



# BusinessBeat

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## BLOOMING ADVERTISEMENTS

Flowers And Plants Are A Beautiful Way To Please Your Employees And Market Your Business.

BY JUDY DAHL

When you walk into a company's reception area and see a glorious floral arrangement, and you catch its fresh, inviting scent, it's bound to improve your mood. "Plants and flowers let you bring the outdoors in and enjoy the beauty and serenity of nature, wherever you are," says Sue Klein, owner of Klein's Floral & Greenhouses. "They're a key to creating a positive work environment — flowers and plants provide a relatively low-cost way to make a big impact."

Many companies use plants to make the workplace more enjoyable to work in, notes Jim Aldrich, president of Felly's Flowers. "It softens up the environment. Studies by the Society of American Florists

show that having flowers and plants in a room make people happier."

They give a life and energy to a space, whether it's a fresh arrangement or a green plant, adds Denise George-Schultz, co-owner with brother Conn of George's Flowers. "You may have beautiful furniture in a waiting room, but it can look kind of stark. When you add fresh flowers or plants, it makes it warm and inviting," she says. "It creates a favorable impression of your business with customers."

#### Boost Staff Morale

Businesses send employees flowers to recognize a job well done, or to mark important occasions. "Our business

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# GMCC CALENDAR

## OCTOBER

### GMCC 58th ANNUAL DINNER

Thursday, October 7, 2010

**Keynote Speaker:** Dr. Colin Harrison, Director of IBM's Corporate Strategy team and the inventor of the "Smart Cities" initiative based at the IBM Research Lab in Zurich, Switzerland. His topic is "Why and How Even the Most Intelligent Cities are Developing 20/20 Foresight."

**Location:** Monona Terrace Community & Convention Ctr.

**Schedule:** 5:30 - Welcome Reception; 6:30 - Dinner & Keynote Speaker; 8:30 - Dessert Reception

**On the Web:** Visit the GMCC website for more details - [www.greatermadisonchamber.com/events/annual\\_dinner](http://www.greatermadisonchamber.com/events/annual_dinner)

## NOVEMBER

### GMCC CONNECT @ LUNCH

Tuesday, November 9, 11:30 a.m. – 1:00 p.m.

**Host:** Eldorado Grill, 744 Williamson St., Madison  
Enjoy a three-course meal, building new business connections while swapping tables for each course and meeting new people at each table. This is a GMCC members-only exclusive event. Registration is \$25.

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

### GMCC BUSINESS CARD EXCHANGE

Wednesday, November 17, 4:30 p.m. – 6:30 p.m.

**Host:** Yahara Bay Distillery, 3118 Kingsley Way, Madison  
Join us for an evening networking event where members from businesses of all types and sizes swap business cards and engage in lively conversation over drinks and appetizers - a perfect way to generate new contacts.

**Registration:** Members free. \$10 nonmembers / guests

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

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# PRESIDENT'S LETTER



Dear Valued GMCC Member:

With autumn's changing colors all around us, this season also brings changes in political office. The Primary is now over and November's election is just weeks away.

Circle Tuesday, November 2 on your calendar and please make time in your day to vote for your preferred candidates.

As a member of our business community and the Greater Madison Chamber of Commerce, your vote ensures that your voice and the voice of business are heard throughout our region and across Wisconsin.

It's a simple act to vote, but one that is crucial to a healthy business climate and a strong quality of life.

Through your vote in past elections and your membership in the Greater Madison Chamber of Commerce, we've been able to transform and improve the fortunes of our business community, which in turn, enriches our entire region.

The Chamber has defeated policies harmful to business, such as efforts to establish local minimum wages and mandated paid sick leave requirements.

We have supported measures to eliminate government red tape to make it easier to do business in Madison and continue to focus on initiatives that will stimulate job growth.

This has included advocating for substantial, bold recommendations to improve Madison's development approval process, in addition to supporting the creation of an economic development plan and a new cabinet-level position to lead City of Madison economic development efforts.

Perhaps most impactful, the GMCC has worked to create a political environment that is receptive to our agenda.

