



BUSINESS BEAT

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Volume 36, Issue 9

WHAT'S INSIDE

MATURE WORKERS HIT THE GROUND RUNNING

Mature workers - those in their 50's and above - are a growing segment of the U.S. workforce, and more employers are looking to retain and attract these experienced employees

by Judy Dahl

"We actively seek out mature workers and let them know they're welcome here," says Tony Wilbert, public relations manager at Home Depot. Two years ago the organization entered a national hiring partnership with AARP designed to attract qualified, knowledgeable, skilled people to work in Home Depot stores and store support centers.

"Mature workers have good judgment, experience, skills, and leadership. Our younger workers tend to look up to them," Wilbert continues. "History shows mature workers are customer-service oriented, reliable and loyal - just the qualities we look for in our associates."

Wilbert says the partnership has been very successful. "We're a large employer; we have 355,000 people and it can be challenging to find the right ones."

Home Depot is not alone in seeking to attract mature employees. As our population ages and projected labor shortages become a reality, mature workers will become an ever more important part of the employment pool.

likely to remain in the workforce beyond the traditional retirement age. They tend to be in good health and "will continue to challenge, innovate and reinvigorate their 'second middle age.'" Others will work longer from economic necessity.

Retention

"In our own organization, we have a lot of mature workers," says Barbara McGraw, senior vice president and regional sales manager at Lee Hecht Harrison. "They bring what we want: expertise, knowledge, experience, the ability to interact with people, and energy."

It's important for employers to retain these workers, who hold their organizations' knowledge base, or intellectual capital, notes Sharon Harkins, Lee Hecht Harrison's senior vice president and general manager. "Employers may need to look at more flexible schedules and benefits plans, things that appeal to mature workers," she says.

And to make their

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The demographics

According to a recent presentation by talent solutions firm Lee Hecht Harrison, fewer young workers are entering the U.S. labor market. The number of mid-career workers (ages 35-44) will drop significantly between the years 2000 and 2010. Also, the over-55 workforce is growing rapidly. By 2010, nearly ten thousand Americans will turn 65 every day.

Fortunately for employers, the presentation says, many Baby Boomers are



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environments hospitable, employers should make an effort to integrate mature workers with the rest of their workforce. “Use teams that draw on a combination of both skills and age groups; don’t isolate older workers,” recommends Susan Haine, COO of QTI Human Resources Inc. “Give them interesting projects and leadership opportunities, and don’t assume they’re not interested in learning new things.”

A talent war

McGraw says unemployment has decreased dramatically in most

communities, and that competition for skilled workers is heating up in what some call a “talent war.” In this type of environment, “Companies need to look at people they might otherwise have bypassed because of stereotypes. They can’t just target the 30-ish worker.”

The stereotype is out there. “We still see resistance,” says Haine. “Sometimes older people who are turned down for jobs know it’s discrimination. It does exist and it’s very subtle. Employers really need to rethink that.”

“If there’s a training investment

involved, and there almost always is, there’s a concern about whether the employee will work long enough for the employer to get a return on its investment,” Haine says. “That’s a misplaced concern. Statistics show that people of all ages change jobs around seven times in their careers. There’s just as much risk of younger workers leaving a job.”

Some employers fear mature employees will be less flexible and willing to learn, have less energy, be unwilling or unable to interact with younger workers and will cost more in health insurance and retirement benefits. “These can be valid concerns, of course; it just takes some work for an organization to understand how the benefits of experience, knowledge, and having an engaged worker outweigh the costs,” says Molly Schissler, director of human resources and HR training at MRA – The Management Association, Inc.

A few older workers may fit the stereotypes. But, says Harkins, “Your screening process and the way candidates portray themselves in interviews will weed out those individuals.”

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The QTI building on East Washington Avenue in Madison

And although all workers will likely need some training, mature, experienced workers generally require less direction. “In a talent war, employers are looking at who they might hire to step in and hit the ground running,” says McGraw. “They don’t want the long ramp-up time you have with very young workers.”

The bottom line, says Schissler: “Companies that truly understand the needs of their organization will seek qualified, talented individuals regardless of age or other such factors. To overlook an ever-growing sector of employees is to overlook the very talent they may need to be successful.” ♦

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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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BEHIND THE DOOR

PRESIDENT'S LETTER



Dear Valued GMCC Member:

Though I currently find myself amid the daily bustle and

excitement of the business world, as Fall approaches, I can't help but reflect back on my years in the "education business" – as a student, a teacher, a principal. This is the time of year when many of us almost automatically shift gears and focus on "getting down to business" ... and/or "getting back to school."

Here at the Greater Madison Chamber of Commerce, we believe that learning takes many forms – and that it really never stops, whatever your age. We thrive on listening and talking with you, and have learned many good lessons in the past few months.

