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The extensive deli at Metcalfe's Market offers prepared foods customers can heat and eat at home.

## MAINTAINING AN EDGE

### Local Grocers Get Creative To Stay Ahead In A Competitive Landscape

BY JUDY DAHL

Over the last couple of years, the economy has driven consumers to cook at home more often instead of eating out, observes Tim Metcalfe, president and co-owner, with his brother, Kevin Metcalfe, of Metcalfe's Market. "There's been a big increase in sales of fresh and frozen perishables as a result."

Another economy-driven change is consumers' increased focus on pricing. "Because of that, industry competition has really heated up; you need to make sure you have a value formula," Metcalfe says. "Stores are offering more coupons and double coupons. A few years ago more people were treating themselves, buying high-end items, but now they're a little more frugal."

And grocery stores face competition not only from each other, but from stores like Target that have significantly increased their grocery offerings, notes Mitch Eveland, owner of Capitol Centre Market. He

and other local grocers have stepped up their games as a result.

#### Store Atmosphere

Store atmosphere is one customer draw. Over the last three years Eveland has modernized his facility to make it more efficient and attractive. "Our building is almost 30 years old, so we updated it and upgraded our equipment," he says.

Metcalfe's Market plays classical music in the store, and staffs so there are usually only one or two customers in line. Its employees wear button-down shirts and ties and greet customers with a smile. "We train our people to create an experience that makes you come back again and again," Metcalfe says.

#### Variety

The variety of merchandise at Metcalfe's also keeps customers coming back. "We have 35,000 items and our competition

*continued on page 4*

# MyMenu!

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# GMCC CALENDAR

## JANUARY

### GMCC Small Business Roundtable

Wednesday, January 12, 8:00 a.m.

This new Chamber program offers small business owners the opportunity to have an open exchange about timely, critical issues in a facilitated forum. The program is ideal for micro-business owners with 5 or fewer employees, and is moderated by a trained facilitator.

**Topic:** Saving Money On Your 2010 Taxes

**Location:** GMCC Board Room

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

**Registration:** No charge for GMCC members only

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

### GMCC Small Business Roundtable

Thursday, January 13, 11:00 a.m.

**Topic:** Saving Money On Your 2010 Taxes

**Location:** GMCC Board Room

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

**Registration:** No charge for GMCC members only

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

### SCORE Workshop

Tuesday, January 18, 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.

**Location:** GMCC Board Room

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

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

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## PRESIDENT'S LETTER



Dear Valued GMCC Member:

Happy New Year!

The mark of a new year has me reflecting on the past year and looking forward.

In October of 2010 I took a fall and hit my head on a tile floor, resulting in a trip to the emergency room, a hospital stay and more than month at home recuperating.

It was one of the most difficult experiences of my life. I am back at work full time and have fortunately fully recovered. A blessing that comes from a hardship is that you are reminded of what is important to you.

For me that is ...

That my husband meant the part about "for better or for worse and in sickness and in health" that is spoken when you marry but is not tested until later.

That I have wonderful parents, friends, colleagues and co-workers.

And that I love my job and believe that it is a privilege to serve the true heroes of greater Madison ... the businesses that provide the jobs and tax base that keep the place we call home great.

As I look forward to 2011, I am grateful to the more than 700 of you that completed the 2010 survey and the 50-some of you that met with me to share your thoughts on how the Greater Madison Chamber can better serve you.

Your time was not wasted. We learned that many of our programs and offerings had become a bit stale and there were things that we weren't offering that you would like. We intend to implement many of your suggestions throughout the next year.

My new year's resolution is to do a better job of listening to and learning from you each and every day. I want to know how the Greater Madison Chamber can serve you and your business better. I want the opportunity to listen to what is happening to your business and across our community. What are your concerns? What are your challenges? What are your opportunities? How can the Chamber better help your business thrive? How can we have your back as you move your business forward?

**Please consider this letter as my open invitation to you to sit down for coffee and a good conversation. If you have any questions, concerns, or thoughts on how the Greater Madison Chamber can do a better job, I want to hear about it.**

If you would like to meet with a small group of fellow members and me over coffee, please call 608-443-1946 or e-mail me at [beat@greatermadisonchamber.com](mailto:beat@greatermadisonchamber.com).

I look forward to working with you to ensure that Madison continues to be great place to live and a better place for business owners like you to create jobs.

