

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.



GREATER MADISON
CHAMBER OF COMMERCE

FEBRUARY 2009 / Education

BUSINESS BEAT

www.greatermadisonchamber.com

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**BUSINESS & EDUCATION
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Bryan Chan, president at SupraNet Communications, Inc., appreciates the professional development opportunities available to his staff through programs such as those UW's Small Business Development Center offers.

EDUCATED EMPLOYEES

The more your employees learn, the more they can contribute to your business—so why not help them pursue higher education?

By Judy Dahl

Employees choose to further their educations for many reasons—from a desire to advance within your organization to a need for personal fulfillment or even to facilitate a career change. Education typically enhances their value to you, so fostering the process can be an investment.

Many employees see educational assistance as a valuable benefit, and even if their newfound skills enable them to leave you, they're likely to be more motivated while they're with you. You may want to check out greater Madison's many educational opportunities on their behalf.

The UW-Madison Small Business Development Center, or SBDC, offers a wide range of business pro-

grams, such as leadership, financial management and communications skills courses. And best of all, silver and gold GMCC members enjoy a 5-10 percent discount on individual programs and program series.

Barry Roberts, SBDC's education program manager, has seen more workers pursue leadership development and supervisory skills courses in recent years. "People are looking to enhance their core skills, and these are things they can apply right away," he says.

"Surveys show employers are looking for these things, along with communication and teamwork skills," Roberts continues. "In a market where we have a lot of unemployment, employers might be able to find a number of people" *Continued on page 02*



Kerry McAllen of McAllen Properties attends UW's SBDC programs to get the most knowledge in the shortest amount of time.

with similar technical skills, but management and people skills will set others apart. If you look at lists of the best places to work locally, they emphasize communications, leadership and people skills."

That trend is playing out at Edgewood

College as well. "Businesses want employees who can make decisions, communicate, and work together in teams on complex issues," notes Scott Campbell, Edgewood's dean of adult and graduate programs.

There's a renewed focus on ethics, too, adds Dan Carey, the college's president. "So many of the problems in our economy come back to a lack of ethics. Companies want business education to teach values, and about giving back to the community."

Edgewood's MBA program is one of its more popular among working adults, as are its health care programs. "Health care will continue to be a hot area—it's a demographic issue on both sides—the boomers are aging and so are their nurses and other health professionals," Carey says.

All areas of health education are expanding and attracting adult learners at Madison Area Technical College, or MATC, because of the exceptional job opportunities available locally and nationally, indicates Bettsey Barhorst, MATC's president. These range from polysomnography (sleep therapy) to therapeutic massage to nursing and clinical technician programs.

"Another hot growth area is biotechnology," she says. "We've had working profes-

sionals complete our post-baccalaureate intensive certificate program in biotechnology. Last year we piloted a program that ran from 8:30 a.m. to 2:30 p.m. so participants could work a second-shift job."

These schools all schedule classes to accommodate working adults, whether it's nights and weekends, accelerated courses or online classes. University of Phoenix, or UOP, has long offered entire degree programs online, via distance education, as well as face-to-face programs at more than 100 campuses nationwide.

"People usually have an idea how they learn best," says Briana Houlihan, associate campus director at UOP-Madison. "For online classes you need to be more self-motivated. It's very popular with the tech-savvy younger generation. They like the flexibility—wherever they are, if they have their laptops, they can do their schoolwork."

She's seeing an interest in business, education, psychology and, as at other schools, health care programs. "A lot of people are focusing on the business side of health care, such as administration and human resources. It can be easier to change careers and break into health care on the business side, or someone with a nursing degree could move into a leadership role at a clinic."

Houlihan believes it's critical for businesses to foster employees' education. "It's a way to gain a competitive advantage and improve employee retention. Surveys show that if a company cares about employees' professional development, the workers consider it even more important than salary. It makes them feel valued." ♦

To encourage employee education, our experts suggest:

- Provide full or partial tuition reimbursement
- Encourage schoolwork during lunch hours or other breaks
- Provide a place where employees can use computers
- Allow flexible schedules, such as letting an employee leave early once a week for class
- Make continuous learning part of your mission and talk it up during meetings
- Recognize employees' educational accomplishments via the company's website or newsletter

Area schools welcome feedback from businesses to ensure course offerings meet their needs, and many have staff dedicated to partnering with local businesses. Give them a call or email, or attend one of their networking events to start a dialogue. ♦

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

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

BEHIND THE DOOR

PRESIDENT'S LETTER



Dear Valued GMCC Member:

As I sit here looking over our February issue of *Business Beat* and watching more snow fall on a cold

Wisconsin winter day, I thought of a print that we have hanging up in our office here at the GMCC with a quote from author and Nobel Laureate Albert Camus.

"In the depth of winter, I finally learned that there was in me an invincible summer."

Now certainly, there are many of us dreaming of a warm summer breeze off of Lake Monona instead of the negative wind chills of our current blustery February. But I believe this quote also speaks to our business climate and the economic challenges that our region and the nation are facing in this current "depth of winter."

Now steaming fully into 2009 and with spring just around the corner, February always strikes me as the month where we can truly find our own "invincible summer," take stock of what needs to be done to make our businesses healthy and successful.

In discussions with our board and staff here at the GMCC, we know the Chamber isn't alone in wondering what this year will bring, but we're also determined to meet these challenges and put in the hard work to help our member businesses thrive.

In this month's *Business Beat*, we focused on the greater Madison area's variety of

educational institutions and businesses that are helping our region continue to thrive. We are so incredibly blessed to have such a wealth of educational opportunities right here at our fingertips.

Many area businesses find added value in helping their employees increase their professional development through education, like taking a supervisory skills course or pursuing an advanced degree. In our cover story, "Educated Employees," several GMCC members share how education can be a key to a better workplace and more motivated employees.

But let's not forget the importance of work and life in balance. Check out our feature story, "Bake, Exercise and Hammer your way to Happiness and Greater Productivity," to learn about the many ways that we can all unwind and enjoy learning new skills or hobbies.

As the snow still continues to fall outside my window, writing this letter to you and thinking of what 2009 will bring does indeed help me remember my own "invincible summer" and that of our team here at the GMCC. As always, if there is information you need, a topic you feel would be beneficial at a GMCC program to yourself and other members, or a contact at a member business that could benefit your own business, don't hesitate to give us a call at 256-8348. We're here for you.

Sincerely,

Jennifer Alexander, GMCC president

"WE ARE SO INCREDIBLY BLESSED TO HAVE SUCH A WEALTH OF EDUCATIONAL OPPORTUNITIES RIGHT HERE AT OUR FINGERTIPS,"

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THE 12TH ANNUAL ATHENA AWARD

Tuesday, March 10, 2009

5:30 p.m.

Monona Terrace Community
& Convention Center



Ticket Prices

Individual tickets are \$75

Corporate tables of 8 are \$750

Non-profit / TBF member tables of 8 are \$600

Additional information is available at
www.thebusinessforum.org or email
tbft@thebusinessforum.org or call 608-443-2486, ext. 146.

Proceeds go to The Business Forum Foundation, a non-profit 501(c)(3) organization that awards scholarships to high school students and returning adult women who attend college in Wisconsin.