We like to think that we learn as much, if not more, from our members as they do from us, through the many forums and educational opportunities we offer. Those include informal opportunities to learn (and to teach) through working and playing together, as well as through a variety of programs: Chamber Café, CEO Forum, Issues Roundtable, 12@12, GMCC 101.

Lively minds breed success, so we have even more programs in the works that will be unveiled later in the season. If you haven't been taking advantage of the many opportunities that are part of your membership, we suggest that you seize that "back to school" energy and join in the

action – the connections you'll make on all levels will be great.

Turn the (extra) pages of this month's Business Beat and you'll find a special section that shines a spotlight on a group of individuals without whom our Chamber would be a very different organization: the GMCC Ambassadors. These are the people who volunteer to lend their time, energy and savvy to everything from ribbon cuttings, ground breakings, open houses and other events that support the success of your business. We are indebted to them and their tireless volunteer efforts on behalf of the Chamber and our membership. Watch for their smiling faces at our upcoming 54th Annual Dinner ... they'll be there, mixing, mingling and lending their spark.

What else will you find in our added pages? More Economic Development news, preliminary results from our Small Business Advisory Council poll, a bi-annual report on the activities of the Business and Education Partnership, an overview of three health plans current under review in the legislature, and much more.

Ours is a multi-faceted Chamber, which makes it all the more interesting to be part of. We hope that you feel the same.

P.S. We look forward to seeing you October 3rd at Monona Terrace for the GMCC's 54th Annual Dinner, which is certain to be truly exciting night for one and all.

Sincerely,

Jennifer Alexander,
GMCC president

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GMCC UPDATE

GMCC 101 at Madison Museum of Contemporary Arts

On Tuesday, August 8, new and existing GMCC members gathered at Fresco Restaurant and Lounge to learn about the benefits of GMCC membership. Members gained valuable insight into public policy, economic development and other membership benefits while enjoying delicious breakfast treats – all with the backdrop of the stunning rooftop sculpture garden on top of MMoCA.

GMCC/GMCVB Annual Business Social

The GMCC/GMCVB Annual Business Social at the Cherokee Country Club was a huge success! Members from both the Greater Madison Chamber of Commerce and Greater Madison Convention and Visitors Bureau enjoyed an evening filled with networking, food, fun and prizes.

Hiring Practices Pro Hosts Lively 12@12

On the first Wednesday of August, twelve GMCC small business members came

together to discuss hiring practices. Stacey Neu, Director of Talent Management, Human Resources for Spectrum Brands (formerly Rayovac) led an engaging and informative discussion on dos and don'ts for hiring the right candidates.

A brief overview of 12@12 program

The GMCC's 12@12 sessions are gatherings of twelve participants and one facilitator, who meet over a box lunch the first Wednesday of each month to discuss topics of special interest to small businesses. The program is open to member businesses with fifteen or fewer employees, with sessions limited to twelve participants.

How can you be one of the lucky 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 forty-eight hours. Don't give up because your name hasn't yet been picked for this popular program. We do take into consideration those who have been unsuccessful in getting into past sessions.

If you are a topic expert who would like to lead a 12@12 session, or a small business owner with a topic you'd like to have featured, please contact Connie Shomberg

at cshomberg@greatermadisonchamber.com or 443-1953.

Upcoming 12@12 sessions:

Date: September 6, 2006

Topic: Health Care: The Ins and Outs of HRA's and HSA's

Facilitator: Nitza Pfaff, Donovan Financial Services/Mass Mutual

Date: October 4, 2006

Topic: Public Relations for the Small Business

Facilitator: Merri Oxley, The Communication Team

More Upcoming: Issues Roundtable

The next Issues Roundtable will be held Tuesday, September 19 from 4:30–6:30 p.m. at Upper Iowa University, 4601 Hammersley Road, Madison. This program allows you to sign up for three short, small group discussions facilitated by an industry expert. Each session is a half-hour long with fifteen-minute breaks for networking. The cost is \$20 (\$40 non-members) Registration forms can be printed out from the "Events Calendar" on www.greatermadisonchamber.com. For more information, contact Amy Torgeson, program and events coordinator, at 443-1954 or atorgeson@greatermadisonchamber.com

Business Card Exchange

Please join us for our Autumn Business Card Exchange at Rocky Rococo's East on Thursday, October 19 from 4:30–6:30 p.m. Enjoy food, cash bar and, of course, prizes! This is always a fantastic networking opportunity for all GMCC members, so come and take advantage of this member benefit. No RSVP required, but remember to bring plenty of business cards. Questions? Contact Amy Torgeson, program and event coordinator, at 443-1954 or atorgeson@greatermadisonchamber.com.

