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FANS, FRIENDS AND FOLLOWERS

Innovative Social Media Campaigns Help Local Companies Build Buzz and Boost Business

BY JUDY DAHL

When *Wicked* was playing at Overture Center, The Creative Company developed a social media campaign for a client, Bella Domicile. "It was called 'A Wicked Night Out,'" explains Liesel Olson, social media maven and marketing strategist.

"Bella Domicile's clients received an email sharable on social media, where they could win dinner for two at L'Etoile, along with tickets to *Wicked*," she continues. "It went crazy — it was a perfect story and perfect positioning — and they got a number of new leads."

That's just one of many novel ways businesses are leveraging social media. Every year Tri-North Builders sends electronic holiday cards to its constituents, and last year they needed a new idea. "We helped them develop plans for the first-ever LEED certified gingerbread house," says Laura Gallagher, Creative Company president.

"We built and photographed the house,

and sent it and the building plans via email," she says. The email invited people to build their own houses and share the photos on Facebook, and to follow Tri-North on Facebook, Twitter and YouTube.

"We had a very high open-rate for the email and people shared it across their networks," Gallagher remembers. "A TV news program even featured the campaign on Christmas Eve. The idea worked because it made people smile, fit perfectly with Tri-North's brand and got press."

The response was great, confirms Robert Thayer, marketing director for Tri-North. "We do some fun things with social media a couple of times a year—it's an interesting way to engage and it reminds people of our company," he says. At recent trade shows, Tri-North has invited people to enter into a drawing for an iPad by liking the company on Facebook and posting on its wall. "It's helped drive traffic to our sites and generates some excite-

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FANS

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ment about the shows and about us," notes Patrick Stern, payroll manager.

Tri-North uses social media to drive its key messages. "We're very focused on sustainability — we use sustainable materials on all of our projects and we encourage clients to do so," says Anna Stern, vice president. "We position ourselves as leaders in the green movement and communicate about our efforts on Facebook, Twitter and YouTube."

Build Brand Awareness

Businesses using social media most effectively choose the channels that fit their customers and their messages. "I've seen restaurants do a really good job with Facebook," says Laurel Cavalluzzo, founder and president of Madison Marketing Communications. "They can post their specials, but also really paint a picture of their cultures and beliefs. A restaurant might talk about its owner's background, its chef, the food and where it comes from ... its blog can explain the passion behind the food."

Restaurants use Twitter too — the press is active there and can get the word out. And businesses of all types can tell their stories on videos they house on YouTube and share across social media channels.

The resulting word of mouth can be very powerful. "Someone might have a positive experience at a restaurant, like it on Facebook, and other people might be curious, or reminded of the restaurant," Cavalluzzo says. "A diner might use a smartphone to photograph a meal and post about how great it is."

Owners can encourage diners. "I was at a family event at a restaurant and the owner said, 'Hey, I'd like to take your picture and you can put it on your Facebook, or we'll put it on ours,'" says Cavalluzzo. "It was a really nice touch that made our celebration more tangible, and it helped the restaurant build brand awareness."

Tell Your Story

But social media is just part of an overall marketing strategy, reminds Tim Metcalfe, president and co-owner, with his

brother Kevin, of Metcalfe's Market. The store includes the Facebook icon on its advertisements and on marketing pieces it distributes.

"We have about 700 fans on Facebook and it's growing every day," Metcalfe says. "We use it and Twitter for both Metcalfe's and Bratfest."

From Facebook-only special offers, to new items in the store, to information on outdoor grilling for a warm weekend, Metcalfe's posts a variety of information. "Some of it is sales and product offers; people want those, but they also want to connect to the store emotionally, to hear your story," says Beth Peterson, director of marketing.

Each month her posts reflect what's happening in the store. "Right now we're talking about sustainable seafood, things like mercury levels, and a sustainable tuna with an interesting background story," she says. "Social media is a great educational tool."

Peterson recently launched an e-newsletter and posted sign-up instructions in the store. "With an e-newsletter you can tell more in-depth stories and really have a community feel, she says. "With social media it's more snippets, and people can click on links if they want more. It's good to have a toolkit."

There are so many stories to share, notes Peterson. "But you can't overload people. Your fans don't want to hear from you every day — if you post too often people will still like you, but they'll 'hide' you (so your posts aren't visible to them). My biggest challenge is choosing among all the great stories our department managers bring me."