Thank you,

Jennifer Alexander, GMCC President

## EDGE

continued from page 1

has 20,000—we have all the good things you're looking for, from the best lamb in Wisconsin to local organic beef, to you name it," says Metcalfe.

"We have a full-service meat department, the largest seafood department in the city, a 60-plus-foot deli with many prepared foods, and perishables that really make people enjoy the shopping experience here," he continues. "We have one of the largest produce departments in the Midwest, and unlike most stores, we keep the vast majority of our produce refrigerated. Once you take an apple or an orange out of refrigeration, it begins to slowly deteriorate—we put more days of life into our produce."

With its smaller downtown location, Capital Centre doesn't carry 35,000 items, but it has a full array of products to meet its customers' gastronomic needs. Since he bought the store in 2007, Eveland has added a selection of wines and offered fresh seafood daily, both of which have been very popular.

He's also added non-grocery products and services. "They give people one more reason to come to the store, and if they come in, chances are they'll buy our products," he says. "We have a Western Union kiosk, a gift card kiosk with 130 different partners' cards, we sell stamps and different newspapers, and many people appreciate that we offer the Wisconsin lottery."

### Local Merchandise

Metcalfe's emphasis on local products helps it stand out. "Probably about 3,500 of our items are local, Wisconsin-made products," says Metcalfe.

"We identify them with signage that tells you, in a unique way, that it's local. It tells you that this item comes from 50 miles away from the store, and that one over there from 75 miles away. You as a consumer can decide what local means to you. For some people it might mean the state of Wisconsin, for others, up to 100 miles away."

The strategy has been very successful. Customers appreciate it, and the store

won a National Grocers Association award for it.

### Niches

Capital Centre stands out by catering to specific customer niches. "About 40% of our customers are college students and about 20% are senior citizens," Eveland reports. He's added more natural and organic products to appeal to the students. "They also appreciate that we partner with Community Shares, which helps about 52 nonprofits. We channel a lot of our charitable contributions to them."

Students love the DVD kiosk, which holds about 300 movies; the ability to buy bus passes; and the Coinstar machine that lets them convert coins to currency. They flock to the 5% student discount on Wednesdays. "And online ordering is a big selling point," says Eveland.

Seniors tend not to order online, but many phone in their orders—especially on Thursdays when there's a 5% senior discount. "Quite a few of them who shop here live within a block of the store," Eveland says. "We'll walk home with them and help them with their groceries. It's good for them with regard to socialization and it helps them be independent longer. It means a lot to their children to know there's someone here to help them."

Some seniors are unable to come into the store. "They'll call an order in, and we shop it and deliver it," says Eveland.

### Delivery

Free delivery is available to any Capital Centre customer who spends \$40. "We've been here serving downtown Madison since 1986, and a lot of people living downtown don't have cars," Eveland notes. "We try to carry as much variety as we can so if people don't want to leave downtown, they don't have to."

Metcalfe's also delivers, to the east and west sides of Madison and from McFarland to Sun Prairie, with its "Metcalfe's On the Go" service. "We have four trucks with separate freezers and refrigerator compartments," says Metcalfe.

"In the hottest weather, food gets to your home fresher than it would in the trunk of your car. And when it comes to perishables, when you take the tem-

## Local Products Lend A Competitive Edge

### Wisconsin-Made Products Keep Customers Coming Back

Enthusiasm for local grocery products—and for going green—has grown over the last few years. "They go hand in hand and one propels the other," says Tim Metcalfe, president and co-owner of Metcalfe's Market. "The green movement kind of existed for quite a while out there and was developing momentum, as was the buy local movement. They were separate and doing OK.

"But buy local really meant 'support your local merchant;' it wasn't as much about local farmers and buying local produce and supporting a sustainable economy," he adds. "It was more about supporting the local guy and not the big boxes. When people connected the dots, that when you're buying local you're being green, and we had that crossover, both movements really exploded locally and nationally."

Buying local means less transportation, supporting local farmers, and knowing where your food comes from. "And we're very fortunate here in Madison and southern Wisconsin to have some of the best farmland in the world," says Metcalfe.

perature up a few degrees and then back down, you shave a little life out of it. With delivery, it stays cold as it goes directly from our store to your home."

Both stores work continually to maintain their competitive advantages. "Every week we review our inventory and look for products that better fit the customers who shop here," Eveland says. "We look at what we have and how it's selling and make adjustments. We get new products several times a week, a lot of them based on customer requests." 

