

NEXT MEETING! 3/20/08

When: Thursday, 3/20/08
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 Jean Vogel @ 273-6300 x160 or smba@SMBA-Madison.org by Noon on Tuesday 3/18/08

2008 Officers & Board of Directors

Rob Waterman President rwaterman5615@charter.net	Edward Jones Investment	271-5100
Mike Flynn Past President mflynn@mononabank.com	Monona State Bank	223-5148
Jim Mankowski President Elect jbmppc@chorus.net	JBM Patrol and Protection Corporation	222-5156
Rick Welsch Treasurer rick.welsch@wegnerpcas.com	Wegner LLP CPAs & Consulting	442-1958
Gary Waldhart garyw@ams-mad.com	Auto Marketing Services	274-7400
Jim Garner jimg@sergenians.com	Sergenian's Floor Coverings & Consulting	663-2520
Bill DiCarlo dicarlo@co.dane.wi.us	Alliant Energy Center of Dane County	267-3982
Betsy Jenkins Betsy.Jenkins@iyparty.com	It's Your Party, LLC	845-3450
Sean O'Rourke sdo@gdinet.com	ORE Real Estate Services LLC	225-3636
Jason McCaffrey jason.mccaffrey@hausmann-johnson.com	Hausmann-Johnson Insurance Co.	257-3795
Jean Acker jean.acker@micorp.com	M&I Bank	273-5622
Gail Niesl gniesl.clarionsuites@tds.com	Clarion Suites, Madison	284-1234

This Month's Meeting...

BILL GEIST

ZEITGEIST CONSULTING



Bill Geist is the President of Zeitgeist Consulting, a Madison, Wisconsin-based firm specializing in strategic planning, governance, convention center development and legislative issues for convention and visitor bureaus, chambers of commerce, economic development organizations and communities.

He has provided consulting services to over 100 Destination Marketing Organizations since 1995 and is a popular speaker on customer service, trends and marketing across North America. He also hosts the innovative distance learning audio series DMOU, designed for destination marketing and management professionals. He is the author of *Destination Leadership for Boards* and a contributor to *Fundamentals of Destination Marketing*.

Prior to forming Zeitgeist Consulting, Geist served as the President/CEO of the Greater Madison (WI) Convention & Visitors Bureau from 1990-1995. During his tenure, he served as lead spokesperson and co-strategist for the successful public referendum fight to build the Frank Lloyd Wright-designed Monona Terrace Convention Center. He also succeeded in doubling the Bureau's sales and

marketing budget and oversaw the launch of one of the Top 25 Marathons in the nation.

Before moving to the Madison CVB, Geist led the Kankakee County (IL) CVB and landed the first multi-year contract ever awarded for the American Power Boat Association's National Outboard Championships. Prior to his CVB work, he held various management and programming positions with broadcast media in the Chicago area. Geist has served as the President of the Wisconsin Association of Convention & Visitors Bureaus and the Vice-Chairman of the Board of Directors of the Wisconsin Tourism Federation, Vice-Chair of the Wisconsin Governor's Council on Tourism and a Board member of the Illinois Council of Convention & Visitors Bureaus. Geist holds an Executive MBA from the University of Wisconsin and a Bachelor of Arts degree in Political Science from Kenyon College.

Economic Development Draft Plan Review Sessions

The City of Madison is in the process of developing a Strategic Economic Development Implementation Plan to guide their efforts over the next 3-5 years. The plan can only be as good as the ideas provided. Please take an opportunity to meet with our consultant, Mr. Tom Ticknor, to discuss your thoughts on the draft of the plan. A quorum of the Economic Development Commission and/or the Common Council may be present and in attendance at these sessions.

When: Tuesday March 25, 2008

Where: Wisconsin Studio in the Overture Center, 201 State St.

Session #1 – 8:30-11:00 am
 Session #2 – 1:00-3:30 pm
 Session #3 – 6:30-9:00 pm

A draft of the City's 3-5 Year Strategic Economic Development Implementation Plan is now available online at:

www.cityofmadison.com/business/obr.

Your questions, comments and suggestions regarding the draft version of this plan would be greatly appreciated. Please share your feedback at one of the scheduled draft plan review sessions. Each session will be the same, beginning with a short introductory presentation followed by an opportunity for discussion with the City's consultant, Mr. Tom Ticknor. Please attend the session that is most convenient with your schedule.

At any time your comments and suggestions are welcome via email at obr@cityofmadison.com or by calling the City of Madison Office of Business Resources at 267-8721.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this workshop, please call 267-8721 at least three business days prior to the meeting.

Support for these sessions made possible by Madison Gas and Electric.

Dane County Small Business Awards – UW Small Business Development Center

Nominate your favorite business for a 2008 Dane County Small Business Award.

Go to www.uwsbdc.org and in the right hand column under “News & Notes” click on: *NOMINATIONS OPEN 2008 Dane County Small Business Awards.*

It’s easy and takes just a minute per nomination.

- Self-nominations by owners and employees are encouraged
- Nominations of minority and women-owned firms are encouraged
- Nominations of businesses in outlying Dane County locations as well as Madison are encouraged
- You can nominate more than one company

Up to 10 companies will receive a Dane County Small Business Award at our 26th annual event held on June 13, 2008 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.

For complete award information including criteria, history and award process go to <http://www.uwsbdc.org/DCSBAabout.htm>

Society of St. Vincent de Paul

We have committed to 80 hours of volunteer work from our members. We have several members who, since our November announcement, 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. Be sure to relate that you are with the South Metropolitan Business Association so we get credit towards our 80-hour commitment.



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:

Baer Insurance Services, LLC – Financial Services and Insurance
- Bill Mowbray

Fiduciary Real Estate Development Inc. – Property Management
- Lynn Borchert and Kelly Diallo

LearningRx – Educational Services
- Connie Nadler

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.

Mark Your Calendar

S.M.B.A. MONTHLY MEETING SCHEDULE

When: Thursday, March 20, 2008
Noon - 1:15PM

Speaker: Bill Geist,
Zeitgeist Consulting

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?

April 17, 2008 – Mark Clarke,
General Manager, World Dairy Expo

May 15, 2008 – Dr. Frank Byrne,
President, St. Mary’s Hospital

June 19, 2008 – Annual Meeting

July 17, 2008 – TBA

August 21, 2008 – TBA

September 18, 2008 – TBA

October 16, 2008 – TBA

November 20, 2008 – TBA

December 18, 2008 – TBA