Stay In Contact

The explosion of interest in social media led Madison Area Technical College to begin offering a 12-credit certification program last fall. "I teach a marketing class on social media campaigns, and the program includes graphic design, journalism, and 'video production for the web' courses," says Steve Noll, lead marketing instructor.

"You get all aspects of what it takes to create and distribute social media."

Madison College uses social media for

its own marketing and communications as well. "It's an easy and affordable way to stay in contact with current students and alumni," says Noll.


It was an invaluable tool for educating people about last fall's referendum asking voters to fund Madison College's expansion. "As a state school we couldn't ask people to vote, but we could educate them about why it was important so they could make informed decisions," Noll says.

"We hoped to win with about 51%, but were pleasantly shocked to win with 60%," he adds. "It was because we did a good job of saying why it was needed, what we planned to do, and how it would affect people's lives. We were very transparent and honest and I think that resulted in the huge vote in our favor."

He believes social media is one of the best advocacy tools around. "Obama was the first to embrace it for his campaign — before that a lot of politicians were staying away from social media," Noll says. "They thought it was a fad, or just for young people to say where they were going for lunch. Now every politician is using it."

The technology changes continually and Noll finds geotagging one of the most interesting new developments. Geotagging adds geographical identification data to photos, videos, or other media. Using apps like foursquare or Facebook Places on their cell phones, people can report their locations to friends, find friends nearby, locate businesses or special offers, and more.

"The advent of smartphones is driving it — people are walking around with devices as powerful as their computers," Noll says.

"It seems like a novelty on the surface, but, let's say you check in at the same restaurant five times — you might get a free appetizer or drink. You have a choice of restaurants and you're likely to pick the one using foursquare and offering rewards. You'll probably encourage others to go there too." 

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.

GMCC CALENDAR

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

Google Places Happy Hour at Brink Lounge

Tuesday, May 10, 4:30 p.m. - 6:00 p.m.

The GMCC welcomes Google for a series of FREE workshops on how local business owners can use Google Places, and learn to connect with potential customers through a new rating tool called Hotpot, the local recommendation engine for Google Places.

Location: The Brink Lounge (www.thebrinklounge.com)

Address: 701 E. Washington Ave., #105, Madison

Register: R.S.V.P. to Jamie Welnick at jwelnick@greatermadisonchamber.com or call 608-443-1954

Google Places Breakfast at Hybrid Fitness

Thursday, May 12, 7:30 a.m. - 9 a.m.

Location: Hybrid Fitness (www.hybridfitness.org)

Address: 2881 Commerce Park Drive, #P, Fitchburg

Register: R.S.V.P. to Jamie Welnick at jwelnick@greatermadisonchamber.com or call 608-443-1954

Visit the Greater Madison Chamber of Commerce Online!
www.GreaterMadisonChamber.com

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PRESIDENT'S LETTER



Dear Valued GMCC Member:

This month I want to share with you some changes we're making here at the Chamber in how we communicate with our members.

We strive to ensure that all of you are receiving the most timely and relevant updates you want and need to help your business thrive.

Whether that's an important public policy issue we're working on for you or an upcoming opportunity for you to connect with other members and promote your business in the community.

In turn, we always want to make sure you have every opportunity to let us know what's happening with your business, in your industry and for your customers.

To that end, you've seen some changes in how we communicate with you over the past year and you'll continue to see changes into the next year.

In 2010, we changed the format of this former print magazine to its current online digital format to reach more members in a more timely, relevant and environmentally-friendly manner.

After next month's June 2011 issue, you'll see the best sections of *Business Beat* blended into our improved weekly email newsletter, **@TheChamber**.

While it's an end to *Business Beat*, the great articles featuring our members by Judy Dahl, the beneficial Public Policy updates, the member news and event updates — all the best information and updates will have a new and improved home in your weekly **@TheChamber** and on our website - www.greatermadisonchamber.com.

Thank you to Laura Gallagher and her team at The Creative Company (<http://thecreativecompany.com>) for their guidance and help developing this with our staff.

Be sure to take advantage of the new format's enhanced interactivity and share updates that are important to you with other members and across your company.

Keep an eye out this summer for changes on our website as well. We'll be updating our member database system. This new system will provide the Chamber website with a much greater ability to maximize your membership through event registration, administration, and connecting to fellow members. We can't wait to help you use the improved website to move your business forward.

These are just a few of the updates you'll be seeing. I hope you'll connect with me for further updates via my Twitter (@gmccjalexander) or on Facebook via my page and the Chamber's page (www.facebook.com/greatermadisonchamber).

