



August 2005 / **Transportation**

BUSINESS **BEAT**

www.greatermadisonchamber.com

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MOVING AT FULL THROTTLE

Collaborative initiatives strive to increase air travel options

by Sharyn Alden

Several airlines have added Madison flights or rearranged flights to make it easier for Madison business travelers to connect to other hubs. These initiatives are in direct response to travelers' demands, and to input from community leaders eager to increase business travelers' options.

Business leaders say more nonstop direct flights to Madison from hubs throughout the country are crucial to the business community at large, to convention business, business at the State Capitol, and at the university.

Business travelers who fly on a regular basis, as many in Madison do, are eager for more options with greater flexibility. Not only do they want to get to where they're going faster, more economically and efficiently, they know that their customers appreciate the convenience, too.

While Chicago Express discontinued service into Madison earlier this year, the good news is, other airlines have recently added nonstop service between Madison, Dallas, Orlando and Washington D.C., giving business travelers more options.



An inflight look at the Dane County Regional Airport

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MOVING FREIGHT AND PAYING FOR FUEL



by Judy Dahl

Whether it's across town or across the country, businesses use freight-hauling and shipping services to move products and raw materials. *Business Beat* caught up with Mark Russell, operations manager at Madison Messenger Service, to get his perspective on this facet of the transportation industry.

Business Beat (BB): What does your business do?

Mark Russell(MR): We deliver packages in envelopes or boxes—or on pallets—in the Madison area, across the state, and in surrounding states on a demand basis. For example, if a lawyer downtown needs a package delivered to the courthouse, he or she will call us. We offer one-, two-, and four-hour service for jobs like that; we pick packages up at the customer's location and deliver them—80 percent of our business is in town.

To make deliveries, we use passenger cars, small pickup trucks, minivans, cargo vans, and 24-foot

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MADISON AIR TRAVEL

There's no question about it, there's a growing demand for more direct service to more destinations. Charles Hoslet, senior special assistant to the chancellor at the UW-Madison and managing director of the Office of Corporate Relations (OCR), says, "The initiative to increase airline travel options is consistent with the mission of this office to support and work with Wisconsin businesses."

Hoslet says there's sufficient demand for more direct flights. "Attracting more flights to Madison between the East and West



The airport courtyard

coasts along with the southeast corridor is very much in the best interests of Madison business."

From the university perspective, he says there's widespread interest in drawing more air-travel business to Madison. "We have a large campus here," he says. "Staff, faculty and students travel on a regular basis, and the UW Research Park has 107 companies."

Patrick Strickler, director of communications with OCR, adds, "Initiatives to draw more flights to Madison are key to strengthening the economy, and to growing and developing business."



An Allegiant flight takes off

From the airport's perspective

Bradley Livingston, director of Dane County Regional Airport, says the business community has reacted positively to the recent increase in flight options. The airport is working closely with the GMCC and the OCR, among others, to draw more travelers to Madison.

"The chamber has been very helpful in educating people about the growth in Madison," says Livingston. "People may not realize how strong business travel is in our area. About 60 percent of travel from the Dane County Regional Airport is for business; about 40 percent is discretionary travel."

He adds, "The GMCC's efforts are commendable. We're all working toward the same results—to draw even more business travelers to our area."

Airlines weigh in

Northwest Airlines now offers Madison travelers more options for hopping on board. On June 9, the airline launched its seven-day-a-week service from Madison to Reagan National Airport in Washington, D.C. Northwest is the dominant carrier out of Madison with about 35 percent of the market and over 130 flights weekly.

The airline is also increasing nonstop flights between non-hub cities like Madison and other small and midsize destinations. By offering midsize cities nonstop flights,

Northwest hopes to attract travelers who will book Northwest on other flights, even when a nonstop isn't available.

Also on June 9, American Eagle initiated two flights per day between Madison and Dallas, one of the nation's largest hubs.

On May 26, Allegiant Air initiated nonstop service between Madison and Orlando, giving travelers fast, direct service to a popular destination. The new flights operate four times weekly between Dane County Regional Airport and Sanford International Airport in Orlando.

If you're going in the other direction, to Las Vegas, Allegiant also has your ticket. Eric Woodson, director of marketing and sales in Las Vegas, says, "Allegiant has



Inside the Dane County Regional Airport

added Wynn, Caesars and Aladdin to its roster of casino resorts in Las Vegas. There are now 30 hotel partnerships in all."

Continental Airlines is also giving Madison airline customers a boost. On June 4, Continental Express moved its 5:40 p.m. flight to Newark to 6:20 a.m., offering more opportunities for connecting to the East Coast and beyond. And Tracie Combs, manager for Continental Express Madison, reminds business travelers that when you fly the airline's 50-seat regional Embraer jet, you always get what most business travelers want—an aisle or window seat—since there are no middle seats on this aircraft.

At the Newark airport, travelers can connect to Continental's international flights to cities such as Bristol, Hamburg, Belfast, Stockholm, Berlin, and coming in November, Delhi, India.

If you dread long layovers, Combs says you may not realize you can now join the President's Club for \$45 a day (\$375 a year) and enjoy perks like Wi-Fi, showers, and snack bars at all major airport hubs.

She gives the Dane County Regional Airport high marks all around. Recently, discussing the facility with pilots at the airport, she said the airport's appearance and upkeep was far ahead of most international airport facilities. ♦



Something to talk about...

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Business Beat provides a forum where members and partner organizations can share their views on a variety of topics. Opinions expressed are the authors' own, and do not necessarily reflect the views held by GMCC management, staff, or board members.

OUR MISSION – The role of the GMCC is to lead enlightened economic growth, positioning the greater Madison area as a globally competitive place to live, work, play and do business.

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BEHIND THE DOOR

PRESIDENT'S LETTER



Dear Valued GMCC Member:

At the GMCC, our door's always open to you, as our logo, new this year, vividly illustrates. There's

nothing I enjoy more than an opportunity to gather GMCC members together to network, learn from each other—and hopefully have a little fun. That's why the GMCC Annual Dinner is one of my favorite events, and I hope you'll join us this year for the 53rd annual dinner, scheduled for September 12 from 5 – 9 p.m. at the Madison Marriott West.

More than 500 area executives in a past *In Business* magazine survey voted the GMCC Annual Dinner "Best Social Networking Event," and again this year we have an exciting evening lined up for you. Major League Baseball Commissioner Bud Selig is our featured speaker, and we'll unveil an interesting video that showcases our vibrant and increasingly united business community.

In addition to a delicious dinner, you'll enjoy the sounds of the Tony Castaneda Latin Sextet as you bid on fellow members' products and services in the silent auction, and you can purchase raffle tickets for a chance to win fabulous prize packages. More than 1,100 GMCC members and guests attended last year's dinner, and we hope to see even more of you this year.

We extend sincere thanks to the member businesses who have already agreed to sponsor

“MORE THAN 1,100 GMCC MEMBERS & GUESTS ATTENDED LAST YEAR'S DINNER, AND WE HOPE TO SEE EVEN MORE OF YOU THIS YEAR.”

this year's event: Madison Gas and Electric Company and Land's End are platinum level sponsors; Michael Best & Friedrich LLP, Madison Area Technical College, Wells Fargo Bank, Neider & Boucher, SC, and Physicians Plus Insurance Corporation are silver level sponsors. The generosity of our members makes our annual dinner possible.

