

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

## 2008-2009 Officers & Board of Directors

|  |  |          |
|--|--|----------|
| Jim Mankowski<br>President<br>jbmppc@chorus.net                      | JBM Patrol and<br>Protection Corporation | 222-5156 |
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| Jason McCaffrey<br>Secretary<br>jason.mccaffrey@hausmann-johnson.com | Hausmann-Johnson Insurance Co.           | 257-3795 |
| Mike Flynn<br>Past President<br>mflynn@mononabank.com                | Monona State Bank                        | 223-5148 |
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| Jim Garner<br>jim@sergenians.com                                     | Sergenian's Floor Coverings              | 663-2520 |
| Bill DiCarlo<br>dicarlo@co.dane.wi.us                                | Alliant Energy Center<br>of Dane County  | 267-3982 |
| Betsy Jenkins<br>Betsy.Jenkins@iyparty.com                           | It's Your Party, LLC                     | 845-3450 |
| Sean O'Rourke<br>sdo@gdinet.com                                      | ORE Real Estate Services LLC             | 225-3636 |
| Jean Acker<br>jean.acker@micorp.com                                  | M&I Bank                                 | 273-5622 |
| Gail Niesl<br>gniesl.clarionsuites@tds.com                           | Clarion Suites, Madison                  | 284-1234 |

### The SMBA goals for 2008-2009 are:

1. Improvement of the economic vitality of the South Metropolitan Area through continued activism, leadership and community planning.
2. Grow and diversify SMBA by encouraging membership and community involvement by reaching out to all businesses within the district.
3. Maintain a vital and active membership that is knowledgeable of the challenges and opportunities within the community.
4. 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.
5. 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.
6. Increase SMBA's organization recognition and visibility within the community through media publicity and event promotion.

*continued...*

## NEXT MEETING! 7/17/08

*When:* Thursday, 7/17/08  
*Where:* Coliseum Restaurant and Bar  
*Time:* Noon - 1:15 PM  
*Format:* 12 Noon Lunch  
 12:15 - 1:15 Announcements  
 Open Discussion and Meeting

Please RSVP to Shelley Reynolds @ 957-3135 or [smba@SMBA-Madison.org](mailto:smba@SMBA-Madison.org) by Noon on Tuesday 7/15/08

### This Month's Speaker...

#### Paul Fanlund, Editor The Capital Times

Paul Fanlund, editor of The Capital Times, will talk about his newspaper's dramatic shift from being an afternoon daily newspaper to becoming a news outlet focused on the Internet and its two weekly tabloid-format publications.

He will talk about how the Cap Times came to the decision announced last February that took effect in late April and will share plans for improvements in coming months. The Cap Times is focused in print on the Wednesday Cap Times and Thursday's 77 Square as well as on the Internet to make it news, information and opinion relevant to a new generation of readers.

Fanlund joined the Cap Times in 2006 as executive editor and became the fifth editor in its 90-year history with this year's transition. Before that, and since 2001, he was vice president of operations for Capital Newspapers and oversaw circulation, production, online, human resources, niche publications and marketing. Prior to that, he was a reporter and editor for the Wisconsin State Journal for 22 years, covering the major government beats and holding a series of editing posts.

A native of Rockford, Ill., Fanlund has a bachelor's degree in journalism from Drake University in Des Moines and a master's degree in communications from The American University in Washington, D.C. His wife Lari is director of communications for the UW-Madison School of Business and his daughter is a recent graduate of the UW-Madison Law School. His hobbies include tennis, reading, travel and attending Badgers games.

### July Meet and Greet – Business and Government Reception

Please join us as SMBA teams up with other Madison business groups and the City of Madison to host a business & government reception. This is a great opportunity for representatives from businesses of all sizes to mingle with City of Madison staff and elected officials. We had participation from almost the entire Common Council, Mayor Cieslewicz, and staff from several city departments at this event last year.

