

[www.SMBA-Madison.org](http://www.SMBA-Madison.org)

### 2005-06 Officers & Board of Directors

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Rob Waterman h2oman@itis.com	Edward Jones Investment	271-5100
Amy Hansen ahansen@magnapubs.com	InBusiness Magazine	204-9655
Joe Campana campana@prepaidlegal.com	Pre-Paid Legal Services, Inc.	244-4772

Volunteers will be asked to attend several workshop committee meetings, contact Park Street businesses to participate in the workshop, and help out on the actual date of the workshop. In all about 20-30 hours in the first quarter of 2006.

Please contact David Macdonald at [dmacdonald@mlgcommercial.com](mailto:dmacdonald@mlgcommercial.com) if you can donate some of your time and energy to this worthwhile cause.

### Holiday Food Drive

SMBA has organized a Holiday Food Drive to benefit our local families in need. **All members are asked to bring non-perishable food items to the December meeting.** The items will be delivered to St. Mark's Food Pantry located at 605 Spruce Street. St. Mark's Lutheran Church is well known for its many community works, which includes running one of the city's biggest food pantries.

If you are unable to attend the December meeting, you may bring your donations to Sergenian's at the address listed below. If you would prefer to make a cash donation, please make checks out to: South Metropolitan Business Association and mail them to Jean Vogel c/o Sergenian's Floor Coverings, 2001 Fish Hatchery Road, Madison WI 53713, or bring your cash donation to the December meeting.

### HOW CAN SMBA HELP FAMILIES IN SOUTH MADISON?

South Madison's Joining Forces for Families (JFF) team is in danger of losing valuable office space on Badger Road, and they're ask-

## NEXT MEETING! 12/15/05

*When:* Thursday, 12/15/05  
*Where:* Coliseum Bar and Restaurant  
*Time:* Noon - 1:15 p.m.  
*Format:* 12:00 Noon Lunch  
 12:15 - 1:15 Announcements &  
 Open Discussion Meeting

RSVP to Jean Vogel @ 273-6300 x160 or [jeanv@sergenians.com](mailto:jeanv@sergenians.com)  
 by Noon on Tues. 12/13

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### This Month's Meeting... University of Wisconsin Master Plan 2005

According to Chancellor John Wiley, "The University of Wisconsin-Madison has arrived at a rare and exciting moment.

We have designed our legacy and defined our future through a campus master plan that will guide the evolution of the campus for many years to come.

Together, our campus community – working closely and cooperatively with our neighbors and local officials – has envisioned a campus that is more workable, more livable and more sustainable. It is this reinvented campus that will carry our teaching, research and service mission into the next decade and beyond.

We want a campus that is functional, one that balances the needs of teachers and students; of drivers and pedestrians; of needed redevelopment and inviting open spaces. We want a campus that responsibly marshals its resources by planning intelligently for campus renewal and anticipating future needs. This plan embodies those values and meets the challenge of recreating the campus in place." We recognize that this dynamic university is an important part of Madison and the world beyond, and we take that responsibility seriously. This plan helps us preserve the spirit and meaning of the Wisconsin Idea and carry it forward.

This campus master plan acknowledges our rich history and thoughtfully points the way to a more purposeful, well-designed campus and one that serves our needs as we advance into the future of learning, service and discovery."

### This Month's Presenter . . .

**Gary Brown, FASLA**  
**Director of Planning and Landscape Architecture**  
**University of Wisconsin – Madison**

Gary Brown, FASLA has been with the University of Wisconsin for over 20 years. After serving for 15 years with the UW System as a landscape architect and facilities planner, his travels around the State's 26-campus system developing master plans brought him back to his home campus at UW-Madison. Since 1999, Mr. Brown has been in the Planning office at UW-Madison, first as a senior staff landscape architect and then as Assistant Director. He now serves as the Director of Planning and Landscape Architecture overseeing the development of the campus master plan and all things outside the buildings on our spectacular 933-acre campus. He holds a Bachelor's degree in Landscape Architecture from UW-Madison and was recently inducted as a Fellow into the American Society of Landscape Architects.

Mr. Brown will discuss the UW Master Plan's four major components include recommendations for buildings, open space, transportation and utility systems and the goals that provided the direction for the plan.

### Park Street Partner Volunteers Needed

Park Street Partners is a Volunteer Organization whose members comprise Organizations involved with Park Street/South Madison. This type of organizational structure and purpose are unique to this organization; no others function in this way within the City of Madison. Since inception their function has evolved to be one of stewardship of Park Street. The current key projects are as follows: Urban Design Guidelines, Storybook Project, Park Street Facade Improvement, and Median Landscaping.