Annual Dinner Raffle Tickets on Sale Now

Win a fabulous prize package, some of which include hotel stays, health club memberships or ice cream for a year. To view a full list of prizes, please visit www.greatermadisonchamber.com and click on the link under "featured event." Tickets are \$20 each, or six for \$100. Winners need not be present. Please contact the GMCC at (608) 256-8348 for additional details. ♦

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.



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MEMBER NEWS & EVENTS

New addresses and new construction

Flat Top Grill opened at Hilldale Mall, 534 N. Midvale Blvd. in July. It's the first Wisconsin location for the stir-fry chain.

La Quinta Inn & Suites opened their new east-side hotel, located at 5217 East Terrace Dr., on June 22, 2006. The hotel features 120 guest suites as well as several meeting rooms.



Wisconsin Community Bank new branch groundbreaking

Wisconsin Community Bank has broken ground for a new branch at 8240 Mineral Point Road. Tri-North Builders will build the facility designed by BrandPartners.

Innovations and new business

Independent Living, Inc., launched Kibble on Wheels (in conjunction with the Dane County Humane Society and Mounds Pet Food Warehouse) to provide free pet food to homebound Meals on Wheels customers.

One of the nation's first swim and fitness clubs for canines has opened in Madison's new **Westside Family Pet Center**. 4 Paws Swim and Fitness, designed for dogs to get and stay fit, offers state-of-the-art non-weight bearing cardiovascular swimming and an underwater treadmill, as well as dry land activities.



State Street Fuddruckers

KSW Construction Corporation was chosen by KD Restaurant Developers, head of the Fuddruckers chain, to build several

restaurants in Wisconsin, Minnesota and Missouri. KSW was chosen after its completion of the State Street Fuddruckers.

CustomCall Data Systems was selected by VoicePipe Communications Inc., to provide its Webtop business process management system and StreamLine billing system to the Internet telecommunications company.

Awards and recognition



Suttle-Straus' East Building by the Renschler Company

The Renschler Company was named to VP Buildings' 2006 Hall of Fame for its

Suttle-Straus' East Building. The building, finished in January 2006, won a "Warehouse-Best of Category" award.

Design-build firm **Design Structures, LLC.**, won multiple industry awards, including a 2006 Hall of Fame Award for the Homeshield building in Oregon, at the 2006 Varco-Purden National Builders Meeting in Las Vegas.

The National Institutes of Health awarded **QBI Life Sciences** a grant to develop a procedure to provide absorption profiles for early-stage drug candidates.

Nanotechnology company **Platypus Technologies, LLC**, presented at the National Institutes of Health Life Sciences Showcase in June. The company displayed new product lines using nanostructured surfaces and liquid crystals.

JX PacLease, a truck rental and leasing company, received the "Standard of Excellence" and "Midwest Region

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www.yppcommons.org Contact: Callie Gray - CG@nextgenerationconsulting.com



MEMBER MATTERS CONTINUED

MEMBER SPOTLIGHTS

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Our free enterprise system is about profit and freedom. It fosters innovation and allows for the pursuit of personal interests. Yet as competition increases and markets change, we must find new ways to support its growth.

Businesses must identify future workforce needs, educators must prepare people with applicable skills, and workers need to engage with an eye toward the future.

“Preparing today’s youth for tomorrow’s careers sets the stage for our area’s economic growth,” said Workforce Development Board of South Central Wisconsin Executive Director Pat Schramm. “Exposing them to real-world situations is critical.”

Community leaders agree.

The non-profit Business and Education Partnership was formed in the 1970s as a forum for business, education and government leaders to create programs that help students in the Madison Metropolitan School District, Edgewood High School and Edgewood Campus School understand the inner workings of the free enterprise system.

Last year alone, over two thousand

students were exposed to the “real world” of business through the direct involvement of over five hundred working professionals.

“Each of our programs is designed to be interactive,” said Business and Education Partnership Board of Directors Chairman Don Madelung, who is president of Herzing College. “The creative sparks that fly when classroom meets commerce help everyone better understand how to succeed in the future.”

For example, the Starting Your Own Business Class program brings together teachers and working professionals to guide students through the process of converting an entrepreneurial idea into a comprehensive business plan.

Kym Husom, who teaches Starting Your Own Business at Edgewood High School, says her students enter the program with a vague understanding of business concepts, but are able to put the pieces together with the insights they receive from local business leaders.

“The students are better prepared for the realities they’ll face,” said Husom. “It gives them confidence to make sound decisions about their careers.”

Since career success means staying in school, the Business and Education Partnership created School Makes A

Difference to expose eighth graders to diverse career options.

