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SEPTEMBER 2008 / Professional Services

BUSINESS BEAT

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Volume 38, Issue 9

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Deb Schultz, director of HR information and solutions at MRA-The Management Association, teaches an employment-related class.

YOU'RE WORKING FROM WHERE?

As workforce demographics shift—and fuel prices rise—employers need to provide flexible schedules, say area staffing experts.

By Judy Dahl

During conference calls with managers from American Family Insurance, Diana Schafer, president of Spherion in Wisconsin, has sometimes been surprised to find they're working from home. "The company has all kinds of successful flex-time scenarios," she says.

More companies will go that route—and eventually it'll become imperative—she predicts. "Look at the aging, changing face of our workforce," she says. "In 2000 the median age was 35; today it's 40. In the next two years, the number of workers 55 and older will increase by 30 percent." Add to that the "sandwich generation" of workers caring for children and aging parents at the same time, young families struggling to pay for daycare, retirees looking to remain productive, and "bedroom community" commuters balking at high gas prices.

"No matter their stage of life, many workers are

faced with variables that require flexibility," says Vicky Vought, vice president of MRA-The Management Association. "And more employees are looking for work/life balance."

Offering options such as a workweek of four ten-hour days ("four tens"), or four nine-hour days and a half day ("four nines and a half"), or even telecommuting part- or full-time, attracts employees who might not consider a traditional 40-hour workweek. "It opens the door to a whole new pool of candidates when you're recruiting," says Jeff Darrow, branch manager at ABR Employment Services.

Flexibility in the workplace helps companies attract and retain younger professionals, notes Mila Stahl, vice president and principal at Human Resources Group. "Many young people value time off as much as a larger salary," she says.

It also accommodates older *Continued on page 02*

employees who are looking to cut back but aren't quite ready to retire. "When workers abruptly retire, the organization loses so much knowledge," says Stahl. "Having flexible working arrangements for potential retirees can only help your business grow. It also helps solve larger community issues, such as easing traffic congestion and curbing automobile emissions."

As the boomers retire it'll be essential, Schafer adds. "You can still find traditional workers, but that will change. We're due to have a six-million worker shortage by 2012."

Misperceptions

Still, only about 30 percent of companies incorporate work/life balance and flex time, Schafer indicates. "And lack of flexibility is one reason workers tend to leave jobs after just a short time." Spherion's latest study shows that 73 percent of workers are willing to change careers or put them on the back burner to make time for family.

Why don't more companies offer flexible scheduling? "Our workforce still has a lot of traditional workers and managers," Schafer explains. "The 40-hour workweek is 'the

way we've always done it,' and it can be hard to make that shift. It has to come from the top down, and many executives are traditional workers."

Employers may perceive that when offering flexibility, they lose something in the equation—that it will be inconvenient, productivity will drop and they'll lose control. "They believe the benefit is only to the employee, when it's really the opposite. Employers gain so much; such as increased loyalty and motivation," says Schafer.

By varying start and end times, for example, they can lengthen the time employees are available to serve customers, who may be in other time zones. With increasing globalization, that's ever more important.

Attract top-notch talent

For organizations that do offer flexibility, the start-and-end-time option is the one Vought sees most often. "They have core hours, and workers can choose to start between seven and nine a.m. and end between four and six p.m., for example. It helps people manage appointments and other obligations."

She's also seeing job sharing stage a comeback. "People are much more creative in approaching it," she comments. "I've seen it run the gamut from production workers to two CEOs at a couple of our member companies. The workers are more satisfied, and if the workload increases, the employer can ask the part-time employees to flex up."

Organizations are much more interested in part-time and even on-call workers. "It attracts people who don't want to commit to a schedule, but want the ability to be active in their professions," Vought says.

Darrow is seeing condensed schedules, like "four tens" or "four nines and a half," and some telecommuting, although he believes that option is currently underused. "But people are going to have to offer more options to get top-notch talent—and to keep their current workforce." ♦



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What Works

To successfully offer flexible scheduling, experts suggest:

- Have very clear expectations for the job itself, so employees know what to do and you can measure success.
- Establish periodic status reporting so you know projects are on track.
- Base employees' evaluations on results, not the amount of time they're in the office.
- To ensure you're meeting workers' needs, in exit interviews ask employees: "Would you have stayed if we offered more flex options?"