We're still looking for sponsors. If you can sponsor a portion of the event—in exchange for prime marketing opportunities—or donate a product or service worth \$50 or more for the silent auction or prize packages, just let us know. Not only will you help enliven the evening, you'll gain visibility with your fellow members.

That's what the GMCC Annual Dinner's all about: building awareness of your business, networking with your peers, and, of course, enjoying yourself. Watch for your invitation, coming soon, and join us—the door's open.

Sincerely,

Jennifer Alexander, GMCC president

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GMCC UPDATE

GMCC leaders complete week of intensive leadership training

Jennifer Alexander, GMCC president, Henry Sanders, Jr., VP of public policy and economic development, and Tracy Smull, director of finance and operations, recently completed a week-long professional development program with the U.S. Chamber of Commerce Institute for Organization Management, held June 5-9 at the University of Wisconsin – Madison.

For more than 80 years, associations and chambers have used this U.S. Chamber Institute as a training platform for the professional development of their future leaders. Participants receive training in leadership and organization management competencies, as well as targeted curriculum in membership, technology, and financial management.

Graduates of Institute receive the IOM recognition, signifying completion of more than 90 hours of nonprofit study and dedication to the nonprofit profession. In addition, participants can earn points toward the Certified Chamber Executive (CCE) or Certified Association Executive (CAE) designations.

Chamber Cafe

Don't forget to RSVP for the August 10 Chamber Café, "Professional Presence: What

BEST WESTERN



You Don't Know CAN Hurt You," at the Best Western Inn on the Park on the Capital Square. Did you know that 85 percent of your job success is connected to your people

skills (based on research from Harvard University and the Stanford Research Institute)? Susan Smedley and Amy Grant of The Next Level Training will speak about the essential elements of a positive professional presence, and how you can build a good impression and create client trust. Don't miss this opportunity to address an important component of your business! Registration and networking is from 7:30-8 a.m. and the café is from 8-9 a.m. Please RSVP to Sarah Breckenridge, program and event coordinator, at sbreckenridge@greatermadisonchamber.com or 443-1954 by August 9.

Call to Members: GMCC 53rd Annual Dinner needs you!

We're looking for member donations and sponsorships for the 2005 GMCC Annual Dinner raffle and silent auction, to be held September 12 at the Madison Marriott West. This is the social event for Madison businesses, and this year will be no exception! We're excited to have Major League Baseball Commissioner Bud Selig as our keynote speaker, and are looking for donations of \$50 or more that we'll bundle into packages with other prizes. We're

also seeking major sponsors, who will receive marketing opportunities in conjunction with the dinner. Contact Sarah Breckenridge, program and event coordinator, at 443-1954 or sbreckenridge@greatermadisonchamber.com if you have donations, want to be a sponsor, or have questions.

GMCC/GMCVB Annual Business Social at Henry Vilas Zoo

Join the GMCC and the Greater Madison Convention and Visitor's Bureau for an evening of food, fun and networking at the beautiful

henry vilas



It's our nature™

Henry Vilas Zoo on August 11 from 4:30-6:30 p.m. This will be a fantastic chance to mingle, meet our colleagues in the GMCVB, and catch up with old friends— with Vilas Zoo as the backdrop. There'll be food, fun and of course prizes—so don't miss it! There will be no tables available for brochures, so just bring yourself and your business cards, please.

12@12

"Combating the Impact of eBay on Retail Sales" was the topic for our July 12@12 lunch meeting held at the GMCC. Twelve GMCC small business members came together for an informative and engaging discussion, facilitated by Jim and Marilyn Rice of eXsellera. Thank you to Wipfli LLC, annual underwriters for the

12@12 program, and to Carlos O'Kelly's Mexican Café for sponsoring a fabulous lunch.

On Wednesday, August 3 from noon to 1 p.m. at the GMCC, 12@12 will cover "Strategic Planning for Small Businesses," facilitated by Jonathan Harrison, ARC Associates.

Rebecca Kopf, PR Etc., will facilitate "Public Relations for Small Businesses," on Wednesday, September 7, from noon to 1 p.m. at the GMCC.

12@12 programs are open to GMCC members with 15 or fewer employees and are limited to 12 participants. We send invitations via e-mail three weeks prior to each meeting and hold a drawing from responses sent within 72 hours.

Giving up because your name hasn't been picked? We take into consideration those who have been unsuccessful in getting into past sessions. ♦



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SAVE THE DATE!

Mark your calendar for the 53rd GMCC Annual Dinner, scheduled for September 12 from 5 – 9 p.m. at the Madison Marriott West. Watch for your invitation, designed exclusively for the GMCC by Tingalls Dzyn.



MEMBER NEWS & EVENTS

Events

Every two seconds someone needs a blood transfusion, and the **American Red Cross** faces critical shortages of blood throughout the summer. As a thank you to donors, all those who come to a participating Red Cross donor center or blood drive this summer, will receive a 'Give Blood' awareness band, and a chance to win a trip for two with accommodations to anywhere in the United States. Visit www.redcrossblood.com to find out more. There are two Donor Centers in Madison: West – 4860 Sheboygan Avenue; East – 5133 W. Terrace Drive (in the Johnson Bank building).

Cartridge World owner Amy Barketallah cut the grand-opening ribbon June 10, in what she calls "just the beginning of the SAVE BIG! PRINT HAPPY! movement here in Madison for those tired of spending all their money on new printer cartridges." Barketallah says, "Now there's a place where walk-in customers and businesses both can save money on their printer needs and protect the future of our environment."



Cartridge World's ribbon cutting

On May 19, **Heartland Credit Union** welcomed chamber members to its new administrative office and member service center at 5325 High Crossing Boulevard in Madison. Several GMCC ambassadors assisted the credit union's management and board of directors with the event. Heartland Credit Union is a full-service, financial cooperative offering personal and business services to people in Dane and other counties.



Heartland Credit Union's open house

The GMCC welcomed new member **Land Rover Jaguar of Madison** at its grand opening ceremony on May 20. The celebration featured guest rides through the Land Rover obstacle course,



A Land Rover negotiates the test track



Grand opening guests view vintage Jaguars

live jazz music, and hors d'oeuvres and beverages—including a fountain of chocolate and an extensive wine tasting. Maddi Steinhauer was the lucky winner of a trip to the Land Rover driving school in Montabello, Canada, a prize package worth over \$5,000. In the continued celebration over the weekend, Jaguar aficionados were treated to an exhibit of over 70 vintage Jaguars on Saturday, thanks in part to the Madison Jaguar Club.

George Vitense Golfland is 50! Join us for a celebration on Sunday, August 14, when all activities will cost just \$.50—miniature golf, par 3 golf, the driving range, HiBall (trampoline basketball), WaterWars (water balloon sling-shots), the 24-foot climbing wall, and the batting cages. Enjoy picnic food and live music too.