Thank you,

Jennifer Alexander, GMCC President

2011 GMCC Annual Business Expo and Madison Small Business Conference

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MEMBERSHIP MATTERS

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

Chamber's Website Boosts Your Company's Visibility

BY BOB ANSHELES

GMCC Director of Membership & Marketing
bansheles@greatermadisonchamber.com

Here is a Chamber membership benefit that empowers your business.

Two places on the Greater Madison Chamber of Commerce website – Member News and the Community Calendar – are set aside specifically for our members to report their business information.

These areas will keep your organization connected to the business community.

The Member News (www.greatermadisonchamber.com/member/news) area offers space to present company media releases, organization news, personnel accomplishments and more.

These media releases are available online to view by members and website visitors for 30 days.

Each week, several new postings are featured in the Chamber's enhanced weekly electronic newsletter @The Chamber sent to more than 4,000 members.

Our new @TheChamber provides our members with more timely and relevant updates in an interactive format that highlights our members.

The Chamber encourages you to log on often and share your updates often with fellow members and to increase your company's visibility.

The Community Calendar (www.greatermadisonchamber.com/living/community_calendar) is on the Chamber website too.

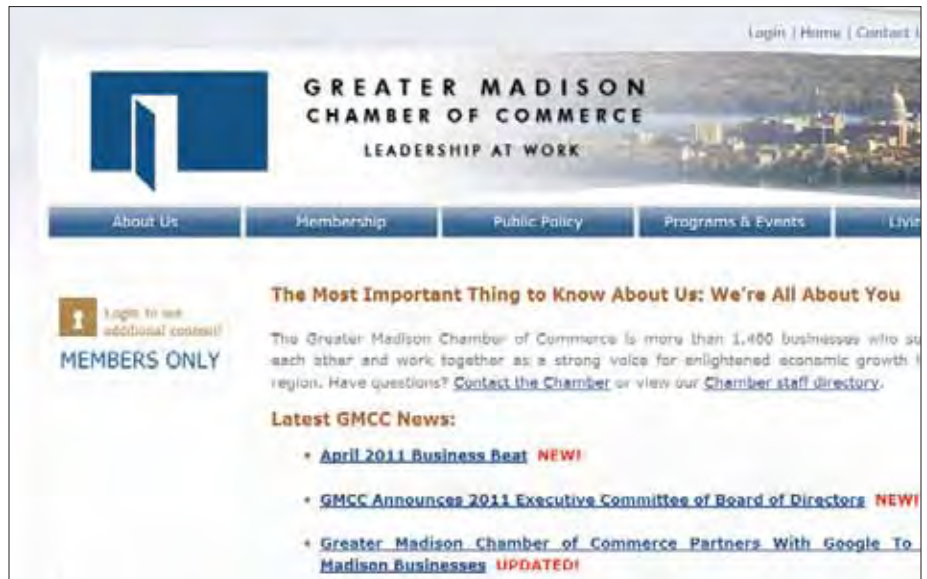
Members may feature their business and community events on the calendar.

Events are available online for viewing though their event date and are shared with members and website visitors.

Each week, upcoming event listings are featured in the electronic newsletter @The

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www.greatermadisonchamber.com



VISIBILITY

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Chamber. Members posting in these areas may link to their business website from their media releases or calendar events providing even more impact and connection.

Think of the advantages for your company when using this online benefit.

Your company news will be in front of more business decision makers.

Your event announcements will be seen by more potential attendees.

Your company's marketing effort gets additional exposure and more area businesspeople and consumers will be up to date on your company's progress and direction.

Best of all, this is a free service, a benefit of your Chamber membership.

Members that regularly log on and post their news and events are featured more often in our weekly newsletter.

Don't miss out on this free and easy way to share what's happening with your com-

pany to our active business community.

To start sharing business news and events, a Chamber member will need their own login password.


To learn how to get your personal password and how to take advantage of all the Chamber's website benefits, contact your Chamber Membership Development Executives:

Jennifer Bruhn

jbruhn@greatermadisonchamber.com
608-443-1945

Christine Belle

cbelle@greatermadisonchamber.com
608-443-1944

Or email our staff at beat@greatermadisonchamber.com. 

MEMBER SPOTLIGHTS

BT Squared, Inc.

BT Squared, Inc., is a dynamic engineering firm providing comprehensive civil, environmental, energy, and sustainability services.

