



# BUSINESS BEAT

www.greatermadisonchamber.com

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## TODAY'S TECHNOLOGY: COOL INNOVATIONS AND MORE

By Sharyn Alden

Asked about the “coolest” new technological innovations today, Howard Isnor, director of marketing operations with Strand Associates, Inc., an engineering and consulting firm, sums it up in one word, “Video conferencing. It allows us to seamlessly and cost-effectively integrate the expertise of a 320-person, nine-office firm. We can bring this expertise together on any given project at any of our nine offices without anyone leaving home.”

In the past, Strand sometimes flew people to project sites, incurring significant travel and lodging expenses. “Video conferencing has cut these costs to a fraction of what they used to be,” says Isnor. “If one of our offices didn’t have the requisite expertise for a project, we wouldn’t have been cost-competitive. Now the travel expense isn’t an issue.”

Michael Schmidt, senior project manager with consulting engineering firm Arnold & O'Sheridan, says, “We’ve been using video conferencing between our Madison and Milwaukee offices for several years, but in the last year we’re using video conferencing for more business-to-



A Promega scientist uses biological products (tubes in well plates) as consumable reagents, integrating them with instrumentation, robotics, and software support.

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## THE WISCONSIN ANGEL NETWORK: MATCHING ENTREPRENEURS WITH ANGELS

by Judy Dahl

“The Wisconsin Technology Council has long recognized the importance of attracting more investment capital to the state, and while venture capital gets the lion’s share of the fanfare, angel capital and seed capital is at least as important to the state’s high-growth, high-tech firms,” says Tom Still, president, Wisconsin Technology Council (WTC).

That’s why the WTC launched the Wisconsin Angel Network (WAN), a resource designed to increase the amount of early-stage investment in Wisconsin-based entrepreneurial companies. The state Department of Commerce, the state Department of Financial Institutions, and the SBC Foundation (which provided a grant to help set up the Web site—www.wisconsinangelnetwork.com), also provide strong support to the WAN.

“Angel capital is much more likely to be invested in start-up firms than venture capital; venture capital is usually the next round of investment, after a company is up and running and showing some long-term promise,” says Still. “Angel capital is a necessary foundation for building start-up companies—thus attracting venture capital at a later stage.”

### Making it instant and easy for entrepreneurs

Beginning June 1, entrepreneurs looking for equity financing will be able to post their business plans’ executive summaries on the WAN Web site. Member angel investors will be able to view all summaries listed and request



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## GREATER MADISON CHAMBER OF COMMERCE

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

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

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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](mailto:beat@greatermadisonchamber.com).

# FROM THE COVER

## TODAY'S TECHNOLOGY

business client meetings.”

Bill Linton, president/CEO of Promega Corporation, a biotechnology firm with direct operations in 12 countries, says, “Wireless and Internet-enabled communication devices allow mobility and flexibility as to how and where employees work. The most significant challenge is to get employees to understand how the access to information—and the communication opportunities it provides for business partners and customers—can quickly change our way of doing business.”

Linton says cell phones with global roaming have also changed the business world. “Technology that allows employees to work from any location on the globe and remain in real-time contact with the home office, customers and business partners, is of great benefit to businesses today.”

Robert Bucci, an engineer with Affiliated Engineers, Inc., appreciates the increased efficiency wireless technology brings. “It allows me to work on the road without the need to find a telephone connection,” he says.

Amy Gribb, marketing coordinator with BT Squared, Inc, a civil and environmental engineering company, says, “We use ACT! CRM (customer relationship management) software to keep a database of contacts and interactions. It enables any staff person to view a client or prospect's history of interactions, and for that reason, it's an invaluable tool for keeping everyone up to speed.”

### Improving productivity

Since David White, vice president of client strategy and enablement with Beacon Technologies, Inc., works “in the trenches as a consultant,” he's constantly looking for ways to help businesses improve their efficiency and productivity.

“A lot of businesses right now are having problems with getting technology right. It's one thing to install the best widget around, but how are you going to get the technology to do what you want it to do? Companies often think if they don't implement the full process—maybe all 25 steps—they aren't going to get the full benefit of the technology. In reality, they may only need eight of the steps to fully benefit from the system.”

White talks about the time his company was called to consult with a business that wanted help for “dropped” phone calls. People on hold too long were hanging up.

“The company figured technology was to blame and they were about to install a new phone system before we came on board. We determined they had an operational, not a technological problem. To fix the process they needed to educate, train and schedule more people to take incoming calls.”

And what about those fully-integrated “smart systems” that give businesses a close look at customer trends and preferences? Linton says, “These systems can accelerate the rate at which a business responds to changes in

technology and customer demand, shortening product life cycles but expanding the opportunity for increasing customer loyalty through service levels.”

More businesses like BT Squared are using digital distribution of information to connect with clients. The company uses digital distribution for a

variety of purposes, like the newsletters they provide to clients. “Clients tell us information distributed digitally is easier to store and to find later (via search features available for digital media) when and if a specific need arises.”

To improve productivity, Strand Associates recently purchased a data compression device from Peribit Corporation. “It compresses file sizes and effectively doubles the speed of our inter-office connections without any additional telecommunications costs.”

At Affiliated Engineers, PDAs (personal digital assistants) are important. “They allow you to carry a large volume of customer data and contacts with you along with your personal schedule,” says Bucci.

Matt Tosto, also an engineer with Affiliated, talks about the importance of wireless technology. “Coupled with the proliferation of ‘Wi-Fi hotspots’ and service integrations, wireless networking offers nearly limitless flexibility for corporations to provide new and better services to their customers.”

### Trends and influences

What's the trend-setting technology so far this year? Bucci says it's digital cameras. “In our business, a picture really can be worth a thousand words. On a field visit or survey, we can take pictures that are available to others on our team immediately.”

Tosto cites the open-source software movement, embodied in products like Linux and Firefox, where the software code is available to anyone using it. “They're giving



Strand engineer Troy Stinson (left) meets with Mike Waldron via videoconference.

*Continued on back page*



## PRESIDENT'S LETTER



Dear Valued GMCC Member:

I hope you enjoyed our first issue of *Business Beat* in its new format last month; it's exciting to see new initiatives begin, especially when they're designed to help businesses like yours succeed in this dynamic community. The GMCC is pleased to offer several other new initiatives, based on member's input, to further assist you and your business.

This month we begin offering diversity programs, a series of classes designed to provide minority and women-owned businesses with increased support and opportunities. The programs will educate these business owners about the processes necessary to become certified, and to bid successfully for both public and private-sector contracts. This issue's Economic Development column includes more program details.

## OUR MEMBERSHIP IS AS VARIED AS THE BUSINESSES IN OUR COMMUNITY.

In addition to the educational content, program participants will gain access to the private sector, and can network and seek business advice from peers and knowledgeable seminar leaders. The programs reflect the GMCC's commitment to better represent the diversity in our community, and to reflect that diversity in our decisions and strategic direction. We hope they also encourage entrepreneurship throughout greater Madison.

Our membership is as varied as the businesses in our community. We strive to address members' needs on an individual level and offer programs and services to meet those needs. Also new this year are programs designed to offer a quality business-to-business networking experience for niche markets: small and large businesses.

For small member businesses, the new 12@12 lunch series offers the opportunity to network with one another and discuss issues and concerns of common interest. Monthly 12@12 programs are held over lunch the first Wednesday of each month at the GMCC office, with attendance limited to 12 small business members. A member business expert facilitates group discussions centered around a different topic each month.

Large business members can share their success stories and explore solutions to common challenges at our Large Business Forums. Executives and decision-makers come together to discuss ways to make their own businesses, as

well as the greater Madison business community, the best they can possibly be. The forums gather leaders in a non-competitive environment where they can benefit from their peers' experience and ideas.

Our new Issues Roundtable programs offer value to all members, from the smallest to the largest business. The unique format of these networking events allows members to meet dozens of new business contacts while sharing thoughts and solutions to common business issues. We like to say it's the fun of a business card exchange mixed with the practical take-away benefits of a Chamber Café.

We're proud to offer these opportunities for member businesses to learn, share knowledge about important issues, and stay connected with one another. Together, armed with knowledge, we can continue to improve the business climate in our community. I look forward to seeing you at many GMCC programs.

Sincerely,

Jennifer Alexander, GMCC president

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MADISON FORT ATKINSON PORTAGE REEDSBURG WATERTOWN

## GMCC UPDATE

### 12@12 focuses on hiring, health care, and IT

Hiring Practices for Small Businesses was the topic for our April 6 12@12 lunch meeting held at the GMCC office. Twelve small business members came together for an informative and engaging discussion facilitated by Clara Hurd Nydam of Career Momentum.