In the past two city council elections, Greater Madison Chamber of Commerce endorsed candidates won 21 of 23 races. Last spring, the Chamber also endorsed Dane County Board candidates for the first time. Of 19 Chamber-endorsed candidates, 16 were elected to office. These elections have changed the political landscape of our city and region.

Further, the Chamber continues to grow the GMCC Direct Givers Conduit Program both in participants and funds disbursed to support candidates. This program doubles your voice by showing your support for a candidate and your candidate for the business community at the same time.

I'm proud of the involvement of our members in the electoral process and our work together to continue transforming our community. But we're not done yet. Please remember to vote on November 2.

Thank you,

Jennifer Alexander, GMCC President

# BLOOMING

*continued from page 1*

customers use them most often to express sympathy when there's a death in an employee's family," says Klein.

Some of George's Flowers' business customers have programs set up to send flowers when staff members have birthdays or anniversaries, George-Schultz indicates. It lends a personal touch to the employer-employee relationship.

"And businesses will often order centerpieces for holiday parties or other events, sometimes including a novelty item such as an ornament," says Aldrich. "Employees can take them home afterward; it helps with the spirit of a company."

## Create Buzz With Customers

Business customers also send arrangements to customers on a regular basis, he notes. "If they sell a large item such as a piano or a piece of furniture, they might send flowers to the buyer — or maybe a ceramic car filled with flowers for a customer who buys a car."

Builders or remodelers might send a bouquet as a thank you for allowing them to come into your home, George-Schultz suggests. "Flowers are a beautiful finish to a business transaction. It creates a lasting memory; people get excited about flowers."

So much of marketing is word of mouth, and a customer who receives a floral arrangement with a personal note is likely to tell others about the experience, and about the work your company does. "Businesses that stay on the cutting edge realize how important that word of mouth, that presence is," says George-Schultz. "Gifting with flowers can be an incredibly huge asset to a business, but some people might not realize the weight it carries when they send flowers to a valued client."

Her customers haven't decreased their floral purchases because of the economy. "I think they do realize the benefits it brings, and that if it's something they cut, it would hurt them a bit on the marketing and loyalty side," she says. "Once people start using flowers, they get such good feedback that I don't think it's a place they would cut."

## Order Online

Now that most florists have websites, it's never been easier to order flowers and plants. "You can pick out the arrangement you like online, or even talk with your florist to customize it, and send it the same day," says Aldrich.

"In the past, people would say, 'I'd like a nice seasonal arrangement,' but now they can see the photos online," he continues. "Some of our customers buy online, but I'd say three times more look online and then call us."

He sees the Internet's role in the floral industry continuing to grow. "It makes things a lot easier for shoppers because they can make sure, from their business or home, that an arrangement is the right one for the occasion," he says.

"For florists, it may mean they need fewer stores in a city. Right now, our Internet sales are as strong as in a medium-sized store."

Aldrich offers a tip for buying flowers. "If you want a nice floral design, instead of being very specific on colors and types of flowers, leave it up to the florist to pick the best seasonal flowers, the ones that look best that day. It'll still be the design you wanted, but will generally get you a nicer-looking arrangement."

## A Greater Variety All Year Long

Brightly colored, cheerful arrangements have been popular lately, he observes. "And upscale flowers like stargazer and calla lilies, and roses, are always popular."

Primarily a greenhouse, Klein's Floral & Greenhouses sends more plants — foliage and blooming — than cut flowers. When customers do send floral arrangements, Klein finds most want a very elegant look these days.

"Styles change over the years and it's also very seasonal," she says. "It's such a fun time right now with all the fall colors — the vibrant, oranges, reds, burgundies ..."

There are a lot of professional growers in the Madison area, Aldrich says. "Our growing season is awfully short, but they come to our shop or warehouse weekly with what they have; it allows us to buy locally."

Today's transportation systems also enable florists to buy flowers from all over the world. China has an emerging, rapidly growing flower industry, and Columbia is a huge supplier of flowers to the U.S.

"When you see a bouquet it's often a melting pot, with local items as well as those from far away," says George-Schultz. "We're seeing a lot more tropical flowers and things we can't grow here."

"We're a local business and are very proud of using as many local flowers as possible," she continues. "But while we can't get irises in Wisconsin in winter, we can get them from Holland. We can have a greater variety all year long."