Over the course of two months, over 300 working professionals visit middle schools throughout Madison to share stories about their career paths.

“Students really do learn a lot about their own possibilities during those brief presentations,” said Madison Metropolitan School District Superintendent Art Rainwater, who also serves as vice chair for the Business and Education Partnership.

Hearing different people share their different successes can be encouraging. One student observed: “It’s reassuring to know that it is okay not to know what you want to be when you’re in eighth grade.”

Ongoing business involvement is vital. “We couldn’t sustain our programs without the active participation of the business community,” said Tom Johnson, vice president of finance at RSM McGladrey and treasurer for the Business and Education Partnership. “Business memberships fund our focused programs and volunteers help us expand our connections with students.”

Businesses interested in joining the Business and Education Partnership or individuals interested in learning about volunteer opportunities should call (608) 257-2828 or email alehman@charter.net. ♦

MEMBER NEWS&EVENTS CONTINUED

Franchise of the Year” awards at their parent company’s awards ceremony in Tampa.

Philanthropy

The Courtier Foundation awarded Elder Care of Wisconsin a \$10,000 grant to help upgrade dental equipment at their on-site clinic for elderly low-income patients.

STAR Credit Union, a joint venture by the Great Wisconsin Credit Union and Summit Credit Union, received a \$15,000 grant from the National Credit Union Foundation to expand their program, which helps at-risk children save money for the future.

Events Mergers and acquisitions

Select Personnel Services acquired Remedy Intelligent Staffing on June 30. California-based Select purchased the outstanding Remedy shares for \$169 million total, and the new combined staffing company will be privately owned and serve more than 20,000 customers in 36 states. ♦



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GMCC FEATURE

ALTERNATIVES TO THE COURTROOM

by Judy Dahl

Lawsuits are time-consuming, expensive and sometimes traumatic. That is why businesspeople are increasingly turning to mediation or arbitration, says Michelle A. Behnke, a solo practitioner and former president of the State Bar of Wisconsin.

"One thing my clients tell me is that they're looking for low-cost solutions with predictability regarding cost and outcome."

Mediation

Mediation can be more predictable than litigation. This voluntary process, in which a third party helps facilitate an agreement between opposing sides, is faster and less costly. And the parties have more control of the outcome, since they reach agreement themselves rather than having a judge impose a decision.

Disputing parties can go to mediation at any time. "You can agree to try it before going to arbitration or litigation," notes Kent Carnell, shareholder and president

of law firm Lawton & Cates. "Or the parties can be in the middle of arbitration or litigation and say, 'let's mediate and see if we can solve it.'" He says that with many court cases, judges require mediation before a case comes to trial.

Many businesspeople appreciate the confidential nature of mediation, says attorney Earl Munson of Boardman, Suhr, Curry & Field. He also notes that each party must have a decision-maker present. "Otherwise they're spinning their wheels," he says. "Lawyers should be prepared to put the settlement in final and binding form right there, or the parties may potentially change their minds."

Even if mediation fails, the parties learn about each other's cases and how a third party views the dispute. "The mediator pushes both sides, telling them what their strong and weak points are and moving them toward where, in a court, that's likely to be the decision anyway," says Carnell.

Arbitration

In arbitration, an arbitrator or a panel of arbitrators hears a dispute and makes a legally binding decision, except in rare cases of non-binding arbitration. It's usually quicker than litigation, but not always less expensive. "Arbitration is just like a trial in court, with arbitrators instead of a judge and jury," says Carnell. "And once they make a decision, it's final. An appeal is rarely possible."

He says more businesses are putting arbitration clauses in contracts, requiring



Kent Carnell, shareholder and president of law firm Lawton & Cates, consults with a client.



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that any disputes go to arbitration rather than litigation. "They think it's faster, more business-friendly and cheaper."

Arbitration is more flexible than litigation: The parties can hold hearings in places other than a courtroom and can select meeting times rather than having a judge impose them. Arbitration participants can issue subpoenas and conduct discovery, just as in litigation. And the arbitration process is confidential; the hearings are private and there's no publicity.

Also, says Munson, businesspeople and their lawyers can select their arbitrators. Large arbitration firms such as the American Arbitration Association offer experts in areas from construction to intellectual property.

However, businesses must be careful when using arbitration, warns Carnell. "If they're dealing with an individual or a smaller business that doesn't have equal bargaining power, an arbitration clause might not be enforceable. If you make the clause too onerous a court won't enforce it, which pushes the parties into a courtroom setting."

Behnke expects the trend of using mediation, and to a lesser degree arbitration, to continue. It won't entirely replace the courtroom, though, which not only resolves individual disputes but also provides guidance, a legal roadmap of sorts, to other businesses dealing with similar problems.