Two Men and a Truck sponsored our meeting, and Outback Steakhouse provided an absolutely mouth-watering lunch.

We're pleased to announce upcoming 12@12 sessions: Cathy and Tim Mahaffey of Financial Design Group will facilitate "Health Care Options" on Wednesday, May 4, and BJ Pfeiffer of Enterprise Solutions will facilitate "True IT Needs for the Small Business" on Wednesday, June 1. Both sessions will be held at the GMCC office from noon to 1 p.m.; we thank Two Men and a Truck for sponsoring the sessions.

12@12 programs are open to GMCC members with 15 or fewer employees and are limited to 12 participants. We send invitations via e-mail two weeks prior to each meeting and hold a random drawing from responses sent within 48 hours.



**TWO MEN AND A TRUCK**

"Movers Who Care."



### May Chamber Café strives for "Total Customer Satisfaction"

Join us Wednesday morning, May 25, from 7:30 - 9 a.m. at the Edgewood



**EDGEWOOD COLLEGE**

College Corporate Learning Center, 1255 Deming Way, Madison, as Dr. Moses Altsech

takes us through a lesson in Total Customer Satisfaction. Please contact GMCC's program coordinator at 443-1954 or programs@greatermadisonchamber.com to register. There's no charge to attend, but pre-registration is required.

### GMCC & Madison Mallards "Take Me Out to the Ballgame" social

The Madison Mallards will host a GMCC social event Wednesday, May 18



at the Duck Pond, Warner Park, from 4:30 to 6:30 p.m. The event will feature a sneak peek at 2005 park improvements and a free spread of ballpark food, soda and even beer, courtesy of Wisconsin Distributors. Mallards staff will offer tours, so you can check out great options for your company's summer outings. The Mallards' home opener is June 1.

### GMCC Spring Business Card Exchanges

Spring is in the air, and so is networking for GMCC business members! Mark your calendars for two wonderful opportunities to expand your business contacts in the greater Madison area.

The Radisson Hotel, 517 Grand



Canyon Drive, Madison, will host the **May 5 business card exchange from 4:30 - 6:30 p.m.** Rejuvenation Spa and Carlson Wagonlit Travel will sponsor the event. Limited display space is available on a first-come, first-served basis beginning at 4 p.m.

Autumn Woods Professional Centre, 602 Pleasant Oak Drive, Suite F, Oregon, will host and sponsor the **June 9 business card exchange from 4:30 - 6:30 p.m.**

Limited display space is available on a first-come, first-served basis beginning at 4 p.m.



### Correction

On the cover of the April issue of *Business Beat*, the caption for the Greenway Station photo incorrectly stated that Central Place Real Estate is handling leasing for the center. While Central Place was the leasing agent during construction, Red Development, Phoenix, Ariz., currently handles leasing. *Business Beat* apologizes for this error. ♦



**Buck Sweeney**

Phone: (608) 283-6743

Email: csweeney@axley.com

We are pleased to announce that Buck Sweeney has joined Axley Brynelson as a partner practicing in the areas of environmental law and construction law. A licensed professional engineer, Mr. Sweeney was named among "The Best Lawyers in Construction Law" in the latest edition of "Best Lawyers in America."



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ATTORNEYS SINCE 1885

## MEMBER NEWS & EVENTS

### Member News

#### Mentoring children strengthens our future workforce

Madison schools, and others in the surrounding communities, welcome adults willing to spend an hour a week mentoring children who need positive adult influences in their lives. Madison's Franklin Elementary School and M&I Bank have partnered to create a mentorship program that truly makes a difference in children's lives. Both Franklin Principal Deb Hoffman and M&I President Bob Schlicht strongly encourage other businesses to form similar partnerships.

"I suggested to Bob that releasing his employees for an hour a week would be a big community-building initiative," says Hoffman. Schlicht agreed, and about 12 bankers have mentored Franklin students. "It's not about academics; they eat lunch together, play board games, talk—one mentor even taught kids to knit. It really helps the schools—many studies show that positive adult relationships help children learn life-handling skills," adds Hoffman.

Schlicht says his employees have been very excited about participating, and benefit as much as the children do. "They really build strong relationships," he says. He also notes that today's children are tomorrow's workforce, so helping the community's children only strengthens businesses. "Mentors talk about their jobs and careers, and really enjoy seeing kids get interested in the business world."

To participate in Franklin's mentor program, call Deb Hoffman at 204-2305. Hoffman says any school principal would be happy to talk with interested volunteers.

### Events



**Independent Living, Inc.** is offering a series of eight seminars to help businesses and their employees handle the challenges of working and caring for an aging parent or loved one. The seminars are

designed to help employers develop policies to support caregivers, including: providing educational workshops, resource libraries and referrals to assist caregivers; and encouraging efforts to reduce stress and improve wellness of care-giving employees. Independent Living will work with employers to create a seminar package that meets your needs. To learn more or

to schedule seminars, call Marilyn Lawler at 274-7900.



In June of 2005, **Autumn Woods Professional Centre** will host its first GMCC Business Card Exchange. Eight diverse businesses occupy Autumn Woods, located at 600-602 Pleasant Oak Drive in Oregon.

### Innovations and new business

**Northwest Airlines** will begin offering the only nonstop service between Madison's Dane County Regional Airport and Ronald Reagan Washington National Airport, beginning June 9. Reservations are available at [www.nwa.com](http://www.nwa.com), by telephone at Northwest Airlines Reservations at 800-225-2525 or through travel agencies.

STAR Credit Union, designed to teach members of the Boys & Girls Club of Dane County the value of saving money, will open in early May at the clubhouse, 2001 Taft Street. Named STAR (Save to Achieve Results), it is the only youth-member independent credit union in the world. Two local credit unions, **CUNA Credit Union** and **Summit Credit Union** have collaborated to get STAR Credit Union off the ground.

### Philanthropy

**First Business Bank** and First Business Charitable Foundation have announced a commitment of \$25,000 to the Boys & Girls Club of Madison for activities and programming at the new Allied Drive facility, and \$25,000 to the Great Performance Fund.

**Stark Company Realtors** recently donated like-new office furniture to the Wisconsin Coalition Against Domestic Violence (WCADV). WCADV is a statewide, non-profit, membership

organization of battered women, formerly battered women, domestic abuse programs, and individuals committed to ending domestic violence. The office is located on South Paterson Street in Madison.

### Awards and recognition

**AdHouse Creative** brought home five awards from the Madison Advertising Federation ADDY Awards ceremony held February 26 at the Monona Terrace Convention Center. The winning entries advance to the district competition.

**IT'S YOUR PARTY, LLC** set the bar with its distinct style and presentation at the 2005 Special Event Showcase, March 17 at the Midwest Airlines Center in Milwaukee. Sweeping all three of the competition categories, the Madison-based event planning and production company took top honors for Best Centerpiece, Most Creative Booth and Best Table Setting.



**TWO MEN AND A TRUCK™** franchise owner Tim Lightner was honored as Franchisee of the Year at the 45th Annual International Franchise Association convention in Hollywood, Fla. The Madison

movers were chosen out of 146 other TWO MEN AND A TRUCK™ franchises in 27 states for the award.



Donna M. Gray and David L. Gray, of **AwardsMall / Total Awards & Promotions, Inc.** in Madison, received their Certified Recognition Master designation, the awards and recognition industry's highest designation, at the ARA International Conference and Show, in Las Vegas in March. There are only 42 Recognition Masters in the world. ♦

# MEMBER MATTERS CONTINUED

## MEMBER SPOTLIGHTS

### ARC Associates, LLC

*Introducing an innovative approach dedicated to the development of business potential.*

ARC Associates, LLC is one of the newest certified affiliates in an international network of business and executive development associates affiliated with RAC Corporation of Reading, Pa. Conveniently located in Madison, ARC Associates is poised to meet the business and process-development needs of a diverse client base.

ARC Associates focuses on working with clients to maximize their company's value, by helping them identify and implement custom-tailored leadership, management-supervision, sales, strategic planning, customer service, quality, and cycle-time-reduction processes in their organization. With a minimum of disruption to their day-to-day operations, the ARC Associates process quickly allows clients to become more successful in meeting specific

brunch 9 a.m.-2 p.m. For more information go to [www.eldoradogrillmadison.com](http://www.eldoradogrillmadison.com).

### Eldorado Grill

744 Williamson St., Madison, WI 53703  
608-280-9378 • [www.eldoradogrillmadison.com](http://www.eldoradogrillmadison.com)

**Firefly**, serving Madison's best new Asian cuisine, is located across from the UW Hospital in Lakepoint Commons. Firefly features an eclectic mix of traditional Asian favorites alongside innovative creations from executive chef Carisa Dixon. Lunch favorites include the Mango Chicken Wrap, Kung Pao Chicken, and Ginger Crusted Salmon. Dinner specialties include Curry Braised Beef Short Ribs, Macadamia Nut Chicken, and Thai Hangar Steak.