We look forward to another successful event with your attendance. **The "Government Meets Business" reception will be held on Tuesday, July 22nd from 5:30-7:30 at The Brink Lounge 701 E Washington Ave, Suite 105.** Parking is available in the MGE Good Neighbor lot. Appetizers will be provided; Cash Bar. (See attached flyer).

**Please RSVP your attendance to me no later than Monday, July 14, 2008 to [smba@smba-Madison.org](mailto:smba@smba-Madison.org) or by calling me at 663-2560.**

### SMBA GOALS for 2008-2009

**We had a great group at our June meeting and we want to thank all who attended and joined in the sessions on the various topics presented. What we came up with is that there is very little to change - we want to continue down the same path and keep working on our established goals. We would like to institute some changes based on some of the ideas that came up in your discussion and you will see these as we progress through the year. As always, the group came up with some great feedback.**

## SMBA Volunteer Hours

### July 2008

### 64 hours

### Society of St. Vincent de Paul

We have committed to 80 hours of volunteer work from our members. We have several members who have already volunteered their time at the Food Pantry on Fish Hatchery Road. This is an opportunity to work directly with low-income people. The Pantry needs volunteers to stock the pantry and host the customers. If you are interested **call 442-9878 to speak with the Volunteer and Member Development Coordinator**, and ask to attend the next volunteer information and orientation session. Hours of operation: Monday, Tuesday & Friday 11am-3pm; Thursday 3pm-7pm; Saturday 10am-noon. See map. Be sure to relate that you are with the South Metropolitan Business Association so we get credit towards our 80-hour commitment.

We would like to give special thanks to Brad Prohaska and his staff at Park Bank – Park Street office. Brad and his staff volunteer 8 hours per week at the Food Bank on a regular basis. They are really contributing to our commitment. Keep up the good work, ladies and gentlemen!

### Donations

The SMBA Board of Directors approved a \$150.00 donation to the 2008 Streetball & Block Party to be held on Saturday August 9th at Penn Park. SMBA has been a long-time supporter of Johnny Winston Jr's Streetball & Block Party which is held annually on the City's south side.

If you or your business would like to donate to this neighborhood event, please make your check out to and send to:

**“Kujichagulia-MCSD, Inc.”**  
**c/o 2008 Streetball & Block Party**  
**502 Traveler Lane**  
**Madison, WI 53718**

### Welcome to our new Administrator

We would like to welcome Shelley Reynolds as the new SMBA Administrator. Shelley is now in the process of taking over this position and will be introduced to the general membership at the July meeting. Shelley's business, Showcase Home Stagers, does home staging and room redesign. She had attended several meetings as a guest of SMBA member Julie Haberkorn of Great Wisconsin Credit Union and was looking for a group to get involved with. We are fortunate that she chose our business association. We wish her a warm welcome.

Shelley and I have started working together and will try to make the transition as smooth as possible. We can both be reached via email at [smba@smba-Madison.org](mailto:smba@smba-Madison.org). Jean Vogel

### 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@smba-Madison.org](mailto:smba@smba-Madison.org)) 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 2008-2009 were mailed in June. Payment was due by June 30, 2008, so if you haven't sent in your check, please do it now. For members who joined mid-year, the dues are prorated to take you to the end of the coming year, May 31, 2009. The \$120.00 annual membership dues include eleven monthly meeting lunches with quality speakers, twelve monthly newsletters and the Business Expo.

## Mark Your Calendar

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

**When:** Thursday, July 17, 2008  
 Noon - 1:15PM

**Speaker:** Paul Fanlund,  
 Editor,  
 The Capital Times

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 2008. Why not jot these on your new calendar today?

August 21, 2008 –  
 Roger Rathke, SCORE –  
 “Counselor’s to America’s Small  
 Business”

September 18, 2008 -  
 Sandy Lampman, Vice President,  
 HospiceCare Foundation

October 16, 2008 –  
 Dan Nerad,  
 Superintendent of Schools, MMSD

November 20, 2008 – TBD

December 18, 2008 -TBD

**SMBA** South Metropolitan  
 Business Association

P.O. Box 259893  
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