GREATER MADISON CHAMBER OF COMMERCE

615 E. Washington Ave., P.O. Box 71
Madison, WI 53701-0071
Phone: 608-256-8348 – Fax: 608-256-0333
E-mail: beat@greatermadisonchamber.com
Web: www.greatermadisonchamber.com

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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BUSINESS BEAT STAFF

Publisher – Jennifer Alexander, GMCC
Associate Publisher – Judy Dahl, JKD Communications LLC,
judydahl@charter.net
Editor – Katie Vaughn, *Madison Magazine*
Designer – Emily Culp, *Madison Magazine*
Advertising and Sales – *Madison Magazine*, 608-270-3600

Business Beat is published 12 times a year for the Greater Madison Chamber of Commerce, which holds the copyright to all content, by *Madison Magazine*, 7025 Raymond Road, Madison, WI 53719.

Subscription included in GMCC membership.

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

BEHIND THE DOOR

PRESIDENT'S LETTER



Dear Valued GMCC Member:

It's hard to believe summer is nearly behind us. But what an exciting summer it's been! At the GMCC, turnout's been higher than ever at our member events. Highlights have included a topical in-depth discussion with Madison Police Chief Noble Wray on business and public safety, and an informative CEO Forum with Ray Allen on multicultural marketing and capitalizing on the region's increasing diversity to drive awareness and business profitability. The City of Madison also had a productive summer, completing its work on a strategic economic development implementation plan, which outlines a roadmap for quality job creation and economic growth. The GMCC applauds Madison's Economic Development Commission, Mayor Cieslewicz and city alders for their work on this important endeavor.

For many, the collective focus now transitions back to school. For parents of students in the Madison Metropolitan School District, it's bittersweet as longtime Superintendent Art Rainwater is now retired. But as you'll read in this edition's interview with incoming Superintendent Dan Nerad, our schools are in good hands.

Here at the chamber, we're running with the theme of education, working diligently to provide opportunities to further your education and professional goals by learning from regional business leaders on a variety of relevant topics. At an upcoming 12@12,

attendees will discuss how to "Build your Business Continuation Plan." Interested in learning more about our thriving high-tech businesses? Join Toni Sikes, founder and CEO of The GUILD, at our upcoming CEO Forum to discuss Madison's emerging high-tech sector.

Coupled with our education efforts is our longstanding commitment to open doors for you and your business. As I write this, we're approaching our annual joint summer social with the Greater Madison Convention & Visitors Bureau on August 21, at the newly remodeled East Side Club on Lake Monona. In addition, our signature event, the 56th Annual Dinner, will take place on Tuesday, September 16 at the Monona Terrace Community and Convention Center. We're delighted to be joined by our keynote speakers John and Tashia Morgridge. Graduates and continued champions for UW-Madison, John and Tashia will speak on "A Place Called Wisconsin." Part of their discussion, no doubt, will touch on their latest endeavor, The Morgridge Institute, part of the exciting Wisconsin Institutes for Discovery currently under construction.

With more than 1,200 guests expected to attend, the annual dinner is recognized as the business networking event of the year. I look forward to seeing you there and at other informative and inclusive chamber programs slated for this fall. Have a safe and prosperous month.

Sincerely,
Thank you,

Jennifer Alexander, GMCC president

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BEHIND THE DOOR CONTINUED

GMCC UPDATE

RSVP Now To Attend the 56th GMCC Annual Dinner, Madison's Premier Business Event

The invitations have been sent and RSVPs are quickly arriving for the 56th GMCC Annual Dinner. GMCC members and their guests will gather at the beautiful Monona Terrace Community and Convention Center on Tuesday, September 16 to hear from keynote speakers John and Tashia Morgridge about "A Place Called Wisconsin." John is chairman emeritus of Cisco Systems and Tashia is a retired teacher and author. Both are generous benefactors to the University of Wisconsin-Madison.

Recognized as this region's number one business networking event, this year's program includes:

5 p.m. Welcoming reception

6:30 p.m. Dinner and entertainment;
keynote address

8:30 p.m. Dessert reception Music will
be provided by the Tony Castaneda Latin
Jazz Sextet.

If you haven't already ordered your tickets or you need additional information, please contact GMCC Program and Event Manager Amy Torgeson at 443-1954 or atorgeson@greatermadisonchamber.com. The last day for ticket reservations is Tuesday, September 2. Check the GMCC website Event Calendar for up-to-date Annual Dinner information.