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Learn more at www.btsquared.com.

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

GREATER MADISON CHAMBER OF COMMERCE



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www.GreaterMadisonChamber.com

GMCC UPDATE

Chamber Pleased to Announce the 2011 Executive Committee of Board of Directors

The Greater Madison Chamber of Commerce is pleased to welcome new leadership to the Executive Committee of its Board of Directors.

The Chamber's Board of Directors (www.greatermadisonchamber.com/about/gmcc-people-board) guides the strategic direction, policies and positions of the organization.

This diverse group of business leaders represents a wide variety of area companies.

Comprised of more than 40 members, the Board ensures the organization's planning and goal-setting, promotes the GMCC's image, recruits members, and measures the performance of the region's largest and most active business organization.

"Our business community and the Chamber are very fortunate to have such dedicated members and leaders," Chamber President Jennifer Alexander said.

"Our 2011 Executive Committee brings a diverse mix of business and community viewpoints that ensure our Board of Directors is best serving the needs of our membership."

Jim Imhoff, Chairman and CEO of the First Weber Group (<http://firstweber.com>), takes the reins as Board Chair this year.

He joined the Chamber Board in 1998 and served as the Executive Committee's Vice Chair in 2010.

David Stark, President of Stark Company Realtors (www.starkhomes.com), will serve as Vice Chair this year.

He is also Chair of both the Public Policy Committee and Political Strategies Committee for the Board. Stark joined the Chamber Board in 2008.

Randy Eppli, President of Universal (www.universalaet.com), begins a second year serving as the Board's Treasurer. He joined the Chamber Board in 2007.

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100 YEARS OF Keeping the Wild Alive

In Summer, 2011, Henry Vilas Zoo will embark on a fun-filled 100 day long 100th 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 100th Anniversary, please contact Anna Reynolds by email at anna@vilaszoo.org or by calling 608.258.9490.

We hope that you will join us!

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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.

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GMCC UPDATE

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Marsha Lindsay, President and CEO of Lindsay, Stone & Briggs (www.lsb.com), continues to help lead the Executive Committee this year as the Immediate Past Chair.

She served as the Board Chair in 2010 after joining the Executive Committee in 2008. She has served on the Chamber Board since 1994.

James Garner, CEO of Sergenian's Floor Coverings, Inc. (www.sergenians.com), joins the Executive Committee as Secretary in 2011.

He also serves as the Chair of the Small Business Advisory Council and Chair of the Metropolitan Neighborhood Business Council. Garner has been a member of the Chamber's Board of Directors since 1997.

Gary Molz, Vice President of EZ Office Products (<http://ezop.com>), also joins the Executive Committee as Chair of the Membership Committee. He has served on the Board of Directors since 2009.

Learn more about the Chamber's diverse Board of Directors at www.greatermadisonchamber.com/about/gmcc-people-board.

AMBASSADOR ACTION

DAVE DUSHEK

President of FASTSIGNS -
www.fastsigns.com/364-madison-wi



How long have you been an Ambassador:
Eight months.

What does your business do? We make the sign buying process simple – and fast. We offer consulting, design, production and installation for a full range of custom sign and graphic products.

What do you enjoy most about being an Ambassador? I enjoy meeting new people and hearing what they do and how they manage this thing called life. It's interesting to meet people with diverse backgrounds and responsibilities.

How does the GMCC provide value to its members? Research shows, if consumers know that a small business is a member of its local chamber, the business enjoys an increase in consumer favorability, an increase in consumer awareness, an increase in local reputation, and an increase in the likelihood that consumers will patronize the business in the future, and that's of value to me!

More About FASTSIGNS: At FASTSIGNS of Madison, Wis., you get visual communications solutions including sign and graphic consultation, design, production, delivery and installation services. Whether you need architectural signs, vehicle graphics, point-of-purchase posters or a building identification sign, we can help. Meet your objectives — realize your full potential — and let us make you look great.

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Before families can put kids on stage,
they have to put food on the table.

Hunger is a real issue for many area families. We are helping by supporting organizations such as Second Harvest Foodbank of Southern Wisconsin which serves nearly 85,000 people here each year. We are giving so our neighbors have a better chance of succeeding at play, at work and in life.



© 2010 Kraft Foods.



SOCIAL MEDIA 101

The Hows, Whys and Wherefores.