On Wednesday, June 1, **Big Brothers Big Sisters of Dane County** and **Veridian Homes** celebrated the beginning of the eighth annual Incredible House Raffle, the largest fundraiser for Big Brothers Big Sisters of Dane County. Each year, the event raises enough funds to create and support 632 mentoring matches and carries the organization further toward the goal of providing a mentor for each and every child who wants one. Tickets for the Incredible House Raffle are on sale now. Raffle tickets are \$60 for one, \$100 for two. Only 9,000 tickets will be sold, giving ticket holders a 1:77 chance of winning a prize. Each ticket holder has the chance to win the grand prize - a \$210,000

Veridian Home or \$120,000 in cash - or 116 other cash prizes, ranging from \$100 to \$10,000. The raffle drawing will be held at noon on Sunday, August 7, at Veridian Homes, 6801 South Towne Drive in Madison. Tickets are available via phone, 608-663-HOME, or toll-free at 866-255-6162. For more information, including a complete list of events and sales outlets and official event rules, visit the Big Brothers Big Sisters website, www.bbbsmadison.org.

Stafford Rosenbaum LLP, one of Madison's oldest law firms, hosted open houses in June to celebrate its 125th anniversary, as well as its recent move to the new high-tech, state-of-the-art Network222 building in the heart of downtown Madison. Mayor Dave Cieslewicz and Chamber President Jennifer Alexander joined Bruce Huibregtse, the firm's managing partner, in cutting the celebratory ribbon at the June 8 open house.



The Stafford Rosenbaum ribbon cutting

Innovations and new business

It's an alarming statistic: *Consumer Reports* recently stated that four out of five child safety seats are improperly installed. In response to these staggering numbers, **Smart Motors** in Madison has initiated the Smart Motors' Child Seat Safety Center™. Now anyone, regardless of where and when they purchased their vehicle, can stop in to Smart Motors and have their child safety seat inspected or installed free of charge by a certified safety professional.

Cranberry Creek Casual Café, which opened in February at the corner of Bridge Road and Broadway between South Towne and Monona Drive, has added breakfast on Saturdays and Sundays. Breakfasts include omelets, waffles, specialty egg dishes, hash browns and more. Fresh-baked cinnamon rolls and pecan rolls are also featured. The restaurant combines a "fast casual" atmosphere with sit-down dining and complete lunch and dinner entrees.

Jeff Blake and Russ Kaping have started **Horizon Maintenance and Repair, LLC**. The company will focus on residential, commercial

Continued on Page 6

MEMBER **NEWS & EVENTS** CONTINUED

and income property maintenance, repairs and remodeling. The e-mail address is info@horizonmr.com and the phone number is 608-661-2805.

Plunkett Raysich Architects, LLP (PRA), architect of record, and Nack Construction Consultants (NCC), owner's representative, have announced on behalf of the Boys & Girls Club of Dane County that McGann Construction, Inc. has been awarded the builder's contract for the new Boys & Girls Club Allied Drive Family Center.



Rendering of the future Boys & Girls Club Allied Drive Family Center

Metcalfe's Sentry Foods announces an expanded express delivery service that makes grocery

shopping easier and more convenient than ever before. Building on its corporate goal of "Total Customer Satisfaction. Period.," Metcalfe's all-new *Sentry On-The-Go Express Service* serves the Madison area with home grocery and floral delivery, as well as catering for business, residence and campus events.



A Sentry On-The-Go "freshness-controlled" delivery vehicle

The **Madison Area Technical College (MATC)** District Board voted at its June 8 meeting to adopt the 2005-06 fiscal year budget. The budget of \$169,458,500 includes an estimated mill rate of 1.30446. For every \$100,000 in assessed property value, district property owners will pay \$130.45 in taxes to support MATC, \$.79 less than last year. The estimated mill rate will be adjusted in October based on actual equalized property valuation assessments.

Awards and achievements

For his support of education and early detection of oral cancer, dentist Chris Kammer, **Center for Cosmetic Dentistry**, received the Lifesaver Award from Oral Cancer Foundation, Inc. In June, Kammer was presented with the *Invisalign Premier Provider Award* by Align Technologies in Santa Clara, Calif.

Capitol Bank, an independent, locally-owned and managed community financial institution located at 710 N. High Point Road in Madison, celebrates its tenth anniversary this year.

Wipfli LLP has kicked off a year-long celebration to commemorate 75 years of helping businesses and organizations succeed. To highlight the firm's decades-old tradition of community service, Wipfli is planning a firm-wide community service day this fall. Every associate in each Wipfli office will donate one full weekday to a local charity. ♦

MEMBERSHIP **MATTERS**

SPICE UP YOUR MARKETING MIX WITH GMCC WEB AND DIRECTORY ADS

Today's businesses rely on the best marketing mix to get their message out to the buying public. TV, radio, direct mail, direct sales, telephone sales, and print and Web ads are the norm when it comes to a marketing mix—it's the right combination that makes the difference. Web ads, the newest element in the mix, are beginning to take on a bigger marketing role as consumers become more comfortable researching and buying online.

GMCC members can augment their marketing plans and increase their visibility in the market with ads on www.greatermadisonchamber.com. This members-only benefit could feature special discounts or introductory offers to online shoppers. Great exposure!

Your ad will link directly to your site, so interested prospects won't have to do any more research than accessing the GMCC site to get to your products and services. The right Web ad can help turn interested shoppers into satisfied customers. You'll attract attention and gain new business on the Web.

You can also increase your visibility in the business community by placing an ad in the Greater Madison Chamber of Commerce 2006 Member Directory with its year-long shelf life. Every GMCC member company receives a copy of the directory, and your ad can stand out in this high-profile publication. Ad sizes vary so members enjoy the flexibility to fit one into just about any marketing mix. Attract attention to your business listing with an ad in the directory.

GMCC members received Web and directory ad information in July. Contact Rick Sheridan, membership development executive, at 443-1951 or rsheridan@greatermadisonchamber.com to find out more about these member-only advertising opportunities. ♦

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MEMBER **SPOTLIGHTS**

The Mill Street Inn and Pub

has recently opened in Cambridge. The Mill Street is locally owned and operated. One of the owners is Bob Schenk, who, for 18 years, owned and operated Lums. The Mill Street has a wonderful and unique facility with a pub, front dining room, two banquet rooms and a beautiful outdoor courtyard. This summer the Mill Street features live music seven days a week, and in the beautiful Stone room, there's live piano music for Friday Fish Fry, Saturday Night Prime Rib, and Sunday Brunch. The Mill Street's menu offers homemade food at reasonable prices, with a children's and senior's menu. A new summer menu offers fresh salads and pasta dishes, with a happy-hour special on drinks and appetizers. Come experience The Mill Street Inn and Pub in Cambridge!

Although **ProDriver Leasing Systems, Inc.** is new to the Madison area, we have been servicing transportation companies in Wisconsin and Chicago for many years now. ProDriver prides itself on not only its staff, which has a combined total of 200+ years of experience in the transportation industry, but also on its drivers, which are the best in the

area. At ProDriver, we go through extensive investigations to find only the best drivers to serve our customers. We provide drivers for short-term or long-term assignments, but the drivers remain our employees, which saves you money! We provide benefits, payroll processing, advertising, workers' compensation, and much more. We're here to make your life easier. One call to ProDriver can do it all—whether you're looking for driver leasing, equipment moving, driver pool management or expedited freight services—we have what you need. Call 1-866-4CLASSA today!

