



NEXT MEETING! 11/17/2011

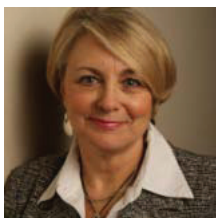


When: Thursday, 11/17/2011
Where: The Coliseum Bar and Banquet, Upper Floor
Time: Noon – 1:15 pm
Format: 12 Noon Lunch
 12:15 - 1:15 Announcements
 Open Discussion and Speaker

Please RSVP to Jodi Fisher at smba@SMBA-Madison.org
 by Noon on Tuesday 11/15/2011



This Month's Event...



Deb Archer, Greater Madison Convention & Visitors Bureau

The value of tourism and the economic development that tourism brings to our community

Deb Archer has been President & CEO of the Greater Madison Convention & Visitors Bureau (GMCVB) since 1995. In 2010 she also assumed executive leadership responsibilities for the newly formed Madison Area Sports Commission (MASC). Archer leads a team of 25 full-time staff whose mission is to grow our area's economy thru tourism. Visitors contribute over \$1 billion annually to Dane County's economy and support over 20,000 jobs.

Recruited to be the GMCVB's first VP of Convention Sales in 1994, Archer had been serving as Associate Director of Sales at the Kansas City CVB for 7 years. Prior to Kansas City, she was Executive Director of the Park City Utah Convention & Visitors Bureau and Chamber of Commerce. During her tenure with Kansas City, she led the Kansas City's bid to host the Democratic National Convention and was their highest producing sales executive for five years. While in Park City, she served on the founding board of the Park City/Sundance Film Festival and was involved in two bids to host the Winter Olympics and served as the Vice Chair

of the International Winter Special Olympic Games, held in Park City.

Archer is a Certified Destination Management Executive thru Purdue University. She holds a BA from Michigan State University's Hotel School. Archer currently serves on the Board of Directors of Thrive, is the past chair and continues to serve on the Governor's Council on Tourism and the WI Association of Convention & Visitors Bureau Board of Directors. She has served as Past Chair of the CVB's international trade association's Foundation and on their Board of Directors. Archer is also a member of Tempo Madison and Downtown Rotary. A native of Libertyville, IL, Deb lives in Cross Plains with her husband, Dean. Their daughter, Jenna, attends University of Wisconsin-La Crosse. Deb enjoys fitness walking, swimming and yoga.

Spotlight On Business



Peter Cherchian,
Business

Development Manager, Coakley Brothers

Peter has been with Coakley Brothers for three years. He develops and manages

2011-2012 Officers & Board of Directors

Rick Welsch President rick.welsch@wegnercpas.com	Wegner LLP CPAs & Consulting	442-1958
Jim Mankowski Past President jbmppc@chorus.net	JB M Patrol and Protection Corporation	222-5156
Joe Campana Treasurer campana@JCampana.com	J. Campana & Associates LegalShield	241-3500
Brad Prohaska Secretary bprohaska@parkbank.com	Park Bank	283-6891
Rob Waterman rwaterman5615@charter.net	Edward Jones Investment	271-5100
Mike Flynn mflynn@mononabank.com	Monona State Bank	223-5148
Gary Waldhart garyw@ams-mad.com	Auto Marketing Services	274-7400
Jim Garner jimg@sergenians.com	Sergenian's Floor Coverings	663-2520
Bill DiCarlo dicarlo@co.dane.wi.us	Alliant Energy Center of Dane County	267-3982
Gail Niesl gm@clarionmadison.com	Clarion Suites, Madison	284-1234
Susan Thomson susanthomson@actioncoach.com	ActionCOACH Business Coaching	821-0723
Tara Ingalls tara@tingalls.com	Tingalls Dzyn	268-5525

projects for Coakley Brothers Services which include: Commercial Moving and Corporate Relocation, Office Furniture and Systems Installation and Warehouse/ Distribution, FFE, and New Product Distribution. Peter has successfully managed a range of projects from small office moves, to the relocation of hospitals, schools, and libraries. Coakley Brothers has the processes to plan, manage and execute your next project, while keeping your economic viewpoint in mind.

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

Tara Ingalls, Tingalls Dzyn



Tingalls Dzyn is a graphic design firm providing logo, print,

tradeshow and website design services. With 10+ years experience, Tingalls is the agency-alternative for eye-catching, affordable branding in five days or less.