The popular Annual Dinner Raffle features great prizes donated by member businesses. These include two roundtrip tickets to Europe, donated by Northwest Airlines; a high-back leather and mesh executive chair, courtesy of EZ Office Products; 18 holes of golf and dinner for four donated by Blackhawk Country Club; and four Wisconsin Badger Men's Hockey tickets from The Employer Group. You might win a free night's stay at Courtyard By Marriott East or West, Hampton Inn East or West, Hilton Garden Inn, Residence Inn by Marriott, Fairfield Inn & Suites, Radisson Inn, or Sheraton Madison Hotel.

You can review a complete list of the exciting prizes by visiting the GMCC website, greatermadisonchamber.com. Click on the Featured Event link in the Event and Program column to get the latest on prizes and ticket purchase information. Tickets, priced at \$10 for one, \$25 for three, are now available and will be on sale at the event. We appreciate

the support of the 56th GMCC Annual Dinner Sponsors and are pleased to recognize our Platinum Sponsors: Wisconsin Alumni Research Foundation (WARF) and Wal-Mart/Sam's Club; Gold Sponsors: American Family Insurance, CUNA Mutual Group, Dean Health Plan, Meriter Hospital and WPS Health Insurance; Silver Sponsors: *In Business* Magazine, Fastsigns, Timpano Group, and CFS Virchow Krause, LLC; Bronze Sponsors: Covance Inc., American Girl, Group Health Cooperative and American Transmission Company, TDS and Physicians Plus; Welcoming Reception Sponsor: Boardman Law Firm; Entertainment Sponsor: Neider & Boucher S.C.; Dessert Reception Sponsor: Cisco Systems.

Mark Your Calendar for Upcoming GMCC Events Business Card Exchange, Thursday, October 16, 4:30-6:30 p.m.

GMCC members from businesses of all types and sizes swap business cards and engage in lively conversation over drinks and appetizers—a perfect way to generate new contacts. Please join us at Erdman Art Group, 5105 University Avenue. Questions? Contact GMCC Program and Event Manager Amy Torgeson at 443-1954 or atorgeson@greatermadisonchamber.com.

Chamber Café, Tuesday, October 21, 7:30-9:30 a.m.

Join us at Girl Scouts of Black Hawk Council, Inc., 2710 Ski Lane, for the Chamber Café, which features a continental breakfast, plenty of networking time and the opportunity to gain a quick grasp of a relevant business topic from a featured speaker.

Check the GMCC website for up-to-date details on the topic and speaker or contact GMCC Program and Event Manager Amy Torgeson at 443-1954 or atorgeson@greatermadisonchamber.com.

GMCC offers many networking and learning opportunities for our members. From our CEO Forums to our Business Card Exchanges, members are sure to learn new business tactics and meet new contacts. For up-to-date GMCC program information, check the Events and Program area on the GMCC website, greatermadisonchamber.com. To be added to our weekly GMCC e-Bulletin newsletter and to receive notification of upcoming events, simply email your name, company name and email address to kdlouhy@greatermadisonchamber.com. ♦

MEMBERSHIP MATTERS

GMCC MEMBERS SAVE UP TO 65 PERCENT ON OFFICE SUPPLIES

As a Greater Madison Chamber of Commerce member, you're eligible for terrific savings from the Office Depot Business Solutions Division, through an improved GMCC Member Discount Program. Available to GMCC members only, this special program allows for savings off regular pricing on 195 of Office Depot's most frequently ordered items. GMCC members also enjoy a large discount on other items not on the list. For GMCC members placing larger orders—\$150 or more—there are new automatic discount incentives.

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MEMBER SPOTLIGHTS

Hampton Inn & Suites – Madison West

We're thrilled to be open and welcoming guests to the Madison area! When you have visitors coming to town, whether business associates, family members or friends, be sure to suggest the brand new Hampton Inn & Suites. Not only are the Cloud Nine beds ultra comfy, the complimentary On the House® hot breakfast delicious and convenient, and the large pool area fun for adults and kids alike ... the hotel team members are genuinely excited to help make each guest's stay the very best it can be. "Our team members are engaged, enjoy coming to work, and are empowered to make decisions that enable them to provide the best service possible," says general manager Jeff Ryan.

The hotel is happy to offer a 100-percent smoke-free environment, along with

complimentary high-speed Internet; a Suite Shop® with food, beverages and travel items; and suites with microwave, fridge and sink. Learn more by calling 271-0200 for a personal tour, or at madisonwestsuites.hamptoninn.com. We're next to Princeton Club West.