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TAKE A TAXI OR LIMO, AND CATCH UP ON PAPERWORK OR CATCH A NAP

How are businesses using taxis and limousines to transport employees and visitors?

by Judy Dahl

“Businessmen and women are increasingly turning to private car service as a practical solution to increased workloads,” says Jodi Schmidt, president and co-owner, Step Ahead Services, Inc., which offers transportation via limousine or sedan. “People spend their commuting time productively, making phone calls, reviewing sales presentations, reading reports—even catching a nap—allowing them to arrive prepared and focused to conduct business.”

Schmidt says businesses and organizations also frequently arrange car service for prospective clients, guest speakers and other visitors. “These individuals or groups are able to enjoy all

the city has to offer without being subjected to the aggravation of maneuvering through an unfamiliar location, and therefore leave with a favorable impression about their experience with a particular business or organization,” she says.

Host organizations also benefit because, “They don’t lose the productivity of a talented staff person to accommodate a visitor’s travel needs, and they avoid the additional liability of transporting VIPs,” notes Schmidt.

Many business owners don’t realize the actual costs involved when they or their employees run errands or transport employees or visitors, according to Kurt Schneider of Badger Cab Company. He cites today’s high fuel prices, insurance costs, vehicle depreciation, and the costs of employee downtime. “And when employees use personal vehicles, the liability consequences of accident or injury could be enormous,” he stresses.

“Madison is unique for a city of its size with respect to the variety of cab service available,” adds Schneider. “The city has two fine, metered-taxi companies that are quite competitive with one another. They provide direct passenger service throughout the metropolitan area.”

Since 1945, Badger Cab has also offered a shared-ride service that Schneider says is a more economical alternative. “By sharing the ride with other passengers or parcels traveling in the same general direction, Badger Cab has institutionalized car pooling, and charges commensurately reduced rates,” he says. “Badger Cab can save its passengers, government customers and commercial clients 30 percent to 50 percent, compared to the rates of Madison’s



Catch a Badger cab at Metropolitan Place, State Street the State Office Building ... or anyplace around town.

metered taxicabs.” Badger Cab can also provide direct passenger service to business clients at slightly higher rates.

Schneider says that in most cities, taxicabs are increasingly important players in the business courier arena, and that in Madison, Badger Cab’s shared-ride approach provides savings over conventional couriers or metered cabs. “Because Badger totally integrates its courier service with the shared-ride passenger service, the entire fleet of up to 43 vehicles is available for ‘on-call’ parcel delivery,” he says.

Sky-high fuel prices

High fuel prices are affecting all sectors of the transportation industry; taxis and limos are no exception. Schmidt says Step Ahead Services offsets rising fuel cost by applying cost-saving measures to other internal operations. “Our success with this approach has provided sufficient savings, and as a result we’ve been able to avoid resorting to rate increases or fuel surcharges.”

Since 1980, Badger Cab has controlled costs by using propane as fuel rather than



Step Ahead offers stretch limos and luxury sedans



“HIGH FUEL PRICES ARE AFFECTING ALL SECTORS OF THE TRANSPORTATION INDUSTRY; TAXIS AND LIMOS ARE NO EXCEPTION.”

gasoline. “Our purchase contracts for hundreds of thousands of gallons per year keep the cost of propane at about half the cost of gas,” says Schneider.

Innovative uses of cabs and limos

Taxi and limo services are always looking for new ways to serve businesses and consumers. To enhance its traditional passenger service, Badger offers a standby shuttle service for special events, such as wedding receptions or company holiday parties. “For a flat fee, we provide a readily available cab for unlimited shuttle service to homes or hotels,” explains Schneider.

Badger also designates several “air cabs,” which serve only airport passengers, providing direct service at Badger’s regular low rates.

“And the Dane County Tavern League subsidizes cab rides home for patrons who shouldn’t be driving,” Schneider says.

Schmidt notes that businesses can use limousine service as part of employee incentive programs—who wouldn’t love having a stretch limo pick up their entire department for an outing? “Limousines can be a wonderful enhancement to customer appreciation campaigns as well,” she concludes. ♦

SINCE WE WENT TO PRESS ...

Business Beat has updated information on one of our July cover article topics—the Dane County ban on phosphorous in lawn fertilizer. The article mentioned that the fertilizer industry’s federal lawsuit challenging the phosphorous ban is scheduled to be heard in October. Since we went to press, the lawsuit has been dismissed. ♦

COVERSTORY CONTINUED **MOVING FREIGHT**

straight trucks with lift gates. We do a lot of work for printing companies in town, taking pallets of printed materials to customers. Today we’re picking up pallets at a printer in Middleton and delivering them to Durrant, Iowa.

BB: How are you coping with today’s high fuel prices?

MR: We—and almost all transportation companies—use a fuel surcharge. At the end of the month we charge each customer, based on the amount of business they do with us. The surcharge averages around 4.5 percent to 5 percent of their bill. It’s based on a national average we check on the Internet regularly, which has gone up recently; before the last fuel-price jump it was at about 3 percent.

BB: What’s the impact on customers?

MR: It increases their operating costs, but this has been going on for a number of years because of the fluctuating fuel prices. The last surcharge increase barely caused a ripple with customers because they’re used to it. In truth, it doesn’t fully cover our costs. Our profit is lower than it was, but it helps.

BB: How can businesses use shipping services most effectively?

MR: I think the most important thing is to train their shipping and production people so things go as smoothly as possible. For instance, if we’re called for a pick-up and we get to the place at the designated time and have to wait an hour, they’re charged for the waiting time.

It’s a matter of communication between the customer’s production and shipping people, so they’re using their time and their service provider’s time most efficiently. If they call ahead to tell us there’ll be a delay—and they give us plenty of time—they don’t get charged.

Being realistic about lead time is helpful too. We understand it’s an on-demand business; sometimes we get a call to deliver something across town in an hour. That’s what we do. But, of course, we couldn’t get a package to Minneapolis four hours from the time we’re called.

We ask for a little more time to deliver pallets. We don’t have as many large trucks, so we need to schedule a little ahead of time—and

they take longer to load, and you can’t zip around as quickly as with smaller vehicles. Most of our customers dealing with that kind of freight are very understanding.

Packaging items properly is important. We don’t accept loose paperwork—like a 15-sheet construction bid—we’d ask them to put it in an envelope and address it. It protects the customer’s privacy and keeps the sheets from getting lost.

Larger items need to be boxed. Sometimes our drivers go to pick something up and it’s not packaged. We ask the driver to call us, and then we contact the customer to find out if it’s something that could be damaged. If so, we tell them they have to package it before we’ll take it. If it’s something like outdated computer equipment that’s going to be disposed of, we’ll take it anyway. We do provide a service for some of our smaller customers where we shrink-wrap and palletize things for them.

BB: What’s new in the shipping and delivery industry that helps customers’ businesses?

MR: The Internet and e-mail can quite often help customers plan ahead when they’re shipping something. For example, they can enter their departure and arrival zip codes online to find out if their delivery time frame is realistic. They can use Mapquest.com; even Msn.com has a very good mapping service.