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).



# MEMBERSHIP MATTERS

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

## Time To Reserve Your Booth for the 2011 Annual Business Expo

BY BOB ANSHELES

GMCC Director of Membership & Marketing  
bansheles@greatermadisonchamber.com

The popular Greater Madison Chamber of Commerce Annual Business Expo returns to the Alliant Energy Center Exhibition Hall on Tuesday, May 3, 2011 with the exhibition floor open to the public continuously from 10:00 a.m. to 5:00 p.m.

In 2010 the region's largest Business-to-Business expo promoted more than 160 exhibitors and welcomed 1,500 attendees, making it the area's most effective venue for businesses to showcase their products and services.

In its first year as host of the Annual Business Expo, the Exhibition Hall at the Alliant Energy Center proved to be a hit with 2010 exhibitors and attendees alike.

The facility features easy access from anywhere in the greater Madison area, many exhibition booth options, easy load-in and load-out and free 28K Wi-Fi.



*continued on page 7*

GREATER MADISON CHAMBER OF COMMERCE



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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)

**MARILYN KOCIS**

608-443-1951

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

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

## GMCC UPDATE

### GMCC Small Business Roundtable Kicks Off January 12 and 13

This new Chamber program offers small business owners the opportunity to have an open exchange about timely, critical issues in a facilitated forum. The program is ideal for micro-business owners with five or fewer employees, and is moderated by a trained facilitator. You'll have the opportunity to learn from other small business owners while also having access to an expert on that month's topic.

Our first program, Saving Money on your 2010 Taxes, is offered on Wednesday, January 12th (8 - 9:00 a.m.) or Thursday, January 13th (11 - 12:00 p.m.) at the Chamber, 615 E. Washington Ave, in Madison. This program is offered at no charge and available to GMCC members only (One per company).

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

## 2011 EXPO

*continued from page 5*

One of the most popular attractions, free parking for attendees and exhibitors, will be provided again.

This year the Greater Madison Chamber is literally rolling out the carpet!

New to the Business Expo in 2011 will be carpeted exhibition floor area and booths plus additional food options throughout the day and longer exhibition hours.

Also new in 2011, the Greater Madison Chamber and its Small Business Advisory Council will present the Madison Small Business Conference during Business Expo hours.

The conference is designed to provide small companies with access to current business strategies and information.

Conference programs will be staged in the meeting rooms adjacent to the exhibition floor and will provide additional traffic to exhibitors between sessions.


The conference opens with an 8:00 a.m.

networking breakfast and program with seminars targeting topics of interest to business scheduled throughout the day.

Exhibition booths for the 2011 Annual Business Expo are available now, offered at a price and size to fit any need and budget.

As a Greater Madison Chamber member you enjoy the benefit of a reduced price, with Gold and Silver-level members receiving an additional discount.

Booth prices and general information are listed in our GMCC Expo ad to your left.

For additional details and information on marketing opportunities through the Expo passport, the new Expo program and sponsorships visit our website at [www.greatermadisonchamber.com/events/annual\\_business\\_expo](http://www.greatermadisonchamber.com/events/annual_business_expo). 

#### For more information please contact:

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

Marilyn Kocis - 608-443-1951  
[mkocis@greatermadisonchamber.com](mailto:mkocis@greatermadisonchamber.com)

## CONNECT ONLINE

with GMCC &  
Thrive President  
Jennifer Alexander  
through Linked In!  
[www.linkedin.com](http://www.linkedin.com)



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

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

**Jennifer Bruhn**  
608-443-1945

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

**Marilyn Kocis**  
608-443-1951

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

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# AMBASSADOR ACTION

## KAREN LANGE

Career Services Specialist at Herzing University - [www.herzing.edu/madison](http://www.herzing.edu/madison)

**How long have you been an Ambassador:** Two years.

**What do you enjoy most about being an Ambassador?**

One of the best things about being an Ambassador is getting an inside look at the companies that are members of the GMCC. It's great to meet so many individuals that take pride in their businesses and want to contribute to the greater good of the Madison area. These companies set a great example for showing others what a great city we live in.

**How does the GMCC provide value to its members?** The GMCC is consistently providing opportunities for its members to network, learn and better themselves professionally. Their support and generosity to its members shows that they truly do value their members.

