



NEXT MEETING! 02/14/06



When: Thursday, 02/14/06
Where: Madison Club, 5 East Wilson Street
Time: 7:45 - 9:00 a.m.
Format: Candidate Forum

Please note the change

www.SMBA-Madison.org



This Month's Meeting... Candidate Forum

Attorney General PEG LAUTENSCHLAGER will join Candidate KATHLEEN FALK for a discussion about the race for Attorney General.

This month's meeting is a collaborative Candidate Forum, co-hosted by lead organization Far Eastside Business Association (FEBA), South Metropolitan Business Association (SMBA), Northside Business Association, Downtown Madison, Inc. and others.

Sponsors of the event include The Madison Club, Wispolitics.com (which will webcast the event), and (SMBA Member) IN BUSINESS magazine.

The event will take place on **Tuesday, February 14th at The Madison Club, 5 East Wilson St. Registration & Continental Breakfast from 7:45 to 8:00am. Program is from 8:00 to 9:00am.** The candidates will each speak for 15 minutes, followed by open Q&A from the audience.

Cost: \$10 at the door (a continental breakfast will be included). SMBA will pay the cost for members only. Members should RSVP to Jean Vogel at 663-2560 or jeanv@sergenians.com. Guests will be expected to

pay at the door the morning of the event, but must pre-register.

MADISON AREA BUSINESS EXPO 2006 1ST ANNUAL SMBA BIZ EXPO A "ROUSING SUCCESS"

What an afternoon! What a success! On Thursday, January 19th, nearly forty exhibitors set up displays for their companies at SMBA's "Madison Area Business Expo 2006". Exhibitors were impressed with the three-hour event, which drew over 200 attendees. Attendees experienced "extreme networking" at its best.

Represented at the Expo was a wide array of professional and business services. Across the board, exhibitors reported very good traffic and "outstanding quality" of business leads generated from the event. The majority of those displaying were SMBA members, representing the local business community.

Members received their booth space at no charge, as part of their firm's annual membership dues. Simply put, the price was right and the value was ... well... outstanding! Many exhibitors reported that they made more quality contacts in three hours than they have at any other

2005-06 Officers & Board of Directors

Rob Waterman President rwateman5615@charter.net	Edward Jones Investment	271-5100
Mike Flynn Past President mflynn@mononabank.com	Monona State Bank	223-5148
Jim Mankowski Secretary jbmppc@chorus.net	JB M Patrol and Protection Corporation	222-5156
Pablo Sanchez Treasurer psanchez@parkbank.com	Park Bank	283-6891
David Macdonald dmacdonald@mlgcommercial.com	NAI MLG Commercial	663-6002
Gary Waldhart garyw@ams-mad.com	Auto Marketing Services	274-7400
Jim Garner jimg@sergenians.com	Sergenian's Floor Coverings	663-2520
Karen Johanssen karenjo@madison.tds.net	Johanssen Greenhouse	271-6211
Margaret Miller mamiller@ecidesign.com	Electric Construction, Inc.	271-2046
Amy Hansen ahansen@magnapubs.com	InBusiness Magazine	204-9655
Joe Campana campana@prepaidlegal.com	Pre-Paid Legal Services, Inc.	244-4772

local or regional trade show. More importantly, they felt the leads were going to turn into business.

Attendees enjoyed the complimentary beverages and appetizers. In addition, each exhibitor donated a booth prize that was awarded to a lucky attendee. A total of 53 booth prizes and major door prizes, valued at over \$1500, were awarded. A big "thank you" to our major door prize donators. The list of exhibitors, prizes and prizewinners is listed below. Congratulations to all our winners!

From the response organizers received, the 2006 event was a "rousing success". We'd appreciate your feedback as we plan for the 2nd Annual event, "Madison Area Business Expo 2007". Special thanks to Joe Campana, Gary Waldhart, Rob Waterman and Jean Vogel. A Job Well Done!

--Rob Waterman
President

EXHIBITOR

AMS
Econoprint
Johannsen's Greenhouses
Sergenian's Floor Cvrings
Urban Commercial
Zimbrick Inc.

GRAND PRIZE

\$100 Gift Certificate
\$100 Gift Certificate
\$100 Gift Certificate
\$100 Gift Certificate
\$150 Mansion Hill Inn
\$159 Auto Spa Service

WINNER

Jean Acker
Gary Waldhart
Nathan Albrecht
Dan Dean
Mike Berezowitz
Karen Tricloff

BUSINESS NAME

M & I Bank
AMS
Renowned Wireless
Grant Communications
WPS- External Technology
Sperry Van Ness

