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GREATER MADISON
CHAMBER OF COMMERCE

MARCH 2006 / **Development**

BUSINESS **BEAT**

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HIGH EXPECTATIONS

The synergy of living downtown is drawing a wave of baby boomers, but some businesses are shying away from the city center

By Sharyn Alden

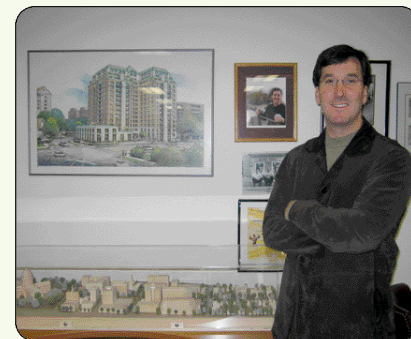
Many empty nesters and suburban transplants are, like the Jeffersons of TV fame once said, "moving on up." High rises are becoming more popular as more people want to live in proximity to the University of Wisconsin, Monona Terrace, Overture Center, the farmer's market, Concerts on the Square and restaurants. Many of those tall towers also have superb views of both Lake Mendota and Lake Monona.

At the same time, some businesses have found the downtown climate isn't meeting their needs. Developers and others who understand real estate trends weigh in on what's in store for Madison's downtown.

Times are a changing

"For all these reasons," says Tom Rostad, with Dane County Title Company, "people find downtown Madison living appealing with a relatively hassle-free lifestyle." While not a developer, Rostad sees a lot of real estate trends. "Baby boomers no longer have children in

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Developer Erik Minton says condo development is good for downtown.

OUT GROWTH

Creativity and cooperation between municipalities and developers can ease growing pains

By Jennifer Garrett

Sun Prairie saw it coming: Madison, its neighbor to the west, was swelling with new residents. Developers, watching city residential land disappearing, began pushing into nearby communities: Fitchburg, Middleton, Cottage Grove and more.

So instead of waiting for people to flood in and force development, Sun Prairie accepted the fact that houses would go up and started preparing for it. As new models of neighborhood development emerged, Sun Prairie planners welcomed the innovation. Certainly, there was still order. There was still process. But they met innovation with cooperation rather than resistance, says Mayor Joe Chase, who was elected in 2005 but who watched and participated in the city's transformation for the past few years.

"We want planned development," Chase says. "We want developers to come to us with something new, something novel, something that makes them unique. [We expect them to] come

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Veridian's Cannery Square development has helped revive downtown Sun Prairie.

public schools, they don't need the space and they don't want the upkeep of a house. Downtown Madison offers some of the most scenic and desirable real estate in the area."

Susan Schmitz, president of Downtown Madison Inc., agrees. "People are looking for a quality of life that allows them easy access to the arts, restaurants and entertainment." She points out another reason for the boom in downtown living. "People like to be where other people are – it creates a synergy."

Developer Erik Minton says downtown high rises are becoming more prevalent, but they are actually a secondary result of what happens when a city center is developed and utilized. "Greater intensity of space and land use benefits the central city while adding interesting and more diverse housing choices," Minton points out. "Drawing more people downtown creates a more diverse population along with more dollars available to support neighborhood services, businesses and jobs."

The arc of the trend

Has the downtown residential building peaked? Depending on whom you ask. Some say condominium building has reached an apex, while others say we're still in the early stages of the trend.

Susan Springman, president of Executive Management, Inc., believes the answer depends on whether the city addresses the impact its new Inclusionary Housing Ordinance (IZ) will have on the economic viability of new infill high-rise developments. Also, Springman says current amendments don't address what she sees as the problem with the ordinance. "Prior to the IZ ordinance, we would see many more developments. Unless the ordinance is significantly changed, I think we'll see few if any new projects."

The exception, she says, may be projects by nonprofits using tax subsidies and developments exempt from real estate tax.

Minton says high-rise construction may

not have peaked, but the type of construction at the costs people are accustomed to is probably over. "I believe there will be somewhat of a stagnation in production for two or three years following projects in the 'chute' and we can expect huge increases in prices. The reason is current inventory cannot be reproduced at the prices currently available."

Springman adds, "Projects in the works might get done but with great hardship to the developer and with the IZ 'tax,' which is really what the ordinance imposes on developments, being offset to other buyers and renters within those developments."

Rostad says it's too difficult to tell if interest in downtown living will stay strong. "Considering that we've seen an abundance of condominiums being built downtown, and that there are units available in some projects, there appear to be niches still being filled. One of those niches is the combination commercial/residential project designed to put a lot of amenities under one roof."

Schmitz adds that while she hasn't seen businesses exit to outlying areas, she does say, "We are, however, not seeing much of an increase in business coming to the downtown. I suspect that has to do with costs. Still, businesses need to attract and retain quality employees and research shows that young, smart workers like to be in the downtown area."

At this juncture Rostad feels it's hard to assess whether combined-use buildings downtown will see increased demand. "It's largely dependent on what city planning and development deems desirable, as well as prevailing political winds."

The drive downtown

Not everyone wants to live downtown, which is just fine with those who live there and know parking is often at a premium. Mention parking downtown and it inadvertently fuels discussion. "The need for parking requirements is one of the reasons businesses move out of the

area," says Rostad.

Springman adds, "I don't actually see businesses moving outside the downtown like they did in the 1960s, 70s and 90s, but the downtown environment has stabilized private business downtown."

While she agrees we need more growth in that area, she explains, "What hinders it is mostly the supply and in particular, the cost of parking for employees. Rental rates aren't that much different than new suburban office buildings except for Class A on the Square, but the cost of parking impacts businesses negatively."

Of course, parking isn't the only reason businesses move out of the city center. Some desire to be in high-traffic shopping areas and malls. And Rostad says there's another factor. "Some move out because of the perceived anti-business atmosphere in the city of Madison."

Predictions

Schmitz says density is the key to the future of downtown. "Density is not a dirty word – it allows for more retail and entertainment venues and future rail – you can't have these things without density." What about density as it applies to safe living downtown? Schmitz says there's something to the safety in numbers. "Because density draws people, activity on the street increases, and that adds to a safer downtown."

Springman explains if the IZ issue is corrected there will be a continuation of infill developments. "Students will move closer to the UW, freeing up housing on the edge of downtown. There needs to be an effort to convert housing that students occupied, some of which is in bad condition, to viable workforce housing." This is where Springman says the city should focus its attention.

There's no doubt about it, the downtown area is the heart of Madison. Schmitz is passionate about the city core when she says, "We need to make sure our downtown remains vital. Infill development is a good thing, and that leads to less urban sprawl."

Minton says projects being brought forward have exceptionally small margins and they won't be able to be completed without subsidy or sheer luck.

"People may not want to hear this," he says, "but our current rates of \$250 to \$300 a square foot will seem like a bargain three to four years from now. For an average 1,000 to 1,200 square foot two-bedroom condo, in the future we can expect prices to average \$400,00 to \$500,00."

While high-rise development will be more expensive than it is today, Minton notes, "This type of development accommodates both young and empty nester lifestyles. It is good public policy and good for our central city." ♦



Susan Springman and Greg Rice of Executive Management, Inc., think the downtown condo boom may be cooling.