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BEHIND THE DOOR CONTINUED

GMCC UPDATE

Maximize Your Membership at GMCC 101 Tuesday, February 10

Want to get the best ROI on your GMCC membership investment? There's no better way than to attend one of our quarterly GMCC 101 sessions. Designed to educate both new and existing GMCC members, join us at Herzing College, 5218 East Terrace Dr., from 7:30 to 9 a.m. on Tuesday, February 10.

You'll meet the GMCC staff, network with fellow members and get in-depth information on the many benefits of your membership with Madison's most active business organization. The GMCC staff offers brief presentations on member services, public policy and benefits with plenty of time for questions and answers as well. Plus, it's an ideal opportunity to introduce yourself and your business to fellow members before, during and after the presentation.

RSVP required. For more information or questions, please contact GMCC program and event manager Amy Torgeson at atorgeson@greatermadisonchamber.com or 443-1954.

Expand Your Circle of Contacts February 19 at the GMCC Business Card Exchange

Join fellow GMCC members on Thursday, February 19 at the Sheraton Madison Hotel, 706 John Nolen Dr., for the can't-miss GMCC Business Card Exchange from 4:30 to 6:30 p.m. Mix and mingle with fellow members from business of all types and sizes, swap business cards and grow your network while enjoying appetizers and drinks from the Sheraton Madison.

Experience a feeling of welcome unlike any other at the newly renovated Sheraton

Madison Hotel. Full of charm and ambiance, the Sheraton Madison features 239 ultra-comfy guest rooms and suites to give guests everything they need for a great stay, in addition to 15 function rooms, totaling 17,500 square feet, perfect for meetings and events of all sizes.

The GMCC Business Card Exchange will provide an unmanned table for members' brochures (only one type of brochure per member, please) and the traditional Business Card Exchange prize drawing.

Free to members and no RSVP is required. Admission is \$10 for nonmembers and guests. Questions? Contact GMCC program and event manager Amy Torgeson at atorgeson@greatermadisonchamber.com or 443-1954.

GMCC Annual Business Expo April 22—Reserve Your Booth Today!

Mark your calendars for the GMCC Annual Business Expo—the area's largest business-to-business expo—on Wednesday, April 22. With more than 140 exhibitors and over a thousand attendees, the GMCC Annual Business Expo provides members with a great opportunity to build awareness and earn new customers for your business.

Held at the Madison Marriott West, the GMCC Annual Business Expo runs from 1:30 to 7 p.m., including the Business After Hours social from 5 to 7 p.m.

The Annual Business Expo Luncheon Seminar from 12 to 1:15 p.m. also features Kay Plantes of The Plantes Company and her presentation of "Don't Outwork. Outsmart. Redefine What Business You're In."

GMCC Annual Business Expo booths are filling fast. Reserve your booth today for the GMCC Annual Business on April 22. Contact your GMCC membership development executives Jennifer Bruhn (443-1945) or Lynn Brown (443-1951). ♦



Celebrating Pink Poodle's sixth birthday and the grand opening of the new 12,000-square-foot store at 6017 Odana Rd. in October, Wisconsin Women's Health Foundation President and Founder Sue Ann Thompson (left) helps Pink Poodle Owner Beth Testa cut the grand-opening ribbon. The Pink Poodle donated more than \$5,000 to the Wisconsin Women's Health Foundation and Porchlight, Inc., throughout the weekend's grand opening and tent sale celebration.

MEMBERSHIP MATTERS

GMCC ChamberCARE Offers Affordable Health Insurance Options

The rising cost of quality health insurance is a foremost concern of many businesses in our region. It has a major impact on small businesses and start-ups. In order to better meet the needs of GMCC members, the Greater Madison Chamber of Commerce created the GMCC ChamberCARE health insurance program.

An exclusive benefit of GMCC membership, GMCC ChamberCARE offers quality medical and dental coverage for businesses with employees in Madison or throughout Wisconsin. In addition to affordability, a unique advantage of GMCC ChamberCARE is coverage for one-person businesses. Since most group insurance plans cover groups of two or more, GMCC ChamberCARE makes health insurance a possibility for sole proprietors, entrepreneurs and other self-employed individuals.

GMCC ChamberCARE offers our members value, quality, flexibility and simplicity. Working in partnership with two trusted providers, Group Health Cooperative (GHC) and WPS Health Insurance, GMCC ChamberCARE provides comprehensive benefits at competitive premiums. GMCC Members can choose from traditional health maintenance organizations (HMO), preferred provider organizations (PPO) or point of service plans (POS), high deductible plans with health savings accounts (HSA), or any combination of the possibilities listed.

GMCC ChamberCARE benefits include:

- Coverage for businesses with one to 99 employees
- Quality, affordable health and dental insurance options
- Wide variety of plan alternatives including Health Savings Account (HSA) and Health Reimbursement Account (HRA)
- Both flexible and traditional plans
- Generic-only drug options
- Statewide network of providers
- Wellness reimbursement, health classes and publications
- Comprehensive online support

GMCC helps your small business stay competitive with GMCC ChamberCARE.

With health care premiums on the rise, GMCC ChamberCARE will add to the health of your company's bottom line with eligible participating businesses offered discounts up to three percent on premiums or extended rate guarantees.

For more information visit the GMCC website, greatermadisonchamber.com, or contact Bob Ansheles, GMCC Director of Membership and Marketing, at 608-443-1944 or bansheles@greatermadisonchamber.com.

Promote Your Business As A Program Sponsor

Did you know that as a GMCC member you have the exclusive benefit of sponsoring a GMCC program series like Chamber Café, CEO Forum, Business Card Exchange and more? Through sponsorship, your business is associated with topical, professionally organized GMCC programs well attended by our members and their guests. This terrific marketing opportunity is available for most GMCC programs and provides visibility for twelve months.

Sponsoring a GMCC program series is a

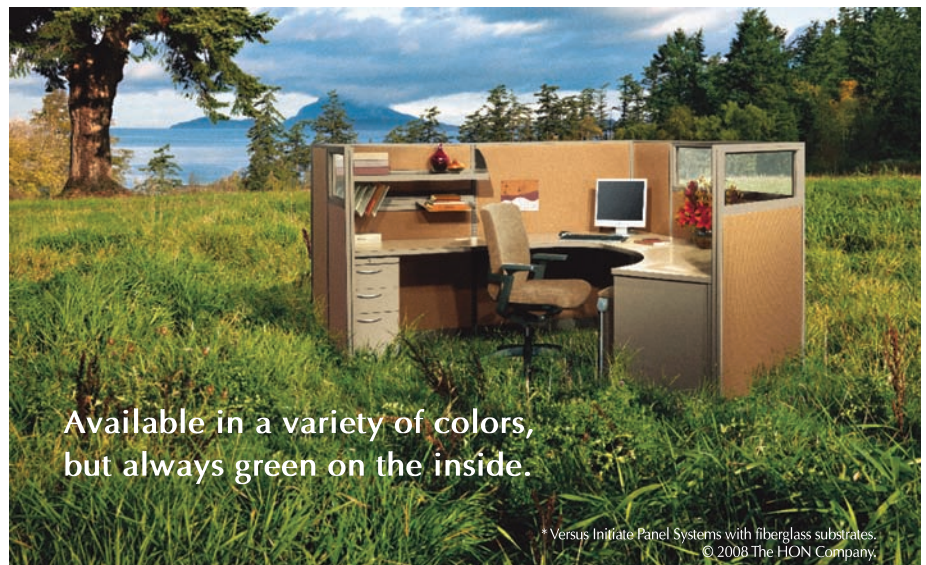
great way to position yourself as a leader in our business community. Affordable and effective, GMCC sponsorships offer ample opportunities to highlight your business, make great connections and have unique visibility before, during and after each program.

