

## NEXT MEETING! 08/16/07

*When:* Thursday, 08/16/07  
*Where:* Coliseum Restaurant and Bar  
*Time:* 12:00 Noon - 1:15 PM  
*Format:* 12 Noon Lunch  
 12:15 - 1:15 Announcements  
 Open Discussion and Meeting

Please RSVP to Jean Vogel @ 273-6300 x160 or [jeanv@sergenians.com](mailto:jeanv@sergenians.com) by Noon on Tuesday 8/14/07 [www.SMBA-Madison.org](http://www.SMBA-Madison.org)

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## This Month's Meeting...

### Jim Woodward, President and CEO Meriter Health Services and Meriter Hospital

Jim will give us an update on what is happening with Meriter now and share some of their plans for the future. Jim Woodward officially began his duties as president and chief executive officer of Meriter Health Services and Meriter Hospital, on January 4, 2007. He dedicated time in the first three to six months for formal and informal meetings to get to know Meriter staff and physicians, as well as meeting with many people from the community, neighboring hospitals and local government.

Woodward comes to Meriter from Winchester Medical Center, where he served the past five years as chief executive officer. Winchester Medical Center is a 411-bed regional referral center serving the Northern Shenandoah Valley of Virginia and the Eastern Panhandle of West Virginia.

Under Woodward's leadership, Winchester Medical Center consistently achieved patient satisfaction rankings in the top 10 percent nationally and received national recognition for clinical excellence through Solucient's 100 Top Hospitals and HealthGrades.

Woodward received his bachelor's degree and his master's degree in Health Administration from George Washington University, in Washington, D.C. Prior to joining Winchester Medical Center, Woodward served as the Executive Vice President of

Bayhealth Medical Center in Dover, Delaware for nine years. He also served as the Associate Administrator and Chief Operating Officer of the Columbia Hospital for Women Medical Center in Washington, D.C. for six years following the completion of his Administrative Residency, also at Columbia Hospital. Woodward is a Fellow of the American College of Healthcare Executives, and has been very active in numerous civic and professional organizations and associations.

He has been married to his wife, Rosemary, for fourteen years, and they have three children: Riley (age 13), Britton (age 11), and Gray (age 8).

### Economic and Community Development Director, City of Madison

Many of you know that the City of Madison conducted a reorganization study of its Planning Department. One of the recommendations from that process was that a new position be created in the area of Economic and Community Development. The position was approved and the recruitment process for this new position within the City of Madison is well underway. Achievement History Questionnaires have been reviewed by the screening panel and six of thirteen top-ranked candidates have been selected for the interview process. Four of the six are from the Madison area, one from elsewhere in Wisconsin and one is from out of state. The candidates will be interviewed by the Interview Panel in early September and the finalists will then be interviewed by the Mayor. The finalizing process takes time and includes reference checks, making a final decision,

negotiating a contract and securing Council approval, but it is hoped that a new Economic and Community Development Director will be in place by November.

### Need a Resource for Small Business?

Check out [www.SmallBusinessMadison.com](http://www.SmallBusinessMadison.com). Long name, but a great resource for starting and growing a small business! As a small business owner, you often need to work through complex regulatory, human resources, legal, marketing and other issues. You'll also want to stay current with the latest market research and strategies—or maybe you're just looking for peers to network with. This site guides you to expert resources that can help answer your business-development questions. It's also a powerful networking tool, providing contact information for many area businesses and nonprofit organizations—potentially your future customers or business partners. Check it out.

**Don't see it on the website?** Email the webmaster at [info@smallbusinessmadison.com](mailto:info@smallbusinessmadison.com). They'll do their best to find the information and get it posted on the site within a few days.

**Have a site to add to the database?** The website is not used to advertise individual businesses; it offers informational links and services only. However, if your company offers special seminars geared toward small businesses or free consulting services of any kind, please submit them for posting. Email webmaster: [info@smallbusinessmadison.com](mailto:info@smallbusinessmadison.com). Include your name, phone & email; the page you'd like the link to appear on, the full website address and a 50 word description of what appears on that page.