BY JUDY DAHL

Sometimes businesspeople ask Greg Sanders, principal at Sortis Marketing, why they should use social media. "I tell them there's been a fundamental shift in the way people purchase over the last 10 years," he says. "In the old days you'd market on TV or radio, or in print. People would see your ad, think your product was cool and decide to buy it.

"Now you have to establish trust before people will buy from you," he continues. "If you understand that, you'll value social media as a tool."

Both business-to-consumer and business-to-business companies really need to be out there, Sanders asserts. "You have

to be in front of your clients when they're not looking for you, and they're out there using social media—there are over 500 million Facebook users."

Before You Begin

To understand what's happening with social media, do some research. "There are a lot of online journals and publications that can give you an idea of trends and where things are moving," suggests Laurel Cavalluzzo, owner and president of Madison Marketing Communications. "To get a feel for it, go online and look at how your competitors are using social media. Its transparency is one of the amazing things about it—you can see the lay of the land and get ideas."

Liesel Olson, social media maven and marketing strategist at The Creative Company, recommends mashable.com, an online social media guide. "You can read articles or case studies there, or on blogs, or just Google social media," she advises. "Spend time on social media platforms and see what companies' profiles look like and what they're posting."

There are myriad social media platforms today. "But don't get overwhelmed," says Olson. "Think of where your audience is. If you haven't heard of a platform, don't spend time there because your audience isn't there."

Cavalluzzo recommends starting with some or all of the "big five."

- Facebook allows for an easy exchange of dialogue between business owners and partners and customers. Its users are young, old, in between, businesses and consumers.
- LinkedIn is what Cavalluzzo calls “an online Rolodex on steroids,” where you have up-to-date information and access to your contacts and information on who they’re in contact with, which broadens the scope of your networking exponentially.
- YouTube can be an easily searchable repository for your videos, which you then can share across different platforms.
- Blogs (created on sites such as wordpress.com and linked to your website) let you share ideas and provide content, and help with search engine optimization (SEO – bringing your website to the top of the list when people search key terms).
- Twitter provides an incredibly powerful way to connect with people, such as national media representatives, that you wouldn’t otherwise be able to.

“All five have very different purposes,” Cavalluzzo says. “Think about whom you want to reach and what you want to communicate and that will help you decide which to use.”

First Steps

Start with a plan. “Know where you want to go,” says Laura Gallagher, president of The Creative Company. “The quote I use is, ‘Begin with the end in mind.’”

Do you want to communicate directly with your customers? Or people who are “influencers” of your customers? What content do you want to reach them with? Which channels will do that best?

“If you start blasting messages out without finding out who you want to reach, it’s not useful,” Cavalluzzo comments. “Figure out where the lowest hanging fruit is and start there.”

Come up with a month-by-month game

plan outlining who you want to reach via what media and with what content. “Make sure your efforts are measurable on the back end,” says Cavalluzzo. “You can measure the number of new fans or followers, or more important, how many people social media drives to your website.”

It’s fine to engage people, she notes. “But you have to have a call to action and move them through the pipeline, often to your website to download a white paper or watch a video.”

If you outsource your social media function, you could start using several channels at once. “But if you’re a small company with very limited resources, start with a blog,” says Sanders. “A blog is like writing an article; it’s familiar to people.

“But it’s never too early to register your company’s user name on the different platforms—once it’s gone, it’s gone,” he adds. “Even if you’re not going to use the channel right away, get the user name. There are so many companies with the same name.”

Your Content

Social media content shouldn’t be too sales-focused. “It’s really important that you make it educational and that it extends your brand,” Sanders says. “You’re going to help people learn things they don’t understand, and once that builds trust with them, they’ll actually buy from you.”

Along with educating—or being funny, or telling good stories—your content should communicate what your organization stands for, the unique value you provide in your market. “No matter what you post, make it engaging,” says Olson. “It could be asking what people think about a certain newsworthy event.”

But it has to be real. “Not like people at a networking event who just want to get their business cards in your hand,” says Gallagher. “You don’t want to be intrusive; just be there so that when people have a need, they’ll call you.”

Be generous, she recommends. “You have an opportunity in these spaces to encourage others and like what they’re doing. Be a good friend—people will remember that.”

In terms of frequency, Sanders recommends blogging at least twice a month. “But it has to be a quality post,” he warns.

Once a week is even better, Cavalluzzo opines. “Update your LinkedIn status a couple of times a week—that’s an underutilized feature—and with Facebook and Twitter it should be a little more often.”

And you can have a post to one media channel automatically post to others. “It’s important that the channels talk to each other,” says Sanders.