Florists offer things like gourmet baskets and fruit baskets, too. "We have U.W. Bucky Buckets — one for exam time, a get-well one, for instance — geared toward students," says Aldrich.

"Companies should think of sending that type of thing to their customers or employees, too. We can build one and deliver it that afternoon, and the products are very fresh and seasonal."


## Buy Local

People in Madison like to buy local, Klein indicates, and want to patronize local florists. "But it's hard to tell in the Yellow Pages or online whether they're really local — and the national companies often charge more," she says.

It pays to take the time to check a florist's website to make sure it's a local business.

"The national companies entice people to order from them with a low price on an arrangement, but then they charge a high shipping and handling fee," says Aldrich.

"Sometimes they don't make it clear that flowers, if they're mailed to the recipient, are just wrapped and not arranged."

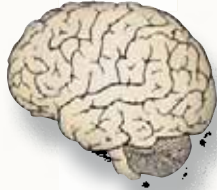
A local florist will do a better job of delivering the arrangement seen online at a reasonable price, he says. "Also, if there's a problem, a local florist will work harder to satisfy the customer." 

*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).*

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## **MADISON HAS THE BRAINS. BUT DO WE HAVE THE SMARTS?**

Madison is one of the best-educated communities in the country. Our intellect is impressive. But are we really leveraging our brainpower to its fullest? Are we using our collective brilliance as smartly as we could to succeed at being a globally competitive place to live, work and conduct business? Find out first hand from Dr. Colin Harrison. He is Director of IBM's Corporate Strategy Team, Inventor of the "Smart Cities" Initiative at the IBM Research Lab in Zurich, Switzerland, and keynote speaker at:

**GREATER MADISON  
CHAMBER *of* COMMERCE  
ANNUAL DINNER**

**THURSDAY, OCTOBER 7, 2010**



# GMCC 58TH ANNUAL DINNER

## Why and How Even the Most Intelligent Cities are Developing 20/20 Foresight

Greater Madison Chamber of Commerce 58th Annual Dinner Welcomes Dr. Colin Harrison as Keynote Speaker

Now just one short week away, the Greater Madison Chamber of Commerce celebrates 58 years of the region's top business event on Thursday, October 7 at the Monona Terrace Community & Convention Center.

This year's much-anticipated keynote speaker is Dr. Colin Harrison, Director of IBM's Corporate Strategy team and the inventor of the "Smart Cities" initiative based at the IBM Research Lab in Zurich,



Harrison

Switzerland. He will be speaking on "Why and How Even the Most Intelligent Cities are Developing 20/20 Foresight." The Chamber will welcome more than 1,000 members and guests to this event for an evening of dynamic networking and building business connections at the area's



MADISON

largest formal dinner. The Welcome Reception opens at 5:30 p.m., Dinner and the Keynote Address begin at 6:30 p.m. and the evening ends with a Dessert Reception at 8:30 p.m.

For more information, please visit the GMCC website at [www.greatermadisonchamber.com/events/annual\\_dinner](http://www.greatermadisonchamber.com/events/annual_dinner).

The Greater Madison Chamber of Commerce is able to host the 58th Annual Dinner with the generous support of sponsors. The Chamber would like to thank the following sponsors of the GMCC 58th Annual Dinner:

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# MEMBERSHIP MATTERS

## The GMCC Directory: Valuable Connections At Your Fingertips

BY BOB ANSHELES

GMCC Director of Membership & Marketing  
bansheles@greatermadisonchamber.com

Our members want to build connections and build their business through their involvement with the Greater Madison Chamber of Commerce.

The most effective means of accomplishing this goal is through communication; face to face meetings, social media and print and electric publications. The GMCC connects its members through its programs and the information it shares.

An effective business communication tool is the 200-page GMCC Member Directory and Buyer's Guide. It is a must-have resource for businesses operating in the greater Madison area.

All 1,500 Chamber members are listed both alphabetically and by business category for easy cross-reference. Each organization's listing contains the contact person, street and e-mail addresses and website of all current GMCC members. The Buyer's Guide section includes a short description about each business. New to the 2011 edition, the directory will include social media addresses! In addition to the handy print edition of the membership directory, all members receive free listings in the on-line membership directory on the GMCC website.