But to Carnell, the best decision is what is best for the client. "A good lawyer needs to look at whether a client is best served by going through the courts – and whether it make sense to use up our judicial resources on a case – or to resolve the dispute before that," he adds. ♦

We look forward to

seeing you at our

54th Annual Dinner,

October 3, 2006.



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for Annual Dinner details,

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**DANIEL
GUERRA, JR.,**

**President/CEO,
Argus Ventures, LLC**

Hometown: Madison, WI

Education: MATC 2001-2003

Family: Parents Daniel Sr. and Joanne; one brother, Nicholas.

How does your background help you lead your organization?

In the website development business you get a tremendous opportunity to see the different ways businesses are run and the processes people use to get their products and services to clients. Often we're working with clients to help them implement

systems and processes that incorporate both their websites and internal operations. I also sit on several boards; my exposure to those organizations and my participation in civic service also help me lead.

What is your vision for Argus Ventures? I want to open an office in Milwaukee in 2007 and in the Green Bay area in 2008. I want to make sure we are creating a strong brand, so people will say "I need a good website that will grab people and produce positive results for my business. Who do I call? Argus."

What are the biggest challenges facing your firm and others in website development? Website development is a fun, creative business to be in. The challenge we face is staying on top of a constantly changing business: upgrades to search engines, development tools and technology, new browsers, etc. But there are many opportunities to stay current with the changes. That's the great thing about working in the technology industry – even though we're all competing for business,

we're all helping each other out.

How does Argus Ventures stay competitive? By hiring good people who know how to effectively develop and maintain websites, by managing our cash flow to make sure we don't have to pay financing charges, and by building and maintaining good relationships with the clients we serve. It's all about the people. ♦

GOT THE BEAT



Organization: Pacific Cycle Inc.
Name: Chris Hornung, Founder, CEO
Address: 4902 Hammersley Road
Phone: (608) 268-2468
Fax: (608) 268-8366

Website: www.pacific-cycle.com

Your organization's current leaders:

Chris Hornung, Founder, CEO

Jeff Frehner, President, COO

Year established: 1977

Number of employees: 350+

Who is your customer? Pacific Cycle sells recreation and leisure products worldwide through a range of channels: international distributors, mass-market retailers, sporting goods chains, independent bicycle dealers and independent motor sports dealers.

Pacific Cycle's brands are well known here and abroad, and include Schwinn, Mongoose, GT, InSTEP and Schwinn Motor Scooters. Pacific tops the industry both in dollars generated, at twenty-five percent, and units sold at thirty percent. We supply forty-four percent of all bikes sold through the mass merchant channel.

What's something interesting people probably don't know about your organization? We sell more bikes than Trek. A lot more.

What achievements are you most proud of? Starting the business with no money when I was a student at UW-Madison and leading it to a dominant industry position today.

What are your 2006 goals for Pacific Cycle? Continue diversification of both product assortment and customer base while improving market share and profits from core products.

What are the key issues affecting your industry today? Recreational bike use is

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PEER TO PEER

COMMUNICATING ACROSS GENERATIONS

By Buck Rhyme, Senior Partner,
Organizational Skills Associates

Chances are good that you are working with people who represent at least two, if not three different generations. While it may be easy to accept that each generation has distinct attitudes, behaviors, expectations and motivational traits, it is less easy to understand how these differences contribute to miscommunication and reduced productivity in the workplace.

In fact, research suggests that seventy-five percent of all workplace communication has some level of misunderstanding associated with it. Here are two examples that illustrate my point. Traditionalists (1922–1945) and Boomers (194–1964) are likely to respond to praise for a job well done with, “Thanks, but I was just doing my job.” On the other hand, Xers (1965–1980) and Millennials (1981–2000), are probably feeling a bit miffed because you waited so long to acknowledge their work. Xers and Millennials, are likely to respond positively if you praise them publicly with messages like, “You made a great first impression with our new client, keep up the good work.” Traditionalists and Boomers may consider the feedback unnecessary or even inappropriate.

The following chart further illustrates how different generations view the workplace:

	Traditionalists	Boomers	Xers	Millennials
Work Ethic	Dedicated	Driven	Balanced	Determined
Communication Style	One on one; Write a memo	Touch tone phone; Call me anytime	Cell phones; Call me only at work	Internet; Picture phones
Relationship to Feedback	No news is good news.	Feedback is given once a year with lots of documentation.	Sorry to interrupt, but how am I doing?	I want feedback whenever I want at a push of a button.