### Office of Business Resources Names New Manager

The Office of Business Resources (OBR) is the central point of contact for business assistance in the City of Madison. It is OBR's mission to assist businesses in developing and thriving in Madison. They work with entrepreneurs and businesses providing business start-up, retention, expansion, attraction and technical assistance services.

The City of Madison OBR has filled its Manager position. Incoming manager, Matthew Mikolajewski, was previously the executive director of the Wauwatosa Economic Development Corporation, a non-profit, City-sponsored economic development corporation. He served as an Adjunct Assistant Professor at the University of Wisconsin – Milwaukee, Department of Urban Planning during the 2005 and 2006 fall semesters. He co-taught "Planning Local Economic Development" with a Department faculty member. Mr.

Mikolajewski brings to the Office of Business Resources a thorough understanding of economic development theory. He has a Master of Urban Planning degree from UW-Milwaukee and a BS in Natural Resources and undergraduate certificate through the Institute for Environmental Studies, both at UW-Madison.

### Is Your Business Linked?

Did you know that the SMBA website has a list of current members with a link to their company website? Not listed? Please email us ([smba@charter.net](mailto:smba@charter.net)) your company name and website (if you have one) or your e-mail address. Include a statement that you grant permission for us to post the information on our site and you are linked!

We always encourage our members to do business with other SMBA member businesses, so please e-mail us your information today. You must be a member in good standing to be listed.

### Membership Dues

Membership renewals for 2007-2008 were mailed in June. The \$100.00 annual membership dues include twelve monthly meeting lunches and the monthly newsletter. Membership dues were due no later than July 31, 2007. For members who joined mid-year, the dues are prorated to take you to the end of the current year, May 31, 2008. Reminders have been mailed - please put your dues check in the mail today.

### Drawing Prizes/Gift Certificates

We have had prize drawings at several meetings and it has been well-received. Would you like to contribute a gift certificate or a drawing prize at a monthly meeting? What a

great way to promote your business and to advertise your services to your fellow association members. If you would like to donate, please contact Jim Garner or Jean Vogel.

## COMMUNITY EVENTS

### CYPRESS SPRAY PARK EVENT

**You are invited!!!** Families and friends are invited to **Family Day at the Cypress Spray Park**.

The event will be held at Cypress Spray Park: 902 Magnolia Lane on **August 20, 5-7pm**.

Refreshments will be provided. Make the spray park experience a family one!

### South Madison Farmers' Market

The South Madison Farmers' Market located on the south side of Madison, Wisconsin is a great asset to the community. Fresh, organic produce, flower bouquets, and baked goods- The diverse population of the south side of Madison's south side is reflected in our products. We take pride in pleasing a wide range of culinary tastes at fair market prices! The Market provides safe and healthy produce at a reasonable price, along with an enduring focus on community, diversity, and friendship.

The South Madison Farmers' Market is located from 2 to 6 in the afternoon at the Labor Temple on Tuesdays, 9 in the morning until 2 in the afternoon at the Labor Temple on Saturdays, and also from 2 to 6 in the afternoon at the Villager Mall on Thursdays. All locations offer ample parking and easy access from the Beltline (Hwy 12/14). Check it out!

# Mark Your Calendar

## S.M.B.A. MONTHLY MEETING SCHEDULE

**When:** Thursday, August 16, 2007  
Noon - 1:15PM

**Speaker:** Jim Woodward, CEO and President, Meriter Health Services and Meriter Hospital

SMBA meetings are held on the **third Thursday of every month at The Coliseum Bar from 12:00 Noon to 1:15 pm** unless otherwise indicated in the newsletter. Following is the meeting schedule for 2007:

September 20, 2007 – Bettsey Barhorst, President, Madison Area Technical College

October 18, 2007 – TBA

November 15, 2007 – Ralph Middlecamp, Executive Director of the District Council of Madison, Inc. Society of St. Vincent de Paul

December 20, 2007 – TBA

 **South Metropolitan  
Business Association**

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