**More About Herzing University:** What began as the Wisconsin School of Electronics in 1948 is today the main campus of the Herzing Education System. Herzing University is regionally accredited, and our Madison campus boasts state-of-the-art classrooms and labs with the latest, most sophisticated equipment and technology available.



# COMMUNITY UPDATE

## Solar in Wisconsin Has Its Day In The Sun

SUBMITTED BY BRYANT MORODER  
City of Madison MadiSUN Solar Program

As yet another Wisconsin winter gets underway and we brace ourselves for the onslaught of short, overcast days, it may be difficult to imagine why the state of Wisconsin is choosing to promote solar as an excellent source of green energy.

Surprisingly, photovoltaic (PV) solar panels function at their best on the sort of cold, sunny winter days we experience January through March.



This means they can actually produce more energy per hour than panels in traditionally warm, sunny areas like Arizona and Southern California.

Wisconsin's favorable conditions for generating solar power have inspired many owners of businesses and residential properties alike to invest in the energy independence solar provides.

A recent report by Arizona State University ranked Wisconsin tenth on the Optimal Solar Deployment Index.

Today, there are 726 solar electric and 700 solar hot water projects in Wisconsin. Thanks to rapidly falling prices, these numbers will continue to grow in the coming years.

It is only fitting for the State's capital city to lead the way in promoting the use of solar.

Madison has done just that by establishing the MadiSUN Solar Energy Program, the City of Madison's official program to promote solar energy for local homes and businesses.

For business owners, the program presents a variety of opportunities to learn more about the benefits of solar energy.

This includes information and assistance in taking advantage of significant federal tax breaks, state rebates, and MG&E's Clean Power Partner program, which offers a buy-back rate almost twice the amount businesses pay for electricity.

# GMCC STAFF SPOTLIGHT

## MARILYN KOCIS

Membership Development Executive

**Education & Prior Work Experience:**

BA from Michigan State University; Case Worker for First Offender's Program, Ingham County, Mich.; Membership Director, Metropolitan YMCA-Madison West; Advertising Account Executive, Erickson Publishing; Membership Development & Services, Wisconsin Manufacturer's and Commerce.



**What are your duties at the GMCC?** Introducing GMCC membership, benefits, educational programming, networking opportunities and policy to the business community.

**What do you enjoy most about working for the GMCC?** The opportunity to meet so many great people from our community.

**What is one GMCC member benefit you like to tell members about?** Advertising opportunities that promote their business.

**What do you enjoy doing in your free time?** Helping family and friends, throwing theme dinner parties to bring people together, travel adventures, making pottery, enjoying nature and the big outdoors - gardening, skiing, hiking, camping, volunteer work, working with my neighbors to build a great neighborhood, eating great food!

**What is something most people don't know about you?** For appearing to be a rather reserved person, I love getting out, meeting new people, experiencing new places, big adventure, and things that go fast!

MadiSUN also offers free solar assessments, which include a visit by a qualified assessor who can estimate a building's solar potential and the projected costs, benefits, and payback period of a solar electric and hot-water system.

Finally, MadiSUN provides a chance for businesses taking advantage of solar to connect with one another and receive publicity and recognition for making a commitment to clean, renewable energy.

For more information on MadiSUN, solar energy, or free solar assessments, please visit its website at [www.madisun.org](http://www.madisun.org).

## MEMBER SPOTLIGHTS

### Savant Capital Management

Savant Capital Management, a nationally recognized fee-only wealth management firm with offices in Madison, offers investment management, financial planning, and family office services to financially established individuals, trust funds, retirement plans and non-profit organizations. Savant is celebrating 25 years in 2011. Visit [www.savantcapital.com](http://www.savantcapital.com) or call (608) 831-1300.

### The Employer Group

The outsourcing experts at The Employer Group, (TEG), Verona, provide comprehensive human resource services for small and medium-sized businesses so these firms can concentrate on what they do best. TEG recently launched TEG Payroll Solutions, offering unique-to Dane County flat fee payroll services. [www.TheEmployerGroup.com](http://www.TheEmployerGroup.com) 845-3377. Angela Heim, owner and CEO.

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Hy-Vee's Chef David shows how easy cooking can be at one of his classes.

## EASY DOES IT

### Small Or Large, Greater Madison's Grocers Make Things Convenient For Busy Shoppers

BY JUDY DAHL

Whether it's a family where both parents have demanding jobs and the kids have multiple after-school activities, or a business hosting a working lunch, people are busy these days.

