



## NEXT MEETING! 06/21/07



*When:* Thursday, 06/21/07  
*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 6/19/07 [www.SMBA-Madison.org](http://www.SMBA-Madison.org)



### This Month's Meeting...

**1. Notice of annual meeting.** The association shall hold an annual meeting of the membership in June of each year. Said annual meeting shall be for the purpose of electing directors for the following year and the transaction of such other business as may properly come before the membership. Any business of the Association may be transacted at any annual meeting without being specifically designated in the notice, except such business as may be specifically required by the statutes or by the Bylaws to be stated in the notice of meeting.

**2. Election of new Board Members.**

**3. Direction of SMBA over the 2007-2008 year.**

**4. Bring your input for the 2007-2008 meetings.** We will be setting up the agenda for the entire year and are seeking your ideas now for speakers, topics of interest and suggestions for meeting our goals.

### Board of Directors

The Nominating Committee has two members who are interested in continuing their participation on the Board of Directors. Mike Flynn, Monona State Bank, has completed his term on the Board and seeks to be placed on the slate of candidates for the 2007-2010 term. Rick Welsch, Wegner CPAs & Consulting has just completed the term of former Board Member Pablo Sanchez, is currently serving as Treasurer and seeks to be placed on the slate of candidates for the 2007-2010 term. The Nominating committee has two members who are interested in being on the Board of Directors: Jean Acker, M & I Bank and Gail Niesl, Clarion Suites. They both seek placement on the slate of candidates for the 2007-2010 term.

As we mentioned last month, Karen Johannsen resigned her position on the Board. The Board approved her replacement at the June board meeting. Jason McCaffrey of Hausmann-Johnson Insurance Co.

### 2006-07 Officers & Board of Directors

Rob Waterman President <a href="mailto:rwaterman5615@charter.net">rwaterman5615@charter.net</a>	Edward Jones Investment	271-5100
Mike Flynn Past President <a href="mailto:mflynn@mononabank.com">mflynn@mononabank.com</a>	Monona State Bank	223-5148
Jim Mankowski Secretary <a href="mailto:jbmppc@chorus.net">jbmppc@chorus.net</a>	JBM Patrol and Protection Corporation	222-5156
Rick Welsch Treasurer <a href="mailto:rick.welsch@wegnercpas.com">rick.welsch@wegnercpas.com</a>	Wegner LLP CPAs & Consulting	442-1958
Gary Waldhart <a href="mailto:garyw@ams-mad.com">garyw@ams-mad.com</a>	Auto Marketing Services	274-7400
Jim Garner <a href="mailto:jimg@sergenians.com">jimg@sergenians.com</a>	Sergenian's Floor Coverings	663-2520
Bill DiCarlo <a href="mailto:dicarlo@co.dane.wi.us">dicarlo@co.dane.wi.us</a>	Alliant Energy Center of Dane County	267-3982
Betsy Jenkins <a href="mailto:Betsy.Jenkins@iyparty.com">Betsy.Jenkins@iyparty.com</a>	It's Your Party, LLC	845-3450
Sean O'Rourke <a href="mailto:sdo@alexandercompany.com">sdo@alexandercompany.com</a>	Alexander Urban Commercial	268-8116
Jason McCaffrey <a href="mailto:jason.mccaffrey@hausmann-johnson.com">jason.mccaffrey@hausmann-johnson.com</a>	Hausmann-Johnson Insurance Co.	257-3795

has agreed to fulfill Karen's term on the Board through May of 2008. We welcome him and thank him for his willingness to serve on the Board.

### Membership Dues

Membership renewals for 2007-2008 will be mailed this month. 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.

## Update from Lindsey Lee, Chair, Park Street Partners

I am very pleased and happy to pass on the news that Meriter Hospital has hired Melissa Huggins to work for them as a lead planner and development specialist. Her official job title is "Senior Associate, Planning and Business Development." For Meriter Hospital, this hiring decision is a real coup. As we all know, Mel is a "can do" person who is the epitome of competence.

For our Park Street community, this news is recognition of the work that has been going on for many years now by those dedicated to improving the south side. As we all know, Melissa has dedicated herself as a private citizen to the betterment of the Park Street and adjoining communities with great energy and skill.

Melissa is replacing Liz Schumacher who is taking a position with the hospital at Northwestern University. While it is disappointing to see Liz leave

Madison, it is obviously very satisfying to see her replaced with another person who is highly dedicated to Park Street and its neighborhoods.

## Identity Theft: The Small Business Time Bomb

Our May meeting presenter, Dr. Joe Campana, had some great information to share with the group. As he stated at the meeting, "a mosaic of complex and often confusing identity theft, privacy, and information security laws has evolved in recent years. These state and federal laws place the responsibility for non-public personal information squarely on the shoulders of employers, businesses, and other enterprises with hefty fines, liability, and even imprisonment for violations. The consequences of privacy breaches to businesses can be even more insidious than to the consumer in terms of public trust and consumer relations. Some businesses have already suffered irreversible setbacks as the result of information breaches."

In his presentation, Joe explained the laws that apply and presented best business practices expected under the law. He has graciously allowed us to share his presentation with all SMBA members. You can go to:

[www.JCampana.com/May07/frame.htm](http://www.JCampana.com/May07/frame.htm) to view the slide show. Also check out: [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) for some very detailed information on this topic for individuals and for businesses including guidance on what to do if there is a breach at your business.

## 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 members and their representatives:

**ERA Kraus – Real Estate  
Raquel Shoemaker-Allen**

**Kitchen Hearth – Food Service –  
Catering and Wholesale  
Mike Adix**

# Mark Your Calendar

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

**When:** Thursday, June 21, 2007  
Noon - 1:15PM

**Speaker:** Annual Meeting with Board  
of Director Elections

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:

July 19, 2007 – Mike Felker, Strand Associates and Brad Hutter, Mortenson Investment Group on their new developments

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

P.O. Box 259893  
Madison, WI 53725-9893  
[www.SMBA-Madison.org](http://www.SMBA-Madison.org)

# \*\*\*OFFICIAL BALLOT\*\*\*

A quorum is required so if you are unable to attend the annual meeting complete the proxy form and fax it to 663-1396 or mail it to:

Jim Garner  
c/o Sergenian's Floor Coverings  
2805 W. Beltline Highway, Madison, WI 53713

## ELECTION OF BOARD OF DIRECTORS AT ANNUAL MEETING JUNE 21, 2007

		FOR	AGAINST
Jean Acker	M & I Bank	<input type="checkbox"/>	<input type="checkbox"/>
Mike Flynn	Monona State Bank	<input type="checkbox"/>	<input type="checkbox"/>
Gail Niesl	Clarion Suites	<input type="checkbox"/>	<input type="checkbox"/>
Rick Welsch CPA	Wegner CPAs & Consulting	<input type="checkbox"/>	<input type="checkbox"/>

The undersigned member (or authorized agent of a business member) of South Metropolitan Business Association, do hereby cast my vote(s) as checked above or constitute and appoint James Garner as my true and lawful attorney, with power of substitution, to represent me at the meeting of the Association on June 21, 2007 or at any adjournment thereof, with the right of vote and to exercise all the powers that undersigned may possess if personally present for the purpose of Election of Board of Directors .

Print Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Signature: \_\_\_\_\_