Firefly is open for lunch, Monday – Friday, 11 a.m.-5 p.m. Dinner hours are Sunday – Thursday, 5-9 p.m., and Friday and Saturday, 5-10 p.m. Happy Hour is Monday – Friday, 4:30-6:30 p.m.

Our new brunch menu is like no other in town. Mascarpone Stuffed French Toast with Apple Ginger Compote, Black Bean-Garlic and

We invite you to view Professor Daggett's art on our Web site at [www.klngalleries.com](http://www.klngalleries.com) or visit us at 301 S. Bedford Street, Suite 214, Madison. Parking is free, and gallery hours are Tuesday – Friday 10 a.m.-6 p.m. and Saturday 11 a.m.-3 p.m. Our phone number is 608-442-8223.

### Madison Financial

Local mortgage expert Christian Gridley has launched Madison Financial, founded to help individuals and real estate professionals throughout Wisconsin navigate the maze of home financing, refinancing, and equity loans.

Why start a new mortgage brokerage firm? "People looking to buy a home can easily find information about things like interest rates, points and insurance," says Gridley. "But there's not much advice out there on how to look at their complete financial picture and decide whether buying a home is the right step, given their personal goals."

Madison Financial fills that gap. "We help clients take a holistic look at their finances and figure out how a home purchase fits into their life plan," Gridley says. "If it looks like a good move, we help them understand how much



growth and cost-savings objectives.

ARC Associates is uniquely qualified to help enhance and develop management potential that already exists within organizations—a potential frequently under-utilized.

### ARC Associates, LLC

505 Dapin Road, Madison, WI 53704  
608-243-1729 • [jonathanch786@charter.net](mailto:jonathanch786@charter.net)

### Eldorado Grill

The most unique Southwestern gem this side of the Monona Terrace is the Eldorado Grill. It's an eclectic combination of Tex-Mex, Southwestern and Mexican cuisine with an upscale twist. The restaurant interior is an old candy factory transformed into a warm and authentic Western atmosphere, with incredible food and the best margaritas in town.

Menu specialties include Four Cheese Chile Relleno, Beef Tenderloin with Chipotle Bleu Butter, and Catfish Mariposa. The bar features more than 60 types of tequila, and for dessert, try the Chocolate Ancho Pecan Pie.

Chef Kevin Tubb, proprietor, has received accolades in the news for his cookbook, "The Eldorado Grill Cookbook, Southwestern Cuisine." Kevin's cookbook release coincided with the release of his second music CD, "Workin' Man's Dirge."

Hours are Sunday – Thursday, 5-9 p.m., Friday and Saturday, 5-10 p.m., and Sunday

Sesame Shrimp Frittata, and Banana Pancakes with Roasted Macadamia Nuts are just a few of the items offered. Join our mailing list at [www.fireflymadison.com](http://www.fireflymadison.com) for further updates.

### Firefly

2701 University Avenue, Madison, WI 53705  
608-231-3473 • [www.fireflymadison.com](http://www.fireflymadison.com)

### KLN Galleries

KLN Galleries, LLC offers unique watercolor prints of Madison's famous landmarks including the Capitol, State Street, and the UW campus. For over 40 years, Professor Ron Daggett sketched, inked and then watercolored hundreds of Madison scenes, yet rarely exhibited his work and never sold any of his art. Now, for the first time, these memorable prints are available exclusively through KLN Galleries. It's the perfect graduation gift or focal point to brighten your office.



*Capital Reflections*

home they can afford and get the best possible mortgage to suit their needs." You can reach Madison Financial at 608-231-3838 or [www.madisonfinancial.org](http://www.madisonfinancial.org).

### WisconsinEye Network

Launching this year on cable television and the Internet, WisconsinEye Network will offer independent access to complete actions of state government plus policy discussions and cultural coverage from across the state.

WisconsinEye will present gavel-to-gavel coverage of all legislative floor sessions, committee hearings and executive sessions. News conferences and many speeches by the governor will air in their entirety, as will all oral arguments before the State Supreme Court. Local government issues of potential impact in other communities will also attract Network coverage.

WisconsinEye will proudly offer expansive programming in healthcare, arts & culture, education and business. Rich coverage in these vital arenas will be unlike anything currently available. All WisconsinEye programming is archived at our Internet site.

WisconsinEye Network provides contemporary access to the democratic process for easy participation as citizens choose, while also reflecting our rich, diverse and forward Wisconsin way of life, in unprecedented fashion. ♦

## MEMBERSHIP **MATTERS**

### Market your business at the GMCC office

About 25 visitors stop in at 615 East Washington Avenue each day, and upon entering our reception area, they immediately see a plethora of chamber members' brochures, marketing folders, business cards and flyers. This display area is another membership benefit that lets GMCC members be first in line with their marketing materials as consumers are out and about.

The marketing materials gracing the reception area remind visitors that they're really interested in finding a mechanic, a financial institution, retirement planning, dental advice, chiropractic care, or someone to help with home improvement, buying a home, or renting an apartment.

It doesn't matter if your marketing materials are plain or fancy—make sure you're actively participating in this marketing opportunity. The display area, exclusively reserved for chamber members, helps consumers realize what products and services are available in the area. It's an important

step in their buying process.

Make sure you're part of the group of companies seen by chamber visitors: Send us copies of your marketing materials. And remember, whenever you update a brochure, logo or brand, send a supply of updated materials for our display area. Send materials to Laura President Brown, information coordinator, P.O. Box 71, Madison, WI 53701-0071.

Don't forget about these other valuable GMCC benefits:

**Member referral:** Receive a \$50 credit toward your membership renewal for every new referral that results in a new, paid membership. For you to receive credit, the member you're referring must include your business name, contact name and phone number on the membership application.

**GMCC job board:** List available positions at your company on GMCC's job board at no charge. Just complete the online form at [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com). ♦

## CONVENTIONS

G R E A T E R  
**MADISON**  
CONVENTION & VISITORS BUREAU  
LAKE. CITY. LAKE.

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

- April 29 - May 1 Central States Circulation Managers Assn., Marriott Madison West, EA: 200
- May 3-6 American Institute of Architects – Wisconsin (AIA – WI), Monona Terrace®, EA: 2,000
- May 6-8 Dairyland Classic Dog Show, Exhibition Hall, Alliant Energy Center, EA: 6,000
- May 9-12 Coalition of WI Aging Groups, Inn on the Park, EA: 600
- May 13-15 UW Spring Commencement, Kohl Center, EA: 45,000
- May 14 MATC Commencement, Veterans Memorial Coliseum, Alliant Energy Center, EA: 4,000
- May 15-19 State of WI Dept. of Weights & Measures, Inn on the Park, EA: 200
- May 16-20 WI Assn. of School Business Officials, Marriott Madison West, EA: 500
- May 17-20 National Assn. of Social Workers State Convention 2005, Sheraton, EA: 400
- May 20-22 WDHA Spring Horse Show, Arena, Alliant Energy Center, EA: 3,500
- May 20-21 All Baby Expo, Exhibition Hall, Alliant Energy Center, EA: 4,000
- May 22-25 Wood Fiber Plastics Composites International Conference, Monona Terrace®, EA: 350
- May 25-29 Madison Classic Horse Show, Veterans Memorial Coliseum & Arena, Alliant Energy Center, EA: 6,000



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GREATER MADISON  
CHAMBER OF COMMERCE

# FRONT & CENTER

## AMBASSADOR ACTION

### AMBASSADOR PROFILE:



#### Kevin P. Pachucki

Financial consultant and financial planning specialist, Smith Barney – Madison

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

Kevin Pachucki worked closely with GMCC President Jennifer Alexander while she was a high school principal in West Bend. "I appreciated her leadership then, and I got involved with the chamber, in part, because of her," he says. As a GMCC member, he enjoys working to foster a closer and more enjoyable relationship between businesses, government, and the people they serve.

"As a GMCC ambassador, I'm a member of the Events Committee, providing support to chamber businesses for grand openings, ribbon-cutting ceremonies, business card exchanges, and even seminars," says Pachucki. "It's amazing to me how many great and talented people are in this community; I appreciate all they do and how hard they work to make their respective businesses prosper."

Pachucki grew up in Waterford, Wisconsin and attended the UW –

Madison. Of his wife, Ann Langel, he says, "Ann is really an amazing woman for putting up with a guy like me. Her selfless efforts in our marriage are the sole reasons our family is successful."

