

NEXT MEETING! 7/16/09

When: Thursday, 7/16/09
Where: The Coliseum Bar and Restaurant
Time: Noon - 1:15 PM
Format: 12 Noon Lunch
 12:15 - 1:15 Announcements
 Open Discussion and Meeting

Please RSVP to Shelley Reynolds @ 957-3135 or smba@SMBA-Madison.org by Noon on Tuesday 7/14/09

2009 Officers & Board of Directors

Jim Mankowski President jbmpc@chorus.net	JBM Patrol and Protection Corporation	222-5156
Rob Waterman Past President rwaterman5615@charter.net	Edward Jones Investment	271-5100
Rick Welsch Treasurer rick.welsch@wegnercpas.com	Wegner LLP CPAs & Consulting	442-1958
Sean O'Rourke Secretary sdo@gdinet.com	ORE Real Estate Services LLC	225-3636
Mike Flynn mflynn@mononabank.com	Monona State Bank	223-5148
Gary Waldhart garyw@ams-mad.com	Auto Marketing Services	274-7400
Jim Garner jim@gsergenians.com	Sergenian's Floor Coverings	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
Gail Niesl gniesl.clarionsuites@tds.com	Clarion Suites, Madison	284-1234
Joe Campana campana@JCcampana.com	J. Campana & Associates	241-3500
Brad Prohaska bprohaska@parkbank.com	Park Bank	283-6891

This Month's Speaker...

Fitchburg Mayor Jay Allen

Jay Allen is currently serving as Mayor of Fitchburg, a community he calls his hometown. Born in Indiana, Jay lived in five states by his 12th birthday, as his father changed jobs frequently. After graduating high school in Crystal Lake, Illinois, he started college at the Milwaukee School of Engineering, in the Electrical Engineering program.

After three years, the idea of doing complex math problems for the rest of his life led Jay to transfer to the UW-Madison, where he switched his course of study to English and History Education. After three years, and upon starting student teaching, the idea of being in a classroom the rest of his life led Jay to end his college career.

In 1993, he was convinced by some friends to run for an open seat on the Fitchburg Common Council. He also was hired by Clyde's Home Appliances as a service technician, and eventually became the service manager. In 1997, the owners of Clyde's decided to close up shop, so Jay started his own company, Appliance Pros, which is now the largest independent appliance service company in Dane County. After serving on the Council for over 7 terms, Jay ran successfully for Mayor in 2009.

In 16 years of public service, Jay has served on nearly every Fitchburg committee, and currently serves as chair of the Plan Commission and as a member of the Community and Economic Development Authority. He recently chaired the steering committee which helped develop the McGaw Park Neighborhood Plan, an aggressive plan which will be a model neighborhood for sustainability in Wisconsin.

Appliance Pros is one of the founding President's Club members of the Fitchburg Chamber of Commerce, and Jay is proud of his company's many contributions to the Fitchburg community. In addition to his work in Fitchburg government, Jay also serves as the president of the Fitchburg Days Committee and is an organizer for Fitchburg's annual Memorial Day Program. He also volunteers for Bratfest, various community cleanup projects, and many other community events.

New Board of Directors Members 2009

Brad Prohaska

Born and raised in Middleton WI, graduated from the University of Wisconsin in 1991 with a degree in Journalism. Previous employment as a Financial Advisor with Morgan Stanley, Personal Banker with AMCORE bank, currently Assistant Vice President, Branch Manager with Park Bank on Park Street. I reside in Cross Plains with my

wife and two children.

Joe Campana

Joe Campana moved to Madison in 1988 to head up an evolving high-tech firm, which was destined to become part of the multinational, Thermo Fisher Scientific.

In 1998 Campana established himself as a business consultant, corporate trainer and sales manager with a focus on the legal services industry. Those experiences led him to found [J. Campana & Associates](#), a firm that specializes in small business security and fraud prevention. J. Campana & Associates offers a range of services that minimize the risks and liabilities that small businesses face with regard to identity theft, information security and fraud. For example, the Campana's firm brings small businesses into compliance with the new Federal Red Flags Rule quickly and inexpensively. J. Campana &

Associates also performs Social Security Number verifications as well as comprehensive background checks on job candidates, officers and directors for organizations of all sizes.

Recently Dr. Campana authored [Privacy MakeOver: The Essential Guide to Best Practices](#), a small business do-it-yourself guide to privacy and information security compliance. Joe is a certified corporate and government information privacy professional and certified identity theft risk manager. He also holds several professional licenses relevant to risk management and investigations. On his spare time, Joe writes as the "[National Identity Theft Examiner](#)" for Examiner.com.

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 summer we have made donations to the following organizations/events:
Greater Madison Safe Community Coalition - National Night Out and **Johnny Winston's 2009 Streetball & Block Party.**

Free Solar System Evaluation

If you want to know if a solar system would work for you, you can use the **FREE** service of the solar agent. The solar agent was hired by the City of Madison to evaluate the solar options on your property for FREE. He also will, if you wish, help you find a contractor, and answer any questions about solar electric or solar thermal (hot water) that you may have.

There are many applications where solar electric makes financial sense for a business. Currently there are programs

that help pay for the capital costs for a system, can pay you for the energy the system generates, plus tax credits for 30% of the cost of the system. For solar thermal, there are many application such as laundry, hotel, medical, restaurant - any business that uses hot water - where solar thermal will save you money over time... so why not have the solar agent do the research for you — for FREE!

All residents, businesses and non-profit organization with property in the City of Madison are eligible for this FREE service.

For assistance from the Solar Agent please contact (608) 243-0586 or email solar@cityofmadison.com

You can also go to this web site for more information:
<http://www.cityofmadison.com/madiSUN>

SBA Arc Loan Program Information Now Available

Information about SBA's new Arc Loan Program is now available through the following site:
<http://www.sba.gov/recovery/arcloanprogram/index.html>.

Please pass along to your organizations as you find appropriate.

IT'S HERE – NEW SMBA WEBSITE!

One of our newest members, Tara Ingalls, owner of Tingalls Dzyn, Inc. has offered her services to design a new website for the SMBA. We're very excited to have a more interactive, updated website. Thank you Tara!

SMBA Needs Your Help!

As you know, the SMBA offers a prize drawing for the monthly attendee's. We have recently run low on these wonderful prizes. The Board of Director's is asking for monthly donations from our members.

It would be a great way to advertise your business to the members!! If you'd like to donate, please contact Shelley Reynolds at smba@smba-madison.org.

Business Bio's 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 business's 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!

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 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

Upcoming Monthly Speakers

8/20 Jerry O'Brien Ex. Director UW Center for Retailing Excellence

9/17 Joe Alexander The Novation Campus

SMBA meetings are held on the **third Thursday of every month from 12:00 Noon to 1:15 pm at The Coliseum Bar and Restaurant, Olin Drive, Madison** unless otherwise indicated in the newsletter.

 South Metropolitan Business Association

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