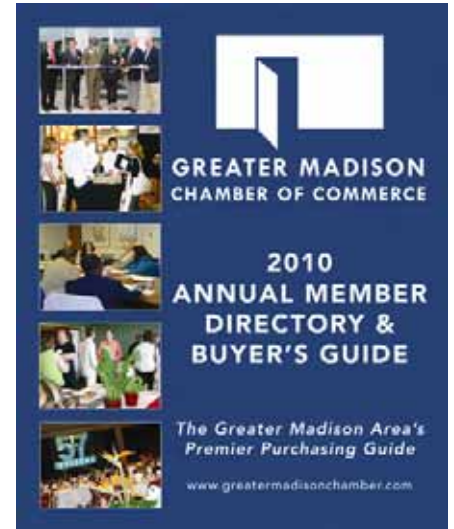
This online directory includes links to member websites, location maps and can be accessed by GMCC members and the general public for quick and easy reference.

Currently the Chamber is preparing its 2011 GMCC Membership Directory for January distribution to every GMCC member business. In late September, a 2011 GMCC Membership Directory form was sent electronically to your company's GMCC contact person. The form provides a convenient opportunity to update your company's information and 25-word busi-

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

ness description for the new directory. To gain the most value from this membership benefit, it is crucial to have accurate information about your business in the listings.

Please take a moment to check and make sure your company has received, completed and returned the directory information form to GMCC. This will ensure that potential customers using the print and online member directories will find accurate and complete information about your company. Not sure if your company received the directory form or returned it? Simply e-mail me at bansheles@greatermadisonchamber.com and GMCC will follow up. Want more information about the 25-word business description? Read the September 2010 *Business Beat* article titled "25 Words That Matter" (page 7) available



here online: [www.greatermadisonchamber.com/about/business\\_beat/38](http://www.greatermadisonchamber.com/about/business_beat/38).

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# GMCC STAFF SPOTLIGHT

## KEVIN LITTLE

Director of Public Policy

### Education & Prior Work Experience:

Bachelors Degree in Journalism and Political Science – University of Iowa.  
Previous work experience: Legislative staffer

**What are your duties at the GMCC?** My job is to identify government proposals that may impact our members and then advocate on their behalf.

**What do you enjoy most about working for the GMCC?** The people. We're fortunate to be surrounded by great leaders from businesses of all sizes with amazing insight and a passion to make this region successful.

**What is one GMCC member benefit you like to tell members about?** Your support as a member allows us to be more influential in the community to help create a climate that is a great place to live, work, play and do business.

**What do you enjoy doing in your free time?** I'm a borderline sports fanatic. My loyalties to the Packers and Brewers are a popular choice with members. My college allegiance...not so much! (Related fun fact: the Hawkeyes beat the Badgers in football five of the last seven seasons!)

**What is something most people don't know about you?** I was almost a music major, having grown up playing the piano and saxophone. A radio internship in Washington DC changed my perspective!



## 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 ...

The Leopold Shack and Farm was one of sixty places across the country competing for the top spot in the "This Place Matters Community Challenge" contest organized by the National Trust for Historic Preservation. People from around the country voted for the place that matters most to them, and the winner received \$25,000 in grant money to support the preservation and promotion of their site. Visit the **Aldo Leopold Foundation's** website at [www.aldoleopold.org](http://www.aldoleopold.org) to learn more about their programs in the local area and nationwide.

**Big Brothers Big Sisters of Dane County's** 2010 Raffle crossed the finish line on Sunday, August 8, with a total of 2485 tickets sold! BBBS would like to thank everyone who purchased a ticket for the Raffle. Whether you won or not, your purchase of Raffle tickets means that kids in our community win. BBBS is a volunteer and donor supported organization that relies on the support of the community to jump start kids' lives down a positive road.

**The Creative Company** collected clothing and winter items for the River Food Pantry this fall. Items were collected at their office at 100 S Baldwin St, Suite 201.

**Decision Point's** client, First Choice Dental is giving away a \$7,500 Smile Makeover. To enter, make an appointment now through October 31st, 2010 at any of their 10 locations in and around Madison or go to their First Choice Dental's Facebook page.