Assign Responsibility

It’s very important to have a point person in your organization to coordinate social media efforts as part of your overall marketing/communications strategy. One person should have oversight of all content across channels, or your message will likely be fragmented and inconsistent.


“You need someone to own it, whether it’s an outside resource or an internal one,” says Gallagher. “Make sure it’s somebody who understands your brand—you don’t want a grumpy person or an inexperienced person in charge of your brand.”

Your point person should check your social media channels several times a day. “They can also do online searches and find out how others are talking about your brand, your company name, and your products,” says Cavalluzzo.

Integrate

It’s vital to integrate social media with traditional communications channels. “It doesn’t work in a silo,” Cavalluzzo says. “All of your ads should incorporate social media icons so people understand there are different ways to interact with your business, and your website is the cornerstone in many cases.”

Be sure to include Facebook, Twitter, LinkedIn, and blog icons in your email signature and on your website, to cross-promote, Olson advises. “Use social media as a piece of the puzzle. It’s a list of ingredients, not the meal.”

Finally, understand that with social media you’re pulling people into your business, Gallagher notes. “It’s a dialogue, not a monologue.” 



INITIATIVES & INSIGHTS

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

PUBLIC POLICY

Public Authority Status The Right Move For UW-Madison

BY KEVIN LITTLE

GMCC Director of Public Policy

klittle@greatermadisonchamber.com

\$12.4 billion. That's the total economic impact UW-Madison has on the state each year.

This remarkable figure takes into account the more than 100,000 jobs created by UW-Madison and the \$2 billion contributed from start-up businesses associated with the university.

For not only does the university produce thousands of gifted minds; those minds then go on to turn innovative ideas into new, profitable businesses.

More jobs, more tax base, better services and quality of life for everyone.

Perhaps the greatest example of this success – and the economic impact on the Madison region – is the University of Wisconsin Research Park, whose 1.8 million square feet of office and laboratory space is in such demand, a massive 54-building site is being constructed on Madison's far west side.

This economic output puts the university in a unique position relative to other campuses across the state.

UW-Madison is now in the same competitive field with some of the top research campuses in the world – competition for the best faculty, resources and funding.

And the university has maintained this status despite continued reductions in state support and bureaucratic oversight.

In the 2011-13 State Biennial Budget Bill, UW-Madison is facing a \$125 million cut – half of the overall proposed cuts to the UW-System.

For the university to flourish, it is critical that the campus be provided greater flexibility to manage its affairs.

The proposed public authority model would allow the university to be more efficient, particularly in areas of budgeting, tuition, human resources, construction, purchasing and procurement.

More flexibility will enable the university to correct inefficiencies and adopt market-based solutions to address their unique needs.

Valid questions have been asked about the plan: in particular, what a split would mean for other UW-System campuses across the state.

At the very least, similar flexibilities should be explored for the




Photo by Skot Weidemann

other system campuses.

But it is evident that a strong UW-Madison is beneficial to not only the Madison region, but the entire state.

In the midst of continued economic and budgetary challenges, it is time to take bold actions to ensure a strong university and job producer for the future.

If you have any questions about the the Chamber's policy issues, don't hesitate to contact me at 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

www.greatermadisonchamber.com

ECONOMIC DEVELOPMENT



Thrive Launches New Website With Updated Business Tools, Resources, and Regional Information

BY BETSY LUNDGREN
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Thrive, the economic development partnership for the eight-county Madison Region, is launching a new website this spring packed with business tools, regional data and demographics, news and events, and more.

Designed as a resource for local businesses and a promotional tool for the region, the new site will feature an updated, interactive design with streamlined content that will make the site easy to navigate.

Among the site's best new components is the fully integrated and searchable Capital Connections Inventory.

This database, previously available only in hard-copy format, provides information on more than 350 financial programs available to businesses, nonprofits, and communities at the federal, state, and local levels.

This one-stop resource for finding and accessing funds will be more useful than ever in its new online form.