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UW-Madison Small Business Development Center

The UW-Madison Small Business Development Center (SBDC) is a great resource for

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MEMBERSPOTLIGHTS CONTINUED

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MEMBER NEWS & EVENTS

Awards & Recognition

Clifton Gunderson's external website received three 2008 Hermes Creative Awards from the Association of Marketing and Communication Professionals.

Expedia travelers ranked **The Madison Concourse Hotel and Governor's Club** among the world's best *Continued on page 14*



Attendees at Cay Villars' Business Womens Expo – Madison session built confidence by learning to break boards with their bare hands. Villars is president of Celebrus Coaching and Consulting.

PUT ME IN, COACH

A star athlete would be nowhere without the right coach. Maybe that's all that's standing between you—or your employees—and career stardom.

By Judy Dahl

Am I in the right job? Why can't I get second interviews? Why isn't my new employee a good fit for his job—and how can I help him? How can I improve my senior managers' job performance?

If you're asking questions like these, maybe a career coach is the answer.

What do they do?

But what, exactly, does a career coach do? Clara Hurd Nydam, founder and president of Career Momentum Inc., a Career Partners International partner, answers this way. "It's someone who really understands the whole gamut of career selection and job search, the whole life cycle of careers, and is capable of working with people at multiple levels."

Individuals can hire coaches, or employers can. Like Hurd Nydam, Donna Beestman, president of Career Success Strategies LLC, works with both. Beestman says individuals call her for help with career transitions and job search strategies, career assessments, strategies for career advancement in their current jobs, for help in finding work/life balance or for transitioning to retirement, among other things.

Companies ask Hurd Nydam for assistance in assessing job candidates, identifying training needs for leadership development, supplying training resources, providing

outplacement assistance when they need to downsize, and more.

Some coaches approach careers from a specific angle. Cay Villars, president of Celebrus Coaching and Consulting, helps people identify what they want out of life, what would provide joy and meaning, and what career aligns with their life objectives. "I'd strongly encourage everyone to 'get a life' before they 'get a career' if they want to live well," she says.

Some, like Beestman and Villars, work with specific job levels, in their cases executives and senior-level positions. Others, like Hurd Nydam, work with all job levels.

Still others stick to specific subsets of career coaching. Dan Loichinger, managing partner of Loichinger Advantage, LLC, focuses on leadership, executive coaching, and succession planning. "Most people hire me when they've gone through succession planning in their businesses and have identified people that need growth in leadership, or who have high potential as leaders that they want to develop," he says.

When do you need one?

Clearly there's a broad array of services available. So, how do you know if you need such assistance? For companies, "It's often when they have employees who need a little extra nurturing, or someone who needs to

move forward in a position," Loichinger says.

Or a company may not understand what employee characteristics are necessary for success in a particular position, indicates Hurd Nydam. "Or the focus of a position may have changed with the company's growth, and the person in the job no longer fits. The company needs to identify that person's options. If they have to let people go, they may need outplacement assistance."

In terms of companies' leadership development, Loichinger says one major assumption has been flipped on its ear. "Ten or 15 years ago you'd hire a coach when you'd already invested a lot in a person and you were looking for one more lifeline to someone you weren't sure was going to make it. Now companies aren't so much looking to correct negative performance, but at people with positive potential. The thought is, 'This person has been such a solid contributor; we can work to move them to a higher level of performance. We get a lot better results than if we're looking at people who aren't top performers and trying to fix them.'"

For individuals, "You may be successful, but restless or dissatisfied with your current situation," says Beestman. "Sometimes people find a different organization and are much happier and more successful. Sometimes it even means changing industries."

Who do you call?

If you do need a coach, how do you find the right one? Start by identifying who's out there—the GMCC's website lists member consultants, as does the Madison Area Business Consultants' site. The LinkedIn.com social networking site is also a good resource.

"Probably the most reliable way is to talk with your peers and colleagues and get referrals," says Loichinger. "The way a consultant has worked with other people and businesses is generally similar to how they'll work with a new client."