**Earth Information Technologies, Corp.** a web development company, has recently moved its office location to 634 W. Main St., Suite 100, Madison, WI 53703 and has added the following members to its web development team: Ian Atkin, Senior Web Developer, and Kerry Wilson, Quality Assurance Analyst.

**Econoprint** is proud to announce the rebranding of our website department into a new division named Powderkeg Interactive (PKI). PKI is a part of the Econoprint family, but this new division name allows us to position our services more accurately as an Internet marketing provider. No matter what methods our clients need

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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.



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# AMBASSADOR ACTION

## CHAD W. KOPLIEN

Attorney at Stafford Rosenbaum LLP  
[www.staffordlaw.com](http://www.staffordlaw.com)

How long have you been a

**GMCC Ambassador:** Six years.

I became a GMCC Ambassador in 2004.



**What do you enjoy most about being an Ambassador?** I enjoy the ability to serve the community in which I live, work and raise my family by supporting GMCC programs and its members in business events and initiatives. Serving as an ambassador for the GMCC compliments my legal practice in business and government law at Stafford Rosenbaum LLP, as well as my service to Wisconsin as a judge advocate for the Wisconsin Army National Guard.

**How does the GMCC provide value to its members?** The GMCC promotes a healthy community by creating and implementing business programs, information and networking opportunities, such as the upcoming 58th Annual Dinner, the Business Expo, Business Card Exchanges, the CEO forums, and the Business Beat Magazine. GMCC's efforts provide value for businesses large and small alike. A healthy business climate is essential to a healthy community, and the GMCC through its programs, publications and lobbying efforts takes the laboring oar in ensuring that businesses in Dane County have resources and tools to compete, survive and thrive in a tough economy.



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The staff of Orange Tree Imports stands ready to advise businesses about gifts for all occasions. PHOTO BY C&N PHOTOGRAPHY

## PROFESSIONAL PRESENTS

Lift Spirits Or Say Thanks – And Build Relationships – Through Gifts To Employees, Clients and Peers.

BY JUDY DAHL

Who doesn't love to get presents? Even if it's not exactly what you wanted—although so much the better if it is—a gift lets you know you're appreciated. "Even if a business gives you a \$5 or a \$10 item, it shows they recognize your value," says Amy Ammon-Kennedy, an independent beauty consultant and owner of Mary Kay Cosmetics and Executive Gift Services.

Businesses frequently buy their employees holiday gifts from her company, or gifts for "Hallmark holidays" such as administrative assistants' day. "Our spa products, like the Satin Hands Pampering Set, are very popular," she says. "A lot of our products are very neutral, suitable for men or women, and there are also men's and women's lines."

### Recognize Employees' Contributions

Organizations often give gifts to rec-

ognize special events in employees' lives, such as weddings or new babies, notes Orange Schroeder, co-owner with her husband Dean of Orange Tree Imports. "They're recognizing people's contributions to the business," she says. "If you celebrate their milestones, it indicates that you view employees as individuals rather than cogs in the machine."

At her store, businesses often buy gifts like Peggy Karr glass plates. "They're things people can use," she says. "It's not like a toaster, where if you have one you don't need another one."

She gives her employees door prizes at staff meetings. "They may be free items from our suppliers," she says. "Employees draw a number and that's the order in which they get to pick. It sets a nice tone for the meeting."

And when her suppliers do training for employees, they always bring small gifts.

"It's like going home from a birthday party with a goodie bag," says Schroeder. "It just makes you feel good. Also, if you try suppliers' products, you'll be more knowledgeable about them and will be able to endorse them to our customers."

At gThankYou! Certificates of Gratitude, CEO Rick Kiley estimates roughly 80% of gift giving to employees occurs during the holidays, especially at Thanksgiving. His Internet-only company sells gift certificates to businesses, redeemable for things like turkeys, hams, groceries, and ice cream.

"By far the most popular item is the traditional Thanksgiving turkey," he says.

"It's so convenient for employees, and gives them flexibility and choice. They can redeem the certificate at their convenience and choose the turkey that suits them. It's a very meaningful, highly visible gift that puts the employer front and center."