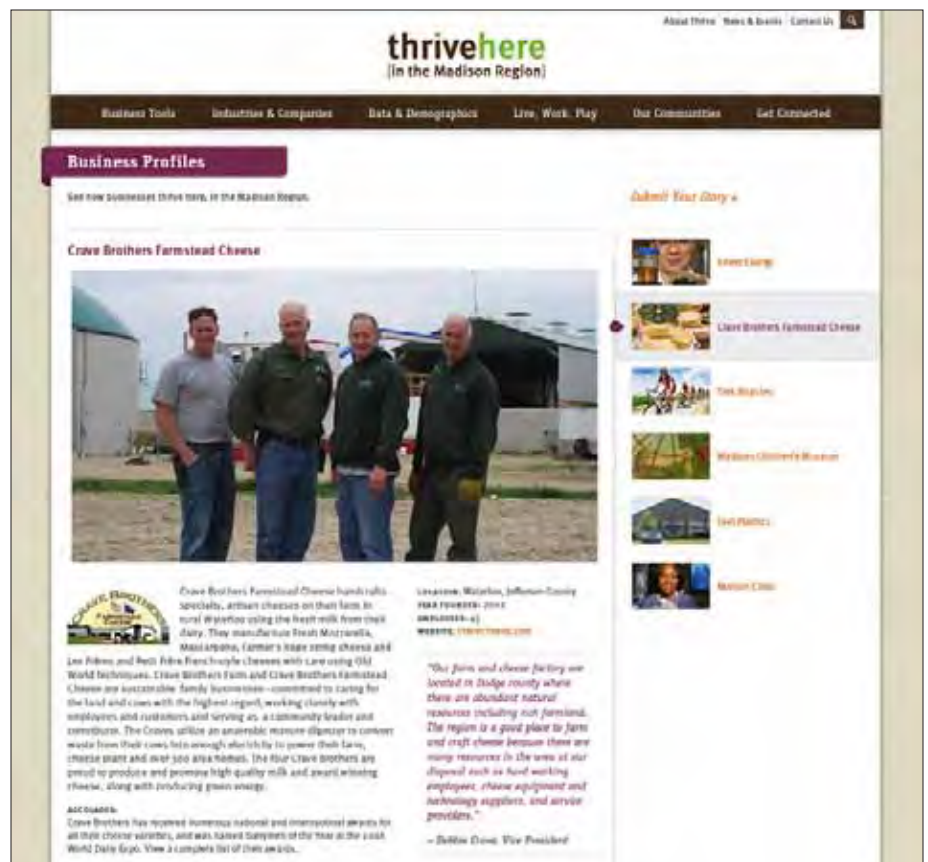
Additional online business tools include access to the state's new site selection database, information on participating in Thrive's business retention program, and data on taxes, start-ups, and more.

The site is also home to statistical information on such metrics as population and income, plus facts and figures about key quality of life indicators.

Thrive's new website also serves as a platform to champion local businesses, with the creation of a new business profile section that will highlight the success stories of businesses and their leaders while illustrating why the Madison Region is a great place to do business.

To share your company's story on the Thrive site, email communications@thrivehere.org.

Serving as a central resource for regional economic development news, the Thrive website will be your go-to source for the latest headlines. The site will also include information and registration for related events, such as Thrive's Best



Practices Series and the Wellness Council of Wisconsin's upcoming Well Workplace University on May 19 in Madison.

We invite you to check out all the new tools and resources on our site at www.thrivehere.org. Bookmark the page and visit often to receive new information.

If you have feedback on the site, feel free to send it to communications@thrivehere.org! You can also keep up with us at [facebook.com/thrivehere](https://www.facebook.com/thrivehere) or on Twitter at [@thrivehere](https://twitter.com/thrivehere).



Follow the latest regional news with Thrive online!

Twitter

www.twitter.com/thrivehere

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NEW MEMBERS

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

Artistic Finishings

Jonathon Schultz
511 Wayland Street
Beaver Dam WI 53916
(920) 763-4400
artisticfinishings@hotmail.com
Home Improvement & Remodeling

CEBK Investments, LLC

Cathie Taylor
2404 Highway AB
McFarland WI 53558
(608) 345-4721
tcathie@yahoo.com
Real Estate, Rentals & Development

CLK CLK, Inc.

Anne Klein
135 W. Wells Street
Milwaukee WI 53901
(888) 932-5525
anne@clkclk.com
www.clkclk.com
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Community Partnerships, Inc.