Technology helps us provide better service, too. We use Nextel Communications—cell phones that operate as two-way radios between our drivers and our dispatcher. The drivers call in each delivery and pick-up, and if they’re not familiar with the area, the dispatcher can bring it up on the mapping system and get directions for them. We’ve looked into global positioning systems (GPS), and found that, for the cost, they’re not feasible for what we do.

BB: Anything else you’d like to add?

MR: Many times very busy, highly-paid people take time out of their day to run their company’s mail to the post office, or to run a construction bid to a company—they’re not making the best use of their skills and time to do that. Many times they’d be better off calling us and having us do it instead of taking their own time. We’re always here to answer questions and give quotes. Studies have shown that when someone takes 30 minutes to run something to the post office, the 30 minutes before and after are also less efficient or wasted time. ♦



GREATER MADISON
CHAMBER OF COMMERCE

FRONT & CENTER

IN PERSON

BRADLEY S. LIVINGSTON, AAE



Director, Dane County Regional Airport

Hometown: Springfield, Ill.

Education: Bachelor of Science in Business

Administration, Southern Illinois University Accredited Airport Executive

Family: Single

What attracted you to your current position?

The key determinant in my decision to return to Dane County was the offer of a position in the aviation industry allowing me the general managerial latitude to develop strategies and policies aimed at acquiring and maintaining an appropriate level and mix of aviation activity at the Dane County Regional Airport. Additionally, the attractiveness of the community and quality of life it offers, as well as Dane County's reputation for outstanding economic vitality, were significant factors in my decision to become the airport director.

Also, I previously held the position of operations manager and director of operations at the Dane County Regional Airport for ten years and feel comfortable and familiar with the operation of this particular facility.

How does your background help you lead the Dane County Regional Airport forward?

I have twenty-five years of airport

administration and operations experience at airports of various sizes and complexity. For example, at the Omaha Airport, I served as director of operations dealing with a level of aviation activity far greater than the present level at the Dane County Regional Airport. My knowledge of the relationships of local, state and federal government, combined with my past experience with Dane County government, are valuable assets when directing highly-regulated airport operations. Policy development and management of capital development activity, safety, security and airline recruitment are familiar issues that are comfortable for me to address.

What is your vision for the airport?

The county executive's goals at the time of my initial employment were to improve air service, be fiscally self-sufficient and provide the finest air transportation services and facility of any comparably sized community in the nation. Specifically, it is my intent to provide the leadership necessary for the community to attract additional nonstop flights to major markets, to establish a superior and nationally-recognized mix of retail and food-and-beverage concessions at the airport and, of course, a safe and secure environment for the air traveler.

I believe we will be successful in offering services and efficiencies that will recapture south-central Wisconsin travelers who now choose other aviation facilities for their travel. This will result in additional passenger growth and will improve our ability to attract more nonstop service to multiple destinations. Additionally, it is important that we provide air travelers with access to the airport through efficient parking and ground transportation that is not only adequate in capacity, but also convenient and user friendly.

It is also important that we continue to provide infrastructure for the growing sector of business aviation that enables area businesses

access to private aircraft for rapid connection to the global marketplace. The county executive and Airport Commission are extremely supportive of our initiatives for airfield and terminal improvements. They are very cognizant of the positive economic impact the airport has on our community.

How would you describe your business philosophy?

It is important to adopt strategies that provide for business models that are not too complex to effectively implement and maintain. Organizations should not be encumbered with bureaucracy, but rather acquire the ability to make expeditious decisions and to change as the business climate may dictate. Prompt and outstanding customer service must be a paramount focus of an organization such as an airport. Developing and acquiring skilled personnel and establishing a positive corporate culture are essential.

What do you see as the biggest challenges and opportunities for area businesses today?

Business must achieve cost efficiencies to enable them to successfully compete in the global marketplace. For example, the high cost of energy that we currently are encumbered with will undoubtedly eventually impact every sector of the economy, and must be addressed by every business that is going to succeed. The ability to recruit and retain a quality workforce, including the ability of our local businesses to access and encourage the employment of University of Wisconsin graduates, is important. When discussing our local economy with airlines, I stress its vitality and point out that:

1. During the past ten years, the area experienced double-digit growth in employment, earnings and population.
2. The Madison MSA per-capita income is 13 percent higher than the U.S. average and is projected to increase 23 percent in 20 years.
3. Our community consistently has one of the lowest unemployment rates in the nation.
4. Nearly \$500 million worth of construction has occurred on the Isthmus in the past six years.
5. The University plans capital improvements of \$690 million through 2011.
6. The Dane County business community has the ability to utilize resources from the tremendous educational infrastructure at the UW. Perhaps most impressive with respect to this last item is the Wisconsin Alumni Research Foundation's business incubator program and the success of the University Research Park. ♦

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Current owner: Tim Lightner

Year established: 1993 Number of employees: 75

Your customer is:

Anyone needing direction to help make their moves less stressful; anyone who appreciates quality people to guide and educate them about the services available to them.

Something interesting people probably don't know about your business:

We not only do local moves, but by listening and responding to our customers' needs, we have expanded our services to include "Custom Interstate Moving."

What business achievements are you most proud of?

Developing partnerships within the community to include organizations like the United Way, and giving back to the community.

How would you describe your business philosophy?

We care about the people we move. We understand the stress moving can cause, and we respond by offering you professional, quality, caring help with your move.

Your business strategies?

Listening to our customers needs and responding to exceed their expectations. We will continue to service customers that demand quality service.

What are the key issues affecting your industry today?

The price of fuel causes us to increase our rates. A healthy housing market increases the demand for our services.

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**TWO MEN
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OUTSOURCING YOUR DELIVERIES MAY GIVE YOU A COMPETITIVE EDGE

by Mark Helmke, chief marketing officer/owner – Dunham Express Corporation

In the last couple of years, many companies have outsourced various services as a way to save money. They can concentrate on what their company does best and allow their outsourcing partner to manage what they do best. One surprising factor is that often, when a company outsources delivery services, they get more than lowered cost ... they can get better and faster service for their customers.

One of the most important benefits of outsourcing delivery services to companies like Dunham Express is providing your company time to concentrate on improving your product or service and allowing our company to represent you. There are many ways to do this, whether it's by providing dedicated trucks featuring your logo and identity, or by simply fitting you into our existing delivery structure. The liability of managing people and vehicles rests with your outsourced partner and you can concentrate on making a better widget.

Whether it is locally in Madison or across surrounding states, delivery costs are rising. Driver costs, vehicle costs and most importantly, insurance costs, are important factors to consider when you're looking to outsource your delivery services. Many people underestimate the costs involved in managing their own delivery staff until an accident or workers' compensation issue comes up.

Professional delivery companies put a lot of effort into retaining good associates who will be safe and project the image your company demands. The cost to you stays low, because the provider does deliveries to a diverse customer base for many companies instead of just one.

Good service is key. We all know that our customers want the best service at little or no cost. Outsourced delivery companies can offer all the fringe benefits of an in-house system, and better service. As an example, if you're a wholesaler needing your product delivered to 20 Dane County locations by 8:00 in the morning, your one truck may not be able to satisfy that need. If you outsource to a local delivery company, it can use many trucks to make this happen.

