

NEXT MEETING! 9/15/2011

When: Thursday, 9/15/2011
Where: The Coliseum Bar and Banquet, Upper Floor
Time: Noon – 1:15 pm
Format: 12 Noon Lunch
 12:15 - 1:15 Announcements
 Open Discussion and Speaker

Please RSVP to Jodi Fisher at smba@SMBA-Madison.org
 by Noon on Tuesday 9/13/2011

2010-2011 Officers & Board of Directors

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This Month's Event...

Sue Kaestner, The Widget Source QR Codes For Business: What, How, and Why?



The proliferation of smartphones and other mobile computing devices has brought with it a second proliferation: the Quick Response (QR) code. QR codes present an interesting opportunity for organizations to reanimate their interaction with consumers on a more personal level. The WIDGET Source will provide you with a brief history of QR codes, outline the actions that can be embedded in the tags, show you how to create them, suggest ways they can be integrated into your marketing and sales efforts, and offer some helpful hints when using them.

The WIDGET Source is the offspring of a special events company established in 1983 by Sue Kaestner and a fellow refugee from Wisconsin politics. Needing “stuff” with logos for their clients, the company quickly morphed into selling promotional products. Today, Sue and her merry band of widgeteers strive to help clients effectively communicate their message to their target audience, connecting the dots to help everyone have that “a-ha” moment when it suddenly all makes sense. Sue succeeds at this by looking at the big picture before

diving into the swirl of finding that perfect widget for each situation. Her company’s portfolio includes small and large businesses, not-for-profit organizations, and government agencies located locally, state-wide and nationally, and products that range from one-of-a-kind to too-many-to-count.

Todd Toussaint is a techno-geek at heart who has worked for software companies, in the IT department of businesses, and for desperate people facing computer problems. His goal has been to help people harness the power of technology for good, not frustration. He joined The WIDGET Source in 2001 and today is responsible for daily operations, all technology and everything that no one else either can or wants to do. He also spent 22 years as a volunteer firefighter, retiring in January 2011 as a captain in Fitchburg. He never rescued a cat from a tree.

Parking At the Coliseum Bar & Grill

We know that parking has been an issue at our member meetings, so we talked with management at the Coliseum. Please note that you may park at the small bar next door (Wonder Bar), and we have also been given special permission to park in the WPS lot, also next door. This should give you more options and should hopefully alleviate issues in the future.

continued

Business Bios Wanted

The SMBA would like to further promote each and every business member! Along with the networking opportunity every month, your business link on our new website and the introductions every month, we’d like to highlight your business in our monthly newsletter. Every Month, two businesses will be spotlighted and we need volunteers. Please provide a written bio to the SMBA at smba@smba-madison.org or bring it with you to the monthly meeting!

Spotlight On Business

Act Telecom, Inc.



Diane Reiner is currently President and Owner of Act Telecom, a business telecommunications consulting firm.

Act Telecom works with business clients to find the right business telecommunications, data, internet, conferencing and mobility solutions. Diane is a management professional with over 30 years of management, marketing, and telecommunications experience. Diane holds a Marketing degree, Paralegal certificate and is Six Sigma Yellow Belt certified. She is a member of the Forward Janesville and Monona Chambers, South Madison Business Association and is the Founder/Visionary for the Business Referrals 4 Women group.



Juice Plus+ Whole Food Nutrition

My name is Christine Harvey. For the past 6 years I have been sharing the wonderful health benefits of Juice Plus+ whole nutrition. Juice Plus+ is whole food based nutrition from 17 different fruits, vegetables and 2 grains. It is because of all the research and our understanding of how oxidative stress affects the cells of our body, my husband and I decided to include Juice Plus+ in our diet. Less health problems down the road could mean less health care costs down the road.

Experts agree that fruits and vegetables

are an important part of a healthy diet and lifestyle. The recommended serving of fruits and vegetables are 7-13 per day. Very few of us can do that. From the beginning, Juice Plus+ has attracted attention and support from medical doctors and other health professionals. Clinical studies on Juice Plus+ are published in peer-reviewed medical journals—including The Journal of American College of Cardiology. It is the most thoroughly researched name brand nutritional product on the market today. Detailed information for research is available on my website www.charveyjuiceplus.com

Juice Plus+ is a virtual franchise business opportunity, with no large investment or overhead. I love what I do, helping people change their life for the better and teaching others to do the same.

SMBA Donations

The SMBA prides itself on donating time and money to local organizations geared towards helping our community. The Board of Directors is happy to review any organizations or events that the SMBA can provide donations monetarily or by promoting volunteerism. Please send your ideas to smba@smba-madison.org.

This spring we made donations to the following organizations/events:

South Madison National Night Out

Quarterly Gift Drawings!

Thank you for completing the Comment Form at each of our monthly meetings. These forms help us continue to provide the best topics and speakers for the

SMBA. Your input, ideas and suggestions are very important to help the SMBA grow and continue to be one of the largest business organizations in the Madison area.

In appreciation of your continued input and support, we provide a quarterly drawing of all the 'Comment Form' participants! Please continue to complete the forms each month for a best chance of winning!!

Monthly Drawing Gifts Needed

We are in need of member businesses to donate gift cards or other small gifts (\$20-\$25 value) for drawings at our member meetings. If you would like to promote your company and generously donate to our group, please either let the greeter at the next member meeting know, or email Jodi Fisher at smba@smba-madison.org!

This month's drawing will be a free 25 minute massage from Peak Performance Massage!

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) 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 email us your information today. You must be a member in good standing to be listed.

S.M.B.A. MONTHLY MEETING SCHEDULE

Upcoming Monthly Speakers

9/15/2011	Sue Kaestner, QR Codes For Business: What, How, and Why?
10/20/2011	Mayor Paul Soglin
11/17/2011	Deb Archer, Greater Madison Convention & Visitors Bureau
12/15/2011	TBD
1/19/2012	Annual SMBA Business Expo
2/16/2012	Christy Bachman, City Engineer, Fish Hatchery Rd construction and interchange reconstruction
3/15/2012	Aaron Olver, Director of the City's Economic Development Division

SMBA meetings are held on the third Thursday of every month at The Coliseum Bar & Banquet from 12:00 Noon to 1:15 pm unless otherwise indicated in the newsletter.

SMBA South Metropolitan Business Association

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