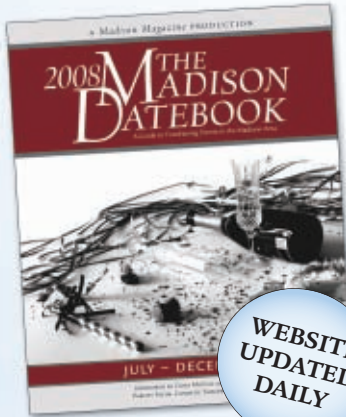
Visit coaches' websites and read about how they operate, and their testimonials, Villars advises. "Then interview a couple," she suggests. "Most will talk to you on the phone for 20 or 30 minutes—I do. I want clients to be comfortable with me, and before I take them on, I want to be sure that they're committed to investing the time and effort."

After doing phone interviews, Loichinger recommends picking two or three candidates for face-to-face interviews. "You have to find someone you'll have a great working relationship with, and a great deal of trust." ♦

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Upcoming Event



September 27th

8th Annual AppleFest, North/Eastside Senior Coalition *Event benefits programs and services that benefit seniors and their families.* Fun for all ages! Events include: live music, raffles, kiddie carnival, crafts, mini-farmers market, used book sale, chair massages, bake sale, moon bounce, clowns & mascots, and apple dessert contest. Proceeds support programs and services for senior adults and their families. Visit: <http://www.nescoinc.org>. Warner Park Community Recreation Center, Madison WI. 9:30 am, \$1 for adults, kids FREE. 608-243-5252.

Submit your own charitable event information, and photos online madisonmagazine.com/datebook


LGM UPDATE



CONGRATULATIONS LGM15!


Congratulations to the fifteenth class of Leadership Greater Madison! LGM15 graduates are ready and eager to make a difference in our community and are already serving on a board, committee or commission in the greater Madison area.

For a listing of this year's graduates, visit the LGM page of the GMCC website at greatermadisonchamber.com. LGM is a nonprofit, nonpartisan, educational program of the Greater Madison Chamber of Commerce Foundation. For more information, contact Connie Shomberg at connie.shomberg@wcgpr.com or 259-0757. ♦




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**MICHAEL J. ALLEN,
FOUNDER
AND OWNER,
ENERGY LAW
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Hometown: Fanwood, New Jersey

Education: Cornell University, University of Chicago Law School

Family: Wife Lorelei; children Sarah, 17, Matthew, 14

How does your background help you lead Energy Law Wisconsin forward?

My education and legal career have given me the ideal cross-training and professional relationships I need to lead Energy Law Wisconsin forward. I have more than 20 years experience with energy and environmental projects, including wind, solar, biomass, power plants, hydropower, and energy-efficient technology. I've also served multiyear stints as a city attorney, law firm management team member and board member of renewable-energy and economic-development organizations. I have an ongoing role as the first angel investor in and minority owner of a company that employs hybrid technology to save fuel and reduce CO2 emissions from the transportation industry.

These experiences have prepared me well for the issues that face Energy Law Wisconsin's clients. They're typically interested in getting new renewable-energy or energy-efficiency businesses or development projects off the ground. They appreciate the fact that I've personally experienced the same challenges they face: forming and managing a business, raising money, wrestling with difficult regulatory issues, taking personal risks.

What is your vision for the firm?

Energy Law Wisconsin sits at the intersection of: a) my passion for energy efficiency and renewable energy; b) my experience and expertise with energy and business law issues; and c) society's pressing need to minimize human hardship and environmental damage while transitioning from a fossil-fueled world to a next-generation energy economy.

My vision is that Energy Law Wisconsin will act as a navigation guide for businesses and nonprofits seeking to make a positive and meaningful difference in Wisconsin's energy economy. Each client begins with its own vision as to how it can be a change agent. Energy Law Wisconsin helps by showing the client how to navigate the thicket of laws, contracts, grants, money and risk issues that stand between where it is now and the projects it wants to bring to fruition. The goal is to provide advice that's not only well grounded in applicable law, but also in energy-marketplace dynamics and the rapidly changing technologies that drive this marketplace.

How are you seeing today's rising fuel prices affect area businesses?

Rising fuel prices are quickly creating winners and losers—and I have a front seat to the drama. For example, rising fuel prices are driving trucking fleet owners to the doors of energy-saving solutions to save money. However, fuel price increases have been so rapid and steep that these solutions

have come too late for some small and midsize trucking fleet owners who have already been driven out of business.

I also see a continuing theme of "one person's waste is another person's treasure." A wide variety of formerly wasted substances are now enjoying a new elevated status as valuable raw materials. Projects are emerging to make use of them.