As some companies have gone away from giving larger gifts or bonuses, they appreciate the fact that gifts like chocolates can come in any price range. "For a project well done, a company might give an employee a six-piece box, and if they want to be more lavish, they can give a bigger collection," says Gail Ambrosius, owner of Gail Ambrosius Chocolatier.

"We'll ask them what their budget is and show them options," she adds. "We can use gift boxes in their company colors, or they can buy logo stickers or special ribbons — we can do a lot of fun, creative assortments. Chocolate is something everyone can enjoy right away and share with people."

Linda Remeschatis, owner and president of Wisconsinmade.com, sees companies order a variety of employee gifts, from bratwurst for a cookout to work-related gifts like a wooden clipboard or pencil holder made by a Wisconsin artist. "Or we might deliver a Kringle monthly to a business for its employees," she says.

### Stand Out From Your Competition

For clients or suppliers, organizations often send gift baskets with cheese or various snacks. "And a number of companies order cookies that say 'thank you' in different languages, or that feature their logos," Remeschatis says. "Companies send gifts to thank clients for their business throughout the year, or to recognize a recent transaction. An appreciation gift helps you stand out from your competition."

That's why some realtors buy items for their clients' new homes after a closing. "Some of them have a signature gift they buy from us," says Schroeder.

Other businesses buy small gifts for visiting clients. "Companies will often buy a little box of chocolate and put it on a guest's pillow at their hotel as a welcome gift," Ambrosius says.

### Make Gifts Meaningful

With budgets a little tighter, Ammon-Kennedy is seeing businesses increase their efforts to make gifts meaningful. "Every year they understand their employees and clients better and know what they're looking for," she says. "They're starting



*A customer chooses from among Ambrosius Chocolatier's handmade chocolates, which boast flavors from caramel with grey sea salt dipped in Columbian chocolate to Lucille's Vanilla truffles--rumored to taste like homemade chocolate pudding.*

to rely on my opinions and ask what the trendy items are and what most other companies are doing."

Wisconsinmade.com has personal shoppers to assist gift-givers. "We have over 2,000 products on our website, and when a business calls we can help steer them through the site," Remeschatis says.

You can also ask employees or clients what types of gifts they prefer. "But don't leave it too late," Ammon-Kennedy advises. "The middle of the year is a good time to survey employees about holiday gifts; otherwise you have to scramble at the last minute."

You might make your gifts easy to return in case you make a mistake. "We offer a 100% guarantee," says Ammon-Kennedy. "We include a note saying, 'If there's something in here you don't like, your boss will never know.'"


And workplace gift giving is as much about how you give as what you give, Kiley notes. "For management teams to personally distribute gifts to their employees and express gratitude, to build bonds that way, is by far the most effective way to give," he says. "If someone comes to you and shakes your hand, and says, 'It's been a great year and we truly appreciate what you've done for the company; this is a token of our appreciation,' it's much more effective than if a gift shows up in your mailbox."

When that's not practical, gift suppliers can often help you distribute items. "When businesses want to recognize clients throughout the year, they might pick two or three items, depending on the level of the client, and have us send gifts on a regular basis," says Remeschatis. "All they have to do is send us an Excel file with their clients' names and addresses. We make it as easy as possible for them."

Ambrosius Chocolatier can also ship gifts for businesses during the holiday season using Excel spreadsheets. "We can include handwritten cards or ones the businesses provide," says Ambrosius.

She recently started working with a new East-Coast company called KangoGift, which enables businesses to send gifts by cell phone. "You can text someone a gift," she says. "You go to their site (kangogift.com) and order and purchase a 12-piece box of chocolates, for example. The recipient receives a code by text, brings in their phone and shows it to me, and gets their chocolates — it can be as little as one truffle."

Small but thoughtful gifts are very effective business tools, Schroeder believes. "It can be as small as a coupon for an ice cream sundae. That can still be a day brightener," she says.

"It's not a make or break for employee or client retention, but small recognitions make a difference." 

# MEMBER SPOTLIGHTS

## Creative Business Interiors, Inc.

Creative Business Interiors, Inc. provides a full spectrum of services for commercial interiors, including interior construction, painting, furniture, installation and value-added services. Based in Madison and Milwaukee, Creative is the exclusive distributor of Knoll furniture in Southeastern Wisconsin and provides customized solutions for a wide variety of market sizes and types. Visit [www.creativebusinessinteriors.com](http://www.creativebusinessinteriors.com) or call 608-249-0904.