Yet most want to serve fresh, delicious meals—and area grocery stores are making it easier.

#### Small And Independent

People can be in and out of his neighborhood store in 10 minutes, notes Steve

McKenzie, owner of Jenifer Street Market. "At some stores it takes that long to park or get through the checkout line. Yet we have a full line of fresh products."

People pushed for time are looking for ready-prepared meals, he adds, and deli sales are strong.

"Fresh sushi is popular, as are local cheeses and meats, and we have ready-to-serve salads that are more than mixed greens and a packet of dressing—we add strawberries, cranraisins, walnuts ... people are eating more creatively and I

have to compliment local restaurants for exposing them to new flavors and ingredients."

The fresh meat market offers more options, many semi-prepared.

"We have everything from a basic stuffed pork chop to our tuxedo-tied stuffed pork tenderloin—filled with cheeses, spinach, seasoned croutons—rolled and tied so it looks like a tuxedo front. They can take it home, throw it in the oven, and have that cooking experience with relative ease."

His produce sales have more than doubled in the last 20 years, as shoppers seek fresh, easy options. "We do a lot of fresh-squeezed juice, like Honeycrisp apple cider, or Gala or Fuji cider. People want exciting stuff like that," he says.

Pre-cored, skinned pineapple is a time-saver. "It looks like what you'd get in a can, but it's a fresh product with no corn syrup," says McKenzie.

The buy local movement is very strong in his neighborhood, and Jenifer Street Market features local items throughout the store.

"Then people don't have to wait for the farmer's market, or drive out to farms or specialty stores," McKenzie says.

He buys produce in volume from a nearby Amish farm auction each fall. "The freshness is exceptional; most items are picked and packed within 24 hours of the auction," he says.

The nice thing about being a small, independent store, he notes, is that he's not limited to buying through a central warehouse.

"We can deal with small growers. From our dairy case to the local, organic pasta sauce on our grocery shelves, to our bakery, if our customers want a local product, we have it."

### One-stop Shopping

Hy-Vee Inc., new to Madison's east side about a year ago—and new to Wisconsin—is part of a seven-state line of grocery stores.

"But at the store level we respond to customer requests for products; we don't need to check with corporate," says Rob Budd, store director. "If a customer wants it, we do everything we can to get it. We try to have everything people need under one roof, to save them time."

Hy-Vee is eager for customer feedback, and a note on the bottom of each receipt directs them to an online survey at hy-vee.com. "They can tell us what they couldn't find, what they'd like added, or to keep things as they are," Budd says. "Our next store is slated for the west side, and it could carry totally different products based on what customers ask for."

People can order online, and select to have groceries delivered or ready for pickup.

"They can order the night before, select from three different time periods the next day, and their order is ready to go when they're done with work," says Budd.

Signage at the ends of aisles guides in-store shoppers to desired products.

"And we've gone a step further, with more specific descriptions—such as 'Latino foods'—above the actual products," Budd says.

"Many people are looking to get in and out of the store, so we have plenty of staff to direct them. We train people to accompany them, not just point."

His customers are also looking for ready-to-eat meals. "We prepare a large selection fresh daily in our food court department. There's meat loaf, enchiladas, well over 50 feet of salads, sandwiches and meals," says Budd.

"There are single and family portions, pizzas to take and bake, and people can eat their food here or buy it cold to eat later."

The store's delicatessen includes international and Wisconsin cheeses, sandwiches, and a host of other options.

"We have a kitchen department that cooks breakfast, lunch and dinner to order," Budd notes.

Hy-vee holds special events featuring prepared foods.

"The third Thursday of each month we have a special meal in the store, like a steak fry, or a buffet where people can select Chinese food, pizza or deli specials, for example," explains Budd.

The store also caters weddings, providing meals, flowers and cakes, a business that's picking up as word-of-mouth awareness increases.

"It's convenient and affordable for people to work through one organization," Budd says. "We have a great staff of local people who work for us, and we offer discounts if customers use three of our departments, booking catering, flowers and bakery through us."

### Business Meals

Businesses, too, use Hy-vee's catering services.

"They can call on the spur of the moment, if they've forgotten about an event or didn't anticipate it, and we can react very quickly," says Budd.

"Our vans deliver all over the city and in surrounding areas. We deliver, and clean up and pick up our equipment afterward."