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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.

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Submit all member news items by the 15th to be considered for the next issue, which will publish two months later. Items will be published as space permits. E-mail items to beat@greatermadisonchamber.com.

BEHIND THE DOOR

PRESIDENT'S LETTER



Dear Valued GMCC Member:

In the beginning of February, fifty-one regional business leaders went on a best-practices trip to Denver, Colorado, to learn about regional economic development. The group included four mayors, the Dane County Executive, the MATC president, a few University representatives and several business CEOs. The trip was spurred by the work of the Collaboration Council, a Dane County group focused on regional economic development, and was planned and organized by the Greater Madison Chamber of Commerce.

The purpose of the trip was not only to study a region that has a fifty-year history of regional collaboration but also to learn from one another.

The group had the opportunity to hear about the Denver region's successes and struggles. Speaker after speaker made the point that the most critical

problems facing a region cannot be solved on a "jurisdiction by jurisdiction" basis; progress requires a regional approach. This message made a lot of sense to the folks from Dane County.

A draft business plan that outlined the role of an economic development entity (whose formation is targeted for the fall of 2006) was shared and discussed by the Madison contingency. The mission of that organization is to protect, leverage and hasten the region's strongest economic growth opportunities while actively preserving and enhancing the quality of life in the region.

The area leaders agreed that the trip was outstanding and that it will, in time, be considered an historic turning point for Dane County.

Sincerely,

Jennifer Alexander,
 GMCC president

"SPEAKER AFTER SPEAKER MADE THE POINT THAT THE MOST CRITICAL PROBLEMS FACING A REGION CANNOT BE SOLVED ON A 'JURISDICTION BY JURISDICTION' BASIS; PROGRESS REQUIRES A REGIONAL APPROACH."

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GMCC UPDATE

Vielen Danks

On February 2, GMCC gathered at the Essen Haus for the first business card exchange of 2006. The event was a capital success as members came out to network and have fun. Members enjoyed yummy appetizers and German treats, while quaffing Spaten Beer (with \$1 refills!), meeting new members and reconnecting with old friends.

Cartridge World treats new members to morning Mexican fiesta

Fresh faces gathered at Frida's Mexican Grill on Valentine's Day morning for New Member Orientation. The event, hosted by Cartridge World, introduced new members to chamber programs, events, public policy and economic development initiatives, and sponsorship opportunities. Breakfast treats and new-member networking rounded out the morning.

March Issues Roundtable: business management

The next Issues Roundtable will be held on March 7 from 4-6:30 p.m. This program

allows you to sign up for three short small group discussions facilitated by an industry expert. You can choose from six different business management topics: managing employees, business plans, legal issues, time management, strategic planning and managing conflict. Each session is 30 minutes long with 15-minute breaks for networking. The cost of the program is \$20 (\$40 for non-members), and registration forms can be printed out from the Events Calendar on the GMCC website. For more information, contact Sarah Breckenridge, program and events coordinator, at 443.1954 or at sbreckenridge@greatermadisonchamber.com.

Network at the April business card exchange

The Spring Business Card Exchange will be held at the beautiful Holiday Inn and Suites on 1109 Fourier Drive, near John Q Hammons Drive and Excelsior Drive just west of the Beltline on Thursday, April 6 from 4:30-6:30 p.m. Network with new members in our growing chamber while enjoying appetizers, a cash bar and, of course, the famous BCE prize draw! No RSVP required – just show up with your business cards. Questions? Contact Sarah Breckenridge, program and event coordinator, at sbreckenridge@greatermadisonchamber.com or at 443.1954.

Getting money back from marketing at April Chamber Café

Wouldn't it be great to get \$10 back from every dollar spent on marketing? Irving Chung will tell you how you can do it (or at least come a little closer than you do right now) at the upcoming Chamber Café on April 12 at Rocky's East on 1753 Thierer Road (off East Washington Avenue).

Registration is from 7:30-8:00 a.m. and the program runs from 8-9:00 a.m. Chung, general manager of Waldbillig & Besteman (Madison's second oldest advertising agency), will discuss tactics and strategies that can help improve the return on your marketing investment. He brings 20-years of marketing experience from Madison Avenue to Madison, Wisconsin.

Registration forms can be found on the GMCC Website under "Events." The cost is \$10 for members and \$20 for non-members. Registration must be received by April 10 at 5 p.m. Questions? Contact Sarah Breckenridge, program and event coordinator, at sbreckenridge@greatermadisonchamber.com or at 443.1954.

Small Businesses at 12@12

The February 12@12 program focused on the particular issues facing our family-owned small businesses. Ann Kinkade of the UW-Madison Family Business Center facilitated an enlightening and engaging discussion on these unique challenges.

"It's Not Too Late to Save Money on Your Tax Bill" will be the focus of next discussion on Wednesday, March 1. Mark McNally of Wipfli LLP will facilitate.

12@12 programs are open to GMCC members with 15 or fewer employees and are limited to 12 participants. Invitations are e-mailed out two to three weeks prior to the meeting, and a semi-random drawing is done from responses that are sent within 48 hours. Giving up because your name hasn't been picked? We do take into consideration those who have been unsuccessful in getting into past sessions, so keep trying. ♦

PostScript Picture
(Layout 1 \ (Page 1 \))

Thank you

Special thanks to Wipfli LLP, annual underwriters for the 12@12 program, and to Two Men and A Truck, quarterly 12@12 sponsor.



MEMBER NEWS & EVENTS

New addresses and new construction

Construction for the new **UW Credit Union** is underway at 1435 Monroe Street. Expected to open in July, the new building will be the first credit union in the Midwest meeting the LEED (Leadership in Energy and Environmental Design) national standard for high-performance, sustainable buildings.

The Milwaukee office of **Bray Associates Architects** will design the new ECAM Applied Technology Center for Energy Conservation & Advanced Manufacturing at MATC's Oak Creek Campus. The center will educate students and businesses about energy efficiency and manufacturing technology.

The two-year-old **Town Center Square** near the corner of Gammon and Odana Roads welcomes Cost Cutters Family Hair Care, H & R Block and Migun of Madison, a store offering thermal massages and Korean-made beds.

Innovations and new business



GenTel BioSciences, Inc., formerly GenTel BioSurfaces, Inc., has changed its name. The company specializing in protein biochip production hopes to reflect its growth into an integrated, full-service multiplex immunoassay company.

Joan Collins Publicity has been retained by **SARA Investment Real Estate** to publicize and plan special events at office and retail centers the firm builds and renovates for its investors. SARA Investment Real Estate leases projects in towns and cities throughout Wisconsin.

Mortenson, Matzelle & Meldrum, Inc., an independent insurance company, has created a new business unit to assist small businesses with personal and business insurance as well as employee benefits. Called Core Business Solutions, the 16-

member unit reflects the company's dedication to small businesses.

To save students up to \$5,000 on student loans,



UW Credit Union is paying the three percent fee typically deducted for all Stafford loans.

Madison Tanning Company now offers health insurance to employees who work 30 hours or more per week. With 12



Wisconsin locations, the company hopes to retain current employees and competitively recruit new staff members.