He concludes, "From football Saturdays to Concerts on the Square to the Crazylegs Run, this is really a terrific place to work and play. I hope other members feel as strongly as I do about some of the wonderful things Madison has to offer."

### About Smith Barney

Smith Barney, a division of Citigroup Global Markets Inc., is a global, full-service financial firm, which provides brokerage, investment banking and asset management services to corporations, governments and individuals around the world. Visit [www.smithbarney.com](http://www.smithbarney.com) for more. ♦

### Thank you

We thank the Edgewater Hotel for hosting the March ambassador meeting.



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

## IN PERSON



### GEORGE R. KAMPERSCHROER

**Title/business name:** Managing partner / Neider & Boucher, S.C., Attorneys & Counselors. Also the president of Workforce Housing

Fund, Inc., a non-profit organization sponsored by the chamber working to increase the supply of housing for workers.

**Hometown:** Born in LaCrosse, grew up in Madison

**Education:** UW-Madison, BA in Political Science, JD (law degree); licensed as a CPA

**Family:** Wife – Julie, works at Lincoln Elementary School; Children – Jeff, working in Minneapolis, Robert – student at UW-Eau Claire, Anna – student at the University of Minnesota.

**How would you describe your business philosophy?** Lawyers are in the service business; we need to provide efficient, cost-effective solutions for our clients. That is the focus of our firm.

**What were your firm's most important achievements in 2004?** Our tenth anniversary, in a very competitive market.

**Your goals for 2005?** To continue to do the best job for our clients that we can, and have fun doing it.

**What do you think are the most important issues facing businesses in greater Madison today?** The polarization of the community on many issues. Having said that, I really don't think that, for the most part, the various constituencies in Madison have different goals. We all want Madison to continue to be a great place to live, work and play, despite the fact that we may disagree about how those goals apply in a particular instance. The challenge is to get everyone to see the commonality of our goals, and work together to achieve them.

**Our biggest opportunities?** With the economy gaining momentum, we have the opportunity to enhance everything about our city. Of course, the challenge is to do it right. We need intelligent growth, transportation systems that work now and in the future, and solid infrastructures. To accomplish this, we need a community where business, government, neighborhoods and residents work together.

**How does chamber membership benefit your business?** It enhances our involvement with other businesses and individuals, and helps us learn and grow.

**What's your motivation for serving on the GMCC board of directors?** I have been in Madison for 50 years. I want to help Madison continue to be a great place. ♦

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**Name/title:** Mark Clear, CEO  
**Address:** 133 S. Butler Street, Madison  
**Phone:** 663-8920  
**Fax:** Who uses fax anymore?  
**Web site:** www.ims.net

**Current Owners:** CEO Mark Clear and CTO Sam Hokin

**Year Established:** 1995

**Number of Employees:** 5

**Your customer is:** Small to mid-sized companies that need custom application development, application integration, or Web site content management. Most of our business is still in the Madison area, but the Chicago market is growing quickly for us.

**Something interesting people probably don't know about your business:** Each year IMS donates nearly 25 percent of its services to worthy organizations, including the Wisconsin Film Festival, Vilas Zoo, Rhythm and Booms, Madison Symphony and the GMCC.

**What business achievements are you most proud of?** Surviving the "dot-bomb" without having to sell our souls by sending work offshore. We're also proud of our high client retention—our very first client, the Greater Madison Convention and Visitors Bureau, is still with us after ten years!

**How would you describe your business philosophy?** Our goal is solving business problems with technology and integrity. That means working very closely with our clients to ensure that we understand their needs, that we make sound business recommendations, and that we help them implement technology which is effective in solving their business challenges.

**Your business strategies?** Remaining small enough that we can provide personal service to all our clients. Most of our clients work directly with the CEO, the CTO, and the art director. That means you always get our "top team."

**What are the key issues affecting your industry today?** The technology market is slowly recovering from a deep depression. That means few organizations are taking risks on new IT initiatives, but for those that recognize it, there are huge opportunities. Many companies are slow to realize the value that Web-based application integration can bring to the bottom line and to their customer relationships.

**GMCC Member Since:** 1996

**Favorite GMCC benefit:** The ACHIP health insurance pool. ♦

**PEER TO PEER**

**IS YOUR COMPANY'S DATA REALLY SAFE?**



by Colin Mehlum, certified network IT consultant, DirectNetworks, Inc.

Every day companies are exposed to new security threats and risk losing essential information. These security breaches can involve confidential information about your business, personal information about customers and employees, and intellectual property. Here are a few tips to protect your company from security threats and potential liabilities:

- 1. Lock down confidential data.** Stop internal or external threats' ability to duplicate, delete, e-mail, or save-to-disk. Your network can be calibrated with specific profile-protected data storage that gives only certain employees access or capabilities with data.
- 2. Protect against "Day Zero" threats that don't have fixes or patches available.** Broadband communications are allowing threats to spread extremely quickly, faster than antivirus companies can create signatures for them. Protection from "Day Zero" comes from tracing behaviors and not just updating signatures. Your organization may be vulnerable to "Day Zero" threats despite having updated antivirus software or firewalls.
- 3. Protect against malicious code that causes end-user and security problems.** Spyware may allow outsiders to spy on your computer's activities. These programs may watch and record what Web sites you visit and what information you enter, and acquire your demographic information. Adware allows annoying pop-up ads that make employees less productive.
- 4. Disable a threat's ability to deploy utilities.** Your network must be protected from a threat's ability to deploy a program or function that can penetrate or log confidential information. Key-loggers allow outsiders to record networks' confidential communications such as passwords.

**5. Automatically assess users that move from one network to the next before they log onto yours.** Find out if these users are "fit" to log in to your network before they spread viruses and other problems throughout the network.

**6. Prevent unwanted access.** If you currently feature wireless Internet capabilities for offsite or onsite employees, your network may be at risk. Hackers could tap into a wireless network and get to your servers, which could threaten confidential information. Systems can be formatted with parameters and guidelines to prevent employees or non-employees from accessing your network.

**7. Use instant inventory network hardware and software to monitor servers and network activity for hardware and software health.** Get real-time, customized reporting on hardware, software and patches and instant recording of who's logged in, what software is being used, and what is being downloaded.

**8. Prevent installation of unauthorized software.** Network efficiencies and software functionality can be severely compromised when employees stream music and video, or download unauthorized programs. Employees may be unaware that they've installed a program and have affected your entire network.

**9. Manage employee information access.** Information employees are viewing or passing back and forth through your company communications could be a huge liability. With Congress passing associated legislation, companies' potential liability has increased greatly.

**10. Fill Security gaps left by current protection.** Companies may think they're completely protected if they have updated antivirus software and a firewall. These are both excellent measures, but the parameters of protection have changed, and companies must make their entire network part of their security plan. ♦





GREATER MADISON  
CHAMBER OF COMMERCE

# GMCC FEATURE

## WISE ENERGY USE BENEFITS BUSINESSES—AND THE ENVIRONMENT

by Judy Dahl

When it comes to reducing energy costs, “There are a lot of things businesses can do on their side of the meter,” says David Donovan, regulatory policy advisor at Xcel Energy. “When they’re thinking about a major expansion or replacing a piece of equipment, they should think about whether there’s a better way to use energy—a multi-speed instead of a one-speed motor, for example.”

Businesses’ energy costs can be significant, so focusing on energy efficiency just makes sense. Businesses in greater Madison also conserve energy to benefit the environment, according to Greg Bollom, assistant vice president of energy planning, Madison Gas and Electric Company (MGE). “Our customer base has a strong environmental ethic; they’re clearly telling us they’d like us to do more to make energy environmentally friendly.”

Area energy providers are working to help their customers save energy, and they’re dedicated to using renewable energy sources to benefit the environment, their businesses, and the Wisconsin economy.

“We provide a wide range of energy conservation expertise to residential, commercial and industrial customers in our service territory,” says Kathy Lipp, chief environmental and safety officer, Alliant Energy. “Our Performance Edge and Shared Savings programs help business customers reduce operating costs and increase profits through energy-saving efforts.”

### What businesses can do

Companies looking to reduce energy costs should begin by reviewing their operations, according to Lipp. “We can help them audit their energy use; even simple changes can reduce their costs considerably.”

Donovan adds, “We have an online energy audit small commercial customers can use. Businesses can also contact us to talk about rate options—things like, when is the most cost-effective time to use their equipment—it’s less expensive to run heavy machinery late at night. Or they can use systems that automatically heat and light different portions of the building depending on when people are there. There’s really good technology out there to help them

use energy efficiently.”

Bollom also cites efficient lighting as an important energy-efficiency tool. “There’s still a huge amount of inefficient fluorescent, and even incandescent lighting out there. Companies should manage temperature and air handling, and maintain their electrical equipment properly, or it wastes a tremendous amount of energy.”