Hy-vee can supply dishes and silverware if needed, or just food.

"We have a chef, and we can do everything from snacks to a black tie dinner," Budd says.

On-site meals can save businesses time and money, notes McKenzie, and Jenifer Street Market also provides meals to order for delivery or pickup. "A business may want to combine a lunch with a meeting, and it's easier to have it catered than to leave the business and go to a banquet hall," he says.

One customer, a car dealership, wants to keep its staff on the sales floor during busy Saturdays.


"They'll call, and we'll give them ideas of what we have in the deli that day, or if they call ahead we can prepare a specific hot meal," says McKenzie.

"They come in to pick it up, we help them with additional accessories, and in minutes they're setting it up in the break room," he continues. "Salespeople can stop in and eat and stay available for customers."

And Monona State Bank ordered a Thanksgiving luncheon, turkey with all the fixings, which went over very well. "We can pretty much do anything people ask us to," McKenzie says.

His store also makes holiday shopping easy for businesses.

"We get different request for things like cheese and wine baskets with fruit that businesses give as gifts for board members or favorite customers," he says.

"We work with our customers to make things convenient by doing a little extra, whether it's delivery or accommodating unique requests." 



# INITIATIVES & INSIGHTS

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

## PUBLIC POLICY

### Big Races And Issues On The Spring Ballot

BY KEVIN LITTLE

GMCC Director of Public Policy

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

Who says spring elections aren't exciting?

Historically, I guess you could say voters do with turnout sometimes less than 20%.

But this spring should generate more interest with several key races on the ballot.

For starters, Madison residents will be electing the next Mayor. Incumbent Mayor Dave Cieslewicz has announced his intentions to seek a third term. He will face several challengers.

Adding to the ballot will be an exciting race for Dane County Executive.

With Kathleen Falk announcing her resignation late last year, a host of credible candidates emerged including a state legislator, former Madison Alder and County Board Chairperson. Expect the crowded primary election to be close.

It is also a possibility that voters within the Regional Transit Authority jurisdiction will be asked to approve a regional transit plan including the implementation of a sales tax increase to operate the new system.

RTA officials have been working to develop a plan to put before voters since last spring, although plan specifics have yet to be announced.

Finally, every Madison Common Council seat will be on the ballot.

The complete list of candidates was not known at the time of this publication, but we are anticipating several close races in key districts.

Since the GMCC first made endorsements in 2007, the results have been astounding.

Prior to that election, our efforts were mostly concentrated on stopping harmful mandates like a Madison-only minimum wage and paid sick leave requirements.

It was that time period where we heard a resounding message from our membership to make a proactive effort to support candidates that stand up for businesses.

In 2007, nine of our 11 endorsed candidates were elected. Two years later all 12 of our endorsed candidates were elected.




The impact cannot be overstated. Now city leadership is making jobs and economic development a priority.

We have a new Economic Development Director, a new forward-thinking economic development strategy, and the city is continuing to look for better, more efficient ways to do business, like a complete rewrite of the zoning code and a comprehensive review into the City's development approval process.

But it is crucial that we not take this climate for granted.

Leading up to the election we'll be providing information on all of the issues, candidates and our endorsements.

Stay informed and involved on races in your area. Consider creating a conduit account to support business-friendly candidates.

Your participation will be critical. We'll give you the information, but in the end it will be up to you to determine the landscape of the region and the impact on your business! 

### 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



## Thrive's Capital Connections Inventory Provides Resource for Financial Programs

BY BETSY LUNDGREN  
MARKETING COORDINATOR, THRIVE  
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A major goal of Thrive's Capital Growth Initiative is to facilitate the efficient flow of financial capital to the businesses and communities that need it.

As a first step, Thrive introduced the Capital Connections Inventory, a catalog of the financial programs (tax credits, loans, loan guarantees, and grants) available for economic development projects in the Madison region.

The Inventory includes over 350 financial programs available at the federal, state, and local levels to businesses, communities, and nonprofits.

In addition to outlining basic eligibility criteria and a brief description of each program, the Inventory also defines typical program terms such as loan or grant amounts, loan amortization periods, interest rates, and contact information.

This comprehensive database, coupled with Thrive's expertise, serves as a valuable resource that allows Thrive to help businesses quickly identify appropriate financial resources.