Also, unlike some national delivery firms, local or regional delivery companies instill a "mom and pop" caring attitude, showing your customers they're important and not just another delivery. In this competitive atmosphere, having a delivery partner who understands your delivery needs, and satisfies them, may give you a competitive edge. ♦



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LGM UPDATE

HEALTHY NEIGHBORHOODS



by Stephanie Barganz,
LGM12, partner, Bodilly
CPA's & Consultants, LLP

It's amazing to me that, without exception, each time I review the agenda for an upcoming LGM session, I think I possess some knowledge or familiarity on the topic. After the first hour, I think again.

What we learned in the Healthy Neighborhoods session intertwines with everything we've experienced in the past several months. To understand the city of Madison, you have to understand the neighborhoods. The roles

businesses, leaders, nonprofits and government play in each neighborhood directly impact quality-of-life issues for all.

The caliber and experience of the people that transfer knowledge to us is outstanding. This session's guests included Neil Heinen, WISC-TV3 and Madison Magazine, as facilitator; Madison Mayor Dave Cieslewicz; and Dorothy Borchardt from Warner Community Recreation Center. Brian Miller, Habitat for Humanity, led the Allied Drive neighborhood panel discussion. Panel representatives were Andy Hall, Wisconsin State Journal; Mary Charnitz, City of Madison; Brenda Konkel, Progressive Dane; and Chris Laurent, Gorman & Company. Allied Drive panelists cautioned us on the challenge of trying to achieve balance by improving a neighborhood—but not so much that the residents can no longer live there.

We enjoyed our afternoon session at the Vera Court Neighborhood Center. The neighborhood panel consisted of Bert Stitt, neighborhood consultant, as facilitator; Ledell Zellers, Capitol Neighborhood Association; Eileen Kelley, Middleton city planner; Susan Schmitz, DMI;

George Hall, Regent Neighborhood Association; and Jean Nielsen, South Metro Planning Council. Bert, whose facilitation skills and experience were immediately obvious, delivered a balance of humor and bold truths.

Our LGM12 participants represent a wide variety of neighborhoods in and around Dane County. Themes of this session were: large volunteer base, unpredictability, partnerships, flexibility, communication, natural tensions, and lots of give-and-take. All panel members confirmed that neighborhood issues can be complex. Power and politics are alive and well with this issue.

We ended our day hearing about and witnessing the positive changes occurring at Vera Court. As a previous resident near this neighborhood, I was pleasantly surprised by the many positive changes that have taken place. We found well-educated, young people dedicating their careers to making a difference. This team of individuals is led by passionate role models who give their every ounce of energy to this organization and its people. ♦

AMBASSADOR ACTION

GMCC ambassador profile:



SCOTT DAHLHAUSER
Director of development,
Special Olympics Wisconsin

by Sarah Stout, Boelter+Lincoln
Marketing Communications,
GMCC ambassador

Scott Dahlhauser is no rookie. While the GMCC ambassador program's time commitment is two years, Dahlhauser has been donating his time to the Madison business community for over six. "I saw the ambassador program as an opportunity to be active in the community," Dahlhauser says. "But I really enjoy the people I work with. I think the focus of the chamber is in the right direction and I like what they're trying to develop."

Dahlhauser's commitment to the chamber isn't surprising. He's devoted his life to serving others. As director of development for Special Olympics Wisconsin, Dahlhauser has found a place and a purpose in the not-for-profit world. "I really enjoy doing this," he says. "I get a lot of job satisfaction when I know I can help make a difference in the lives of people with cognitive disabilities."

About Special Olympics Wisconsin

Special Olympics is an international organization dedicated to empowering individuals with intellectual disabilities to become physically-fit, productive and respected members of society through sports training and competition. Special Olympics Wisconsin has several different partnership programs available for interested companies and their employees.

"Instead of sponsorship," Dahlhauser explains, "we think of it as a partnership. We want to help companies achieve their own objectives through some unique marketing programs." If your company is interested in partnering with Special Olympics Wisconsin, contact Scott Dahlhauser at: 222-1324 or email at sdahlhauser@specialolympicswisconsin.org.

GMCC ambassadors

The GMCC thanks its ambassadors for their dedication and hard work.

- Amy Ammon, Mary Kay Cosmetics
- Melissa Badini, Isthmus, Madison's Weekly Newspaper
- Kimberly Bean, Robert Half International
- Tracy Buglass, United Way of Dane County
- Alan Cook, Ferrellgas
- Scott Dahlhauser, Special Olympics-Wisconsin
- Sandi Daniel, Incentive Innovations, Inc.
- Mark T. Davis, Merrill Lynch
- Julie Day, Mortenson, Matzelle & Meldrum, Inc. (M3)
- Kelly Dewey, Stark Company Realtors
- Neil Diffenbaugh, Life Conversions, LLC
- Sandy Gehler, Robert W. Baird & Co. Incorporated

- Paul Gradian, Woodward Printing Services
- Cynthia Jansen Everhart, Twist Communications, LLC
- Carl Johnson, Financial Design Group, Inc.
- Alexandria Keller, Rejuvenation Spa, Inc.
- Chad Koplien, Lee, Kilkelly, Paulson & Younger, S.C.
- Jane Lindner, Encompass Global Event Management
- Joe Mayoral, US Bank
- Rolfe Nervig, Edgewood College
- Kevin Pachucki, Smith Barney
- Kelly Rogers, First Weber Group
- Tammy Rozek, East Towne Mall
- Steve Schoenberger, The Idea Centre@Skyline

- Displays & Marketing
- Ron Skubal, Fastsigns
- Brian Soderling, Stratagem, Inc.
- Erica St. Angel, Knupp & Watson
- Kelly Starr-King, Drake & Company
- Sarah Stout, Boelter + Lincoln Marketing Communications
- Kim Sutton, Hilton Madison Monona Terrace
- Brian Unitan, Adams Outdoor Advertising of Madison
- Jen Yakimicki, Hilton Garden Inn - Madison West/Middleton ♦

Thank yous

We thank Nadia's for hosting the June ambassador meeting.

The GMCC sends heartfelt thanks to Land's End Business Outfitters for its generous sponsorship of the ambassador program.



ECONOMIC DEVELOPMENT

COLLABORATION COUNCIL ADOPTS RECOMMENDATIONS AND DEFINES NEXT STEPS

On June 8, the Collaboration Council convened at Monona Terrace to define the next steps in this regional economic development initiative. Critical to this process are the recommendations presented by the four design teams that have been hard at work since January. Their charge was to deliver some short-term recommendations to drive the effort forward.

After months of research that included investigating local/regional needs as well as national best practices, the teams made these recommendations:

Workforce Development Team

Findings

- Workforce development is the key to future economic health as well as the pathway to high-skill & high-wage jobs.
- Functions most efficiently as a *regional system*.
- Many groups are already working on this issue and *collaboration* is the key.