Energy providers support green building, also called sustainable design, which means constructing high-performance buildings that use energy and other resources efficiently, reducing owners’ costs and benefiting the environment.

“It’s a way to build the most efficient use of energy into a building’s design,” explains Bollom. “It encourages businesses to be as efficient as possible in design and operation to minimize energy use per square foot, and minimize environmental impact. If everyone used green building, it would be the best way to reduce energy use.”

He continues. “Looking at how you use electricity is the simplest way to reduce your bill and everybody’s bill. The more energy we save, the longer we can wait to build new plants and transmission lines. We’ve heard a lot of discussion about the need for new power lines and plants. It’s true that people are moving into the area, but each person and business is also using more power.”

“Looking at how you use electricity is the simplest way to reduce your bill and everybody’s bill. The more energy we save, the longer we can wait to build new plants and transmission lines. We’ve heard a lot of discussion about the need for new power lines and plants. It’s true that people are moving into the area, but each person and business is also using more power.”

### Renewable energy sources

Energy providers have used renewable energy sources for many years to supplement fossil fuels. The U.S. still relies heavily on coal, oil, and natural gas for its energy, but fossil fuels are nonrenewable; they draw on finite resources that will eventually dwindle, becoming too expensive or too environmentally damaging to retrieve, according to a report by the U.S. Department of Energy’s National Renewable Energy Laboratory.

In contrast, renewable energy resources—such as wind, water and solar energy—are constantly replenished and will never run out. Generating renewable energy has a much lower environmental impact than conventional energy generation, and it’s also becoming more economical.

“The economics have changed lately,” agrees Bollom. “With the continual volatility in the petroleum market, we’re looking at wind as a hedge against that volatility. We have a purchase

agreement to buy energy from a new wind farm at a price comparable to purchasing from a natural gas plant.”

“Alliant Energy has a long-term commitment to clean energy,” notes Lipp. “In 2004, our energy generation portfolio included 558 megawatts of renewable energy either owned or under contract to purchase.

### Hydroelectric power

Alliant has produced hydroelectric power since the early 1900’s. “The Kilbourne Dam in Wisconsin Dells is one of our oldest assets; it’s safely turned the river’s current into a clean, steady source of power for more than 90 years,” confirms Lipp. “Several other dams, including our 29-megawatt facility in Prairie du Sac, also bring our customers consistent, reliable, renewable electricity.”

Xcel Energy is also a long-time producer of hydroelectric power. “We have 19 hydroelectric plants; some have been in operation for over 70 years, some for over 100. The plants generate 250 megawatts of electricity for our customers,” says Donovan. “Our highest-producing fleet is along the Chippewa River. The same molecule of water generating electricity at our northernmost plant is still generating electricity at the fifth one down to the south.”

Donovan explains that all electricity is created the same way. “Turbines turn to generate electrons. The difference is what turns the turbine—here, it’s water.” Water runs through dams built on rivers down to “the head” of the plant, where the turbines are. “The higher the dam, the stronger the water’s force, which allows it to turn the generator and create electricity.”

### Wind power

Bollom says that while MGE does have a significant hydroelectric power source in Wisconsin, the predominate technology for new renewable resources is wind. “We have an 11 megawatt wind farm in northern Kewaunee county with 17 wind turbines,” he says.

A federal tax credit gives utilities just under two cents a kilowatt hour for using wind power. “With the credit, we can incorporate wind power into our mix at a competitive price. It’s also more economical because the technology has advanced dramatically over the last five years.”

“Alliant Energy purchases six percent of the nation’s wind power,” says Lipp. Wind power is produced by turbines, often located in “wind farms,” which are areas with multiple turbines dedicated to producing electricity. The wind turns the turbines’ blades, which spins a shaft, which connects to a generator and makes electricity. The electricity is sent through transmission and distribution lines to a



The Madison Gas and Electric Foundation donated 10 Photovoltaic systems to area high schools. The units produce electricity for the schools while serving as a learning tool for several curriculum areas.

substation, then on to homes, business and schools.

Xcel also buys wind power. “We purchase 508 megawatts of power from wind farms in Minnesota and the Dakotas. There’s a stronger sustained wind than in Wisconsin, so they produce more consistent wind energy—you build where you can get the wind” says Donovan.



Alliant Energy harnesses wind power from wind farms like this one.

products in a low-oxygen environment to produce a flammable gas and char. The gas produces steam that drives a turbine generator.

### Green pricing

In 1999, the Wisconsin Legislature passed a renewable portfolio standard (RPS) requiring each utility to

provide a certain percentage of its energy from renewable sources. Some energy providers offer “green pricing” plans, where customers can volunteer to help fund production of renewable energy, above and beyond the standards.

Consumers are interested. More than 11,000 customers participate in Alliant’s Second Nature™ program, and about 4,500 customers, including 100 businesses, are part of MGE’s green pricing initiative.

State and local government are also strongly supportive of reducing energy use and of renewable energy. In Madison the Mayor’s Energy Efficiency/Green Building Task force produced a 2004 report outlining specific objectives for the public and private sector.

At the state level, the Wisconsin Governor’s Task Force on Energy Efficiency and Renewables is charged with identifying technically feasible, cost-effective energy efficiency programs and renewable energy projects. The Department of Administration’s Focus on Energy program helps businesses implement energy-efficiency measures.

### Biomass energy

Energy providers are using various biomass sources to produce energy as well. Donovan says biomass is “anything grown or thrown away as waste, from wood fiber, to refuse, to methane from landfills or farms.”

His company converted an old coal-burning plant near La Crosse to one that burns RDF, or refuse-derived fuel, mixed with wood waste from paper mills. “A lot of people object to calling garbage renewable, but we process it and remove noncombustibles, ending up with cardboard, paper, and food waste. Our plant has saved the construction of about three medium-sized landfills,” he says.

MGE burns waste at one of its Madison plants. “It’s pre-consumer waste coming from the paper industry’s production process and would normally be landfilled,” says Bollom. The company mixes the waste with some coal. “It can’t burn by itself, but it decreases fuel costs and has a lower environmental impact than burning just coal.”

Alliant produces biomass energy from a number of sources:

- **Anerobic digesters:** Manure stored in sealed concrete tanks is heated, and the methane and carbon dioxide released is piped to a generator. “This puts a total of 430 kilowatt hours of electricity on the grid,” says Lipp.
- **Landfill gases:** Alliant purchases electricity produced from methane gas at three Wisconsin landfills.
- **Switchgrass:** This fast-growing biomass crop is burned in conjunction with coal. “It reduces emissions, and it’s a crop that prevents runoff,” says Lipp. “When it’s harvested, the roots remain intact and hold the soil in place.” Alliant is one of only two utilities in the nation working with switchgrass.
- **Waste products:** An Iowa plant converts more than 150 tons of wood, paper and crop waste to energy daily, by “cooking” the



MGE’s Blount Street power plant burns paper derived fuel (PDF) to replace coal and reduce emissions. The PDF is waste from the paper industry in Wisconsin that would otherwise be landfilled.

### Lower costs

MGE has tracked its customers’ conservation savings since the mid-80s, according to Bollom. Customers have reduced their energy demand by over 100 megawatts, or the equivalent of half the capacity of MGE’s Blount Station power plant in downtown Madison. These business and residential customers annually save more energy—420 million kilowatt hours—than the entire UW-Madison campus uses. Their efforts have translated to real economic savings—customers’ bills are lower, and MGE can defer expensive infrastructure improvements, further lowering average costs.

Technology is also reducing the cost of renewable energy. “Producing wind energy costs four to five cents a kilowatt hour, and it’s 50 cents to a dollar for solar. But five years ago, the costs were double that, and costs continue to come down,” says Bollom. “Solar energy may be competitive in the future.” ♦

## ENVIRONMENTALLY-FRIENDLY ENERGY TRANSMISSION

American Transmission Company LLC provides energy transmission services to utility companies, owning, operating and constructing electrical transmission towers. The company makes every effort to operate in environmentally-friendly ways.

“We do environmental screening as we plan projects so we know where the environmentally-sensitive areas are,” says Rita Hayden, manager of American Transmission’s environmental department. “Then we can avoid those areas, or protect them during construction. We also look for ways to make the environment better.”

She continues, “We can’t always avoid placing the poles for transmission towers at the edge of wetlands, for example. We try to do the construction in winter, under frozen conditions, because the impact to plants and animals is greatly decreased.” The company also uses construction mats, large wooden mats that float on the surface of wetlands and spread out the weight of construction vehicles to avoid making ruts.

“We also have protections in place for endangered resources,” says Hayden. “Often winter construction lets us avoid affecting them. If we can’t, we mark the areas so we don’t run through the habitat. We work closely with the Department of Natural Resources to identify these areas.”