- **Business Card Exchange** - February, April, June, August, October, December
- **Chamber Café** - January, April, July, October
- **12 @ 12** - Monthly
- **CEO Forum** - March, May, September, November
- **GMCC 101** - February, May, August, November

GMCC PROGRAM SERIES SPONSORSHIP BENEFITS

Sponsor

- Company logo/name included in:
- On-site signage at event (easel display)
- GMCC newsletter *Business Beat* Calendar
- GMCC website program promotion including Program *Continued on page 06*



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- Four GMCC e-Bulletin listings with company website link
- Event article in Business Beat
- Printed material, agenda, evaluation, etc., distributed at program (except Business Card Exchange)
- GMCC e-mail communication to attendees
- Opportunity to display and/or distribute company material at program
- Opportunity for company spokesperson to address attendees (up to one minute) at each program
- An electronic Excel file format which contains a list of attendees' names, company name and address
- Two complimentary admissions to program

Supporter

- Company name included in:
 - On-site signage at event (easel display)
 - GMCC newsletter *Business Beat* Calendar
 - GMCC website Program listing
 - Hard copy GMCC program calendars distributed at GMCC programs and events
 - Four GMCC e-Bulletin listings with company website link
 - Event article in Business Beat
 - GMCC e-mail communication to attendees
 - Opportunity to display and/or distribute one type of company brochure at program
- Opportunity for company spokesperson to address attendees (up to one minute) at one program
- An electronic Excel file format which contains a list of attendees' names, company name and address.
- Two complimentary admissions to program

GMCC PROGRAM SERIES SPONSORSHIP INVESTMENT

Business Card Exchange (6 programs)

Sponsor - \$2,500, Supporter - \$1,750

Chamber Café (4 programs)

Sponsor - \$1,875, Supporter - \$1,250

CEO Forum (4 programs)

Sponsor - \$1,875, Supporter - \$1,250

GMCC 101 (4 programs)

Sponsor - \$1,875, Supporter - \$1,250

12 @ 12 (12 programs)

Sponsor - \$2,250, Supporter - \$1,500

Investment includes all programs in a series

For more information on GMCC

Program Sponsorships, contact Lynn Brown at lbrown@greatermadisonchamber.com or 443-1951 or Jennifer Bruhn at 443-1945 or jbruhn@greatermadisonchamber.com. ♦

MEMBER SPOTLIGHTS

bd's Mongolian Grill

bd's Mongolian Grill® is a high-energy, guest-interactive restaurant concept where the guests create their own meal from a variety of fresh ingredients. Our grillers then prepare each creation on a 600-degree seven-foot open-faced cast iron grill while entertaining them with fancy sword tricks and funny commentary.

DreamMaker Bath & Kitchen of Dane County

Our company mission since 1997 has been to enhance the beauty and value of our customer's property, whether it is residential or commercial. By using premium products and quality craftsmanship, Jennings & Woltdt enjoys a high percentage of repeat customers and referrals.

To expand our abilities to deliver the best possible final product and customer service, we've invested heavily on tools that will add to our sterling reputation. Thermal Imaging Technology allows us to literally look behind your walls to identify problems before they occur. Our bath and kitchen division, DreamMaker Bath & Kitchen, is part of a national network of franchises with approximately 100 locations. Whether you're touching up a room or giving it a whole new look, we have everything you want to remodel your home—design, functionality and a higher level of professionalism. It's our job, but we never forget that it's your home!



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Since 1944, the Lamers family has built a proud tradition by being the Midwest's transportation specialists. Lamers Bus Lines is the premier provider of group charter, escorted tour and custom trip planning services. From 23 locations throughout Wisconsin (including Waunakee), Lamers sets standards in the industry by providing the highest level of excellence in customer service, having the most meticulous maintenance staff and the most sterling safety records. Lamers is an exclusive, voted-in member of the International Motor Coach Group and the Global Passenger Network. No matter what the destination or the group size, count on Lamers to exceed your expectations. Go green ... Charter a Deluxe Motor Coach, Mini-Coach® or School Bus from Lamers Bus Lines, and we will help the environment one trip at a time. Ride together and save. golamers.com



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Ask the 16 Neider & Boucher attorneys how they help businesses and you'll get a simple answer: "Our clients have great ideas; they're brilliant at what they do—manufacturing, nano-scale material science, software development, retail sales, services or development. They concentrate on that business and let us provide solutions that help them to keep their competitive edge. That's what we do—help them succeed."

Whether it's helping with start-up issues, obtaining a trademark, wrestling with employment issues, buying or selling a business, obtaining financing or handling a dispute, Neider & Boucher provides appropriate guidance and legal support to overcome obstacles and maximize opportunities. For businesses, Neider & Boucher offers guidance on any legal issue they may face. For individuals, Neider & Boucher offers an equally broad range—from estate planning and business ownership succession planning to dispute resolution and litigation. Neider & Boucher is located in University Research Park in Madison. ♦



Neider & Boucher, sc.
Attorneys & Counselors

Awards and Recognition

Glowac+Harris+Madison, a full-service advertising, marketing and public relations agency, won several awards for its work for the **Dane County Regional Airport**. The awards honored the airport's recent campaign themed "Non-stop. Nice." They include a gold award for outdoor artwork, and two bronze awards for radio and print ads. The agency designed the campaign to highlight the airport's many non-stop flights.

The Large Cap Value product of **Holt-Smith Advisors** has again been named to Informa PSN's, "Top Gun" list. Informa creates this list of the top ten performing money managers in the United States for each equity style. Holt-Smith Advisors was named a "Top Gun" based on strong investment performance for the three years ended September 30, 2008. Holt-Smith Advisors is an independent, Madison-based investment management boutique.

Jim Bradley, president of **Home Savings Bank**, will receive the Community Builder Award for his inspiring commitment at the local, regional and state levels. As a lifelong resident of Wisconsin, Jim is personally invested in its communities through initiatives in housing, community development and environmental sustainability. The Community Builder Award is a celebration of the ideas, drive and dedication that it takes to maintain a stronger Wisconsin. **Forward Community Investments** seeks to recognize those leaders who offer hope and set the example that hard work and vision can sustain communities and create a better tomorrow.

M&I Institutional Trust Services has been ranked the #1 Best-in-Class Provider for the second year in a row, based on the results of the 2008 Defined Contribution survey conducted by PLANSPONSOR magazine. M&I received 81 Best-in-Class awards from a field of 92 possible categories, outpacing the next highest ranked competitor by 28 awards. In 58 of those categories M&I ranked #1 overall. This is the seventh year that M&I has received Best-in-Class awards from PLANSPONSOR.