These profiles are not absolutes and certainly not meant to describe every member of a particular generation. That said, considering the generational status of the people you are working with can improve your communication effectiveness. Let’s say you need to motivate someone to take on a new assignment. Your message would be very different depending the age of the person you are recruiting. In each case your opening line might be:

Traditionalists	Boomers	Xers	Millennials
<i>Your experience is an important asset in order for the team to succeed...</i>	<i>I value our work and I need you to...</i>	<i>Forget the rules, do it your way ...</i>	<i>You will be working with other bright creative people...</i>

Above all, remember to listen first and ask one more question than you usually do if want to become a better communicator and work more effectively with the difference generations in your workplace. ♦

The subject of this article is an example of the interesting topics you’ll be exposed to when you mix networking with learning at Chamber programs like Issues Roundtable and Chamber Café. For dates/details, visit Events & Programs at www.greatermadisonchamber.com.



GOT THE BEAT CONTINUED

trending down. Fortunately, we’re well diversified with our product lines and are able to remain stable and profitable, never dependent upon a single area of the business.

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We thank Great Dane Pub & Brewing Co. for hosting the August Ambassador meeting.

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These are the people who volunteer to bring their time, energy and savvy to everything from ribbon cuttings, ground breakings, open houses and other events that support the success of your business. We are indebted to them and their tireless

volunteer efforts on behalf of the Chamber and our membership. Watch for their smiling faces at our upcoming 54th Annual Dinner ... they'll be there, mixing and mingling and lending their spark. ♦

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LGM UPDATE

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

TEAM PROJECTS ADD RUNGS TO THE LEADERSHIP LADDER



By Carol Hay, LGM13 project team coordinator and director of call centers, American Girl

Team projects complement the LGM curriculum. They require additional hours of service, and that time is spent researching community needs, searching for community partners and creating and implementing action plans. This year, LGM alumni advisors lent support and advice while monitoring progress.

One team endeavored to increase non-partisan civic involvement, getting the "average Joe" more engaged in local government. They created and printed

brochures with information on local government and commissions.

Another team worked with the Mental Health Center of Dane County. They found a sponsor to facilitate a MHC board exercise. They also obtained pro bono expertise to create a video, which they provided along with a messaging guide, to help MHC better convey their mission to the community and potential funders.

One group worked to encourage physical fitness among underprivileged youth. Partnering with the YWCA, this team provided a self-defense class by Kicks Unlimited and a pizza lunch for the Girl Neighborhood Power Program.

Another team addressed youth financial literacy, resulting in a sustainable website,

www.mmsd.org/free where students can find a glossary of financial terms and links to resources about debit and credit cards, purchasing a car, saving and investing, and securing funds for a college education.

Another team decided to strengthen the Madison Storm Water ordinance by drafting revisions to current legislation.

The last group explored the benefits and issues of encouraging consumers to buy food locally. They interviewed local producers with varying perspectives on capacity, output and supply chain ramifications.

Team project experiences expose LGM members to real world topics, opportunities, struggles and successes. Thanks to our LGM13 Project Team Advisors: Chris Dodge, Boardman Law Firm; Gregg Knoche, American Family Insurance; Jennifer Krueger, Murphy Desmond; Diane Morgenthaler, American Girl; Rick Potter, Alliant Energy; and Diane West, National Guardian Life Insurance. ♦

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Nino Amato - State Director
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Deb Archer - President
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ECONOMIC DEVELOPMENT

COLLABORATION COUNCIL UPDATE

The Collaboration Council is a regional economic development effort comprised of a cross-section of leaders from the business, government, education and non-profit communities. The goal is to grow the region's economy in ways that preserve and enhance the quality of life.

Collaboration Council Expands to Represent the Capital Region

At its last meeting, the Collaboration Council's charge was clear: Make us even more regional in our composition.

With thirty of the original participants continuing on the Council, a separate selection committee was convened to broaden the regional representation. The committee, chaired by Terri Potter, Collaboration Council co-chair and president & CEO of Meriter Health Services, was charged with the task of selecting new participants from the private, public, education and non-profit sectors. One goal was to make the Collaboration Council even more regional in its composition by adding leaders from Columbia, Dane, Green, Jefferson, Rock and Sauk Counties.

The updated Collaboration Council (see list at left) is convening on August 31, 2006. The meeting is an opportunity for the implementation teams to present their new findings to each other and to the new Collaboration Council.

Another important aspect of the meeting is to discuss the launch of the Regional Economic Development Entity (REDE - which is a placeholder name) in October or November. The selection committee, which is meeting again at the end of September to decide on the REDE board, is asking the new Collaboration Council to submit suggestions for potential candidates.