American Transmission partners with the Department of Natural Resources and the U.S. Fish and Wildlife Bureau, along with several utilities and paper companies, to protect the endangered Karner Blue butterfly. “This partnership should be a model for how we protect other resources,” says Hayden.

The company is shifting from the use of large, lattice-type transmission towers to single-pole towers that have a smaller footprint and are less obtrusive. However, eagles and ospreys tend to nest in the lattice-type towers.

When American Transmission removes a lattice tower, it installs a pole and a nesting platform. “We move the nest if we can,” says Hayden. “We do it outside of the nesting season and we’ve had great success with ospreys using them rather than building new nests where we don’t want them to.”

Hayden says American Transmission is the first utility to apply to the state’s Green Tier program, which provides recognition for companies committed to continual improvement and superior environmental performance. ♦



Xcel Energy’s Jim Falls hydroelectric power plant in Chippewa County.



GREATER MADISON  
CHAMBER OF COMMERCE

# LEADERS@WORK

## LGM UPDATE

### LGM now accepting applications for its 13th program year

Every organization in greater Madison has a vested interest in the decisions made within our community. The quality of life for your employees—and future employees—is crucial to the future of your business. More than ever, business leaders need to participate in community decision making.

Greater Madison needs leaders who are ready, willing and able to serve on boards, committees and commissions in both the nonprofit and government sectors. Leadership Greater Madison (LGM) is a GMCC educational program preparing our future leaders to do just that.

LGM participants already possess leadership skills; they are, in fact, leaders within their organizations. They just need a better understanding of the issues facing our community, and of how they can use their skills and passions to make positive changes for the community's future.

Through a process of selection, curriculum and post-graduation placement, LGM prepares participants to serve in positions of public influence and decision-making in greater Madison. The program also strives to instill a sense of civic responsibility, community pride and community trusteeship, which empowers our leaders and drives them to action.

LGM classes are made up of 35-40 organizational leaders representing a cross-section of our community. Participants meet monthly, beginning with a full-day orientation session in September and an overnight retreat in October, and culminating with a graduation program in June.

The November to May sessions focus on the headline issues affecting our community, with greater Madison's top leaders donating their time and knowledge to educate LGM participants. Sessions are held at different sites each month, and the agendas incorporate multiple learning styles including: panel discussions, group exercises, tours, and hands-on role playing. Topics of discussion include economic growth, business, human services, law enforcement and justice, state and local government, education, health care, land use, transportation, and the arts.

To balance the informative monthly sessions with hands-on experience working in the community, LGM participants work in groups of five to nine on team projects. The project teams work outside of the monthly LGM sessions, and participants can expect to contribute an

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

additional 40 hours to their projects throughout the year. For more information on previous team projects, or for a list of LGM planners, facilitators, presenters and panelists, please visit the LGM page of the GMCC Web site at [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com).

The community has spoken and the LGM program has listened. New this year, program leaders will work hard to partner our LGM graduates with a placement on a board, committee or commission of their choosing in the greater Madison area.

Following graduation, participants also join an elite and growing force of leaders known as the LGM Alumni Association. This group brings together graduates from each class for community leadership activities, community

education, networking opportunities, and support of the LGM program.

Are you ready to be a part of greater Madison's future? Apply to LGM today, nominate a rising star within your organization, or nominate someone in the community. Help us prepare tomorrow's leaders today.

Leadership Greater Madison is a Greater Madison Chamber of Commerce program overseen by the Greater Madison Chamber of Commerce Foundation and the GMCC board of directors.

For more information, visit [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com), or contact LGM Director Connie Shomberg at 443-1953 or [cshomberg@greatermadisonchamber.com](mailto:cshomberg@greatermadisonchamber.com). ♦

## MAGNET UPDATE

Last month, MAGNET shed light on the brain drain challenges facing greater Madison with the release of its report, "Identifying the Next Generation of Leaders." Dane County's ability to attract and retain the next generation of leaders is an issue of paramount importance for regional economic growth and the vibrancy of our social, civic and cultural life.

As the first part of its analysis, MAGNET compared Dane County's young and educated population to those of all 3,100 other counties in the country. Dane County ranks in the top two percent in terms of people between 25 and 34 with a college degree. We're all familiar with Dane County's perennial ranking as one of the top places in the country to live, work and play. So, one might ask, where's the problem?

Despite the excellent rankings, Dane County is experiencing a larger brain drain than most other counties nationally. Between 1995 and 2000, significantly more people in their early twenties through mid-thirties moved away from, than moved to, Dane County. In fact, MAGNET found that Dane County is losing young residents at rates faster than 80 percent of other counties in the nation. Not only that, Dane County ranked near the bottom compared to counties with similar overall and college-enrolled populations.

It's also important to understand where young people are moving to and coming from. In short, 70 percent of Dane County's net loss of 5,127 people between ages 20 and 24 (25 to 29 in 2000)—roughly the population of

Cottage Grove—moved to the big cities of Chicago, Minneapolis, Milwaukee and New York. The county had a net gain from counties with UW-system schools. While the size of the net loss is disturbing, there's hope that many of these recent graduates may decide to "boomerang," and move back to the greater Madison area to settle down.

When it comes to people in their mid-twenties through mid-thirties, if they move away, they're likely gone for good. This period is a key 'settling' stage in life, during which most people begin to buy homes, start families, and establish roots in the community.

The bottom line is that Dane County lost 3,514 people between the ages of 25 and 34 (30 to 39 in 2000). Nearly half (47 percent) of the net loss was to counties adjacent to Dane County. While these individuals may work in Dane County, their involvement in the area's civic, social and cultural life most likely decreases. Notably, the Chicago region was a net source of people in this cohort.

"Identifying the Next Generation of Leaders" is a major step forward in understanding the underlying human capital problems facing the greater Madison area. MAGNET is committed to building on this understanding to attract and retain the next generation of leaders to the greater Madison area. Join us in our efforts!

For a copy of the report, please contact [info@madisonmagnet.org](mailto:info@madisonmagnet.org) or call 608-358-5370. ♦

## ECONOMIC DEVELOPMENT

### Collaboration Council Implementation Team Profile: Business Retention & Recruitment

*The Collaboration Council, the regional economic development effort the GMCC is spearheading, which comprises leaders from Dane County's business, government, education and non-profit communities, is hard at work. The goal? To grow Dane County's economy in ways that advance the quality of life for all residents.*

The council includes five implementation teams, each focusing on a collaboratively agreed upon initiative. This month we take a closer look at the Business Retention & Recruitment Team. Its purpose is to identify the best way to attract, retain and expand businesses and promote entrepreneurship, in order to increase quality job opportunities and strengthen the tax base in greater Madison. The team will achieve its goal by working collaboratively with existing businesses and governments in the region to responsibly leverage our unique assets and enhance Dane County's competitiveness and marketability.

The need for regional unification in economic development is urgent, as a paradigm shift is occurring throughout the country. Economic development has traditionally been thought of as something to address at the local level—every locality for itself. Many communities are waking up to the reality that they're part of a bigger picture, that they're integral pieces of a regional puzzle. Working alone in the traditional mindset weakens communities, while working together as a region creates opportunities.

The Business Retention & Recruitment Team is laying the groundwork to allow the 61 Dane County localities to finally start working together for economic development. It is developing a plan that will allow the greater Madison area to start thinking and acting as what we really are: a region competing against other regions to produce, retain and attract businesses. If we continue this effort in a fragmented, isolated and vertical manner, we will be divided and we will continue to compete against each other. If we work together to promote the region first, we will begin to leverage our collective assets to produce, retain and attract the best companies, creating more jobs and increasing the tax base. And acting with the region's best interests in

mind will advance the quality of life for all citizens.

Chairing the team is Mark Bugher, director of the University Research Park. The University of Wisconsin-Madison owns and operates the 250-acre research park and strives to encourage faculty start-up companies and enhance economic development. Prior to his current position, Bugher served as secretary of the Department of Administration (DOA) under former Wisconsin Governor Tommy Thompson. As Thompson's top cabinet member, Mark oversaw the \$41 billion biennial state budget.

As the team's staff lead, Phyllis Wilhelm is also applying her savvy and leadership. She's the economic development director for Madison Gas and Electric Company, where she assists with business start-up, location and expansion, provides assistance to communities and businesses, and works on issues that impact community and business development. Wilhelm is also an active board member for many economic development organizations across the region and state.

For more information on the Business Retention & Recruitment Team or the Collaboration Council, please contact Rafael Carbonell at rcarbonell@greatermadisonchamber.com or 608-443-1955.