The **Employer Group** of Verona was among eight Wisconsin small businesses to receive an award from the UW-Oshkosh School of Business and Corporate Report Wisconsin magazine. Angela Heim, owner

of The Employer Group, was recognized for her innovation in growing the company by taking on the challenge of finding a vendor to develop a critical piece of software needed to grow her client base. Her efforts resulted in a 48 percent growth. Revenues in 2007 were \$75 million. The Employer Group partners with small- to medium-sized businesses around the country to provide employee benefits, payroll, tax reporting, regulatory compliance and human resource consulting as well as manage the administrative complexities of employment.

IN BUSINESS named GMCC members Mark Bugher (**University Research Park**), Rich Lynch (**J.H. Findorff & Son**), Marsha Lindsay (**Lindsay, Stone & Briggs**), Jim Riordan (**WPS Health Insurance**) and Tom Zimbrick (**Zimbrick, Inc.**) as the **IN BUSINESS** Executive Hall of Fame of 2009. Honorees are selected by their peers "for making big impacts on both the corporate climate ... and on the community at large". Bugher, Lynch, Lindsay and Riordan are members of the GMCC Board. Bugher most recently served as Chair of the GMCC Board (2007 – 2008) and Lindsay steps up as the current chair through 2010.

Innovations and New Business

Three area Girl Scout councils, plus portions of a fourth council, will unite on June 1, 2009, to become Girl Scouts of Wisconsin-Badgerland Council, Inc. The newly merged council will be the result of a national realignment process that will invigorate the Girl Scout movement by reducing the number of councils in an effort to use resources more wisely, offer more program opportunities and serve more girls. The legacy councils that will become Badgerland Council include: Badger Council, **Black Hawk Council**, Riverland Council and portions of Green Hills Council.

The Creative Company, Inc. has returned to its Madison roots and opened at the Madison Enterprise Center, 100 S. Baldwin St., Suite 201. The agency had been in Monroe since 1997 but started in Madison in 1989. News-making public relations campaigns, advertising that gets results and design that gets noticed have become the company's trademarks.

Mortenson, Matzelle & Meldrum, Inc. has undergone a name change to **M3 Insurance Solutions for Business**.

The Madison office of **Wipfli CPAs and Consultants** officially *Continued on page 14*

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Nazia Husain



Small Dishes
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GOT THE BEAT



Organization name: Upper Iowa University
Name/title: Alan Capelle,
director/administrator
Address: 4601 Hammersley Rd.,
Madison, WI 53711
Phone: 608-278-0350
Website: uiu.edu/madison
Year established: Main campus in Fayette,
Iowa, in 1857; Madison campus in 1981
Number of employees: 7

Who are your customers? Our primary customers are our valued, non-traditional learners (the age range is early 20s to 40s, primarily) who are working full- or part-time and attend evening or Saturday classes toward completion of a baccalaureate degree (9 degree programs), a 15-credit certificate, our excellent MBA degree or our new Masters of Higher Education Administration (MHEA) degree.

What's something interesting people probably don't know about your organization? We started out our operations in 1981 housed within the old Madison Business College, which was located near the Capitol! Our current location (just off Midvale Boulevard) next to the Beltline has been completely renovated in 2004, with additional improvements in 2008-09.

What achievements are you most proud of? Working with our outstanding staff and administration at UIU to greatly expand our degree and program offerings and building improvements. Our relatively new bachelor's degree programs in health services administration, emergency and disaster management, and now our new graduate MHEA, and innovative coursework are very unique to the higher education spectrum in the Madison metro area! New three-credit courses such as Building an Eco-Economy, Post-Traumatic Stress Disorder, How to Achieve Excellence in the Workplace, Dinosaurs of the Cretaceous Period and Photography of Sacred Places and others serve us well in providing a broad range of coursework available to area employees and the general community.

What are your 2009 goals for your organization? Our primary goals for 2009 will be to continue to establish our campus as a preferred institution of higher learning for the Madison area. In light of the above, in addition to a convenient schedule, excellent personalized service, a generous transfer policy and high academic standards, we anticipate continued growth in meeting the educational needs of area employees throughout 2009 and beyond! Our relatively small class sizes, and 'relationship-based teaching' model fosters a close-knit academic community where we support our students' needs in a very friendly and helpful manner. Another goal will be to continue to position UIU as a campus or center of learning for the entire Madison community.

What are the key issues affecting your industry today? The key issues affecting us are the same for other universities and colleges in the Madison area such as future financial aid available from a federal and state perspective, expanded interest in distance learning modalities, gasoline prices, tuition affordability and maintaining outstanding customer service!

GMCC member since: 1994

Favorite GMCC benefit? The Business Card Exchanges and the Chamber Breakfast Café programs ... we like the diversity of programs and services available to Chamber members. ♦

AMBASSADOR ACTION



TRACY BUGLASS
Director, Workplace
Donor Relations
United Way of
Dane County

How long have you been a GMCC Ambassador: Four years

What do you enjoy most about being an Ambassador? Madison is a hard-working, relationship-based town that I am proud to be able to do business in. As an Ambassador, it is my privilege to assist the Chamber in their mission and to be able to network and meet some amazing people that live and work here. ♦

IN PERSON



Name/title/organization: Renee Farley, co-owner with husband Tim of Farley's House of Pianos

Hometown: Clear Lake, Wisconsin

Education: High-school graduate of Clear Lake, bachelor's degree from UW-Superior (double-major: music and elementary education), graduate work including a teaching assistantship in music theory and composition at the University of Hawaii-Honolulu.

Family: Husband Tim and four adult children: Elizabeth, Megan, Aaron and Shannon

How does your background help you lead your organization forward? I have enjoyed the satisfactions music has given me in my life and I have felt fortunate to be able to share this passion in our work and in my teaching. This year marks my 40th year as a piano teacher. I work full-time at our store and then teach piano. I keep enough students for a reasonable program. I like a mix of students from young children to adults. I am invigorated by my students, so it is a great way to end my day.

What is your vision for the organization? We try to not only sell someone a piano, but try to help them find what is really right for them. We represent six different companies for new pianos (Kawai, Shigeru Kawai, Schimmel, Bohemia, Charles Walter, Schulze Pollman and Hallet & Davis). Tim is a piano technician and really loves pianos including used and digital pianos, to beautifully restored instruments that have a new life to give. We have restored pianos across the states and two in Europe. Our restored pianos gave birth to salon concerts in our showroom. They started as a chance to hear the restored piano before it left us. They turned out to be something our audiences have come to love. We have attracted internationally acclaimed artists who are repeat performers, as well as fine pianists from the U.S. Through our work we have also met many wonderful people and pianists. There is a letter posted on our website (farleyspianos.com) right now from Peter

Serkin. We invite GMCC members and their guests to two concerts we're having in February: Friday, February 20 with Spanish classical pianist Daniel del Pino and Saturday, February 21 featuring the jazz saxophonist Greg Abate with pianist John Harmon. Tickets available at 271-2626 or Orange Tree Imports.

How are you seeing today's economy affect area businesses, yours included?

If think everyone is affected. For us and our clients, a piano is a very safe investment. If cared for, it keeps its value and some can increase in value. Part of the problem today is fear. There is so much media discussion of how bad things are that people have a harder time deciding to do what they really want to do—like adding a different piano to their home.