REDE's three overarching goals will be to: grow target sectors by accelerating the entrepreneurship, growth and retention of key regional industry sectors that drive our economy; resolve key issues by being a catalyst for addressing major quality of life issues; and build a region through a regional culture, regional decision-making, and awareness of regional assets, values, challenges and opportunities. The new Collaboration Council will act as a

sounding board for REDE to provide it with input in order to solve emerging regional economic and quality of life issues.

We would like to thank the Collaboration Council implementation

teams and the Selection Committee for their thorough, insightful and great work. Furthermore, we would like to thank all continuing, as well as new, Collaboration Council participants for their commitment to the Collaboration Council and to the Capital Region. ♦



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PUBLIC POLICY

AN OVERVIEW OF HEALTH CARE INITIATIVES CURRENTLY UNDER CONSIDERATION IN THE WISCONSIN STATE LEGISLATURE

The increasing cost of health care is a large concern for businesses throughout the state of Wisconsin. In an attempt to help find solutions, a bi-partisan committee – the Select Committee on Health Care Reform – has been created to review recent statewide proposals and possibly make recommendations.

In July, the committee heard testimony on three proposed initiatives – all aimed at providing quality care more efficiently. At the heart of the discussion is the question whether any of the plans will be cost-

effective or gain the support of elected officials, health providers, and the public.

The three plans are:

1. Wisconsin Health Project – Assembly Bill 1140. It is designed to mirror the types of plans and choices available to state employees. The plan’s supporters claim it will help in four specific areas: improper utilization of health care services, disease management, prescription drug coverage and cost/access. It creates a tier structure which allows consumers to choose the level of desired coverage and includes everyone under age 65 who has resided in the state for a minimum of six months. Medicare and BadgerCare participants would eventually be incorporated. It would be funded by employers, contributing premiums ranging between 2 and 12% of payroll. Employees would be responsible for paying deductible costs — \$2,000 for an adult; \$500 per child; or a maximum deductible of \$3000 for a family. Health savings accounts would be created to help cover out-of-pocket expenses.

2. The Wisconsin Health Care Partnership Plan – Senate Bill 698. It would require all Wisconsin employers to provide health insurance coverage to employees and their

dependents. Employers would pay a flat rate for each employee, which would be determined by a board created to oversee the program. During the first year, the employee would have various co-pays for service and would pay \$300 per individual or \$600 per family plan. This plan is not designed to include unemployed persons. The plan’s creators believe that people will seek employment to receive health insurance.

3. The Health Security Act – Senate Bill 388. This plan would institute universal coverage for all Wisconsin residents. State government would administer the program. All federal and state monies currently spent on healthcare would be used to help cover costs. Employers would be assessed a payroll tax equal to the amount the employer is currently spending on employee healthcare premiums.

All three initiatives are still being refined. For more information, including notes, handouts and copies of each plan proposal, please visit the Government Affairs section of the Greater Madison Chamber of Commerce website at www.greatermadisonchamber.com. ♦

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SBAC REACHES OUT TO LOCAL BUSINESSES IN THE GREATER MADISON AREA

Data To Be Used to Prioritize Initiatives, Segment Membership

As part of the Greater Madison Chamber of Commerce’s regular communications with its members, the Economic Development Subcommittee of the Small Business Advisory Council (SBAC) recently fielded an online survey to its membership. The main goals of this survey were for the SBAC to better understand what issues are most important to small, local businesses as well as to assess the awareness and perceived value of numerous Chamber programs and services.

Among the top ten issues of greatest importance to small businesses: regional economic development, local regulatory issues, quality of life, and the rising cost of health insurance and care.

Regularly soliciting input directly from members is a hallmark of the GMCC. Jim Garner, chair of the SBAC says, “Although we are in touch with local business owners every day because of the mission of the Chamber, we always embrace an opportunity to take a broader view on what matters most to local businesses.

Jennifer Alexander, president, adds that the survey’s value is not just the ranking

of the issues, but the ability to understand segments within the membership. “We’re bringing leading-edge membership marketing techniques to the Chamber. Data from this survey, along with other member input, will be used to help us identify membership groups or segments based on their interests and needs.” Watch for further updates from the membership team in coming issues.

About the Survey

The survey link was e-mailed to GMCC members with fifty or fewer employees and posted on the SBAC website (www.smallbusinessmadison.com). Although it was sent to GMCC small business members, large business members and non-members could also participate in the survey. In total, the survey had 461 partial or complete responses, a response rate of approx. 15%. ♦



SMALL BUSINESS ADVISORY COUNCIL
to the GMCC and the Mayor of Madison

MAGNET ANNOUNCES NEW EXECUTIVE DIRECTOR

MAGNET recently hired Jennifer Leavitt-Moy as Executive Director of the Madison area's premiere young professional's organization. She is a longtime Madison resident and recently finished her graduate studies at the University of Wisconsin—Madison's La Follette School of Public Affairs, where she earned her Masters of Public Affairs (MPA).