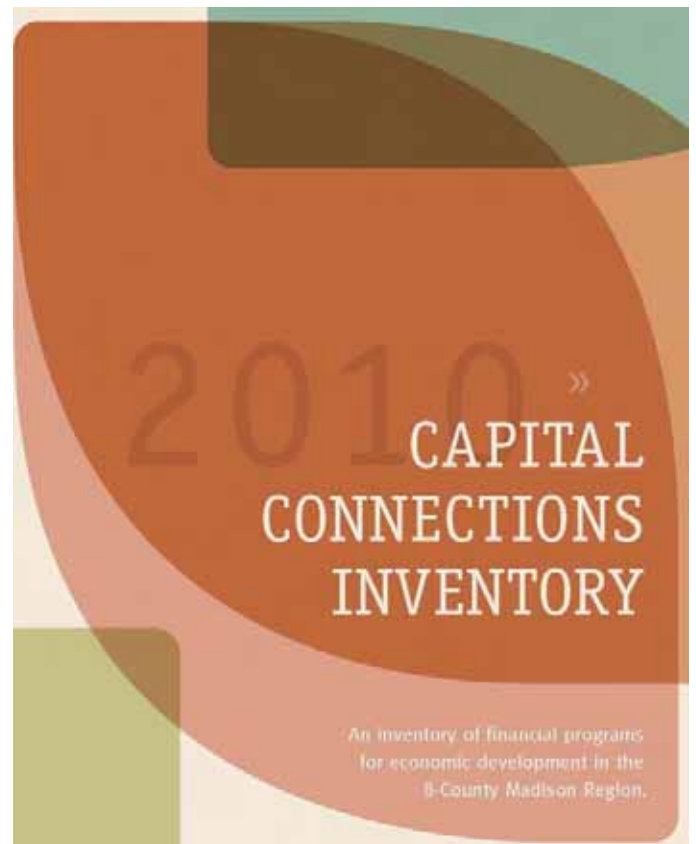
Launched in July, the Capital Connections Inventory has been accessed online more than 1,000 times.

Thrive staff has assisted 27 businesses, and is currently working with business owners on projects valued at more than \$40 million.

Existing regional businesses, as well as businesses interested in locating to the region, are encouraged to contact Thrive for assistance in accessing the region's diverse public and nonprofit financial resources.

For more information, contact Brad Elmer, Project Director, at (608) 443-1967 or [belmer@thrivehere.org](mailto:belmer@thrivehere.org).

The Inventory is available on Thrive's website at [www.thrivehere.org/capitalinventory](http://www.thrivehere.org/capitalinventory). 



Follow the latest regional news with Thrive online!

### Twitter

[www.twitter.com/thrivehere](http://www.twitter.com/thrivehere)

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[www.facebook.com/thrivehere](http://www.facebook.com/thrivehere)

## 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)

# NEW MEMBERS

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

## **Alzheimer's & Dementia Alliance of WI**

*Non-Profit Organizations*  
Jeanne McLellan  
517 N. Segoe Road, Suite 301  
Madison WI 53705  
(608) 232-3400  
FAX: (608) 232-3407  
jeanne.mclellan@alzisc.org  
www.alzisc.org

## **ascentives**

*Awards & Promotional Products*  
Rick Karls  
702 N. Midvale Boulevard, Suite LL-13  
Madison WI 53705  
(608) 231-2488  
FAX: (608) 231-1382  
rick@ascentivescss.com  
www.ascentivescss.com

## **Beerntsen's Candies**

*Retail*  
Nick Beerntsen  
1680 Hawkinson Road  
Oregon WI 53575  
(608) 219-0425  
FAX: (608) 873-9680  
nick@beerntsenscandies.com  
http://beerntsenscandies.com

## **Catholic Charities, Madison**

*Non-Profit Organizations*  
Jane McGowan  
702 S. High Point Road  
Madison WI 53719  
(608) 821-3100  
FAX: (608) 821-3100  
ccharities@ccmadison.org  
www.ccmadison.org

## **Children's Theater of Madison**

*Non-Profit Organizations*  
Mike Lawler  
228 State Street  
Madison WI 53703  
(608) 255-2080  
FAX: (608) 255-6760  
admin@ctmtheater.org  
www.ctmtheater.org

## **Cquensys**

*Professional Services & Consulting*  
Leonard George  
525 Junction Road, Suite 8700  
Madison WI 53717  
(608) 664-1430  
FAX: (608) 646-7600  
info@cquensys.com  
www.cquensys.com