Scott Strong
1134 Dewey Court
Madison WI 53703
(608) 250-6634
scott.strong@commpart.org
Non-Profit Organizations

Cross-Cultural Services LLC

Antonio Molina
140 S. Spring Street
Columbus WI 53925
(608) 335-0458
cct@crossculturaltranslations.com
Business Services

Doon Art

Donna Parker
7845 Twinflower Drive
Madison WI 53719
(608) 772-2403
donna@doon-art.com
www.doon-art.com
Art

EmbroidMe

Jeff Jacobson
6674 Odana Road
Madison WI 53719
(608) 824-3921 / FAX: (608) 824-0083
jjacobson@scottsonstruct.com
www.embroidme-madison.com
Advertising, Marketing & Public Relations

Fish Brothers Concrete

Brett Fish
615 Morningside Avenue
Madison WI 53716
(608) 609-6875
brett@fishbrotherscr.com
www.fishbrotherscr.com
Construction & Building Trades

Haen Real Estate

Wade Maleck
PO Box 44129
Madison WI 53744
(608) 845-1550 / FAX: (608) 848-8854
wade@haenrealestate.com
www.haenrealestate.com
Entertainment & Recreation

Home Instead Senior Care

Teriann Drobnick
6400 Gisholt Drive, Suite 209
Madison WI 53713
(608) 663-2646 / FAX: (608) 663-2645
hisc363@aol.com
www.homeinstead.com
Senior Services & Resources

Madison International Speedway

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Oregon WI 53575
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misdave@yahoo.com
madisoninternationalspeedway.com
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Magnuson Grand Hotel

Paulette Friskie
3510 Mill Pond Road
Madison WI 53718
(608) 224-1500 / FAX: (608) 224-0586
maggrandhotel@yahoo.com
www.magnusonhotels.com
Hotels, Lodging & Resorts

Momentum Insurance Plans, Inc.

Dave Roughen
2971 Chapel Valley Road
Madison WI 53711
(608) 729-6500
droughen@momentumplans.com
www.momentumplans.com
Insurance

Mueller Communications

Carl Mueller
1749 N. Prospect Avenue
Milwaukee WI 53202
(414) 390-5500 / FAX: (414) 390-5515
cmueller@muellarcommunications.com
www.muellercommunications.com
Advertising, Marketing & Public Relations

Pondell Engineering

Carrie Pople
1138 E. LaSalle
Barron WI 54812
(715) 637-5505
carrie@pondellengineering.com
Technology & Web Services

Pre-Paid Legal Services

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4522 Commercial Avenue
Madison WI 53714
(608) 695-2102 / FAX: (877) 313-4980
tonikirkendoll@prepaidlegal.com
www.prepaidlegal.com/hub/tonikirkendoll
Attorneys & Legal Services

R.E. Developers

Robert Epps
409 Yahara Street
DeForest WI 53532
(608) 846-6826
rlepssr@yahoo.com
Construction & Building Trades

R.G. Huston Company, Inc.

Brad Huston
2561 Coffeytown Road
Cottage Grove WI 53527
(608) 255-9223
debbie@rghuston.com
Construction & Building Trades

Ramco-Gershenson, Inc.

Billy Gershenson
31500 Northwestern Highway, Suite 300
Farmington Hills MI 48334
(248) 592-6908 / FAX: (866) 405-3540
wgershenson@rgpt.com
www.rgpt.com
Real Estate, Rentals & Development

Southern Services LLC

Rafael Curutchet
202 Railroad Street
Brooklyn WI 53521
(608) 698-6498 / FAX: (608) 455-1025
rafaelcurutchet@hotmail.com
www.southernservicescompany.com
Landscaping & Nurseries

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

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George Brown
5302 Eastpark Boulevard
Madison WI 53718
(608) 257-3838 / FAX: (608) 257-5502
gbrown@wisbar.org
www.wisbar.org
Non-Profit Organizations

Umoja Magazine

Milele Chikasa Anana
1033 Melvin Court
Madison WI 53704
(608) 242-1400 / FAX: (608) 242-1476
umojamagazine@sbcglobal.net
www.umojamagazine.com
Media

Virtual Vision Computing Co.

Andy Scott
1013 N. 3rd Avenue, Suite 8
Wausau WI 54401
(715) 675-9194 / FAX: (715) 675-0469
andy.scott@virtualvision.net
www.virtualvision.com
Technology & Web Services

WI Assn of Family & Children's Agencies

Linda Hall
131 W. Wilson, Suite 901
Madison WI 53704
(608) 257-5939
lhall@wafca.org
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

Introducing A New Chamber Benefit ...



Find Out More at the GMCC Annual Business Expo (booth #120)

Click Here for Your Free Ticket and Event Details

www.greatermadisonchamber.com/events/annual_business_expo

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



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Email: beat@greatermadisonchamber.com • Web: 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.

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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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