



NEXT MEETING! 07/19/07



When: Thursday, 07/19/07
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
 by Noon on Tuesday 7/17/07 www.SMBA-Madison.org



This Month's Meeting...

Southside Development – What’s Really Happening?

A presentation by Bradley Hutter, President, Mortenson Investment Group and Mike Felker, Director of Operations, Strand Associates.

Todd Drive Redevelopment - In 2004, the Todd-Beltline Redevelopment Committee recommended two major public initiatives and investments in order to leverage State improvements on the Beltline in this area, encourage private investment, and improve the quality of life for residents and businesses.

Pedestrian, Bicyclist, Vehicular Street Streetscape and Transit Improvements - The Committee recommended \$1.2 million to help improve the Todd-Beltline intersections, and the local access road. City funds enabled the State to make available its \$4 million in highway funds earlier than planned. The improvements would help make crossing the Beltline highway safer for cars, bicyclists, and pedestrians, and improve the entrance into the Todd and Arbor Hills neighborhoods. It would also improve the Todd intersection with the frontage road, to improve access to businesses located along the Beltline. A portion of these funds were also used to add sidewalks, pedestrian lighting, and improved transit stops in the area. As you can see, the majority of the Beltline and Todd Drive work is near completion.

Private Initiatives - In addition to the specific public funding recommendations described above, there has been major private development activity in the area as well.

Mortenson Investment Group, LLC had development plans for additional high quality office and retail space in the area west of Todd Drive. Changes in the state law prevented them from going forward with their original plan. They had to regroup, and having overcome some obstacles along the way, are putting some of the final touches on their new Design Mart on the Beltline frontage road next to the Sergenian building. In addition, they have teamed up with the Baxter Group and their newest project, Arbor Gate, has received approval from the Madison Plan Commission.

Bradley Hutter is the President of Mortenson Investment Group, LLC. Mr. Hutter is a licensed Attorney in the State of Wisconsin, a WI licensed real estate salesperson and a WI licensed insurance intermediary. He sits on several boards including American Sports Analysts, Inc., Ideal Builders, Inc., St. Mary’s Hospital Foundation, Foundation for Madison Public Schools, South Madison Redevelopment Fund, LLC, and United Way of Dane County Foundation Board of Trustees.

Brad is married with two children. He enjoys literature and history, travel, boating, recreational sports and music performance.

Strand Associates will share their proposed construction project for W. Wingra. Mike Felker will discuss the history behind the

2007-08 Officers & Board of Directors

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Mike Flynn Past President mflynn@mononabank.com	Monona State Bank	223-5148
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Jim Garner jimg@sergenians.com	Sergenian's Floor Coverings	663-2520
Bill DiCarlo dicarlo@co.dane.wi.us	Alliant Energy Center of Dane County	267-3982
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Jean Acker jean.acker@micorp.com	M&I Bank	273-5622
Gail Niesl gniesl.clarionsuites@tds.com	Clarion Suites, Madison	284-1234

project, their proposed building plans and the City approval process. He will also talk about the neighborhood impact including the purchase of neighboring properties as well as Strand Associates' long term commitment to South Madison.

Michael Felker is Director of Operations for the Madison office and is Vice President of Strand Associates. He is a Licensed Professional Engineer in Illinois, Indiana and Wisconsin.

Mike attended UW-Platteville and the University of Illinois where he received his B.S. and M.S. in structural engineering. He has been with Strand Associates since 1978. Mike has designed many facilities in the Madison area including the Madison Metro Bus Facility, UW Madison's Goodman Diamond and the UW Porter Boathouse. Mike has been involved with 3 additions to Strand's facility at 910 West Wingra Drive. Mike is a member of the Wingra Build Committee which studied the triangle formed by Park Street, Fish Hatchery Road and Wingra Drive.

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Annual Business Meeting

The annual business meeting was held on June 21, 2007. Congratulations to the four candidates for the Board of Directors who were unanimously voted into office from the floor. We have two board members renewing their terms, and two new Board members for the 2007-2010 term:

Jean Acker, M & I Bank
Mike Flynn, Monona State Bank
Gail Niesl, Clarion Suites Madison
Rick Welsch, CPA Wegner CPAs & Consulting

In addition, **Jason McCaffrey of Hausmann-Johnson Insurance Company** has taken over the Board position vacated by Karen Johannsen. Sean O'Rourke is now representing ORE Real Estate Services LLC, a real estate company serving the greater Madison area.

Meet the Newest Board Members

Jason McCaffrey is a Commercial Agent at Hausmann-Johnson Insurance specializing in long term risk reduction. He joined Hausmann-Johnson in 2001 and became a principle in 2007. He specializes in reducing his client's Total Cost of Risk while making them more attractive to the insurance marketplace. His industry expertise includes work with construction, manufacturing, real estate and restaurants.

Jason grew up in Independence, WI and attended UW-LaCrosse. Jason is married to Diane McCaffrey and they reside on the near west side of Madison. He is the past president of The Madison East - Monona Rotary Club. He's also a member of Downtown Madison, Inc., Madison Chamber of Commerce, United Way Rosenberry Society and Cherokee Country Club. He's very excited to serve on the board of SMBA!

Jean Acker is the branch manager at the M&I Fitchburg location on Fish

Hatchery Rd. She has been with M&I for 13 years and in banking 27 years. She really enjoys what she does because she feels she helps people accomplish their goals.

Jean lives in Oregon with her husband Syl, who is retired - which is something she hopes to do in the next couple of years. They have 4 children, 10 grandkids and 1 great-granddaughter, so life is good and very busy. Jean enjoys reading, gardening, going for walks and watching ball games.

SMBA GOALS for 2007-2008

We had a great crowd at our June meeting and we want to thank all who attended the June meeting and joined in the sessions on meeting our goals. We came up with some great ideas to work on for the coming year. We had some good discussions; spent more time on networking, and had a little fun as well. The SMBA goals for 2007-2008 are:

Improvement of the economic vitality of the South Metropolitan Area through continued activism, leadership and community planning.

Grow and diversify SMBA by encouraging membership and community involvement by reaching out to all businesses within the district.

Maintain a vital and active membership that is knowledgeable of the challenges and opportunities within the community.

Increase participation and diversity of the SMBA Board, Committees and/or Task Forces general membership to reflect the make-up of the community and its businesses.

Strive to continuously improve the relevance and quality of monthly meetings, along with all associated programs/presentations, to benefit and best meet the needs of the membership.

Increase SMBA's organization recognition and visibility within the community through media publicity and event promotion.

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) 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 are 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 will be mailed, but please put your dues check in the mail today.

New Member Welcome

As always please try to do business with fellow members and let them know that you are supporting them as part of the South Metropolitan Business Association. Please welcome the following new member and their representatives:

ORE Real Estate Services Inc. - Real Estate
Sean O'Rourke

Mark Your Calendar

S.M.B.A. MONTHLY MEETING SCHEDULE

When: Thursday, July 19, 2007
Noon - 1:15PM

Speaker: Mike Felker, Strand Associates and Brad Hutter, Mortenson Investment Group on their new developments

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:

August 16, 2007 – Jim Woodward, CEO and President, Meriter Health Services and Meriter Hospital

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

October 18, 2007 – Dr. Frank Byrne, President, St. Mary's Hospital

November 15, 2007 – TBA

December 20, 2007 – TBA

SMBA South Metropolitan
Business Association

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