What business and life achievements are you most proud? We are grateful for our staff. Many have been with us for many years and share our passion for what we do. We have tried to support the arts in our community for many years. Music generally adds pleasure to someone's life ... being a part of sharing this is as important to me as any achievement. I have some academic honors in my years, but our involvement with the people we have served in our business plus having a family and raising them in Madison—these are the most satisfying achievements. We have met so many wonderful people in our 36 years in business here. I feel very fortunate.

Favorite GMCC benefit?

The networking opportunities and the annual member directory. ♦

SAVE THE DATE!

GMCC ANNUAL
BUSINESS EXPO
APRIL 22, 2009
AT MADISON
MARIOTT WEST



Madison Business Luncheon

Tap into the expertise of local CEOs and get insight into Madison's best-managed businesses

Presented by **Madison** MAGAZINE and **WisBusiness.com**

SAVE THE DATE

1ST MONDAY OF THE MONTH

• March 2
Carl Gulbransen, WARF

• April 6
Paula Bonner, WAA

OPEN TO THE PUBLIC

Registration 11:45 • Lunch at Noon

The Madison Club • 5 E. Wilson

\$19 per person

Hosted by *Madison Magazine*,
WISC-TV3 Editorial Director Neil Heinen
and Jeff Mayers of WisBusiness.com

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Luncheon Sponsored by
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HARRISON**

www.madisonmagazine.com/businesslunch



Don Wideman, co-owner of Black Belt America, assists a student. Martial arts classes are one way to de-stress, get fit and learn new skills.

BAKE, EXERCISE AND HAMMER YOUR WAY TO HAPPINESS AND GREATER PRODUCTIVITY

As much as you enjoy your job, it's important to think of other things outside of work. Taking fun classes can help.

By Judy Dahl

Sometimes it's hard for employees to let go of knotty work issues at the end of the day. You've probably experienced it yourself—ideas churn round and round in your head until it's not productive anymore, just stressful. What better way to unwind than with an enjoyable class that takes your mind to a completely different place?

Whether you want to learn a new skill, get fit—or both—the Madison area offers a diverse array of classes that help you and your employees de-stress, so you're fresh and lively at work the next day. Besides, it's fun.

Take martial arts, for instance. "People are able to come into our classes and shut down what's been going on all day, and then go back to work with a little healthier attitude," reports Don Wideman, co-owner with his wife, Theresa, of Black Belt America. "Anyone who's in good physical condition feels better, and the specific skill set learned through our self-defense training gives people a higher level of confidence, self-esteem, and awareness."

Black Belt America offers traditional group classes, where participants earn different colored belts as they advance, as well as one-on-one or semi-private customized classes. Participants can learn karate or other martial arts disciplines, or take courses

such as cardio kick boxing. Some classes include a mix of skills.

"Most adults who take our classes are looking for fitness and self-defense skills," Wideman says. "Both are instilled in our belt classes, but personal training is becoming popular lately. Some adults, particularly women, like private training or semi-private classes with small, women-only groups. They also appreciate having a female instructor; Theresa has 19 years of experience in martial arts."

Madison School & Community Recreation, or MSCR, is seeing adults flock to its sports and fitness classes too, indicates Sharon Neylon, outreach manager. "Our sports leagues—like basketball, volleyball, softball, baseball—are consistently popular among adults," she says. "It's a way to be active and do something physical, but it's also a social networking thing. People develop emotional and social ties."

More adults age 50 and up are participating than in years past. "That's a big change; people that age are very active, where in the past they thought they should start slowing down," Neylon says. "We see people in our fitness classes up to 90 years old."

MCSR offers many other types of classes, too, including dance and the arts, and organizes group trips, such as a recent outing

to Michigan Avenue in Chicago. It holds most classes in schools around the greater Madison area, but also uses community centers and churches. "We try to be in neighborhoods rather than a central location so we're near people's jobs or their homes," explains Neylon.

Local businesses sometimes offer classes in their areas of expertise, such as the woodworking courses Woodcraft Supply has held for 10 years. "Our introductory classes always fill up quickly, as do our wood turning and most lathe classes," says Ray Forgue, assistant manager. "We also have a series of master classes presented by Don Washow, who comes up from Barrington, Illinois, to teach the eight or nine classes; they're extremely popular."

Participants take the classes to learn hands-on skills from experienced people, Forgue notes. "Although sometimes they take a class just to make a certain thing. We once had a whole family—parents and their two kids—take an Adirondack chair class. They each walked out with a chair.

"We're one of the first to offer woodworking classes for women only," he continues. "It's one of our more rewarding series. There are women of all ages who want to learn these skills, and there aren't many avenues for them."

Orange Tree Imports offers specialized classes too. "We have quite a variety of cooking classes, from Nepalese to vegetarian to specific types of foods like desserts to whole menus like a brunch," says Orange Schroeder. She and her husband, Dean, own the store. "Sometimes celebrity chefs, like Shinji Muramoto, teach classes. Those fill up really fast, as do others, like our soup-making or knife-skills classes."

She says the nature of classes change to follow eating and cooking fashions. "One year soufflés might be big, another year quiche. No one was thinking about Thai cooking when we opened the school, but now ethnic cuisines are much more commonplace in our lives."

Some people find the classes entertaining, relaxing, and a good place to socialize. "Others are very serious about cooking and learning new techniques," Schroeder reflects. "All of our classes try to accommodate both of those objectives." ♦

Want To Find Out More?

blackbeltamerica.com

mscr.org

woodcraft.com

orangetreeimports.com

PUBLIC POLICY

LOOKING FORWARD TO SPRING ELECTIONS

Last November brought a significant election that captured the interest of the entire globe. The historic nature of the candidates and national economic uncertainty resulted in high voter turnout across the country. Regrettably, it is safe to assume that the level of voter turnout will decline dramatically in the upcoming spring election.

Historically, less than 20 percent of eligible voters in Dane County go to the polls in spring elections. Low turnout equates to close elections, where every vote is critical. In the spring 2007 Madison Common Council races, almost half of the contested seats were determined by fewer than 400 votes. On the city's west side, GMCC-endorsed candidate Thuy Pham-Remmele defeated Gary Poulson by just 13 votes! It's ironic that the races with the most impact on our personal and professional lives can produce voter apathy.

Prior to 2007, the business community spent considerable time and resources reacting to harmful legislative proposals with costly implications, especially for small businesses. It was at that time that the GMCC realized that we could either continue to react, or we could choose a more proactive approach and work towards electing city council members who understand business and the importance of encouraging policies that are conducive to quality job creation and retention. The proactive path was taken and the GMCC made endorsements for city council.

The results of this decision surpassed even our wildest expectations. Hundreds of business representatives braved inclement weather to attend a mayoral debate to demonstrate that "Business Matters," GMCC and SBAC leadership volunteered their evenings to participate in candidate interviews, GMCC members contributed to our newly established direct givers conduit to support endorsed candidates and most importantly, GMCC members helped spread the message that the city should

adopt policies and procedures that encourage enlightened economic development to enhance the quality of life for all residents. Our message was shared by the general public and nine of our 11 endorsed candidates were elected into office.