Finally, I am seeing "green" styled businesses sprout up like mushrooms. The founders of most of these businesses are well-intentioned and many have sound business models for saving energy or generating renewable energy. However, more than a few of the newcomers are little more than green marketing labels in search of investors who want to ride the "green" wave. In today's fluid energy marketplace, where one technology can quickly leapfrog another, it's often very hard to tell the sheep from the goats. I do my best to help Energy Law Wisconsin's clients navigate this marketplace and match their entrepreneurial enthusiasm with sound risk management strategies. *Continued on page 11*

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FRONT & CENTER CONTINUED

GOT THE BEAT



Organization Name: The Employer Group
Name/title: Angela Heim, president
Address: 351 Prairie Heights Dr., Verona, WI 53593
Phone: 845-3377
Website: theemployergroup.com

Year established: 1995

Number of Employees: 14

Who are your customers?
 Small and mid-sized companies throughout the United States who are looking to outsource human resources and payroll, allowing them to focus on the growth of their businesses.

What's something interesting people probably don't know about your organization?

We offer human resources management and benefit administration. We have an onsite attorney who can assist with employment law issues our clients have.

Of what achievements are you most proud?

We are the largest Wisconsin-based company in our industry, doubling our client base in the last five years.

What are the 2008 goals for your organization?

Continued growth through expanding our services, allowing our clients more flexibility in utilizing our services.

What are the key issues affecting your industry today?

Effectively controlling our clients' costs despite rising insurance premiums.

GMCC Member since: 1997

Favorite GMCC benefit?

The networking opportunities, with particular interest in the 12@12 and the Ambassador programs. ♦



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**How long have you been a
GMCC Ambassador?**

That's a good question. It's been two years.

**What do you enjoy most about being
an Ambassador?**

I really enjoy representing the business community and having an opportunity to assist GMCC members who are celebrating successes in their respective companies.

Being a business owner, I especially appreciate the interaction with other business owners and the opportunity to learn about their business adventures and ventures. We have a vibrant community and a great future, and being a part of an organization like the Greater Madison Chamber of Commerce is one way to get involved in helping others achieve their goals. We accomplish our individual goals in our respective lives and businesses when we focus first and foremost on helping others obtain their goals. ♦

IN PERSON CONTINUED

**What business achievements are
you most proud of?**

I'm most proud of two types of projects that have had lasting impacts. First, I've been very fortunate to work on a number of multi-disciplinary projects that have a lasting beneficial impact, including a state-of-the-art cogeneration power plant, a large wind farm, an innovative LEED building and a large groundwater contamination cleanup. Second, I've been privileged to work closely with many small business owners and entrepreneurs. It's incredibly satisfying to look back with them and see that the work we did together has enabled them to bring a new idea to market, retire securely, or create long-term jobs for others.

Favorite GMCC benefit?

Seminars and the membership mixers. I learn a great deal at the business seminars and have made lots of valuable contacts. When one of my printers recently broke down, I immediately knew a GMCC member I could turn to for the necessary repairs. ♦

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Meriter increased its charitable giving to United Way of Dane County by 20% in 2007. By upping our organizational commitment by \$ 31,000 more than in 2006, Meriter employees sent a message that they are strong supporters of United Way's Community Agenda for Change.

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GREATER MADISON
CHAMBER OF COMMERCE

ECONOMIC DEVELOPMENT

MADISON HOSTS 2008 WORLD STEM CELL SUMMIT

The Madison region has a thriving biotechnology industry: Out of approximately 1,450 biotechnology companies in the world, we have nearly 160 in our region. That's nearly 10 percent of all biotech companies worldwide! This is one of the reasons leading industry publication *Fierce Biotech* called Madison one of five emerging biotechnology "hotspots" in the world.

It's also one of the reasons Thrive selected biotechnology as one of three target sectors (along with agriculture and healthcare) to focus its work on. Target sectors are those in which we as a region are strong, with strong growth potential, which therefore are economic "drivers." They're industries that drive revenue generation and positively

impact other industry sectors. Think of the construction boom we've had around biotechnology and high-tech industries here, for example.

A large part of our region's strength in biotechnology is due to UW-Madison. As the second-highest publicly funded R&D university in the nation (greater than Harvard and MIT combined), the UW fosters innovation and entrepreneurship. With the help of strong partners like WARF, researchers here at home generate world-class research. They're able to patent their technology and spin off into viable companies, which by and large stay local and continue to build this industry sector. As the sector gets stronger, we continue to attract world-class researchers,

facilities and businesses.