### Community Air Service Partnership

Recent initiatives have brought increased air service opportunities to the greater Madison community. Allegiant Air's non-stop service to Las Vegas and Northwest Airline's recently unveiled non-stop service to Washington D.C. are both incredible assets to travelers and businesspeople alike.

The GMCC and the Greater Madison Convention and Visitor's Bureau (GMCVB) co-lead the Community Air Service Partnership, which is working with the Dane County Regional Airport to enhance air service and support business travel into and out of Dane County. By encouraging existing carriers to service more areas and new carriers to service our area, the partnership hopes to facilitate general commerce with vital markets, through connecting with more destination hubs that reach outside the Midwest.

Through our joint efforts, we're starting to see some great things, namely Northwest

Airline's (NWA) recent announcement of new daily non-stop service between Dane County Regional Airport and Washington D.C.'s Reagan National Airport, beginning in June. NWA is a key player in the Madison market; to have found a solution that allows the airline to expand its service to greater Madison, while enabling us to meet the business community's demand for more non-stop service to vital markets, is a real success.

Enhanced air service is vital to regional economic development and growth. The GMCC will continue to work in partnership with the GMCVB and the Dane County Regional Airport, seeking air service opportunities to support business and travel into and out of Dane County.

### GMCC diversity programs coming soon!

In an effort to represent the diversity in the greater Madison business community, the GMCC has created programs to serve historically disadvantaged community businesses. This series of classes is designed to provide increased opportunities and support to existing minority and women business owners. The series will focus on three topics: opportunities for the minority business community, the minority business certification process, and business procurement. The GMCC is offering the programs in collaboration with the city of Madison, Dane County, the state of Wisconsin, the federal Small Business Administration, and the MATC Business Procurement Center.

The program will consist of nine three-hour classes held weekly beginning May 17 and running through July 26 (with no classes May 31 or July 5). See details below.

#### Classes will meet weekly:

Tuesdays, May 17 – July 26  
8 – 11 a.m.

Madison Area Technical College T.E.C.  
Center (Technology, Education, Commerce)  
3591 Anderson Street, Suite 100  
Madison, WI 53704

Registration forms are available online at [www.madisonchamber.com](http://www.madisonchamber.com). You can email completed forms to [diversity@greatermadisonchamber.com](mailto:diversity@greatermadisonchamber.com) or fax them to 608-256-0333. For more information, e-mail [diversity@greatermadisonchamber.com](mailto:diversity@greatermadisonchamber.com). Don't miss out on this great business enrichment opportunity. ♦

# INITIATIVES & INSIGHTS CONTINUED

## PUBLIC POLICY

### Area business community speaks with a powerful voice

As an advocate for member businesses, the GMCC is front and center in the public policy arena, speaking out about issues affecting the local business climate. We've seen increased involvement from area businesses recently—and we applaud this active participation.

In the past, the business community in greater Madison was a “sleeping giant,” in the sense that there was incredible potential for organization, but no real impetus for action. So many area businesses, small and large, local and national, play a large part in making Madison what it is today. Area businesses create the cultural fabric of this community, and lay the foundation for the exceptional quality of life Madison residents enjoy.

Recently, the greater Madison business community has emerged with a powerful voice and a genuine concern for the local environment in which businesses operate and residents live. We need policies that:

- Lead to sustainable economic development.

- Strengthen the area's business reputation.
- Attract new businesses that will create desirable high-paying jobs.

This need has had a positive impact on the business community's initiative to get organized and demand change.

Local politics and city policies affect the daily operations, growth, and success of local businesses, so it's natural that the business community has begun to speak out. Public policy issues affecting businesses' operations have become increasingly important, and businesses are becoming vocal and assertive about their needs and concerns. Issues like the local minimum wage and the lobbying ordinance illustrate the activism that's been awakened in the business community.

There is enormous strength in a unified business community. In the past, elected officials claimed they heard mixed messages from the business community, and that they didn't know where businesses stood regarding specific issues. We need to make sure there's absolutely no truth to those statements. Working together and speaking with a unified voice must be a priority for business associations and individual business owners throughout the community. Our message must be strong and clear, and we must

collectively stand in support of a healthy business climate and a community environment that fosters a high quality of life for all residents.

There is diversity among greater Madison businesses, which is one of the community's strongest assets. It's true that businesses will not agree or have the same perspective on all issues. But it's also true that all businesses will agree on some issues. Whether large or small, local or national, there are many commonalities among businesses in Madison.

There is common ground and common interest in:

- Creating a hospitable economic environment for the success of new and expanding businesses.
- Developing a qualified and diverse workforce to meet the needs of all types of business entities.
- Maintaining a high quality of life in this community to attract new businesses and boost the regional economy.

It is the issues affecting these common concerns that businesses must work together to promote. ♦

# COVER STORY CONTINUED

## ANGEL NETWORK

copies of the full plans. “Tracking down investors is one of the most time-consuming things for entrepreneurs,” says Joe Kremer, director, WAN. “We want to make that instant and easy.”

Entrepreneurs with businesses on a high-growth trajectory, who are looking to build value rapidly, are likely candidates for angel investment, according to Kremer. “If you're out there starting a small business, like a car repair shop, you're probably not looking for angels. If you're looking to expand it to a nationwide franchise business, you probably would seek angel investors.”

While the WAN is a valuable resource for entrepreneurs, the impetus for the network came from the investor side. “Angel networks around the state weren't seeing enough deals, and we wanted to increase the deal flow,” Kremer says.

### A network of networks

“We envisioned the Wisconsin Angel Network as a ‘network of networks,’ helping existing angel networks and assisting in the formation of new networks,” says Still. “The Wisconsin Angel Network is a place where networks of accredited angels can receive some logistical support, be tied into a ‘deal flow pipeline’ that circulates information about prospective investments, and learn about best practices.”

Kremer describes these primary WAN objectives.

- *Deal flow pipeline:* The Web-based interface where entrepreneurs post executive summaries for angels to view. Investors can then request business plan copies. “It's like a dating service; we're introducing people to each other,” says Kremer.
- *Administration:* WAN is helping organize and create networks around the state. Kremer says, “We're hoping to have about 13 networks active and investing by the end of the year.”
- *Education:* Seminars introduce the concept of

angel investing, and ways to evaluate deals. “People should think of angel investing as the risky side of a balanced investment portfolio,” says Kremer.

- *Networking events:* Events designed to increase communication between angels around the state. “A lot of deals happen with a handshake, and we want investors to be comfortable with each other so they'll talk about deals,” Kremer explains.

“We're excited to be a part of creating the Wisconsin Angel Network, and we look forward to its long-term success,” says Still. ♦

Driving the Commercial Connection



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

**All Faiths Funeral & Cremation Service**  
Chris Lenzendorf  
4058 Lien Road, 53704  
608-442-0477 Fax: 608-442-0476  
chrislenzendorf@lycos.com  
www.866allfaiths.com  
Funeral Directors

**ARC Associates, LLC**  
Jonathan Harrison  
505 Dapin Road, 53704  
608-243-1729  
jonathanch786@charter.net  
Consultants - Systems & Leadership

**Badger Maintenance Service**  
Shawn Doyle  
PO Box 8451, 53708  
608-221-0917 Fax: 608-221-0910  
Pressure & Steam Cleaning -  
Commercial/Industrial

**CM IT Solutions of West Madison**  
Richard Marty  
1109 N High Point Road, 53717  
608-831-0195  
rmarty@cmitsolutions.com  
www.cmitsolutions.com  
Consultants - Information Technology

**Dane County Job Center**  
Lisa Mortenson  
1819 Aberg Avenue, Suite C, 53704  
608-242-4908 Fax: 608-242-4917  
morteli@dwd.state.wi.us  
www.danejobs.com  
Employment Services

**Emmons Business Interiors**  
Bob Anderson  
4604 Hammersley Road, 53711  
608-441-8900 Fax: 608-441-8929  
www.ebiweb.com  
Office Furniture & Equipment

**Encompass Global Event Management**  
Jane Lindner  
5441 Caddis Bend, 53711  
608-274-8232 Fax: 608-274-8232  
jane@encompassworldwide.com  
www.encompassworldwide.com  
Marketing Consultants

**Great Wolf Resorts**  
Stephanie Sabo  
122 W Washington Avenue  
Floor 6, 53703  
608-516-4500 Fax: 608-251-6800  
ssabo@greatwolf lodge.com  
www.greatwolf lodge.com  
Resorts

**Harmonia Madison Center for Psychotherapy**  
Beth Wortzel  
406 N Pinckney Street, 53703  
608-255-8838 Fax: 608-255-8837  
bwortzel@chorus.net  
Psychotherapy Centers

