

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

### 2004-05 Officers & Board of Directors

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Amy Hansen ahansen@magnapubs.com	InBusiness Magazine	204-9655
Darryl Linder DC doctordtl@charterinternet.com	Luedtke Storm Mackey Chiropractic	271-7323

found most valuable about the conference, the comments centered mostly around "positive" feelings for supporting and promoting the small business community. Others found great networking opportunities with other business owners and city officials.

When asked if the Small Business Advisory Council should hold additional conferences, only 3% said no. Participants suggested topics for the next conference could include health care, financing, and political issues.

The SBAC will be discussing the information received about the conference and try to determine if additional conferences are feasible and appropriate. Obviously there are many challenges in putting on this type of event, including logistics, cost and time commitments. We will send future correspondence to find out if others are interested in volunteering to help plan and put on additional sessions.

Thanks for everyone's hard work and involvement.

Jim Garner, Chair  
Small Business Advisory Council

## NEXT MEETING! 3/17/05

**When:** Thursday, 3/17/05  
**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. 3/15

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### This Month's Meeting...

#### Alder Candidate Forum

#### District 13 Candidates

Sarah King  
Isadore Knox, Jr.

#### District 14 Candidates

Tim Bruer  
Ann Marie Kittel

This month's meeting will be a forum for aldermanic candidates from Districts 13 and 14, moderated by SMBA Past President Joe Campana. The forum is sponsored by SMBA.

**Date:** Thursday, March 17, 2005  
**Location:** Coliseum Bar and Restaurant  
**Time:** Noon to 1:15 PM (Lunch will be served)  
**Cost:** Free to SMBA members – one per company \$10.00 fee to all non-SMBA members and \$8.00 for additional individuals from member businesses  
**Moderator:** Joe Campana, Past President South Metropolitan Business Association

We encourage you to bring fellow staff and invite other business people to this forum. Let's show the concern of the business community for the outcome of

this election and how important the Alders are to our south side area.

RSVP to Jean Vogel via e-mail at [jeanv@sergenians.com](mailto:jeanv@sergenians.com) or by phone at 663.2560 no later than Tuesday, March 15<sup>th</sup> at Noon.

### Small Business Conference "Madison and Small Businesses: Working Together for a Healthy City"

The Small Business Conference (SBC) was held February 22, 2005 at the Monona Terrace. It was a collaborative effort of the City of Madison, the Greater Madison Chamber of Commerce, the UW Office of Corporate Relations, and Madison Area Technical College. This gathering was the city's first conference dedicated entirely to the small business community.

Nearly 200 attendees participated in the conference which included workshops on topics such as working with elected officials and city agencies, city purchasing and contracting opportunities, working with neighborhood associations, building local economic vitality, sources of financing, and the new Small Business Advisory Council (SBAC). The session began with a welcome message from Mayor David Cieslewicz and Chamber President Jennifer Alexander. The closing was highlighted by an open forum moderated by Rebecca Ryan.

Of those who completed response sheets, 87% gave a rating of good to excellent on the conference meeting their expectations. When asked what they

**SMBA "POOLS" RESOURCES**

Thank you to all our members who contributed to the pool fund. While we didn't reach our ultimate goal, we were able to collect \$2000.00 from our members and/or the businesses they represent. In addition, the SMBA Board of Directors voted to match donations up to \$1,000.00, making our total donation \$3,000.00 for the new pool.



- Contributing business members are:**  
**AMS – Auto Marketing Services**  
**Joseph and Sharon Daniels**  
**Electric Construction Inc.**  
**Madison United Healthcare Linen, Ltd.**  
**Amy Mickelson-Hansen**  
**Vicki Mussehl**  
**NAI MLG Commercial**  
**Pre-Paid Legal Service**  
**James and Suzanne Scheuerman**  
**Sergenian's Floor Coverings**  
**Strand Associates, Inc.**  
**Vandewalle and Associates**

Donation checks have been sent to the **Madison Parks Foundation**. The SMBA Board of Directors is presenting all donations together so each member and/or business will receive individual recognition in addition to recognition of SMBA as a whole.

Again, thank you for your kind generosity to benefit the Pool Fund.

**Dane County Small Business Awards**

Nominate your favorite businesses for a 2005 Dane County Small Business Award. It's easy and takes just a minute per nomination. Go to [www.uwsbdc.org](http://www.uwsbdc.org)

and click on **Nominate a Business for the 2005 Dane County Small Business Awards** at the top of the page.

Up to 10 companies will receive a **Dane County Small Business Award** at the 23<sup>rd</sup> annual event on Friday, June 3, 2005 at the Sheraton Madison Hotel. The awards celebrate small companies and their owners for the risks they take and the contributions they make to our community. Every nominated company will be asked for a minimal amount of additional information. This information will be used to choose the award winners. Award winners will be chosen by an independent committee. Multiple nominations for a firm are not needed and will have no bearing on choosing award winners.

Nominate your own firm, favorite businesses, customers or suppliers.

**You can nominate more than one company and self-nominations are welcome. The SBDC encourages you to nominate minority and women owned firm and businesses n outlying Dane County locations as well as the Madison Metro area.**

Nominate a business at [www.uwsbdc.org](http://www.uwsbdc.org). *The deadline for submitting nominations is April 8, 2005.*

(Sponsors of the Dane County Small Business Awards 2005 include: Bank One, In Business Magazine, Madison Gas & Electric, Mid-West Family Broadcasting, UW-Madison Small Business Development Center and Wisconsin Business Development (WBD) Finance Corporation.)

**Message from the Board**

As we strive to improve the quality of the benefits to members, we would like the group to consider a few different options for the July and August meetings this year. One option would be to do a business card exchange where members bring brochures, displays, samples, business cards etc. to share with the other members - A great way to showcase your services to the other members. The other option would be to have an open forum for members to get up and talk about their business for 5, 10, 15 minutes – whatever amount of time you would like to take to share information about your business. This is more than the 30-second introduction each member does at the beginning of a meeting. It is your opportunity to shine. Let us know what you think about these ideas. Call Jean at 663-2560 or e-mail your thoughts to [jeanv@sergenians.com](mailto:jeanv@sergenians.com).

**REMINDER**

We will be listing up to 5 member businesses each month in our newsletter. The business will be listed with their name and a 5-7-word description of their business – it could be a list of services you have to offer or a short statement about why members should consider doing business with you. It is up to you!

Send your business name and description to Jean Vogel via fax to (608) 663-1396 or via e-mail at [jeanv@sergenians.com](mailto:jeanv@sergenians.com). We do the member listing rotation on First Come, First Served basis, so send your info now!

 <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>

**Mark Your Calendar**

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

**When:** March 17, 2005  
**Where:** Coliseum Bar and Restaurant  
**Time:** Noon - 1:15 p.m.  
**Speaker:** Aldermanic District Candidate Forum

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 2005:

April 21, 2005  
*StoryBook Presentation by Park Street Partners*  
 May 19, 2005  
*Darrel Bazell, 100 Black Men of Madison*  
 June 16, 2005  
*Annual Meeting*

July and August - Summer Break  
 September 15, 2005  
 October 20, 2005  
 November 17, 2005  
 December 15, 2005