One of many great regional examples of this cycle is Dr. James Thomson, the world-famous stem cell pioneer. After discovering human embryonic stem cells (ES) at the UW and gracing the cover of *Time* magazine in the late 1990s, Dr. Thomson continued his research here, patenting it and eventually spinning off several local businesses. Dr. Thomson's work is a primary reason the National Stem Cell Bank decided to locate in Madison.

The work of Dr. Thomson and other world-class researchers at the UW, the presence of the WiCell Research Institute (dedicated to expanding the frontiers of science and medicine by unlocking the potential of stem cells) and of other globally renowned resources in our region led the Genetics Policy Institute to select Madison as host of the 2008 World Stem Cell Summit September 22-23.

This annual gathering unites representatives from the entire stem cell spectrum. The World Stem Cell Summit is the flagship event, bringing together the founding visionary researchers, clinicians, business pathfinders, key policy makers, regulators, advocates and experts in law and ethics. They present compelling presentations, share information and together chart the future of regenerative medicine.

Preceding the formal two-day summit is an event called "Lab on the Lake," a free one-day education fair on the UW campus's Pyle Center. A window into the science of the lifesaving future of regenerative medicine, this first-ever free, all-day, activities-packed public event is designed to inform, educate, stimulate and entertain students, teachers, patients, families, and citizens of all ages and interests. This event features documentaries and motivating speakers about the science of stem cells, a career fair, Madison favorites the Clyde Stubblefield Band, hands-on stem cell labs and more. ♦

Summit Highlights

This month's World Stem Cell Summit will feature:

- Presentations and discussions on stem cell research, collaborations and cell banking, including a presentation by James Thomson: "Reprogramming—A New Vision for Creating Patient Specific Cells."
- Disease-specific panel discussions, including implications for cancer, cardiovascular disease, and spinal cord injuries.

You can find a full schedule of events at worldstemcellsummit.com.

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Q&A WITH DANIEL NERAD

Dan Nerad left his position as superintendent of the Green Bay Area School District in June to serve as the new superintendent of the Madison Metropolitan School District. GMCC staff recently sat down with the new superintendent to get his thoughts on current district challenges and the importance of business and education collaboration.

What attracted you to the Madison superintendent opening?

The Madison community cares a great deal for its children and has an outstanding record of support for its schools. It has an outstanding commitment to improve the achievement of all students while eliminating achievement gaps for specific groups of students. These were significant factors in attracting me to this great opportunity to serve our children.

In your opinion, what are some of the biggest challenges the district is faced with in the near term?

The challenges we face relate to ensuring that all the children develop both as learners and as future citizens. We must work to ensure that our students doing well continue to be nurtured and supported. At the same time we must address the needs of our children that are not meeting our curriculum standards. We must be grounded in the dual principles of excellence and equity.

In your previous position, you worked closely with the Green Bay Area Chamber of Commerce on a variety of issues. How important is a strong business and education partnership? Will that collaboration be a priority for you in Madison?

K-12 school districts have a broad mission aimed at ensuring students develop both as learners and future citizens. Part of that mission relates to workforce and economic development. When our students develop well we remain strong as a community and have a well-prepared workforce. Having very strong education and business partnerships is critically important in meeting this part of our mission.

What can chamber members do to support K-12 education?

Chamber members can learn about our challenges and what we are doing to face them. Partner with our schools by volunteering your

Continued on page 14



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NEW MEMBER LIST

We are happy to list contact information for new members and we encourage members to do business together. Unless noted, all addresses are in Madison. For a full listing, please visit the Member Directory on our website.

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The Leukemia-Lymphoma Society

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559 D'Onofrio Drive, Suite 17
Madison WI 53719
(608) 826-1032
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brianna.jacques@lls.org
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Non-Profit Health Organizations

Madison Area Down Syndrome Society, Inc.

Andrea Wipperfurth
301 N. Broom Street
Madison WI 53703
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Non-Profit Organizations

PUBLIC POLICY CONTINUED

talent. Encourage your employees who are parents to be active in their children's schools. Support messages around the importance of regular school attendance. As a colleague of mine once stated, "Schools that support communities, support schools." We need to work together on behalf of the great children of this community. I commit to doing so. ♦

MEMBER NEWS & EVENTS CONTINUED

hotels on this year's Expedia Insiders' Select list.