Recommendations

- Produce workers – Health care initiative
- Retain workers – Internship initiative
- Attract workers – Boomerang initiative

Intergovernmental Cooperation Team

Findings

- Results from the Dane Trak survey of the public show that 94 percent of respondents would support Dane County's local governments' working together to find ways to share financial resources to address important regional issues.
- There is a significant level of cooperation actually occurring among Dane County governments.

Recommendations

- Create a scalable, searchable inventory of intergovernmental agreements in Dane County.
- Implement a forum to help educate the community (public, business and government) on the importance of regional cooperation to our vitality and the tools available to achieve it.

Business Retention & Recruitment Team

Findings

- Increased global competition for talent and businesses
- Many unified, strong, economic development efforts by similar communities outside Wisconsin
- Too much internal competition in Dane County
- Dane County is overly dependent on public sector employment

Recommendations

- Create a single regional economic development entity charged with growing Dane County's economy in ways that protect and advance the quality of life.

Positioning Dane County/ Madison Area Team

Findings

- Internal research shows that we view ourselves as
 - * Creative
 - * Intellectually curious
 - * Youthful
 - * Idealistic
- In a national survey of 923 company CEOs, partners and owners, only 14 percent were somewhat familiar with the Madison Area
- When compared to other US metropolitan areas, the Madison area is perceived as having some of the most appealing and unique qualities respondents seek (including "openness to ideas" and being "casual and unpretentious"). However, the Madison area falls to the middle of the pack in being "intellectually curious," the single most appealing and most unique motivation sought by respondents.

Recommendations

- The Dane County/Madison area needs to promote itself as a region of innovative, creative energy that
 - * Actively communicates to prospects.
 - * Convinces prospects that it is creative and innovative.
 - * Reinforces its openness to ideas in its communications.
 - * Reinforces its personality as being casual and unpretentious.
- These findings and recommendations will be utilized and applied appropriately as part of the creation of the regional economic development entity.

Next steps

In an effort to make the Collaboration Council effort even more regional and collaborative in nature, its members will continue to visit the many communities and constituencies throughout Dane County to seek their input and involvement. The short-term next steps are to:

- Incorporate the regional input into design team recommendations.
- Revise the composition of Collaboration Council.
- Form an interim executive steering committee.
- Form implementation teams.
- Raise funds for the implementation of the plans.

For more information, please contact: Rafael Carbonell, 608-443-1955 or rcarbonell@greatermadisonchamber.com. ♦

PUBLIC POLICY

GMCC SUPPORTS BUSINESSES THAT SUPPORT THE COMMUNITY

The business community is extremely important to the economy and culture in Dane County. Committed to building a healthy overall community that provides residents with choices and opportunities, the business community plays an integral role in the quality of life residents enjoy.

Recognizing that the area is continually growing and developing, the GMCC is leading the business community in a charge to balance that development with the preservation of our quality of life. The GMCC cares about the needs of business and the needs of this community.

Data from 2001 show that Dane County's private sector supported nearly 230,000 jobs for

area residents, contributing \$6.9 billion to the local economy. Though these numbers are a great example of the private sector's impact in the community, they don't tell the whole story.

Business in Dane County does much more than contribute to jobs, economy, and the tax base. The business community feels a strong sense of responsibility to the needs and concerns of the region, and has been a major player in community events and issues.

The fact that Madison has more than 2,000 nonprofit organizations and countless community events attests to the strong corporate support the private sector provides. This environment encourages involvement by community members. It gives residents opportunities to be involved at the local level with organizations that have an impact on the community in which they work and live.

While it's clear to any resident or visitor that a diverse business community exists in Dane County, the needs and concerns of this sector are often misunderstood. As businesses are important contributors to our culture and quality of life, it is vital that their concerns are heard and their needs are addressed.

It's for this reason that the GMCC is

involved in local politics and the public policy arena. We stand in strong support of our members, and are committed to monitoring and analyzing the issues that have an impact on businesses, and therefore the community at large. We will continue to work toward our goal of becoming more relevant, proactive, and inclusive community players.

Streets lined with small businesses, coupled with the greater business community, create the cultural fabric that makes Dane County unique. The voice of this unique and vital business community must be heard, and business owners must be engaged in public policy issues that affect their enterprises and ultimately the quality of life for area residents.

As a membership organization, the GMCC has a responsibility to encourage civic participation and to proactively represent businesses, who alone have very little influence on the public policy and economic development issues that affect them on a daily basis. By supporting the needs and concerns of the business community, we can proactively support area residents' privilege to live, work, play, and do business in a community they love. ♦

ADVICE & ANSWERS

SOCIAL SECURITY NO-MATCH LETTERS: HOW DO YOU RESPOND?

by Patrick Hickey, director of the Interfaith Coalition for Worker Justice

You've just received a letter from the Social Security Administration (SSA) that says 15 of your employees' names and Social Security numbers (SSN) that you reported on the Wage and Tax Statements (Forms W-2) for the previous tax year don't agree with SSA's records. What do you do?

1.) Don't panic. The SSA is not an enforcement agency for either the Internal Revenue Service (IRS) or the U.S. Citizenship and Immigration Service (USCIS, formerly INS). The SSA's goal in sending the letter is to update its database. The SSA does not track the results of its no-match letter campaigns, and there are no reported instances of the SSA "turning someone in" to the USCIS. In fact, the SSA has no enforcement authority, and simply sends this educational correspondence through the employer for the benefit of employees.

2.) Make a copy and give the letter to all listed employees and to their union representative, if there is one.

3.) Explain to employees that the SSA is merely trying to properly credit each worker's earnings account. Tell the employees you're not going to take any adverse action against them, but that you suggest they check to see whether or not the name on their Social Security card or the number listed by the SSA has an error.

4.) Instruct employees to deal directly with SSA to make any necessary corrections.

Employees do not need to make corrections through the employer; they can contact the SSA contacted at: 800-772-1213.

5.) Check the reports you sent to the SSA to make sure there were no errors on your end.

Sometimes employer wage reports have typographical mistakes. Checking the information provided to you by an employee on Form W-4 is a quick way to do this. If you find any errors, notify the SSA and issue Form W-2C to the employee.

6.) Suggest to your employees that they seek assistance from a trusted community organization if they need it. Or, better yet, have advocates trained in no-match letters and immigrants' rights provide an educational session for employees to alleviate their concerns and inform them of their rights.

7.) DO NOT fire, suspend, intimidate, or threaten any employee whose name is on the no-match list with termination or any other adverse action. If you do, you may be in violation of federal and state laws prohibiting discrimination on the basis of national origin or citizenship. The SSA letter states, "This letter does not imply that you or your employee intentionally provided incorrect information about the employee's name or SSN."

8.) DO NOT ask employees on the no-match list to bring in their Social Security cards or other immigration-related documents.

Immigration law requires employers to verify that new hires have work authorization by completing Form I-9. Employees may provide employers with any document listed on Form I-9 to comply with the requirement. Once this is done, employers are not permitted to re-check an employee's immigration documents, as this can constitute discrimination.

9.) DO NOT assume that workers on the no-match list are undocumented or have provided false information. There are many reasons why the employee's name or number might not match the SSA records. The SSA's no-match letter lists reasons including typographical errors, incomplete or blank names or SSN's, or name changes.