The new Common Council immediately shifted its priorities, placing a renewed commitment to providing basic services and promoting proactive economic development strategies to grow jobs. Thanks to these efforts, and the leadership of the Economic Development Commission and Mayor Cieslewicz, the city completed an Economic Development Plan, outlining a roadmap for economic growth and prosperity. The city is also revising the zoning code, defining TIF policy to make it more

transparent and effective, and supporting the Economic Development Division and the Mayor's nominee to lead the division, Tim Cooley. The efforts of this Council and mayoral agenda have sent a message to the region that business and jobs are important.

Never before has our mission been more important, nor the importance of electing candidates that have the knowledge and desire to make Madison a globally competitive place to do business.

By the time this edition of *Business Beat* hits your desk, the deadline for filing nomination papers will have passed and the candidate field will be set. Questionnaires will be mailed to all candidates for Madison Common Council soliciting responses on issues important to business. Once the completed questionnaires are returned, candidate interviews will be scheduled and endorsements will be given to candidates that align with our issues.

Once again we will utilize *Business Beat*, our weekly e-Bulletins, guest editorials and website to provide you with updated candidate and issue information to make sure you are informed on election day. New this year, we will also organize a County Executive candidate debate focused entirely on business issues, which will be held on Wednesday, February 18. Stay tuned for details.

But in order to be successful, it will require your participation. Talk to your friends and colleagues and encourage them to support candidates that are good for business. At a minimum, your participation is critical on primary election day, February 17, and general election day, April 7.

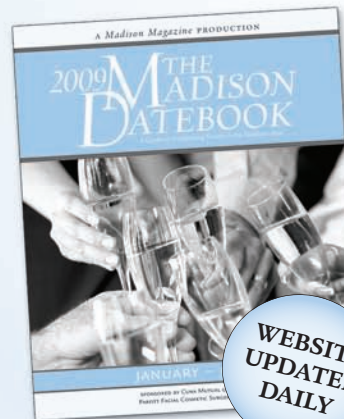
We'll give you the information, but in the end it will be up to you to determine the landscape of the council and the impact on business. Make sure your voice is heard! ♦

VIEW • POST • SUBMIT

THE MADISON DATEBOOK

❖ A Guide to Fundraising Events ❖

Madison's PREMIER Guide to Fundraising Events



Upcoming Event



February 5th

Goodnight Moon

Event benefits Wisconsin Early Childhood Association Caring for and educating Wisconsin's young children is important work! Too often the hard work of early education professionals goes unnoticed. Join us for food, beverages and entertainment to celebrate the accomplishments of the professionals that care for our youngest children! Visit: WisconsinEarlyChildhood.org. Goodman Atwood Community Center. 5:00 pm.

Submit your own charitable event information, and photos online madisonmagazine.com/datebook



ECONOMIC DEVELOPMENT

MADISON REGION'S ASSETS AND OPPORTUNITIES INITIATIVE

“Wow.”

This is the comment we receive most often after we present the Madison Region's Assets and Opportunities Initiative, or A&O. The A&O is an inventory of the eight-county Madison Region's assets, unveiled at December's Collaboration Council meeting and now available at Thrive's website (thrivehere.org/assetsandopps).

The resulting picture is of the strong asset base in we have in the region which leads to several compelling opportunities that offer strong potential for positive economic and quality of life outcomes.

This is the first time this information has ever been compiled for our region, and the importance of this initiative for our region is hard to overestimate. In a time of economic uncertainty, this information gives us all a roadmap to action by clearly defining our assets—the things we have in this region that make us unique and that will help us succeed into the future.

Opportunities surfaced from these assets, concrete points of leverage that regional stakeholders can build on. This common-sense approach to economic

development means a better return on investment of time and money than trying to recruit or build industry where we have no strong foothold. These assets are the region's selling points and strengths and we now have a short list of ways to capitalize on them.

This project brought together people from throughout the region to compile and vet the data, including in-depth interviews with leaders, economic development professionals and educational resources in each county. The work was led by Thrive in partnership with a grant from the Madison Community Foundation. Vandewalle & Associates performed the assets inventory and the opportunity analysis with input and involvement from regional representatives and leaders. In this project, both the process and the product work towards building a regional culture through collaborative, regional input and by painting—or mapping—a picture of who we are and what we look like as a region.

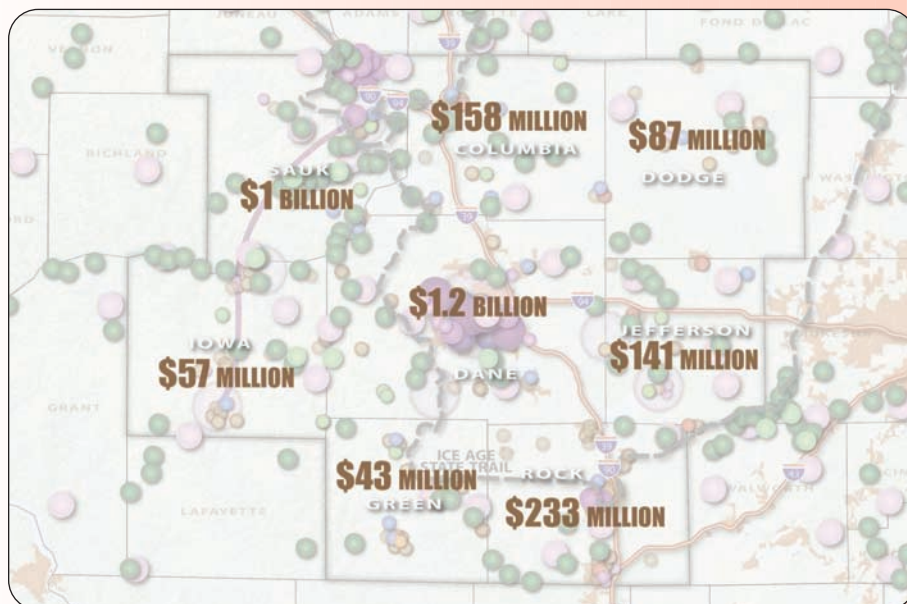
The initiative contains regional data presented in exciting visual maps available for

OPPORTUNITIES

- Food Production, Processing & Regionalization
- Bio & Green Economy
- Biomedical, Healthcare & Wellness Integration
- Packaged Tourism Experience
- Transportation—21st Century
- North American Bike Capital
- Wellspring Innovation System
- Regional Laboratory of Sustainable Solutions

the region to use and also provides information to market the region as a great place to live, work, do business and play. It will give decision-makers in the region more information on which to base their decisions and a regional context to inform strategic planning. By building awareness around our common regional assets, opportunities and shared goals, we build an informed and collaborative regional dialog about the future of our region.

As we move into 2009, we will begin a strong outreach campaign to help our regional leaders, decision-makers and stakeholders find their best opportunity to use the information to move the region forward. ♦



Tourism Economic Impact by County

Regional leaders are already beginning to step forward to address potential opportunities. An example is Deb Archer of the Greater Madison Convention & Visitors Bureau who is coordinating a panel of regional tourism experts to appear at a January 29 meeting of the Regional Economic Development Professionals Network. Archer's goal is to bring together the region's tourism professionals with the region's other economic development parties and examine the present and future economic value of tourism to the region, explore tourism growth opportunities and discuss ways to collaborate to take advantage of these opportunities that exist within the region and were uncovered as part of the A&O initiative.