The Madison-based catalog company, **Summit Sign and Safety**, has expanded its line of industrial signage and safety equipment. The latest edition of the Summit catalog features thousands of new products from many brand-name suppliers. **IMS**, a Madison-based Internet application development and consulting company, recently completed a new Web site for the Tobacco Control Resource Center for Wisconsin. The site, www.TobWis.org, is a

portal for professionals involved in tobacco control issues.

Upper Iowa University-Madison is offering Contemporary Topics in Management, a new business course on Monday nights. This senior-level course focuses on breaking down barriers that keep an organization from excelling.

Madison Symphony Orchestra is now offering HeartStrings, a live, interactive music program designed to engage community members in making and listening to music. The program takes place at schools, state institutions and community centers throughout southern Wisconsin.

Kiesling Associates LLP has become a member of the nationwide BDO Seidman Alliance. This membership will allow the independent firm to expand its accounting and consultation services.

The parent company of the First Business family, **First Business Financial Services, Inc.**, recently had its stock added to the America's Community Bankers NASDAQ Index. The company joins the more than 500 community banks included in the index.

Awards and recognition

Group Health Cooperative Medical Director Dr. Michael Ostrov was appointed Chair of the Medical Directors Council at the Alliance of Community Health Plans (ACHP), a national leadership organization based in Washington, D.C. Dr. Ostrov will lead discussions on emerging health care issues with other ACHP medical leaders throughout the country.

UW-Madison School of Business Associate Professor of Finance Toni M. Whited won the Battle Prize in Corporate Finance for co-authoring "Debt Dynamics," a paper detailing the effects of taxes and growth on corporate capital structure. The annual prize goes to the top paper on corporate finance published in the Journal of Finance.

Engineering and architectural firm **Ayres Associates** recently won the 2005 Excellence in Concrete Pavement Award for its work on East Washington Avenue. Awarded by the American Concrete Pavement Association, the prize is

Continued on Page 06

MEMBERSHIP **MATTERS**

REAL AFFORDABLE HEALTH INSURANCE FOR SMALL BUSINESS

It is often the biggest challenge that a small business faces. It is why small businesses have a difficult time attracting quality employees and keeping them. When it is not affordable, many small business owners are forced to choose between being in the black or feeling blue. "It" is the ability to provide affordable health care for their employees.

In an effort to meet our members' needs, the Greater Madison Chamber of Commerce and the Small Business Advisory Council have joined forces to bring ChamberCARE to Chamber of Commerce members throughout Dane County.

ChamberCARE benefits include:

- Expanded offerings with both General Health Cooperative (GHC) and Wisconsin Physicians Service Insurance Corporation (WPS);
- Quality, affordable health and dental insurance options for small businesses;
- Multiple plan choices to accommodate individual business needs;
- Both traditional and flexible plans (usually only available to larger employers);

- Generic-only drug options, to save the employee money on prescriptions;
- A statewide network of providers;
- A wide variety of plan alternatives including Health Savings Account (HSA) and Health Reimbursement Account (HRA) options; and
- Coverage for businesses with fewer than 100 employees.

ChamberCARE was designed by small businesses for small businesses, and it is available exclusively to the members of the Greater Madison Chamber of Commerce and members of other participating Dane County-based chambers of commerce. If you are a small business owner and Chamber member, you owe it to yourself to find out more about ChamberCARE; it could be just the "check up" you need.

For more information on ChamberCARE please contact GMCC Membership Coordinator Amy Torgeson at atorgeson@greatermadisonchamber.com or (608)443-1945. ♦

MEMBER **NEWS&EVENTS** CONTINUED

based on many aspects including traffic management and pavement smoothness.

Madison Area Technical College's Business Procurement Assistance Center helped create or uphold 8,588 jobs in Wisconsin in 2005. Their work helped the state make \$292.3 million in government contracts – a 42 percent increase over 2004.



National architectural firm **Flad & Associates** was awarded the 2005 Best Healthcare Project Award for the Mease Countryside Hospital Expansion in Safety Harbor, Florida. The five-story expansion is home to a new women's center, pediatrics unit and additional hospital beds.



KANDU Industries recently received a \$2,000 grant from the Alliant Energy Foundation for new hydraulic lift equipment. The equipment will give workers with disabilities more independence and improve their skills.

Events

Bob Wilkening, president of Wilkening & Company, will be the keynote speaker at the "Compensation and the Family Business" program on March 28. The **UW-Madison Family Business Center** program is free for FBC members and sponsors. It will be held at the Fluno Center.

Hospice Care Inc. will offer a grief support group series, Grief's Stepping Stones, on February 28, March 7 and March 14 from 1-3 p.m. Participation is free and the meetings will take place at Holy Mother of Consolation Church in Oregon.

Mergers and acquisitions

First Weber Group Realtors, Wisconsin's largest real estate company, has merged with Benchmark Realty of Beaver Dam and Rhinelander Realty, Rhinelander's oldest real estate firm. First Weber Group Realtors has over 40 offices throughout Wisconsin. ♦

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4001 Felland Rd: 33,000 sq. ft. **4005 Felland Rd:** 49,000 sq. ft. **4009 Felland Rd:** 57,900 sq. ft.
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WAUNAKEE BUSINESS CENTER



For Lease-Office/Warehouse Space: 201, 202, 204 Moravian Valley Pk Waunakee, WI 53507
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COVERSTORYCONTINUED

OUT GROWTH

with a plan – not a cookie cutter – a plan that shows they understand traffic movement, that they understand pedestrian movement, that they understand the needs of the community.”

So Sun Prairie worked with developers like Veridian to create popular new traditional neighborhood developments (TNDs), which echo the established mixed-use neighborhood with a variety of single-family homes, multi-family owner-occupied units, apartments, retailers and restaurants.

Variations to zoning ordinances were available when necessary to create the kinds of forward-looking housing developments that make better use of land and that foster community.

Right now Sun Prairie has three TNDs by three different developers, including Veridian’s Smith’s Crossing, in varying stages of completion.

In 2001, the city adopted a downtown redevelopment plan as an amendment to its Master Plan 2020, developed a year earlier, when census figures revealed that Sun Prairie was the second-fastest growing community in Dane County (lagging behind only Madison). The downtown redevelopment included what would become Cannery Square, a mixed-use infill project executed by Veridian.

David Simon, Veridian’s president of operations, says the company was drawn to the project because it was an opportunity to try a hand at infill development using a familiar model. The company was already building mixed-use neighborhoods in greenfields. Moving that plan to an infill area might be risky, but the company (then operating as Midland Builders and Don Simon Homes, which merged in 2003) had previously worked with Sun Prairie on Smith’s Crossing.

“We already had a relationship, and we’d had a good experience,” Simon says. “Sun Prairie has been doing a good job with a quality planning effort in advance of development pressures.”

Cannery Square is still underway, but the city and Veridian are happy with the results so far. Ann Smith, director of Sun Prairie Chamber of Commerce, says the development has revitalized the downtown business district, and it has drawn activities and events to the heart of the city.