PSP has asked SMBA (already a member organization) to strengthen our commitment and involvement with Park Street Partners by recruiting 2 additional members of SMBA to be involved with the Facade Improvement Workshop Committee. David Macdonald, a current SMBA board member, already serves on the Facade Improvement Workshop Committee.

ing SMBA for help. The JFF team is made up of a county community social worker, the neighborhood officer, a City of Madison public health nurse, staff from Lincoln, Midvale and Cherokee schools, housing counselors from Community Action Coalition and a community support specialist. The South Madison JFF operates out of two adjacent two-bedroom apartments on Badger Road. The community social worker, housing counselors and community support specialist have permanent offices in the bedrooms, and the living rooms have been converted into community meeting space and a computer lab.

The JFF team works with the community in two different ways. First, they work collaboratively to address the needs of families and children who come to their attention. They also respond to basic needs (e.g. food, clothing, shelter, housing, transportation) or to more comprehensive personal and family needs (e.g. child and family matters, mental health or AODA issues). Secondly, JFF team works to support efforts to make the community a safer, healthier place to live. That may mean organizing computer classes, conducting outreach for an immunization clinic at the Harambe Center, implementing a back-to-school event to register and equip students for school or holding local meetings to problem-solve around drug problems and safety. The JFF team members also communicate with their respective organizations and other funding sources (i.e. the County; the City of Madison; United Way, and school districts) to identify local resource needs and ways service delivery can be improved. In order to maintain the space for the next year, the team needs to raise about \$5000. Ideally, they would like to stay in their current location, as they have appropriate office space, plus a meeting area and computer lab. However, they are exploring their options for a less expensive three-bedroom apartment, but none is currently available in the neighborhood. If you would like to make a donation or require additional information, please contact Ryan Estrella, JFF community social worker, at 261-9764 or via email at [estrella@co.dane.wi.us](mailto:estrella@co.dane.wi.us).

**Holiday Blood Drive**

The 20<sup>th</sup> *Annual American Red Cross Holiday Blood Drive* will be held on **Saturday, December 24, 2005** in the **Exhibition Hall of the Alliant Energy Center** from **7:00am to 2:00pm**. Free parking, free childcare, Santa, refreshments and entertainment are provided. The need for blood is constant and blood donations are often lower during the holiday season as people are busy with travel and holiday plans. On December 24, over 700 people are needed to give blood at the Holiday Drive. Anyone who is at least 17 years old, weighs at least 110 pounds and who is in good health may be eligible to give blood. Thousands of people facing life-threatening disease or needing sophisticated medical treatment are counting on Red Cross blood donors to help them survive. By giving one unit of blood, you can help save the lives of up to three people. Please visit [www.givelife.org](http://www.givelife.org) or call 227-1357 or 1-800- GIVE LIFE (444-3543) to make your blood donation appointment. Give the best gift of all this holiday season – give “the gift of life”. Note: Donor card, driver’s license or 2 other forms of ID are now required at check-in.

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**Madison Area Business Expo 2006**  
**Presented by South Metropolitan Business Association**  
**Join us for Extreme Networking**  
**Thursday January 19, 2006 4 to 7 PM**  
**Coliseum Bar and Restaurant (Upper Level Exhibit Hall)**

**SMBA presents the first annual Madison Area Business Expo. Join us for extreme networking with door prizes, refreshments, hors d’oeuvres and beer. Over 50 Business Exhibitor Spaces are available!**

**Businesses of all types and sizes throughout the Madison Metropolitan Area are invited to participate as exhibitors.**

**Exhibitors are asked to either contribute a door prize or to conduct a drawing at their display for a product, service or gift with a \$25 value or more. (Additional exhibitor information is available in our brochure.)**

**Exhibitors are encouraged to provide some type of promotion to interested participants, for example, a discount coupon on products or services, or a souvenir.**

**Fee: \$25.00 per display. No cost to SMBA Members. Non-members may apply the \$25 towards the \$100 SMBA membership fee.**

**\*\*\*\*Deadline extended to SMBA members. Members in good standing will be given priority as exhibitors by pre-registering to exhibit no later than December 15, 2005. \*\*\*\***

**For more information, visit our website at [www.SMBA-Madison.org](http://www.SMBA-Madison.org). To register as an exhibitor, please call Jean Vogel at 663-2560.**

<b>SMBA</b>	<b>South Metropolitan Business Association</b>	P.O. Box 259893 Madison, WI 53725-9893 <a href="http://www.SMBA-Madison.org">www.SMBA-Madison.org</a>
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**Mark Your Calendar**

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

<p><b>When:</b> December 15, 2005</p> <p><b>Where:</b> <i>Coliseum Bar and Restaurant</i></p> <p><b>Time:</b> Noon - 1:15 p.m.</p> <p><b>Speaker:</b> Gary Brown, UW Madison – Facilities Planning and Management</p>	<p>SMBA meetings are held on the <b>third Thursday of every month</b> at <b>The Coliseum Bar, from 12:00 Noon to 1:15 pm</b> unless otherwise indicated in the newsletter. Following is the meeting schedule:</p> <p>January 19, 2006                  SMBA Business Expo 4-7 PM at                  Coliseum Bar and Restaurant                  Please Note the time change.</p>
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