Miron Construction Co., Inc. received an *In Business* magazine commercial design award for the University of Wisconsin Mechanical Engineering Building.

Platypus Technologies was awarded first place in the Life Sciences category of the 2008 Wisconsin Governor's Business Plan Contest.

St. Mary's Child Care Center was one of 75 preschools across the country to receive the Wuzzleburg Preschool Garden Award from the National Gardening Association.

Summit Commercial Fitness was given the 2007 Top Dealer Award for Outstanding Partnership with Matrix Fitness Systems.

Philanthropy

The Alliant Energy Foundation announced a new Rebuilding Our Communities grant program that will provide funds to nonprofits in Alliant Energy communities that were directly affected by the summer's flooding. ♦

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UPCOMING AREA CONVENTIONS & EVENTS

GMCC CALENDAR

SEPTEMBER

56th GMCC Annual Dinner: Tues., Sept. 16, 5 p.m.

Keynote Speakers: John and Tashia Morgridge

Location: Monona Terrace Community and Convention Center

Sponsors: Platinum Sponsors: Wisconsin Alumni Research Foundation (WARF) and Wal-Mart/Sam's Club; Gold Sponsors: American Family Insurance, CUNA Mutual Group, Dean Health Plan, Meriter Hospital and WPS Health Insurance; Silver Sponsors: *In Business* Magazine, Fastsigns, Timpano Group, and CFS Virchow Krause, LLC; Bronze Sponsors: Covance Inc., American Girl, Group Health Cooperative, American Transmission Company, TDS and Physicians Plus; Welcoming Reception Sponsor: Boardman Law Firm; Entertainment Sponsor: Neider & Boucher S.C.; Dessert Reception Sponsor: Cisco Systems.

Ticket reservations contact: GMCC Program and Event Manager Amy Torgeson at 443-1954 or atorgeson@greatermadisonchamber.com.

OCTOBER

GMCC Business Card Exchange:

Thurs., Oct. 16, 4:30-6:30 p.m.

Host/Location: Erdman Art Group, 5105 University Ave.

No RSVP required. Admission included in GMCC membership; \$10 for nonmembers and guests.

Contact: GMCC Program and Event Manager Amy Torgeson at atorgeson@greatermadisonchamber.com or 443-1954.

Chamber Café: Tues., Oct. 21, 7:30-9 a.m.

Host/Location: Girl Scouts of Black Hawk Council, Inc., 2719 Ski Lane

Speaker/Topic: Please see greatermadisonchamber.com

Registration required: \$10 for GMCC members;

\$25 for nonmembers and guests.

GMCC offers many networking and learning opportunities for our members. From our CEO Forums to our Business Card Exchanges, members are sure to learn new business tactics and meet new contacts.

For up-to-date GMCC program information, check the Events and Programs area on the GMCC website, greatermadisonchamber.com.

To be added to our weekly GMCC e-Bulletin newsletter and to receive notification of upcoming events, simply email your name, company name and email address to kdlouhy@greatermadisonchamber.com.

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

Sept 2-8 Ford Ironman Wisconsin, Monona Terrace, EA: 30,000

Sept 5-7 Southern Comfort Music Experience, Alliant Energy Center, EA: 12,000

Sept 6-7 Arabian Futurity Festival, Alliant Energy Center, EA: 1,500

Sept 10-13 Midwestern Vascular Surgical Society, Monona Terrace, EA: 250

Sept 11-13 Quilt Expo, Alliant Energy Center, EA: 15,000

Sept 14-18 Epic Systems Corp. Users Group Meeting, Epic & Alliant Energy Center, EA: 3,000

Sept 17-19 Upper Midwest Planning Conference, Monona Terrace, EA: 400

Sept 17-21 WI Saddlebred Futurity Horse Show, Alliant Energy Center, EA: 6,000

Sept. 22-27 National Conference of State Legislatures, Concourse Hotel, EA: 175

Sept 24-27 Minority Student Achievement Network, Monona Terrace, EA: 200

Sept 26-27 WI State Historical Society, Radisson, EA: 250

Sept 30-Oct 4 World Dairy Expo, Alliant Energy Center, EA: 65,000

G R E A T E R
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Registration forms for events requiring them are linked from the GMCC Event Calendar at www.greatermadisonchamber.com. To RSVP to other events or for questions and information on GMCC programs and events, please contact Amy Torgeson at 443-1954 or atorgeson@greatermadisonchamber.com.



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