“People see that there’s more traffic and more retail variety for people to choose from, and it just looks better,” Smith says. “Cannery Square took an area that was a heavily industrial zone ... and renovated it to be a commercial, retail and multi-unit housing development, which is much more appropriate for downtown.”

Simon says Cannery Square is exceeding their most conservative estimates in terms of sales and space rentals, and he shares credit for that with the city.

“The city had done a lot of legwork up front,” Simon says. “They put together a vision about what could happen here.” ♦

PostScript Picture
(Layout 1 \ (Page 1 \))

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BUSINESS INCUBATORS BUILD COMPANIES AND COMMUNITIES

by Judy Dahl

Translating a great idea or new technology into a thriving business can be a complex, expensive proposition. Buying or leasing – and equipping – the right business space can be a significant cost.

And, says Mary P. Burke, secretary, Wisconsin Department of Commerce, “Creating a supportive climate for entrepreneurs is vital to the long-term growth of Wisconsin’s economy.” That’s why developers, often in conjunction with academic or government organizations, are creating business incubators to help emerging companies and draw businesses to the area.

“At Commerce, we fund business incubators because they’re a great resource for beginning businesses,” says Burke. “Incubators provide the cost-savings and management assistance that allow new businesses to grow steadily toward success.”

also vice president of T.E.C. Center Inc., a nonprofit MATC affiliate that manages T.E.C. Incubator Center, a business incubator located near MATC’s Truax campus. McAllen Properties owns and manages the T.E.C. grounds and buildings.

“We opened T.E.C. Incubator Center to create new opportunities for technical businesses on the East Side of Madison, to grow the area’s economy and to create opportunities for our students and graduates,” explains Lalor. T.E.C.’s mostly computer-related and biotech businesses collaborate and learn from each other, and, Lalor reminds, “Our tenants are literally across the road from one of the leading technical colleges. MATC provides them with a supply of highly-qualified technical people.”

When locating in a business incubator, “a new company’s not on its own; it’s a very supportive environment,” says Lisa

Humphrey, manager of the MGE Innovation Center business incubator in Madison’s University Research Park. The center, designed to transfer technology from the University of Wisconsin to the private sector, focuses on research and development (R&D) companies.

“The businesspeople are so committed to their companies, so passionate about their work, so collaborative,” says Humphrey. “I’ve never worked in such a positive R&D environment.”

MGE Innovation Center recently established a campus scientific journal library for tenants, who also have access to many other university resources. “The Office of Corporate Relations, the Wisconsin Alumni Research Foundation (WARF), the UW Small Business Development Center (UW SBDC) ... all support tenants in different ways,” says Humphrey.



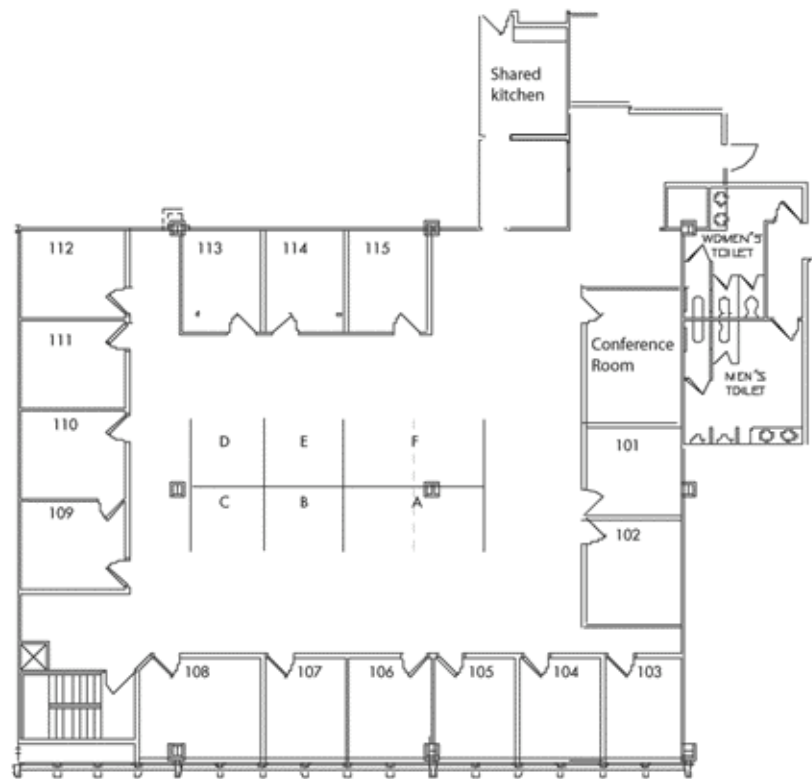
University Research Park’s MGE Innovation Center

The Commerce Web site (www.commerce.state.wi.us) defines incubators as “facilities that provide small, entrepreneurial businesses with affordable space and shared support and business-development services, such as financing, marketing and management.”

Some incubators focus on specific industry sectors such as high-tech or light industry; others accommodate businesses of all types. Most encourage tenant businesses to “graduate” from their facilities in three to five years and operate independently.

A supportive environment

“A synergy exists between the companies located in a business incubator,” says John Lalor, executive dean of outreach programs at Madison Area Technical College. He’s



Network222 Floor 1, Urban Tech Catalyst

Tenants of Urban Tech Catalyst can move into Network222’s main tower when they outgrow their incubator spaces.



T.E.C. Incubator Center is located near MATC's Truax Campus, which often supplies trained technical workers.

Adding vitality to communities

Business incubators attract new companies, new residents and new consumers to communities, increasing the tax base. "Any time you have young, exciting businesses in a community, it adds vitality," says Christine Dehlinger, corporate communications director, Fiore Companies.

Her company added a business incubator, Urban Tech Catalyst at Network222 (UTC), when it renovated the downtown-Madison Network222 building as a technology center. "UTC is available to technology start-ups who just need an office or two for now, but who might later want to move into the main tower at Network222," says Dehlinger.

"We feel that the downtown environment is a great place for small, high-tech organizations, and that locating downtown helps companies attract knowledge workers and creative types," she adds. "UTC clients really appreciate all of downtown Madison's amenities – and they're bringing their friends and colleagues to share the environment."

Genesis Enterprise Center (GEC), an incubator for all types of businesses on Madison's South Side, is bringing much-needed energy to the area. MATC's Lalor calls it "a model program that went into a community in need of business revitalization. It's a highly successful community-development incubator," he says.

A city community-development block grant helped fund GEC's 2002 launch, according to Jim Bohlman, GEC facility director. "We wanted to attract small businesses to the South Side of Madison

and act as a catalyst for economic development," he says. "We particularly wanted to foster new women- and minority-owned businesses."

Bohlman notes that tenant companies do business with existing companies in the area and with each other. "We've brought in a significant number of jobs, many for low- to middle-income people, both starting their own businesses and working for our tenants," he says. "Businesses can get a start here where they may not have resources to do it in another type of space."

And incubator companies tend to stay in their communities after graduation, according to the National Business Incubator Association (NBIA). Since 1980, incubator clients and graduates have created more than half a million jobs in North America. NBIA also reports that in 2001 alone, North American incubators assisted more than 35,000 start-up companies that provided full-time employment to nearly 82,000 workers.