Read more about Tingalls Dzyn and view samples of our work at www.tingalls.com.

Also, check out the Tingalls Giving Tree, graphic design for non-profits! <http://www.tingalls.com/givingtree/>

Joe Campana, LegalShield



LegalShield gives you the ability to talk to an attorney on any business or personal legal matter without worrying about high hourly costs. For one low flat monthly fee, you can access legal advice and many other legal services, no matter how traumatic or trivial the issue.

LegalShield, a nationwide service, offers business legal plans specialized for the small business owner. LegalShield family legal plans are a popular voluntary employee benefit. Last year LegalShield received 2.1 million requests for services. The top five consumer requests for service were real estate, consumer finance, family law, estate planning and traffic issues. LegalShield also has the premier identity theft risk management service for adults and for children. To learn how LegalShield can help you grow and protect your business, and how affordable it is for your business and employees, contact independent associate Joe Campana (campana@legalshield.com) or visit www.legalshield.com/hub/campana.

Fee Increase

SMBA Membership has been recognized by many members as "the best deal in town." Your SMBA Board of Directors has worked hard to provide the best value for your investment as a member.

The Board of Directors has been able to freeze membership dues for several years despite steady increases in catering, other services and operational expenses.

However, due to the most recent cost increases, the membership dues will increase to \$160 per year. The \$160 fee equates to a \$13.33 monthly charge for the meal, drink, sales tax, and gratuity which continues to represent an unbeatable value for our participating members. In addition to the one member lunch each month, the dues also include an exhibit space at the annual SMBA Business Expo.

The non-member lunch fee is \$20 per person. Members may bring additional associates from their place of business and first-time guests that would like to sample an SMBA membership meeting for \$15 per person. The new fees are effective immediately.

Existing members who have already paid their dues will see their dues increase when we mail the June 2012 invoices. No other adjustment will be necessary.

New members who join after November 1, 2011 will be charged the \$160.00 now and will be billed a pro-rated portion on the June 2012 invoice. Example: If a new member joins in December 2011, they would pay the \$160.00 membership dues. Their June 2012 invoice would be \$80.00 since it would be pro-rated for the year already paid.

Although we regret having to increase the membership fees, we hope you understand our dilemma. The SMBA Board of Directors would like to again thank you for your support and participation in our organization's success and hope you continue to find value in our quality speakers, monthly programs, and networking opportunities.

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.

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

Expo 2012 Is Here!

We are excited to announce that our 2012 SMBA Business Expo will be held on Thursday, January 19, from 4-7pm at the Coliseum Bar & Grill! Businesses of all types and sizes throughout the Madison Metropolitan Area are invited to participate as exhibitors. SMBA members in good standing will be given priority as exhibitors by pre-registering not later than November 30, 2011.

For details, and to register your booth, please visit our website at <http://smba-madison.org/expo.php>. This is a well-attended event, and with incredible networking, great door prizes, and free food, soda, and beer, you don't want to miss it!

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!

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.

South Madison 2012 Map

The South Metropolitan Planning Council, Inc. (SMPC) and Argus Ventures are developing a map and online directory of the South Madison Area. The map and online directory will promote all businesses within South Madison and without exception all the members of the South Metropolitan Business Association.

In January 2012, they will be distributing 100,000 maps and launching a searchable website (<http://VisitSouthMadison.com>) that will promote and allow every online directory participant to sell products & services online managed by each directory participant. Lastly they will be launching a Visit South Madison Gift Card Program. They will be working hard over the next several months to get this done.

They need a couple things from you:

1. Submit your business contact information into the directory (<http://argusventures.com/southmadison/>)
2. Are you interested in participating as a sponsor or gift card program participant?
3. Can you share this information with your fellow business owners and interested parties?

If you would like to sit down and discuss this project they would be happy to, please contact Daniel Guerra at 608-240-0524 or dguerrajr@ArgusInvent.com.

S.M.B.A. MONTHLY MEETING SCHEDULE

11/17/2011	Deb Archer, Greater Madison Convention & Visitors Bureau
12/15/2011	Mark Richardson, VP of Economic and Workforce Development and Kaleem Caire, President and CEO of Urban League of Greater Madison
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

P.O. Box 259893
Madison, WI 53725-9893
www.SMBA-Madison.org