they work on custom vehicles for their clients. Guests enjoyed new business connections surrounded by some of the world's top high-performance vehicles.



A Ferrari and two Porsches greeted Chamber members as they entered Kelly Moss Motorsports and the GMCC Business Card Exchange sponsored by Upper Iowa University.



Just one of Gaylord Catering's hors d'oeuvre tables at the GMCC Business Card Exchange at Kelly Moss Motorsports — this one provided delicious smoked salmon and pesto appetizers with fresh fruit, various cheeses and a medley of crackers.



The Greater Madison Chamber of Commerce helped celebrate the grand opening of the new Regus Executive Offices, 8383 Greenway Blvd., Middleton, on February 3. GMCC Ambassadors, Chamber President Jennifer Alexander and Regus staff cut the ribbon on their spacious offices with great views.



615 E. Washington Ave., P.O. Box 71 • Madison, WI 53701-0071 • Phone: 608-256-8348 – Fax: 608-256-0333  
E-mail: [beat@greatermadisonchamber.com](mailto:beat@greatermadisonchamber.com) • Web: [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com)

*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.

### OUR MISSION

The role of the GMCC is to support enlightened economic growth, positioning the greater Madison area as a globally competitive place to live, work, play and do business.

### GMCC 2011 BOARD OF DIRECTORS

James Imhoff, *First Weber Group* – Chair  
Marsha Lindsay, *Lindsay, Stone & Briggs* – Immediate Past Chair  
David Stark, *Stark Company Realtors* – Vice Chair  
Randy Eppli, *Universal* – Treasurer  
James Garner, *Sergenian's Floor Coverings Inc.* – Secretary

### BOARD MEMBERS

Dave Anderson, *American Family Mutual Insurance Company*  
Diane Ballweg, *Endres Manufacturing*  
Bettsey Barhorst, *Madison College*  
Mark Bugher, *University Research Park, Inc.*  
Robert Dunn, *Hammes Company Sports Development Inc.*  
John Flad, *Flad Development & Investment Corporation*  
Jac Garner, *Webcrafters, Inc.*  
Ginny Gilbert, *Gilbert Cost Control Consultants*  
Jerard Jenson, *Whyte Hirschboeck Dudek S.C.*  
Bill Johnston, *The Wisconsin State Journal*  
Donna Katen-Bahensky, *Univ. of Wisconsin Hospital and Clinics*  
John Larsen, *Wisconsin Power and Light Company*  
Paul Lenhart, *Krupp General Contractors*  
Jay Loewi, *The QTI Group*  
Rich Lynch, *J.H. Findorff & Son Inc.*  
Carolyn "Biddy" Martin, *University of Wisconsin – Madison*  
Nick Meriggioli, *Oscar Mayer / Kraft Foods*  
Tim Metcalfe, *Metcalfe Inc.*

Gary Molz, *EZ Office Products*  
Douglas Nelson, *M&I Bank*  
James Riordan, *Wisconsin Physicians Service Insurance Corp.*  
Frederick A. Robertson, M.D., *TomoTherapy, Inc.*  
Rebecca Ryan, *Next Generation Consulting*  
David Sanks, *WISC-TV3*  
Monty Schiro, *Food Fight Restaurant Group*  
Jay Smith, *Teel Plastics, Inc.*  
Lon Sprecher, *Dean Health Insurance*  
Robert Tramburg, *Vita Plus Corporation*  
Bob Trunzo, *CUNA Mutual Group*  
Mike Victorson, *M3 Insurance Solutions for Business*  
David Walsh, *Foley & Lardner LLP*  
David Wittwer, *TDS Telecom*  
Gary Wolter, *Madison Gas & Electric Company*  
James Woodward, *Meriter Health Services*  
Tom Zimbrick, *Zimbrick, Inc.*

### CHAMBER STAFF

Jennifer Alexander, *president*  
Bob Ansheles, *director of membership and marketing*  
Jane Boutelle, *business resources manager*  
Jennifer Bruhn, *membership development executive*  
Jessica Burda, *communications and marketing manager*  
Diane Enright, *director of finance and operations*  
Pattie Fowler, *office manager*  
Kevin Little, *director of public policy*  
Lisa Loniello, *executive assistant to the president*  
Delora Newton, *executive vice president*  
Jamie Welnick, *program and events manager*

### BUSINESS BEAT STAFF

**Publisher** – Jennifer Alexander, GMCC  
**Associate Publisher & Editor** – Jessica Burda, GMCC,  
608-443-1952, [jburda@greatermadisonchamber.com](mailto:jburda@greatermadisonchamber.com)  
**Cover/Feature Writer** – Judy Dahl, [judydahl@charter.net](mailto:judydahl@charter.net)  
**Designer** – Wendy McClure, Capital Newspapers  
**Advertising and Sales** – Jennifer Bruhn, 608-443-1945

*Business Beat* is published online 12 times a year for the Greater Madison Chamber of Commerce, which holds the copyright to all content. Subscription included in GMCC membership. Member updates and events will be published as space permits. See the latest in Member News on the GMCC website — [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com).