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## Madison Gas & Electric

MGE is serious about our responsibility to provide energy for this community. We are more than pipes and wires. As your community energy company, we are committed to improving the quality of life for all of us who live and work here. We hope

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- Encourage and support business and community development to keep our economy strong and vibrant.
- Engage in open and honest dialogue, partnership and collaboration to best serve our customers and the broader community.

## MPI-Midwest Patrol & Investigative

MPI-Midwest Patrol & Investigative, founded in 1993, provides a wide range of security services. Through the use of

highly skilled and fully trained officers these services include: 24/7 on-site asset protection; 24/7 armed mobile patrols; personal executive protection; private investigations and in-depth background checks. MPI is a recipient of the National Guard "Patriots Award." Contact [gbirch@mpiprotective.com](mailto:gbirch@mpiprotective.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**

or via e-mail at [jbruhn@greatermadisonchamber.com](mailto:jbruhn@greatermadisonchamber.com)

## Display Your GMCC Decal & Grow Your Business

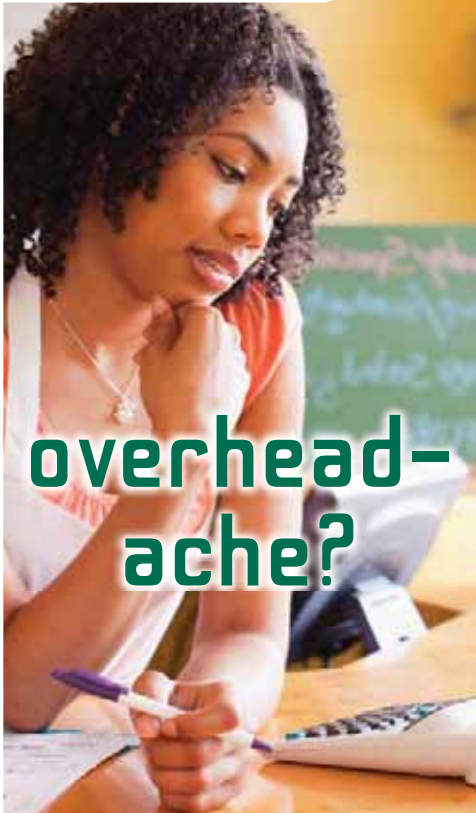
According to a recent national survey from the Shapiro Group, consumers are 63% more likely to buy from active chamber members. It is clear that positive perception increases among consumers when a business is identified as a member of the local chamber of commerce.

Need a decal to display? Contact GMCC's Bob Ansheles at [bansheles@greatermadisonchamber.com](mailto:bansheles@greatermadisonchamber.com) or 608-443-1944.



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# NEW MEMBERS

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

## **Alan Gordon Ferguson**

Alan Ferguson  
103 N. Madison Street  
Stoughton WI 53589  
(608) 554-1103  
alangferguson@yahoo.com  
*Professional Services & Consulting*

## **Capital Fitness, LLC**

Justin Harder  
15 N. Butler Street  
Madison WI 53703  
(608) 251-1245  
info@capitalfitness.net  
www.capitalfitness.net  
*Health & Fitness*

## **Coalition of Wisconsin Aging Groups**

Judy Karofsky  
2850 Dairy Drive  
Madison WI 53718  
(608) 224-0606  
cwag@cwag.org  
www.cwag.org  
*Senior Services & Resources*

## **Crowne Plaza Hotel Madison**

Karen Thomas  
4402 E. Washington Avenue  
Madison WI 53704  
(608) 244-4703 Fax: (608) 244-4759  
crowne@inxpress.net  
www.crowneplaza.com/madison-etown  
*Hotels, Lodging & Resorts*

## **Mental Health Center of Dane County, Inc.**

Dan Muxfeld  
625 W. Washington Avenue  
Madison WI 53703  
(608) 280-2700 Fax: (608) 280-2707  
executive.director@mail.mhcdc.org  
www.mhcdc.org  
*Non-Profit Organizations*