10.) Promptly report any errors to SSA. This will ensure that your employees' personal earnings records are accurately reported and credited. Some no-match letters give employers and employees 60 days to respond, but SSA has no authority to enforce this deadline. ♦

The Interfaith Coalition for Worker Justice of South Central Wisconsin is a coalition of religious congregations, labor groups and community organizations that operate the Workers' Rights Center, a community resource for immigrant workers. Information from the National Immigration Law Center (NILC) and the National Employment Law Project (NELP) was used in preparing this article.

NEW MEMBER LIST

We are happy to list contact information for new members of the Greater Madison Chamber of Commerce, and we encourage members to do business with each other. The new members are in alphabetical order, with their business category listed last. Unless noted, all addresses are in Madison. Members are also listed on our Web site under "Member Directory."

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Jeff Schultz
1265 John Q Hammons Drive, Suite 10, 53717
608-826-1387 Fax: 608-826-1561
jeff.schultz@chartercom.com
www.chartermedia.com
Advertising - Media

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Kevin Schmidt
5117 Verona Road, 53711
608-204-7576 Fax: 608-204-7580
kschmidt@drmkitch.com
www.dream-kitchens.com
Design Consultants

Eagle Ridge Resort & Spa

Bridgette Stocks
444 Eagle Ridge Drive, Galena, IL 61036
800-892-2269
bstocks@eagleridge.com
www.eagleridge.com
Resorts

GL Rehabilitation Services

Ilene Larson
7710 S. Brookline Road, 53719
608-833-2017 Fax: 608-833-2026
glrehab@charter.net
Rehabilitation Services

Global e, LLC

Gerard Bastien
131 N. Oak Grove Drive, 53717
608-836-1167
gbastien@charter.net
Consultants - Business

Horizon Maintenance and Repair, LLC

Jeff Blake
713 Aztalan Drive, 53718
608-661-2805
info@horizonmr.com
Home Maintenance Services

Jaeckle Wholesale Inc.

Fred Jaeckle
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608-838-5400 Fax: 608-838-5393
fjaeckle@jaecklewholesale.com
www.jaeklewholesale.com
Distributors - Whlse

Jon Lancaster, Inc.

Jon Lancaster
3501 Lancaster Boulevard, 53718
608-243-5503 Fax: 608-244-1850
jlancaster@jonlancaster.net
www.jonlancaster.net
Automobile - Dealers

Madison Masonic Center Foundation

Debbie Wagner
301 Wisconsin Avenue, 53703
608-256-5734 Fax: 608-256-5734
mmcf301@aol.com
Conference Centers

Midwest Open MRI

Patsy Miller
2101 Zeier Road, 53704
608-663-6674 Fax: 608-663-4869
info@midwestopenmri.com
www.midwestopenmri.com
Diagnostic Imaging Services

ProDriver Leasing Systems Inc.

John Gorski
4905 Voges Road, Suite E, 53718
608-838-0970 Fax: 608-838-0980

madisonprodriver@cs.com
www.prodriverleasing.com
Transportation Services

Rescuecom of Madison

Josh Quisling
6602 University Avenue, Middleton, WI 53562
800-737-2837 Fax: 608-836-8364
josh@qcompanies.com
Computer Systems Consultants

The Rifken Group Ltd.

Martin Rifken
14 W. Mifflin Street, Suite 300, 53703
608-258-4640 Fax: 608-258-4647
rifken@rifken.com
www.rifken.com
Real Estate - Commercial

Skyline Services, Inc

Linda LaRonge
7617 Mineral Point Road, Suite 310, 53717
608-664-0399 Fax: 608-664-1793
info@skylineservices.net
Janitorial Services

Teddy Bear Nursery School

Amy Kheraz
6426 Normandy Lane, 53719
608-274-2327 Fax: 608-271-1100
tbns@sbcglobal.net
www.teddybearnurseryschool.com
Child Care Centers

Vineyard Church - Madison

Katherine Haubert
2106 Kendall Avenue, 53726
608-236-0153
info@vineyardmadison.org
www.vineyardmadison.org
Churches

William Thomas Designs

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The Greater Madison Convention & Visitors Bureau is pleased to welcome these great conventions and tradeshow to the Madison area in August.

[EA = Expected Attendance]

- August 1-5 Kuhn Knight Dealers Conference, Exhibition Hall, Alliant Energy Center, EA: 1,000
- August 2-5 Conference on Distance Teaching & Learning, Monona Terrace®, EA: 1,200
- August 5-7 MS Bike Tour, Northeast Parking Lot, Alliant Energy Center, EA: 1,000
- August 5-7 Madison Swing Club, Marriott Madison West, EA: 300
- August 7-10 National Pesticide Applicator Training Convention, Madison Concourse Hotel, EA: 225
- August 7-13 International Foster Care Organization, Monona Terrace®, EA: 1,800
- August 12-23 Trek Bicycle Corporation, Monona Terrace®, EA: 1,500
- August 12-14 WISHS Horse Show, Arena, Alliant Energy Center, EA: 6,000
- August 17-20 National Livestock Producers Assn. Summer Board Meeting, Marriott Madison West, EA: 50
- August 18-20 Madison Morgan Classic Horse Show, Arena, Alliant Energy Center, EA: 1,500
- August 23-25 Outdoor Reps. Assn., Exhibition Hall, Alliant Energy Center, EA: 2,000
- August 24-28 LeMans Corporation, Monona Terrace®, EA: 1,000
- August 27-Sept. 1 National Assn. of Welfare Research & Statistics, Madison Concourse Hotel, EA: 300

GMCC CALENDAR

AUGUST

August 3, Wednesday - 12@12

Noon - 1 p.m.

Location: GMCC Office, 615 E. Washington Avenue

Topic: "Strategic Planning for Small Businesses" - Jonathan Harrison (ARC Associates)

Annual Underwriter: Wipfli

Contact: Connie Shomberg at 443-1953 or

cshomberg@greatermadisonchamber.com

August 10, Wednesday - Chamber Café

7:30 - 9 a.m.

Location: Best Western Inn on the Park Hotel, 22 S. Carroll Street, Madison

Contact: Sarah Breckenridge at 443-1954 or

sbreckenridge@greatermadisonchamber.com

Topic: "What You Don't Know CAN Hurt You" - Susan Smedley & Amy

Grant (The Next Level Training)

August 11, Thursday - GMCC/GMCVB Annual Business Social

4:30 - 6:30 p.m.

Location: Henry Vilas Zoo, 606 South Randall Street

Contact: Sarah Breckenridge at 443-1954 or

sbreckenridge@greatermadisonchamber.com

SEPTEMBER

September 12, Monday - GMCC Annual Dinner

5 - 9 p.m.

Location: Madison Marriott West - 1313 John Q Hammon Drive - Middleton

Contact: Sarah Breckenridge at 443-1954 or

sbreckenridge@greatermadisonchamber.com

OCTOBER

October 6, Thursday - GMCC Business Card Exchange

4:30-6:30 p.m.

Location: Brocach Irish Pub - 7 W. Main Street - Madison

Sponsored by M&I Bank

Contact: Sarah Breckenridge at 443-1954 or

sbreckenridge@greatermadisonchamber.com



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