Selecting a business incubator

Business incubators vary in the types of businesses accepted, the amenities offered and the expert resources available. To find the right incubator, a business owner should develop a business plan that estimates employee and space needs over the next three years. "Then contact incubators with the type of space you're looking for, take a tour and discuss lease terms," recommends Neil Lerner, director, UW SBDC. "Visit more than one incubator and create a comparison sheet to help decide what's best for you." ♦

HOW DO SMALL BUSINESSES BENEFIT?

All business incubators operate somewhat differently, but typically have a number of benefits in common, according to Neil Lerner, director, UW-Madison Small Business Development Center.

These benefits include:

- Below market rent for the type of space rented;
- Short lease terms ranging from month-to-month to one year or more;
- Shared common areas including conference rooms, reception areas, kitchen and break areas;
- Shared office equipment, such as copier machines and faxes;
- High-speed internet access;
- Loading docks for shipping and receiving;
- On-site building management and free parking;
- Rents that include heat and lights; and
- New or remodeled office space that is well maintained and professional.
- Some incubators offer on-site business assistance.

Flexible space is another benefit, Lerner says. "In Madison-area incubators you can find space for light manufacturing or wet labs for biological science work, as well as typical office space. Most incubators can accommodate a variety of total space needs, and many have room for expansion – assuming they're not 100-percent leased when your need arises."

IN PERSON



**KIM
SCHAEFER**

**Chief Operating
Officer, Great
Wolf Resorts, Inc.**

Great Wolf Resorts, headquartered in downtown Madison, owns, operates and develops drive-to family resorts featuring indoor waterparks and other family-oriented activities. The central reservations call center is located in the Genesis Enterprise Center, located off Rimrock Road. Great Wolf Resorts employs about 3,000 people nationally.

Home: Madison, Wisconsin

Education: BS Accounting –
Edgewood College

Family: Outside of work, I am a wife and a mother of two. They keep my life in balance and inspire me.

What attracted you to your current position?

I believe strongly in our mission to create family traditions, one family at a time. This is a wonderful organization, creating affordable and convenient vacation getaways for families.

How does your background help you lead your organization forward?

I have been involved in the hospitality industry for over 15 years. My experience as a CPA, the career opportunities I've pursued and the business partners and mentors I have worked with have given me a rich background in resort development and management.

What is your vision for Great Wolf Resorts?

My vision for Great Wolf Resorts is to continue to deliver an exceptional family vacation experience that is affordable, convenient and, of course, fun for families.

What are the biggest challenges for area companies in the hospitality industry?

The vacationing guest has a certain level of expectation. It requires a dynamic team working together to not only meet, but also to exceed that expectation and deliver a safe and fun vacation experience.

How does Great Wolf Resorts stay competitive?

It takes an extremely experienced and tactical team to develop an indoor waterpark resort of this scale and to ultimately deliver to the guest a quality experience worth repeating. Families have a lot of options when vacationing in Wisconsin, which is why we are very proud that over half of our guests have either stayed with us before or are referred to us by friends or family. ♦

AMBASSADOR ACTION

AMBASSADORS ASSIST BUSINESS EXPO

After successfully delivering over 1400 member directories in January, the Greater Madison Chamber of Commerce Ambassadors were hard at work again at the 2006 Mardi Gras Business Expo on Thursday, February 16.

The ambassadors helped support the Mardi Gras Expo by securing prize giveaways from GMCC member businesses, meeting and greeting exhibitors, escorting exhibitors to their booths and assisting with exhibitor needs. They also warmly greeted expo attendees and answered any questions that they had as well.

The Mardi Gras Business Expo is only one of the many events where the GMCC Ambassadors lend a hand. Without the dedication and hard work of the ambassadors, events such as this would not be possible. We owe enormous thanks to our GMCC Ambassadors and their employers for contributing to the success of this year's GMCC Mardi Gras Business Expo.

2006 GMCC Ambassadors:

- Amy Ammon
- Melissa Badini
- Patrick Barry
- AwardsMall.com
- Isthmus Publishing
- Specialty Services of Wisconsin

- Kimberly Bean
- Daniel Beeman
- Tracy Buglass
- Alan Cook
- Sandi Daniel
- Mark Davis
- Julie Day
- Kelly Dewey
- Neil Diffenbaugh
- David Fons
- Sandy Gehler
- Paul Gradian
- Katherine Haubert
- Jill Hunter
- Cynthia Jansen
- Mark Johnson
- Alexandria Keller
- Chad Kopljen
- Robert Half International
- Ben & Jerry's
- United Way of Dane County
- Ferrellgas
- Incentive Innovations, Inc.
- Merrill Lynch
- Mortenson, Matzelle & Meldrum, Inc.
- Stark Company
- Realtors
- Life Conversions, LLC
- Liberty Mutual Insurance Co.
- Robert Baird
- Woodward Printing Services
- Vineyard Church
- Mid-West Family Broadcasting
- EverhartTwist Communications, LLC
- Five Star Telecom, Inc.
- Rejuvenation Spa, Inc.
- Lee, Kikelly, Paulson & Younger, S.C.

- Kevin Pachucki
- Sam Pines
- Tammy Rozek
- Steve Schoenberger
- Ron Skubal
- Brian Soderling
- Kelly Starr-King
- Kim Sutton
- Nathan Tiziani
- Brian Unitan
- David Way
- Shirley Woodbeck
- Jen Yakimicki-Guimond
- Smith Barney
- Fox Sports Madison
- East Towne Mall
- The Idea Centre@Skyline
- Great Signs!
- Strategem, Inc.
- Drake & Company
- Hilton Madison
- Monona Terrace
- Park Bank
- Adams Outdoor
- Advertising of Madison
- Durrant
- First Business Bank
- Hilton
- Garden Inn

Thanks again! ♦

Thank yous

We thank Irish Waters for hosting the January ambassador meeting.

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





Organization: First Weber Group
Name: James Imhoff, CEO
Address: 5250 East Terrace Drive, Suite 1
Phone: 443-2000
Fax: 441-3261
Web site: www.firstweber.com

Your organization's current leaders:
 James Imhoff, CEO and
 Bob Weber, President

Year established:
 1996, through a merger of First Realty
 (founded in 1971) and
 Weber Realty (founded in 1972)

Number of employees:
 Over 1400 sales associates

Who is your customer?
 Our customers are our agents. Our job is
 to make our agents the absolute best in
 the area. Our secondary customers are
 home buyers and home sellers.

**What's something interesting
 people probably don't know about
 your organization?**
 We have over 45 offices and we're
 nearly statewide.

What achievements are you most proud of?
 Our growth and the success of the company
 in finding good, professional firms to bring
 into First Weber.

What are your 2006 goals for First Weber?
 To continue our growth into the few
 remaining areas of the state where we
 are not working already.

**What are the key issues affecting
 your industry today?**
 Maintaining reasonable interest rates and
 maintaining a strong economy.