## **Middleton Research**

Kathy Speck  
8505 University Green Suite 100  
Middleton WI 53562  
(608) 831-2141  
info@middletonresearch.com  
www.middletonresearch.com/  
*Manufacturing*

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Lisa Andrews  
10 E. Doty Street, Suite 823  
Madison WI 53703  
(608) 204-5960  
lisaandrews@me.com  
*Financial Services & Banking*

## **Mr. Handyman**

Ryan Tews  
3230 University Ave., Suite 12  
Madison WI 53705  
(608) 395-3250 Fax: (608) 395-3250  
www.mrhandyman.com  
*Home Improvement & Remodeling*

## **Nerites Corporation**

Jediah White  
505 S. Rosa Road, Suite 123  
Madison WI 53719  
(608) 443-2440 Fax: (608) 443-2444  
nerites@nerites.com  
www.nerites.com  
*Biotech & Research*

## **Pilch & Barnet, Inc.**

Susanne Thiede-Barnet  
222 State Street, Suite 400  
Madison WI 53703  
(608) 242-8895  
susanne@pilchbarnet.com  
*Advertising, Marketing & Public Relations*

## **Pilgrim Cleaners Inc.**

Amy Schultz  
7475 Mineral Point Road, Suite 16  
Madison WI 53717  
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pilgrim.cleaners@yahoo.com  
www.pilgrim-cleaners.biz  
*Personal Services*

## **Queen Anne's Catering**

James Bresette  
437 County Highway M  
Madison WI 53719  
(608) 833-0404 Fax: (608) 833-0445  
jim@queenannescatering.com  
www.queenannescatering.com  
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## **RB Publishing Inc**

Chad Griepentrog  
2901 International Lane Suite 200  
Madison WI 53704

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## **Szygy50, LLC**

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4202 Esch Lane  
Madison WI 53704  
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## **Teel Plastics, Inc.**

Jay Smith  
1060 Teel Court  
Baraboo WI 53913  
(608) 355-3080 Fax: (608) 355-3088  
www.teel.com  
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Nick Quint  
3118 Kingsley Way  
Madison WI 53713-4600  
(608) 275-1050 Fax: (608) 278-1921  
nick@yaharabay.com  
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# MEMBER NEWS

continued from page 8

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**Herzing University** will host a Career Expo on Thursday, October 14th from 11:15-12:45pm. This event is free to first time attendees. All booth fees go towards Employer Scholarship fund. For more information contact Karen Lange at [klange@msn.herzing.ed](mailto:klange@msn.herzing.ed) or 608-395-3409.

Area business leaders will compete in a virtual business competition, So You Think You Can Be CEO?, to benefit **Junior Achievement-Dane County**, an organization that teaches fiscal responsibility to area students. So You Think You Can Be CEO? takes place from 5-8pm on October 27 at The Holiday Inn American Center in Madison, and will be an evening of food and competitive spirit where professionals run their own company in a fictitious market. <http://wisconsin.ja.org>

**Park Towne Development** helped sponsor the First Annual Yahara Riverfest on Saturday, September 25 at Conservancy Commons Park, Yellowwood Lane, DeForest. Yahara Riverfest welcomed the public to enjoy the newest trail system in the Village, the Upper Yahara River Trail as well as celebrate the Yahara River as a jewel in the community.

**Savant Capital Management** has again been recognized by two of the leading financial trade publications as one of the top investment firms in the country. Savant was named in Financial Advisor magazine's 2010 Top RIA Rankings list and has been named by Barron's magazine as one of the 100 best independent financial advisors in the United States.

**Settlers bank** has earned a 5-Star Superior rating from BAUERFINANCIAL, Inc. of Coral Gables, FL, the nation's leading independent bank rating and research firm. The 5-Star rating is based on the overall financial picture of the bank and indicates that Settlers bank is one of the strongest banks in Dane County.

Bonnie Atkinson, Branch Manager of **Stark Company Realtors®** Sun Prairie office, was awarded the coveted CRB (Certified Real Estate Brokerage Manager) Designation conferred by the Council of Real Estate Brokerage Managers (CRB).

See more Member News posted by **GMCC members at:** [www.greatermadisonchamber.com/member/news](http://www.greatermadisonchamber.com/member/news).

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

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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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