During her studies, Jennifer made Madison her professional home, working for two years as MAGNET's Coordinator and serving on the Urban League of Greater Madison's Board of Directors, the Dane County Board of Supervisor's Subcommittee on Economic Development, the Collaboration Council's Workforce Development Internship Team and as the President of her school's student association.

"MAGNET has been an amazing asset to the greater Madison community since its inception in 2004," says Jennifer, "I'll look forward to enhancing and augmenting our current programming to serve our region's next generation of leaders." Further, Jennifer believes that "Human capital development is an integral, but often overlooked part of economic development, and I believe MAGNET's focus and programming provides the often overlooked link to a sustainable and energized economic development effort."

She looks forward to ensuring that MAGNET is a voice for human capital development in the midst of economic development discussions. Levitt-Moy was recently named to the Collaboration Council – a regional economic development effort to grow the region's economy in ways that preserve and enhance the quality of life.

Over the past two years MAGNET has served the Greater Madison area's next generation of leaders by providing programming in the areas of professional development, social and cultural events, community service and public policy. Under Jennifer's new leadership MAGNET aims to begin offering programming for entrepreneurs, increase the cultural programming and enhance membership through the development of an ambassador program.

For more information about MAGNET and its programming visit www.madisonmagnet.org. ♦

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Carl, Betty, Amy and Mark Pigott, Bob's Copy Shop

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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 area in September. [EA = *Expected Attendance*]

- September 5-8 National Center for Bicycling & Walking, Monona Terrace®, EA: 700
- September 5-11 Ford Ironman Wisconsin, Monona Terrace®, EA: 30,000
- September 8-11 Women's Badger Golf Invitational, University Ridge, EA: 100
- September 8-9 UW Pediatric Ophthalmology Symposium, Hilton Madison Monona Terrace, EA: 60
- September 9-12 WI Assn. of Mutual Insurance Companies Convention 2006, Marriott Madison West, EA: 550
- September 9-10 Arabian Futurity Festival, Arena, Alliant Energy Center, EA: 1,200
- September 14-16 Quilt Expo, Exhibition Hall, Alliant Energy Center, EA: 10,000
- September 16-17 MAYSA Reddan Toe Bash Invitational, Reddan Soccer Complex, EA: 750
- September 16-21 Epic Systems Corp Users Group Meeting, Exhibition Hall, Alliant Energy Center & Monona Terrace, EA: 3,000
- September 20-24 WI Saddlebred Futurity Horse Show, Veterans Memorial Coliseum, Alliant Energy Center, EA: 6,000
- September 21-24 USGS Water Services Division Reunion, Madison Concourse Hotel, EA: 200
- September 21-24 WI Optometric Assn. Annual Fall Convention, Marriott Madison West, EA: 400
- September 22-24 Art Glass & Bead Retreat, Exhibition Hall, Alliant Energy Center, EA: 800
- September 24-27 WI Realtors Assn. Annual Convention, Marriott Madison West, EA: 1,000
- September 24-27 Center for Problem Oriented Policing, Monona Terrace®, EA: 500
- September 28-Oct Bouchercon 2006: A Prairie Plot, Madison Concourse Hotel, EA: 1,200

GMCC CALENDAR

SEPTEMBER

Wed. September 6, GMCC 12@12

12:00–1:00 p.m.
GMCC Board Room
Topic: The Ins and Outs of HRAs and HSAs

Tues. Sept. 19, GMCC Issues Roundtable 4–6:30 p.m.

Location/Host: Upper Iowa University, 4601 Hammersley Road, Madison
Topic: Human Resources
Contact: Amy Torgeson at 443-1954 or atorgeson@greatermadisonchamber.com

Thurs. Sept. 21 ABRA Auto Body & Glass – Grand Opening & Ribbon Cutting 6 p.m.

Location: 3602 High Crossing Blvd., Madison
Contact: Cathy Black at 332-1075 or cblack@abraauto.com

OCTOBER

Tues. Oct. 3 GMCC 54th Annual Dinner Evening 5–9 p.m.

Location: Monona Terrace Convention Center, 1 John Nolen Drive, Madison
Contact: Amy Torgeson at 443-1954 or atorgeson@greatermadisonchamber.com

Wed. October 4, GMCC 12@12

12:00–1:00 p.m.
GMCC Board Room
Topic: Public Relations for the Small Business

Thurs. Oct. 19 Business Card Exchange 4:30–6:30 p.m.

Host: Rocky Rococo's East

Mon. Oct. 30 CEO Forum 8–9 a.m.

Host: The Madison Club, 5 East Wilson St.
Speaker: Terri Potter



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