GMCC member since:
 1975 (dating back before the merger)

Favorite GMCC benefit?
 It's really important that the
 chamber continues to monitor legislation
 that is proactive for business or detrimental
 to business. ♦

CONSIDER BUSINESS PARK PERKS

By T.J. Blitz, commercial real estate developer at T. Wall Properties

Business and research parks offer more than buildings; they often provide resources and create environments that make doing business easier. While not perfect for every company, business parks can prove invaluable to the right tenants.

Flexibility and amenities

Typically an office park will provide greater flexibility and amenity packages than a single stand-alone office building. An office park, if owned by the same landlord, can accommodate the growth of a business by allowing the customer to move "next door" if there is no more space available in its current building. Also, in an office park setting, one is more likely to find numerous boardroom and meeting room options as well as a fitness center and places to eat. An office park also provides greater opportunities to do business with other tenants within the park, creating a more interactive and symbiotic business model.

Consider competition

Depending on one's business, many people like to be surrounded by others in the same area of expertise. Look at car dealers. The more car dealers that are grouped together, the more customers they

will all be able to attract. On the other hand, if you sell submarine sandwiches, you may not want to have another sub shop right next door.

Environment

We've seen better employee retention in a business park environment because of the amenities typically found within a business park. In addition, because business and research parks are planned developments, they are typically nice places to work. Rather than exiting your stand-alone building and walking next door to an auto repair shop, you will typically be able to walk down a tree-lined street and visit with a friend or colleague in an office building next door.

Making the move

Business parks offer the obvious amenities such as board rooms, break rooms, fitness centers and plentiful parking. Yet all businesses must make sure that the developer can accommodate future growth. The last thing any business needs is to make the commitment to move to a certain part of town only to find themselves having to move further away five years later because the landlord doesn't have any more space in the same building or a building right next door. ♦



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LGM UPDATE

BACK TO SCHOOL

LGM Day highlights child equity and attainment



By Brennan Nardi, editor, Madison Magazine and LGM13 participant

Superintendent Art Rainwater is sending a sobering message to Madisonians. The next round of budget cuts, inevitable under the state's revenue cap for funding public schools, "will change the nature of the education of children in Madison," Rainwater recently told the thirty-five members of this year's Leadership Greater Madison class during a session at Jefferson Middle School.

Since the mid-90s, local school districts have operated under state-imposed revenue limits. The law provides for some state funding of local school districts, but the statutory annual increases in the state's share of K-12 education costs do not keep pace with actual inflation. State law also mandates teacher salary and benefits increases of at least 3.8 percent to avoid union arbitration. The result is that every year school districts need to find more money just to maintain the programs and

"LEADERSHIP GREATER MADISON PREPARING TOMORROW'S COMMUNITY LEADERS TODAY."

services from the year before.

The only adequate solution to cover the shortfall is voter referendums to raise property taxes and approve additional spending, but those are hard to pass. If taxes don't go up, Rainwater fears the school district will have to cut up to \$10 million of services next year. "This country was based on the premise that every child in this country should get an education at the public's expense," he told us. "We know how to do that. The problem is we can't afford to do it under the current system."

Superintendents in surrounding communities weighed in on possible fixes for the funding formula. While Madison administrators favor putting decisions back into the hands of the state's 426 school districts, Mt. Horeb superintendent Wayne Anderson thinks the current scenario would work better if property tax payments were levied monthly versus annually. He says it would ease the burden on taxpayers, diffusing the issue in the process. DeForest superintendent Jon Bales says it's naïve to think legislators will change the law. Instead, he says, he and his colleagues should – and have – become more politically active, ensure the state shares the cost of public education and "do things around the fringe" like educate policymakers and shareholders about districts' needs.

Other highlights of the day included a lesson on early childhood development,

which experts now believe is a critical element in determining whether a student will succeed in school. Longtime activist Dorothy Conniff of the city's Office of Community Services says Madison's housing segregation creates uneven levels of day care for the kids who need basic learning skills and emotional stability the most. "We ought to make sure our low-income kids have access to high quality care," she said. "If we could do that as a community, it would make all the difference."

We also had the opportunity to interact with Jefferson students. We ate lunch with the eighth graders and poked our heads into afternoon classes. Four area educators then weighed in on what matters most in helping kids achieve. Jefferson principal John Burmaster told us that during middle school, "the best thing you can do is sit down with a kid and show that kid that you like them. It always goes back to relationships."

Despite Rainwater's dire warnings, he ended the day on an optimistic note. Superintendent since 1998, Rainwater prides the district for closing the third-grade reading gap that used to plague low-income and minority kids. He recalled the day in 2004 when he got the data that said, "regardless of race and income, your chances of achieving are the same." It was, he told us, a highlight of his career. ♦

WHAT MATTERS TO MAGNET?

With a goal of attracting and retaining the next generation of leaders to the Greater Madison Area, MAGNET must be aware of what its demographic needs and wants. A look at MAGNET's committee structure lends insight into where current MAGNET members' interests lie. Each of MAGNET's four committees reflects the memberships' main concerns with respect to public policy, civic involvement, professional development and social activities.

Public Policy Committee

The mission of MAGNET's Public Policy Committee is to facilitate increased awareness of and engagement in the public policy issues that impact the lives of Madison's next generation of leaders and the community in which they live. To

achieve this they provide forums for open consideration and discussion of public policy issues. The goal is to encourage and facilitate greater participation among the next generation of leaders in the public policy process through initiatives such as voter registration drives. They also provide research and understanding of the public policy issues that affect the next generation of leaders and their communities.

For details on the Public Policy Committee please contact publicpolicy@madisonmagnet.org.

Civic Involvement Committee

In order to foster the spirit of giving back to the community, MAGNET's Civic Involvement Committee has established a mission of encouraging more engagement in community service. The ultimate goal is to provide group volunteering events and linkages to individual volunteering opportunities. They also provide opportunities to learn about other service

opportunities, such as charitable giving and mentoring.

For details on the Civic Involvement Committee contact civic@madisonmagnet.org.

Professional Development Committee

MAGNET's Professional Development Committee is dedicated to encouraging all MAGNET members to develop, enhance and employ their leadership skills. They do this by helping the next generation of leaders understand the importance of leadership skills for personal and professional growth and accomplishment, as well as for community and social advancement. The committee provides

Continued on Page 15



ECONOMIC DEVELOPMENT

COLLABORATION COUNCIL HEADS TO DENVER, COLORADO

Group eyes Denver's successful regional collaboration

The Collaboration Council is a regional effort comprised of a cross section of leaders from Dane County's business, government, education and non-profit communities. The Collaboration Council looks to grow Dane County's economy in ways that preserve and advance the quality of life.

In an effort to explore a successful regional collaboration and economic development model and to bring home ideas for Greater Madison/Dane County's Collaboration Council, over 50 regional leaders traveled to Denver, Colorado, from February 1 – 3.

The group's goals for the trip were threefold: to learn first-hand about an area that is successful in regional collaboration, to learn best practices for the formation and operation of a regional economic development entity and to bring this region's leaders from different communities and sectors together to build regional relationships. Although the group recognized that Denver faces some important challenges (including sprawl, traffic and decreasing affordability), it was selected as the destination for its high level of success in working collaboratively and as a region.