REGIONAL PRINCIPLES OF COLLABORATION

Competitiveness • Equity • Stewardship • Celebrate Unique Regional Assets • Focused Approach
 Regional Collaboration • Servant Leadership • Innovation • Transparency • Measurement

Leaders from across the eight-county Madison Region (Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock and Sauk counties) signed a landmark agreement called the Regional Principles of Collaboration at the December 16 Collaboration Council meeting. By signing, the county representatives agreed to work within a set of 10 Principles for greater collaboration and a regional approach to economic development.

The Principles were developed by the Regional Economic Development

Professionals Network, a group convened by Thrive, the region's economic development enterprise. Thrive works in a unique model of economic development that grows the region's economy in ways that preserve and enhance quality of life, by leveraging opportunities based on the region's unique assets.

"We will succeed by building upon our strengths as a region, leveraging our regional assets for focused, target sector development and a grow-your-own, entrepreneurial

approach," said Thrive President Jennifer Alexander. "These Principles of Collaboration are a landmark step in building a regional culture and we are thrilled to be a part of this agreement along with all our regional partners."

It has never been more important to identify new, sustainable ways to grow our economy. These Principles represent a new way of thinking about growth, and a vital step forward in our region's efforts to build and maintain strong communities. ♦

SIGNATORIES – DECEMBER COLLABORATION COUNCIL MEETING

County-Level Economic Development Organizations

- Columbia County Economic Development Corporation
- Dane County Office of the County Executive
- Dodge County Planning and Development Committee
- Green County Development Corporation
- Iowa County Area Economic Development Corporation
- Jefferson County Economic Development Consortium
- Rock County Planning, Economic and Community Development Agency
- Sauk County Development Corporation

Collaboration Council Members

- Jennifer Alexander
- Ray Allen
- Sandy Anderson
- Deb Archer
- George Austin
- Betty Barhorst

- Dave Boyer
- Mark Bugher
- Dan Carey
- Jim Cavanaugh
- Joe Chase
- Dave Cieslewicz
- Tom Clauder
- Mark Cullen
- Jerry Derr
- Londa Dewey
- Jan Eddy
- Nancy Elsing
- Kathleen Falk
- Anya Firszt
- Tom Gavin
- Hank Gempeler
- Karna Hanna
- Ed Harding
- Dennis Heling
- Leslie Ann Howard
- Julann Jatzczak
- Tera Johnson
- Bill Johnston
- Dick Leinenkugel
- Phil Lewis
- David Locke

- Biddy Martin
- Mark Masters
- Jeff Miller
- Peter Muñoz
- Dan Nerad
- Mark Olson
- James Otterstein
- Rick Phelps
- Terri Potter
- Alex Renk
- Andy Ross
- Henry Sanders
- Mike Sanders
- Paul Scharfman
- Susan Schmitz
- Anna Schramke
- Pat Schramm
- Tom Still
- Barbara Swan
- Dan Viste
- Bob Walton
- Jim Welsh
- Kathleen Woit
- Gary Wolter

Early Adopters

- City of Sun Prairie
- Columbia County Visitors Bureau
- Edgewood College
- Greater Madison Chamber of Commerce
- Madison Area Technical College
- Moraine Park Technical College
- Natural Heritage Land Trust
- Oregon Chamber of Commerce
- Oregon Village Board
- Regional Economic Development Professionals Network
- Sauk Prairie Area Chamber of Commerce
- South Central Federation of Labor
- Thrive
- Village of Belleville
- Village of McFarland
- Village of New Glarus
- University of Wisconsin-Madison
- Willy St. Co-op
- Workforce Development Board of South Central Wisconsin



BUSINESS AND EDUCATION PARTNERSHIP

MINI-BUSINESS WORLD CHALLENGES LOCAL STUDENTS TO GET CREATIVE

A fridge that sends text alerts when you're out of milk. A pocket device that translates languages. A watch that dials 911 when it senses danger. These are just a few of the imaginative products envisioned by local high school students at Mini-Business World this November.

The interactive, two-day program, presented by the Business & Education Partnership and sponsored by American Family Insurance, is a fast-paced simulation through which students create a manufacturing company and market their products. Professionals guide teams of students as they negotiate their businesses through two years of economic ups and downs.

"I never thought it would be this hard. We had to manage our time and think ahead," one high school junior shares. "But we understood things better each time we got results and that felt great."

The Business & Education Partnership presents Mini-Business World each year, along with other innovative programs that connect classroom and commerce. Gathering leaders to create and run these programs, the nonprofit organization works to prepare students for success in the working world.

"The programs are grounded in solid curriculum and enhanced through the real-world perspectives our volunteers share with the students and the teachers," says Melanie Schmidt, president of the Business & Education Partnership Board of Directors and founder of Timpano Group. "The unique partnership better prepares students to thrive in an ever-changing global economy."

Navigating the challenges of a fluctuating economy isn't easy, noted students. The program, designed by Richard James, professor emeritus at UW-Whitewater, includes built-in stumbling blocks that require students to practice time management and teamwork as they act quickly to allocate money and resources.

"Take setbacks as a learning opportunity," suggests Bill Waldbillig, vice president of Joan Collins Publicity, who evaluated the teams' advertising campaigns. "If you get knocked down, get back up again, because it's absolutely worth it when you achieve something you dream about."

Programs like Mini-Business World are essential for today's young people, says Madison School District Superintendent Dan Nerad, who also serves on the Board for the Business & Education Partnership.

"What's impressive about this community is that we work together in this way," says Nerad. "When schools come together with the community, great things can happen."

Ongoing business involvement is vital. You can get involved today with the Business & Education Partnership as a supporting member or an active volunteer. Other programs include Starting Your Own Business, Student Business Tours, Finance and Investment Challenge Bowl and School Makes a Difference. Learn more at bepmadison.org.

The Greater Madison Chamber of Commerce actively supports the initiatives and efforts of the BEP to bring together classroom and commerce. ♦



Professor Richard James introduces students to the ins and outs of starting their own business at the 2008 Mini-Business World.

opened its doors in the newly renovated Arbor Gate building at 2501 W. Beltline Hwy. in Madison in early December. "This move is significant for so many reasons," stated Jim Butler, managing partner of Wipfli's Madison office. "In addition to giving us room for growth, it gives us the opportunity to office in a building that is a result of many individuals' commitment to City of Madison—that commitment matches well with Wipfli's commitment to this community." The Arbor Gate building, developed by **Mortenson Investment Group**, is a \$55 million mixed-use development project on the east side of Todd Drive. The initiative is part of a larger revitalization project for the area, which had seen an increase in crime over the past several years. The objectives of the project include an increase in the number of jobs, amenities and quality of life in the area.

Philanthropy

Bunbury & Associates Realtors® recognized their clients by giving away hundreds of Christmas tress, wreathes and poinsettias in December. Agents with Bunbury & Associates Realtors® invited their clients to the event and participated and helped out in order to say "thank you" for working with them. Attendees were asked to bring an unwrapped toy for a local charity and more than 250 toys were donated.

