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2004-05 Officers & Board of Directors

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Please note the change

NEXT MEETING! 10/20/05

When: Thursday, 10/20/05
Where: Alliant Energy Center
Time: 7:30 - 9:15 a.m.
Format: 7:30 a.m. - 8:00 a.m. Registration & Continental Breakfast
 8:00 a.m. - 9:15 a.m. Presentation

RSVP to Angela Kinderman at akinderman@fitchburgchamber.com
 or call 288-8284 by 10/18/05

This Month's Meeting...

Chris Lytle, Apex Performance Systems

Presents: **How to Build Relationships Your Competitors Can't Steal**

Repeat business and referrals increase profits for your business. Learn how to generate more of both in this fast-paced, highly detailed presentation. What too many salespeople call "relationship building" is merely the passage of time. Discover how to grow and strengthen relationships with your company's key customers.



From the program outline:

- What buyers really want from salespeople
- *The Chart*—How to take your relationships to the "next level"
- The 3 secrets of success
- Understanding the "game within the game" of selling
- The missing metrics: The three most important things to measure to improve your company's sales efforts
- The secrets of motivation that motivational speakers don't speak about

If any of the following achievements is on your list of goals, plans or objectives for the balance of this calendar year, attending this special session will be the jump-start you need:

- Developing a sales force that is proactive instead of reactive?
- *Creating more new business with an organized, predictable and measurable approach to the marketplace?*
- Having a measurable and repeatable way to approach, present to and engage new customers?
- *Having every salesperson "on message" and using the same sales process to gain repeatable sale results.*

Meet speaker/author Chris Lytle. Lytle wrote *The Accidental Salesperson: How to Take Control of Your Sales Career and Earn the Respect and Income You Deserve*. Tribune Media Services named it one of the top ten career books of 2000. Five years later, Lytle has made performing *Sales Pipeline Angioplasty* his new mission and mantra. Lytle's message will get you laser-focused on what really matters in moving the sales needle for your company.

"Sales success is no accident."



Park Street Flower Gardens

Help prepare flower gardens in the Park Street median! Join your neighbors from Greenbush, Bay Creek, Burr Oaks, and Brams Addition to add beauty to Park Street. We will spread compost and mulch to prepare four gardens for planting next spring.

Wear work clothes and bring gloves, a garden rake, a hoe and a pitchfork (if you have them).

Date: Saturday, October 15, 2005

Time: 1-3 PM

Location: Meet at the Southside Farmer's Market site (corner of Park Street at W. Wingra Drive)

RSVP: Will Warlick, 608-770-1043

This event is sponsored by Park Street Partners. (Rain Date will be Sunday, October 16, 2005.)

Park Street Design Public Information Meeting

The design and engineering firms of SEH and ZD Studios were hired as consultants to complete the streetscape plan for South Park Street between Chandler Street and Hayward Drive. This part of Park Street has a very lively business section and is an important asset to the adjacent neighborhoods. It is also part of a prominent gateway to the UW-Madison, downtown Madison, and an emerging bio-medical corridor. Plan to join us:

Date: Thursday, October 20, 2005

Time: 5:30 pm to 7:30 pm

5:30pm Doors Open

6:30pm Presentation by consultants

7:00pm Discussion

Location: St. Mary's Hospital, Assembly Hall (Bay 6 on Lobby floor)

It is important for area businesses and neighborhood residents to attend this Public Information Meeting because the proposed streetscape design will set the tone for the rest of Park Street.

For more information: Contact Archie Nicolette at anicolette@cityofmadison.com

Neighborhood Roundtable – Mark Your Calendar

The City of Madison, with sponsorship from Madison Gas and Electric, is hosting a Neighborhood Roundtable on Saturday, November 5, 2005 at Warner Park Community Recreation Center. This half-day event will occur from 8:30 a.m.-12:00 p.m. Mayor Dave Cieslewicz will kick-off the event with a lively discussion about neighborhoods and their role in the changes facing Madison's economy, housing, safety, and livability.

Detective George Chavez, Madison Police Department, is tentatively schedule to lead discussions on how neighborhood leaders can help improve the safety and livability of Madison neighborhoods. This is an opportunity for neighborhood leaders to better understand the issues, develop strategies and share their experiences on the issues of neighborhood safety, especially with respect to crime within their neighborhoods. Other discussion topics are still being planned.

For more information, contact Marques Jackson, Department of Planning & Development, at 267-8725, Ext. 308 or Email at mjackson@cityofmadison.com.

Madison Gas and Electric Company's sponsorship provides for attendance at this event free of charge. Please encourage neighborhood leaders to attend this event. Registration materials will be distributed in the next couple of months.

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 South Metropolitan Business Association	P.O. Box 259893
	Madison, WI 53725-9893 www.SMBA-Madison.org

Mark Your Calendar

S.M.B.A. MONTHLY MEETING SCHEDULE

When: October 20, 2005

Where: Alliant Energy Center

Time: 7:30 a.m. - 9:15 a.m.

Speaker: Chris Lytle
Apex Performance Systems,
Co-Sponsored with M G & E
and Fitchburg Chamber of
Commerce

Please Note: This is a breakfast meeting at the Alliant Energy Center from 7:30AM - 9:15AM

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:

November 17, 2005

Jennifer Alexander, President
Greater Madison Chamber of
Commerce

Facilities Planning and
Management

January 19, 2005

SMBA Business Expo 4-7 PM at
Coliseum Bar and Restaurant
Please Note the time change.

December 15, 2005

Al Fish, Associate Vice Chancellor
of Academic Staff UW Madison –