Perhaps most significant about the trip is that over 50 people signed up to go. That is a true testament to the level of commitment that our region's leaders have made to create an environment of regional collaboration. There were even participants from Columbia County and Milwaukee. Although the effort is currently focused on Dane County, their participation is an exciting first step towards the longer-term goal of expanding the discussion and involvement of an even broader region.

For information on the Denver trip or the Collaboration Council, contact Rafael Carbonell at 608-443-1955 or rcarbonell@greatermadisonchamber.com. ♦

The list of participants who traveled to Denver for the Collaboration Council field trip demonstrates a phenomenal level of regional and sectoral diversity:

Jennifer Alexander – *President* - Greater Madison Chamber of Commerce
Ray Allen – *Publisher* - Madison Times
Connie Anderson – *Partner* - Anderson & Kent
Deb Archer – *President* - Greater Madison Convention & Visitors Bureau
Chris Armstrong – *Director, Development & Commercial Leasing* – Fitchburg Technology Campus
Bettsey Barhorst – *President* - Madison Area Technical College
LaMarr Billups – *Board member* - Urban League of Greater Madison
Jim Bower – *co-Executive Director* - Blue Planet Partners
Mark Bugher – *Director* - University of Wisconsin Research Park
Rafael Carbonell – *Director of Regional Economic Development* – Greater Madison Chamber of Commerce
Mayor Joe Chase – *City of Sun Prairie*
Mayor Dave Cieslewicz – *City of Madison*
Ed Clarke – *Coordinator for Grants and Special Projects* - Madison Area Technical College
Mayor Tom Clauder – *City of Fitchburg*
Jan Eddy – *Board member* - Wisconsin Technology Council
Nancy Elsing – *Executive Director* - Columbia County Economic Development Corporation
Kristine Euclide – *VP & General Counsel* - Madison Gas & Electric
Kathleen Falk – *County Executive* - Dane County
Roger Ganser – *CEO and President* - Venture Investors
Hank Gempeler – *Partner* - Foley & Lardner
Rob Gottschalk – *co-Executive Director* - Blue Planet Partners
Bill Haight – *President* - In Business Magazine
Neil Heinen – *Editorial Director* - WISC-TV and Madison Magazine
Steve Hiniker – *Executive Director* - 1,000 Friends of Wisconsin
Charlie Hoslet – *Director* - University of Wisconsin, Office of Corporate Relations
George Kamperschroer – *Attorney* - Neider & Boucher
Anne Katz – *Executive Director* - Arts Wisconsin
Angela Kinderman – *Executive Director* - Fitchburg Chamber of Commerce
Elizabeth Kluesner – *Director of Policy Innovation & Programming Improvement*
Dane County Executive's Office
Matt Kures – *Public Policy Committee Chair* - MAGNET
David Locke – *President & CEO* - McFarland State Bank
Kim Lothe – *President & Founder* - KMR Media Partners
Mario Mendoza – *Assistant to the Mayor of Madison*
Katherine Naherny – *Former Principal Planner* - City of Madison
Kay Plantes – *Principal* - Plantes Company
Dan Ramsey – *Director of Marketing* - Welton Enterprises
Jim Ring – *President & CEO* - Park Towne Management
Cynthia Rose – *Member* - Small Business Advisory Council
Susan Schmitz – *President* - Downtown Madison Inc.
Tom Spitz – *President & CEO* - DMB Community Bank
David Stein – *Regional President* - Associated Bank
Tom Still – *President* - Wisconsin Technology Council
Barbara Swan – *Executive VP & General Counsel* - Alliant Energy
Julia Taylor – *President* - Greater Milwaukee Committee
Jack Van Rixel – *Engagement Liaison* - Next Generation Consulting
Mayor John Volker – *City of Verona*
Jim Welsh – *Executive Director* - Natural Heritage Land Trust
Bill White – *Office Managing Partner* - Michael Best & Friedrich
Chancellor John Wiley – *University of Wisconsin-Madison*
Phyllis Wilhelm – *Director of Economic Development* - Madison Gas & Electric
Gary Wolter – *President & CEO* - Madison Gas & Electric
Mike Zimmerman – *Economic Development Coordinator* - City of Fitchburg
Travel Director: Ed Mani – *President* - Burkhalter Travel

MAYOR CONSIDERS PLANNING AND DEVELOPMENT REORGANIZATION

Recognizing that there are many who perceive the city of Madison government to be unfriendly and inattentive to the business community's needs, Mayor Dave Cieslewicz asked the city Economic Development Commission (EDC) to gather information about the business community's experiences with city government. Business leaders were encouraged to speak about city approvals, regulations and processes related to locating, starting, operating or expanding a business in Madison.

We recognize the time and effort invested in the creation of the EDC report. Working toward implementation of the compelling recommendations from the report will serve to further the mission of the GMCC, particularly with regard to leading enlightened economic development.

One of the most compelling recommendations was to make economic

development and business development higher priorities for every part of city government. As a result, the mayor's office recently announced plans to reorganize the Department of Planning and Development, which houses the economic development function of city government. The mayor has agreed to work with the GMCC on this issue in order to create a higher profile for the Office of Business Resources and elevate an economic development staff member to a high-level management position.

In addition to economic development tasks, the department currently contains a wide variety of functions that may or may not be related to its original mission. Those include the Office of Business Resources, the Building Inspection Unit, Community Development Block Grant Program, Housing Operations, the Metropolitan Planning Organization and responsibility for the city's Comprehensive Plan, which establishes guidelines for the city's future growth and development. By reorganizing, it is our hope that the department will be able to narrow its scope and have the ability to better focus on both economic development and oversight of city growth and planned real estate development.

While we see economic development as an important regional issue that focuses on

growing the region's economy while maintaining the quality of life that residents enjoy, we also expect the Comprehensive Plan to guide planned development and maintain the qualities that define Madison. The small businesses in Madison make up the cultural fabric of this community, and it is extremely important that the interactions between potential and existing small business owners and the city government are smooth, inviting and efficient.

While there may be a history of skepticism between the city government and the business community in Madison, we are hopeful that with the implementation of these specific recommendations from the business community, there is potential for positive change in the city of Madison. The business community will await timely action.

Changing perceptions is a step-by-step process. For real change to follow, the next steps must include solid initiatives, based on the recommendations of the EDC, to respond to the specific needs of the business community. A shift in the perception of the business climate of the city of Madison will take time and depends on results.

For more information, please contact Katy Skarlatos, public policy coordinator, at kskarlatos@greatermadisonchamber.com or 608-443-1949. ♦

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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 categories listed last. Unless noted, all addresses are in Madison. Members are also listed on our Web site under "Member Directory."

Blackhawk Co, Inc.