Endres Manufacturing Company Foundation recently awarded a total of \$5,890 to seven different agencies: Three Gaits, Inc., **Madison Children's Museum**, Girls on the Run of Dane County, Waunakee Ecumenical Board, Pregnancy Hotline, Waunakee Neighborhood Connection and Second Harvest Foodbank of Southern Wisconsin.

The board of governors of the **Madison Community Foundation** decided to change the focus for 2009 funding and provide grants, totaling a half a million dollars or more, to help where it is needed the most in Dane County. This is the first time in the history of the foundation, started in 1942, where the emphasis is shifting from improving the greater Madison community in the categories of arts and culture, learning initiatives, children-related projects and the environment to the "back to the basic" needs of the community. The foundation will work with area nonprofits to help fund crucial needs such as food, shelter and home heating assistance, with grants of \$50,000 or more.

E. David Locke, chairman and CEO of **McFarland State Bank** and chairman of

the Board of Directors of **Junior Achievement of Wisconsin Inc.—Dane County District**, recognized the election of officers and new board members to serve the Dane County District. John Larsen, vice president—generation for **Alliant Energy Corp.** has been elected vice chair of the group. Bill Wilcox, president of the **CBM Credit Education Foundation** has been elected secretary/treasurer. Additionally, Kathleen Radionoff, dean of continuing education for **MATC**, and Betty Bergquist, vice president, education, at **American Family Insurance** have been named to the board. JA Worldwide is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. JA programs focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy and career development. For more information, visit ja.org.

Park Bank has issued **The Road Home** a check for \$10,000, the result of money raised by its Community Credit Card in 2008. And the financial institution named Access Community Health Centers as the nonprofit beneficiary of funds raised by this innovative credit card program for 2009. Park Bank pledges 25 cents to a local charity for each purchase made by a holder of its Community Card. In 2008, that money was directed to The Road Home, formerly Interfaith Hospitality Network, to create affordable permanent housing and services for homeless families with children in the Madison area. Access Community Health Centers, Park Bank's designated Community Card charity for 2009, provides affordable health and dental care to Dane County residents from locations on East Washington and South Park Street.

The annual food drive of **Potter Lawson Inc.**, Madison-based architecture, planning and interior design firm, has donated 97,117 meals to the Second Harvest Food Bank of Southern Wisconsin. As an annual tradition started in 1989, Potter Lawson's annual food drive has donated over 560,000 meals since 2000 alone.

Instead of a holiday party, employees of **TDS Telecommunications Corp.** chose to donate funds worth \$8,500, plus a collection drive at all Dane County TDS offices, to generate about 61,700 meals for the Second Harvest Food Bank. In addition to the donation to Second Harvest, hundreds of TDS employees stepped to help many area non-profit organizations this year, including: Porchlight, Toys for Tots and the TDS Giving Tree, the Salvation Army and the **American Red Cross Blood Drive**. ♦



Weststaff owners Jim and Amy Holwerda (center) cut the grand-opening ribbon on their new business at 4261 Lien Rd. with Weststaff staff member Amy Whyte (left of center), GMCC member Dave Judd (far right) and several GMCC Ambassadors and staff.



Take Care Clinic's Jodi Delagrave (center left) and Amber Letko-Huess (center right) cut the ribbon on their new clinic at 3710 E. Washington Ave. inside Walgreens with GMCC Director of Membership & Marketing Bob Anshels (left) and GMCC Ambassador Tracy Buglass of the United Way of Dane County.

BUSINESS NETWORK



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GMCC CALENDAR

FEBRUARY

GMCC 101

Tues., Feb. 10, 7:30–9 a.m.

Location: Herzog College, 5218 East Terrace Drive
Especially for new members and invited guests. RSVP required.
Contact: GMCC program and event manager Amy Torgeson
at atorgeson@greatermadisonchamber.com or 443-1954

GMCC Business Card Exchange

Thurs., Feb. 19, 4:30–6:30 p.m.

Host/Location: Sheraton Madison, 706 John Nolen Drive
No RSVP required. Admission included in your GMCC
membership; \$10 for nonmembers and guests.
Contact: GMCC program and event manager Amy Torgeson
at atorgeson@greatermadisonchamber.com or 443-1954

MARCH

GMCC CEO FORUM

Thurs., March 26, 7:30–9:30 a.m.

Speaker: David Locke, McFarland State Bank
Location: Godfrey Kahn, 1 East Main St. #500
Sponsor: Johnson Bank and Savant Capital Management, Inc.
Registration required: \$10 for GMCC members;
\$25 for nonmembers and guests
Contact: GMCC Program and Event Manager Amy Torgeson
at atorgeson@greatermadisonchamber.com or 443-1954.

APRIL

GMCC CHAMBER CAFÉ

Tues., April 14, 7:30 – 9:30 a.m.

Speaker: Professor Elaine Beaubian, Edgewood College
Location: Deming Way Campus – Edgewood College,
1255 Deming Way
Topic: Creating Legendary Customer Service
Registration required: \$10 for GMCC members;
\$25 for nonmembers and guests
Contact: GMCC program and event manager Amy Torgeson
at atorgeson@greatermadisonchamber.com or 443-1954.

BUSINESS CARD EXCHANGE

Thurs., April 16, 4:30 – 6:30 p.m.

Host/Location: The Westside Club, 437 County Road M
No RSVP required. Admission included in your GMCC
membership; \$10 for nonmembers and guests.
Contact: GMCC program and event manager Amy Torgeson
at atorgeson@greatermadisonchamber.com or 443-1954.

ANNUAL BUSINESS EXPO

The Business-to-Business Event of the Year!

Weds., April 22, 1:30 – 7:00 p.m.

Location: Marriott Madison West, 1313 John Q. Hammons Drive
Luncheon Seminar: 12:00 – 1:15 p.m. featuring Kay Plantef of
The Plantef Company speaking and her presentation “Don’t
Outwork. Outsmart. Redefine what business you’re in.”
Business After Hours: 5:00 – 7:00 p.m., expo social with
complimentary hors d’oeuvres, cash bar and networking like
a business card exchange, while also visiting expo booths.
Contact for Booths: GMCC membership development executives
Jennifer Bruhn (443-1945) and Lynn Brown (443-1951)

UPCOMING AREA CONVENTIONS & EVENTS

MADISON

GOING > BEYOND > VISIT

The Greater Madison Convention & Visitors Bureau is pleased
to welcome these great conventions, tradeshow and events to
the Madison area in February.

- Feb 5–8 National Pheasant Fest 2009, Alliant Energy Center
- Feb 5–8 Upledger Institute Seminar, Howard Johnson
- Feb 13–15 Madison Winter Festival, Capitol Square
- Feb 14 Celebrating Youth! Monona Terrace
- Feb 20–22 Greater Madison Golf Show, Alliant Energy Center
- Feb 20–21 WIAA Boys Swimming & Diving, UW Natatorium
- Feb 24–26 Midwest Winter Sports Reps Tradeshow, Alliant
Energy Center
- Feb 26–28 WIAA Individual Wrestling Tournament,
Kohl Center
- Feb 27–Mar 1 Madison Fishing Expo, Alliant Energy Center

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



GREATER MADISON
CHAMBER OF COMMERCE

BUSINESS BEAT
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