**Image One Promotions**  
Tom Ibinger  
6515 Watts Road, Suite 102, 53719  
608-204-9889 Fax: 608-204-9836  
tom@image1promotions.com  
www.image1promotions.com  
Promotional Products

**Jaguar Land Rover - Madison**  
Radcliffe Haughton  
6624 Seybold Road, 53719  
608-443-3600 Fax: 608-443-3601  
haughton@fieldsauto.com  
www.fieldsauto.com  
Automobile - Dealers

**J&J Mailing Services**  
Jeff Bauer  
313 W Beltline Hwy., Suite 28, 53713  
608-268-1645 Fax: 608-268-6334  
jeff@jjmailingservice.com  
www.jjmailingservice.com  
Mailing Services

**Kubichek Office Products**  
Aaron Falk  
4121 East Towne Boulevard, 53704  
608-243-8000 Fax: 608-243-8006  
kopgmdsn@chorus.net  
www.kubichek.com  
Copying Machines/Supplies

**Larry S. Harris Insurance and Investments**  
Larry Harris  
338 N Yellowstone Drive, 53705  
608-829-0784 Fax: 608-829-1417  
Insurance

**The Little Gym of Middleton**  
Bob Joers  
7780 Elmwood Avenue, Suite 101  
Middleton WI 53562  
608-836-3028 Fax: 608-836-3356  
tlgmiddletownwi@thelittlegym.com  
www.tlgmiddletownwi.com  
Gymnastics Instruction

**Lupine Logistics, LLC**  
Susan Schaumburg  
1213 N Sherman Avenue, #265, 53704  
608-234-0684  
susan@lupinelogistics.com  
www.lupinelogistics.com  
Event - Planners

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sgregosky@ovationsfoodservices.com  
www.ovationsfoodservices.com  
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Sherry Preidt  
PO Box 930011, Verona WI 53593  
608-845-9042 Fax: 608-845-8952  
sherry@preidt-sales.com  
www.preidt.com  
Shoes - Retail

**RC Consulting**  
Ron Campo  
3315 Blackhawk Drive, 53705  
608-238-2777 Fax: 608-238-7771  
rcampo@mailbag.com  
Marketing Consultants

**Red Roof Inn**  
Jason Franks  
4830 Hayes Road, 53704  
608-241-1787 Fax: 608-241-7034  
j0052@redroof.com  
www.redroof.com  
Hotels & Motels

**Richardson Graphics**  
Robert Richardson  
1017 Rockefeller Lane, Suite 6, 53704  
608-241-9783  
info@richardsongraphics.com  
www.RichardsonGraphics.com  
Signs

**Tidbits of Dane County**  
Garin & Amanda Mayer  
5408 Kvamme Lane, 53716  
608-237-1411  
madbadgermedia@charter.net  
Advertising - Media

**The UPS Store**  
John Dryburgh  
6666 Odana Road, 53719  
608-833-7447 Fax: 608-833-8433  
ups@charterinternet.net  
www.theupsstore.com  
Business Services

**UW-Madison, Small Business Development Center (SBDC)**  
Neil Lerner  
975 University Avenue  
Room 3260, 53706  
608-263-2221 Fax: 608-263-0818  
www.uwsbdc.org/contact.asp  
www.uwsbdc.org  
Schools - Universities & Colleges

**Vandewalle & Associates**  
Jenny Kurt  
120 E Lakeside Street, 53715  
608-255-3988 Fax: 608-255-0814  
va@vandewalle.com  
www.vandewalle.com  
Urban Planning & Design

**Vesterheim Genealogical Center & Naeseth Library**  
VGC&NL Director  
415 W. Main Street, 53703  
608-255-2224 Fax: 608-255-6842  
vesterheimgen2@mcleodusa.net  
www.vesterheim.org  
Libraries

**Weed Man Lawn Care**  
Terry Kurth  
2211 Eagle Drive, Middleton WI 53562  
608-824-0043 Fax: 608-836-1525  
turf@chorus.net www.weed-man.com  
Lawn Maintenance Services

**Wells Fargo Home Mortgage**  
Missy Sisler  
5315 Wall Street, Suite 105, 53718  
608-244-5600 Fax: 608-244-5722  
melissa.r.sisler@wellsfargo.com  
www.wfhm.com  
Mortgage Bankers

**WisconsinEye Network**  
Jeff Roberts  
1 E Main Street, 53703  
608-441-1577  
info@wiseye.org www.wiseye.org  
Television Stations & Broadcasting Companies

**YMCA of Dane County, Inc.**  
Tina Franke  
7617 Mineral Point Road  
Suite 301, 53717  
608-664-9622 Fax: 608-664-9633  
tina.franke@ymcadanecounty.org  
www.ymcadanecounty.org  
Non-Profit Organizations ♦

## TECHNOLOGY

corporations and IT professionals new levels of control over the services they provide.”

White says he's seeing more businesses use Proofpoint, an antivirus, encrypting service for e-mail. “You can set it up with basic business rules—like the words ‘class action suit’ if you’re a law firm, or ‘surgery’ if you’re a health care organization, then it scans your outgoing mail for discrepancies.”

At Promega, Linton notes, “Our markets are increasingly expecting their suppliers to provide fully integrated solutions.” The company is expanding from its traditional base of biological products such as consumable reagents, integrating them with instrumentation, robotics and software support. Linton explains, “Our customers want one supplier to provide full support with a single telephone call, anywhere in the world.”

At Esker Software, Inc., Renee Thomas, director of field marketing, says her company offers new outsourced fax and mail processing services through Esker on Demand. “It allows companies to pay-as-they-go for delivering critical business documents from one-at-a-time orders to high-volume batches.”

What about up-and-coming new technology products? If you thought 3-D dimensional thinking was advanced, think again. Schmidt, of Arnold & O'Sheridan, says 4-D and 5-D software is on the drawing board. “Coming up in the next year or two, we're looking at implementing it with the idea that it will help us in our bidding and building process.” ♦



Pharmaceutical research & development data center (Affiliated Engineers)

## GMCC CALENDAR

## MAY

**May 4, Wednesday - 12@12**

12 - 1 p.m.

Sponsored by: Two Men and a Truck

Location: GMCC office, 615 E. Washington Avenue

Topic: Health Care Options - Tim &amp; Cathy Mahaffey, Financial Design Group

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

**May 5, Thursday - GMCC Business Card Exchange**

4:30 - 6:30 p.m.

Sponsored by: Radisson Hotel, Rejuvenation Spa, and Carlson Wagonlit Travel

Location: Radisson Hotel, 517 Grand Canyon Drive

Contact: GMCC program coordinator at 443-1954 or programs@greatermadisonchamber.com

**May 7, Saturday - Thin and Healthy Grand Opening**

10 a.m. - 4 p.m.

Location: 1763 Thierer Road, Madison

Contact: Michelle Klubertanz at 243-8446 or mklubertanz@charter.net

**May 18, Wednesday - GMCC & Madison Mallards**

4:30 - 6:30 p.m.

“Take Me Out To The Ballgame” Social

Location: Duck Pond at Warner Park, 2020 N. Sherman Avenue, Madison

Contact: GMCC program coordinator at 443-1954 or programs@greatermadisonchamber.com

**May 19, Thursday - Heartland Credit Union**

4:30 - 7 p.m.

Administrative Office/Branch Opening

Location: 5325 High Crossing Boulevard, Madison

Contact: Robin Marohn at 268-7428 or rmarohn@heartlandcu.org

**May 25, Wednesday - GMCC Chamber Café**

7:30 - 9 a.m.

Sponsored by: Edgewood College Corporate Learning Center

Location: Edgewood College Corporate Learning Center, 1255 Deming Way, Madison

Topic: “Total Customer Satisfaction” - Dr. Moses Altsech

Contact: GMCC program coordinator at 443-1954 or programs@greatermadisonchamber.com

## JUNE

**June 1, Wednesday - 12@12**

12 - 1 p.m.

Sponsor: Two Men and a Truck

Location: GMCC office, 615 E. Washington Avenue

Topic: True IT Needs of Small Business Owners - BJ Pfeiffer, Enterprises Solutions

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

**June 9, Thursday - GMCC Business Card Exchange**

4:30 - 6:30 p.m.

Sponsored by: Autumn Woods Professional Centre

Location: Autumn Woods Professional Center, 602 Pleasant Oak Drive, Suite F, Oregon

Contact: GMCC's Program Coordinator at 443-1954 or programs@greatermadisonchamber.com

## JULY

**July 6, Wednesday - 12@12**

12 - 1 p.m.

Location: GMCC office, 615 E. Washington Avenue

Topic: Combating the Impact of eBay on Retail Sales - Jim Rice, eXcellera

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



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CHAMBER OF COMMERCE

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