## **Empire Beauty School**

*Schools*  
Erica Mlinaz  
6414 Odana Road  
Madison WI 53719  
(608) 270-0270  
FAX: (608) 270-0190  
emlinaz@empire.edu  
www.empire.edu

## **Francesca's al Lago**

*Food & Drink*  
Edwin Arreola  
111 Martin Luther King Jr. Boulevard  
Madison WI 53703  
(608) 255-6000  
FAX: (608) 255-6001  
edwin@miafrancesca.com  
www.miafrancesca.com

## **Frontier Communications**

*Telecommunications*  
Terry Kucera  
2222 W. Wisconsin Street  
Portage WI 53901  
(608) 742-4500  
FAX: (608) 742-2579  
www.frontier.com

## **Graze**

*Food & Drink*  
Tanya Graham  
One S. Pinckney Street, Suite 107  
Madison WI 53703  
(608) 251-2700  
FAX: (608) 251-7577  
info@grazepub.com  
www.grazepub.com

## **Johnson Health Tech North America**

*Manufacturing*  
Becky Deutmeyer  
1600 Landmark Drive  
Cottage Grove WI 53527  
(608) 839-1246  
FAX: (608) 839-1247  
becky.deutmeyer@johnsonfit.com  
http://www.johnsonfit.com

## **Kelly-Moss Motorsports/Level 5 Motorsports**

*Automotive*  
Shannon Sheflin  
5105 W. Clayton Road  
Madison WI 53711  
(608) 274-7910  
FAX: (608) 274-7930  
shannonlevel5@gmail.com  
www.kellymoss.com

## **Latino Chamber of Commerce of Dane County**

*Associations & Cooperatives*  
Julia Arata-Fratta  
810 W. Badger Road  
Madison WI 53713  
(608) 712-3522  
board@camaradecomerciolatina.org  
www.camaradecomerciolatina.org

## **Leitner Law Office, LLP**

*Attorneys & Legal Services*  
Thomas Leitner  
7818 Big Sky Drive, Suite 210  
Madison WI 53719  
(608) 836-0259  
tlleitner@gmail.com

## **Liberty Mutual Insurance**

*Insurance*  
Benjamin Baltus  
2908 Marketplace Drive Suite 120  
Fitchburg WI 53719  
(608) 442-9191  
FAX: (608) 442-8965  
benjamin.baltus@libertymutual.com

## **Precision Laboratory, Inc.**

*Medical*  
Debbie Brooks  
2710 Marshall Court  
Madison WI 53705  
(608) 238-5741  
FAX: (608) 218-9786

## **Sortis Marketing LLC**

*Advertising, Marketing & Public Relations*  
Jodi Chernouski  
6502 Grand Teton Plaza, Suite 102  
Madison WI 53719  
(608) 827-7800  
FAX: (608) 827-7889  
info@sortismarketing.com  
www.sortismarketing.com

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and Veteran GMCC  
Members Online!**

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

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

## GMCC EVENTS & MEMBER CEREMONIES



AT&T recently opened a new retail store near West Towne Mall (406 S. Gammon Rd.) on Madison's west side. The Greater Madison Chamber of Commerce helped celebrate AT&T's new store with a ribbon-cutting ceremony on December 1. Chamber staff, Ambassadors and local business people welcomed AT&T's new store and its staff to our business community.



The Chamber and businesses on Madison's University Avenue celebrated the grand re-opening of this busy thoroughfare on December 7 following several months of road construction. The event welcomed more than 50 attendees and was hosted by UW Credit Union with refreshments provided by Metcalfe's Market. UW Credit Union CEO Paul Kundert welcomed the crowd, followed by remarks from Chamber President Jennifer Alexander and City of Madison Mayor Dave Cieslewicz. The ribbon cutting included local business owners, members of the GMCC's Small Business Advisory Council and staff of the City of Madison who worked on this construction project in addition to Chamber President Jennifer Alexander and Chamber Ambassadors.



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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.

### 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.

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David Sanks, *WISC-TV3*  
Monty Schiro, *Food Fight Restaurant Group*  
Jay Smith, *Teel Plastics, Inc.*  
Lon Sprecher, *Dean Health Insurance*  
Mary Starmann-Harrison, *SSM Health Care of Wisconsin*  
Barb Swan, *Alliant Energy Corporation*  
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.*

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*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).