Todd Kessenich
406 Interpane Lane, Suite A
Deerfield, WI 53531
(608) 764-1476 / Fax: (608) 764-5060
support@blackhawkco.net
www.blackhawkco.net
Office Furniture & Equipment

Holophane.com

Fred Stohl
PO Box 618
Sun Prairie, WI 53590
(608) 834-8003 / Fax: (608) 834-3490
Fred.Stohl@holophane.com
www.holophane.com
Lighting Products & Systems

Madison Drum & Bugle Corps Association

Sal Salas
1475 W. Main Street
Sun Prairie, WI 53590
(608) 837-0707 / Fax: (608) 834-8909
office@madisoncorps.org
www.madisonscouts.org
Associations - Social

Migun of Madison, LLC

Wolfgang or Annette Schneider
6814 Odana Road
Madison, WI 53719
(608) 829-1185 / Fax: (608) 829-1185
migun@tds.net
Health & Wellness Services

Milsted Properties

Maria Milsted
5900 CTH - A
Brooklyn, WI 53521
(608) 835-8585
milsted@merr.com
Real Estate

National MS Society Wisconsin Chapter

Valerie Dixon
1120 James Drive, Suite A
Hartland, WI 53029
(608) 541-8313 / Fax: (262) 369-4410
valerie.dixon@wisms.org
www.wisms.org
Non-Profit Health Organizations

Organization Development Consultants

Jerry Woodrow
1020 Quinn Street
Waunakee, WI 53597
(608) 850-6042
info@odcons.com, www.odcons.com
Consultants - Organizations

Platinum Concepts, Inc.

Brian Bowling
2917 International Lane, Suite 202
Madison, WI 53704
(608) 242-1240 / Fax: (608) 242-1192
bbowling@platinumconcepts.net
www.platinumconcepts.net
Mortgage Bankers

Quorum Federal Credit Union

David Sribnik
2 Manhattanville Road, Suite 401
Purchase, NY 10577
(914) 641-3735 / Fax: (914) 641-3730
david.sribnik@quorumfcu.org
www.quorumfcu.org
Credit Unions

Summit Commercial Fitness, Inc.

Tim Nikolai
6376 Copsps Avenue
Monona, WI 53716
(608) 661-8508 / Fax: (608) 661-8516
tnikolai@summitcf.com - www.summitcf.com
Fitness Equipment - Sales & Service ♦

MAGNET UPDATE CONTINUED

individual and ongoing leadership skills education and training opportunities, as well as connections that allow individuals to utilize their leadership skills.

For details on the Professional Development Committee contact
professionaldevelopment@madisonmagnet.org.

Social and Cultural Committee

MAGNET recognizes the need for Madison's next generation of leaders to meet one another in social contexts and to get to know the great social and cultural goings-on in the area. As a result the Social and Cultural Committee exists to help stimulate relationship building and showcase the activities and opportunities available in the Madison area. It does this by providing social, recreational and cultural opportunities; showcasing the diverse communities and neighborhoods in the greater Madison area; and by providing linkages to opportunities throughout the greater Madison area.

For details on the Social and Cultural Committee please contact socialevnts@madisonmagnet.org. ♦

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UPCOMING AREA CONVENTIONS & EVENTS

The Greater Madison Convention & Visitors Bureau is pleased to welcome these great conventions, tradeshows and events to the Madison area in February.
[EA = Expected Attendance]

- | | | | |
|---------------|---|---------------|---|
| March 2 – 4 | WIAA State High School Hockey Tournament, Veterans Memorial Coliseum, Alliant Energy Center, EA: 16,500 | March 15 – 19 | 2006 US National Short Track Speedskating Championships, Eagles Nest Ice Arena, EA: 1,200 |
| March 3 – 4 | WIAA Team Wrestling Tournament, Field House, EA: 16,500 | March 16 – 18 | WIAA Boys Basketball, Kohl Center, EA: 16,500 |
| March 3 – 5 | Madison Area Builders Assn. Home Products Show, Exhibition Hall, Alliant Energy Center, EA: 20,000 | March 17 – 19 | Art Glass and Bead Show, Exhibition Hall, Alliant Energy Center, EA: 800 |
| March 9 – 10 | WIAA Girls State High School Basketball Tournament, Veterans Memorial Coliseum, Alliant Energy Center, EA: 16,500 | March 18 – 21 | WI Council for the Social Studies Convention, Marriott Madison West, EA: 700 |
| March 10 – 12 | Canoecopia, Exhibition Hall, Alliant Energy Center, EA: 600 | March 18 – 19 | Kids Expo, Exhibition Hall, Alliant Energy Center, EA: 5,000 |
| March 10 – 12 | Bike-O-Rama Sale, Arena, Alliant Energy Center, EA: 600 | March 20 – 21 | WI Division of Public Health EMS for Children Conference, Monona Terrace, EA 300 |
| March 10 – 12 | WCHA Men's Hockey Tournament, Kohl Center, EA: 16,000 | March 23 | Delta 3 Engineering, Sheraton, EA: 200 |
| March 14 – 15 | Professional Dairy Producers, Exhibition Hall, Alliant Energy Center, EA: 2,000 | March 23 – 25 | Mary Kay Career Conference, Monona Terrace, EA: 2,000 |
| March 15 – 19 | Great Lakes Athletic Training Assn., Marriott Madison West, EA: 1,100 | March 24 – 25 | WWF Kids Folkstyle State Tournament, Veterans Memorial Coliseum, Alliant Energy Center, EA: 5,000 |
| | | March 24 – 26 | International Conference on Islam, Pyle Center, EA: 150 |
| | | March 28 – 30 | WI Assisted Living Assn. Conference, Exhibition Hall, Alliant Energy Center, EA: 500 |

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GMCC CALENDAR

MARCH

Wed. March 1 – 12@12 Noon – 1 p.m.

Location: GMCC Board Room
Topic: "It's Not Too Late to Save Money on Your Tax Bill"

Facilitator: Mark McNally, Wipfli, LLP

Lunch Sponsor: Two Men and a Truck

Underwriter: Wipfli LLP

Contact: Connie Shomberg at 443-1953 or cshomberg@greatermadisonchamber.com

Tues. March 7 – GMCC Issues Roundtable 4 – 6:30 p.m.

Location/Host: Hyland Park Apartments, 5440 Caddis Bend – Fitchburg

Topic: Business Management

Cost: \$20/members, \$40/non-members

Registration Required

Contact: Sarah Breckenridge at 443-1954 or sbreckenridge@greatermadisonchamber.com

Wed. March 22 – Business Lending Services Open House & Ribbon Cutting 4 – 6:30 p.m.

Location/Host: Business Lending Services,

4600 American Parkway – Madison

Contact: Eryn Kjelland at 310-5575 or

erynkjelland@businesslending-services.com

APRIL

Thurs. April 6 – GMCC Business Card Exchange 4:30 – 6:30 p.m.

Location/Host: Holiday Inn and Suites

(West), 1109 Fourier Drive – Madison

Contact: Sarah Breckenridge at 443-1954 or

sbreckenridge@greatermadisonchamber.com

Wed. April 12 – GMCC Chamber Café 7:30 – 9:00 a.m.

Location/Host: Rocky Rococo's East – 1753

Thierer Road – Madison

Topic: How to Maximize Your Marketing ROI
Speaker: Irving Chung

Cost: \$10/members, \$20/non-members

Registration Required

Contact: Sarah Breckenridge at 443-1954 or sbreckenridge@greatermadisonchamber.com.



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