EXHIBITOR

AAA
Adams Outdoor Adv
AMS
Associated Bank
Central Place Real Est
Century 21 Affiliated
Century 21 Affiliated
City of Fitchburg
City of Fitchburg
City of Fitchburg
Design Structures
Edward Jones
EconoPrint
Electric Construction
Gabriel Sanchez
Fitchburg Chamber
Fitchburg Chamber
Fitchburg Chamber
Fitchburg Chamber
Fitchburg Chamber
Fitchburg Chamber
Grant Communications
In Business Magazine
In Business Magazine
Insurance & Investment Pros
It's your Party, LLC
J&J Mailing Services
J&J Mailing Services
JBM Patrol & Protection
Landmann Interactive
M3
M&I Bank
Madison Gas & Electric
McAllen Properties
Monona State Bank
NAI MLG Commercial
Park Bank
Pre-paid Legal Services
Russell Bensman Adv
Sergenian's
Urban Commercial
Vondra Engraving Inc
Wegner LLP, CPAs
WPS External Tech Ser
Zimbrick Inc
Zimbrick Inc

DOOR PRIZE

1 yr AAA \$61
2 lift tickets Cascade
Headset
\$200 US Savings Bond
\$25 Outback Gift Card
\$100 off Closing Costs
\$50 off Isthmus Ad
Fitchburg shirt
Quivey's Grove
Fitchburg Shirt
Stadium blankets/mugs
\$50 investment cert
Duffel bag/blanket pck
100 ft outdoor ext. cord
\$25 Casa de Lara cert
Pancake Café gift cert
Benvenuto's gift cert
LMNO Pies gift cert
La Paella gift certificate
12 copies, UPS store
Mug
Bluetooth headset
1 yr subscription
1 yr subscription
\$50 Anui gift certificate
Silk floral arrangement
Leather carry case
Super scraper
3 mo vehicle sec patrol
\$100 off Web devlpmt
DVD Player
\$100 Savings Bond
Energy Conservation Kit
Model Hobart car
Palm Z22 Organizer
\$40 Casa de Lara cert
\$50 gift card
Autographed football
2 UW Hockey tickets
3x5 Area Rug
\$50 Mansion Hill Inn gc
\$100 engraved plaque
Picnic pack and radio
7 in 1 Deluxe Game Set
Auto Spa Pkg
Oil Change

WINNER

Bryan Lake
Gabriel Sanchez
Brandon Blaschka
Joe Campana
Steve Knuteson
Katie Guenther
Mark Patun
Gabriel Sanchez
Mark Patun
Joyce Fasanella
Gabriel Sanchez
Michael Caruso
Brian Austin
Roy Simmons
Roberta's Cleaning
Daniel Kittelson
Brian Austin
Camille Carter
Kristie Schilling
Steve Knutson
Thomas Forrester
Gabriel Sanchez
Gary Waldhart
Jeff Jansen
Nathan Albrecht
Chris Eigenberger
Carl Nurmi
Kristie Schilling
Brandon Blaschka
Kristie Schilling
Mark Patun
Katie Guenther
Mollie Dougherty
Tim Young
Pat Guttenberg
Bryan Lake
Angela Kinderman
J.J. Giese
Bethany Klein
Mary Lindquist
Margaret Miller
David MacDonald
Katie Guenther
Dave Sindberg
Raquel Shoemaker
Craig Schmidt

BUSINESS NAME

Unified Newspaper Group
Prepaid Legal Services Inc
Alexander Company
Prepaid Legal Services Inc
Russell Bensman Mrkting
State Farm
AMS
First Weber
AMS
UW School of Business
First Weber
Associated Bank
Fitness Together
AMS
Roberta's Cleaning/Errands
Kittelson Swim School
Fitness Together
FirstData, Inc.
Chrysalis Design Works
Russell Bensman
Red Pepper
First Weber
AMS
Sperry Van Ness
Renowned Wireless
Adams Outdoor Advertising
Culligan
Chrysalis Design Works
Alexander Company
Chrysalis Design Works
AMS
State Farm Insurance
EconoPrint
Hausmann Johnson Ins
Mansion Hill Inn
Unified Newspaper Group
Fitchburg Chamber
EconoPrint
Fitchburg Chamber
The Friendship Force
Electrical Design Consults
NAI MLG Commercial
State Farm
Grant Communications
Century 21
Park Bank

Mark Your Calendar

S.M.B.A. MONTHLY MEETING SCHEDULE

When: February 14, 2006

Where: *The Madison Club*

Time: 7:45 – 9:00 a.m.

Speaker: Candidate Forum
Attorney General
Peg Lautenschlager
Candidate
Kathleen Falk

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 2006:

March 16, 2006 – Craig Culver and Susan Bulgrin, Culver's Restaurants

April 20, 2006 – Michael Gay, Office of Business Resources, City of Madison

May 18, 2006 – TBA

June 15, 2006 – Annual Meeting

July 20, 2006

August 17, 2006

September 21, 2006

October 19, 2006

November 16, 2006

December 21, 2006

SMBA South Metropolitan
Business Association

P.O. Box 259893
Madison, WI 53725-9893
www.SMBA-Madison.org