



BUSINESS CONNECTION

FEBRUARY/MARCH 2012

2012 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

President, Beth Russell
Russell Law

President Elect, Randy Krantz
Neckerman Insurance Services

Secretary, Emily Daws
Group Health Cooperative

Treasurer, Jason Guttenberg
Liberty Mutual

Past President, Kevin Mahaney
Capitol Bank

BOARD OF DIRECTORS

Terry Healy-Lemke
Celerity Staffing Solutions

Donna Parks
Middleton Travel

Cindy Ramlet
Cindy Ramlet Advertising & Mktg

Michelle Schultz
North Central Group

Bob Vanden Burgt
Yahara Software

Kyle Von Ruden
Hausmann-Johnson Insurance

Regina Wheat
Park Bank

EX-OFFICIO MEMBERS

Mike Davis, City of Middleton
Don Johnson, MCPASD

CHAMBER STAFF

Van Nutt, Executive Director
Cecile Druzba, Membership Services
Lisa DuChateau, Communications

Phone: 827-5797

A MESSAGE FROM YOUR PRESIDENT

Dear Chamber Members,

Happy Anniversary! That's right; I'm talking to you – whether you joined the Chamber last year or many years ago.

Were we there when they signed the Declaration of Independence? With the possible exception of Jack Hemb, no. We were not. Were we Chamber members when the buzz began back in 1952? For most of us, again, the answer is no. Yet we celebrate the Middleton Chamber's Diamond Anniversary just as we do other milestones in the history of institutions that continue to grace our lives with pride and community. At this moment in time it's our turn to carry the torch, and to celebrate the Chamber.

And boy did we celebrate on January 19! If you weren't able to attend the Annual Celebration, please take a moment to hear about it from a fellow Chamber member – and don't miss out in 2013! If you were at the Annual Celebration, you were surrounded by 400+ remarkable individuals. Every person in that room contributed in a major way to the event's success. Our staff, volunteers, sponsors and vendors outdid themselves. What I found most compelling, however, was the opportunity to learn new things about people and businesses I thought I knew well.

There's something about the Annual Celebration that fosters a different kind of conversation. Maybe it's because we have more time. Maybe it's because there's more physical space. Maybe it's the addition of guests, spouses and intriguingly garbed entertainers. I can't put my finger on why, but I have the greatest conversations of the year at the Annual Celebration.



I think the definition of a great conversation is learning something new and unexpected. And sometimes ferreting out the unexpected is just a question of listening a little bit differently.

A few years ago, at my uncle's funeral in Maine, I stood with my aunt as friends filed by with condolences. As one man approached, my aunt whispered, "That's Ken, my hairdresser." Ken made his way to the front of the line, and my aunt introduced us. Here's what I heard:

My Aunt: This is Ken; he's the one who brought me the mousse.

Me (trying to relate to Ken's business): Oh yes, "product!"

Ken looked at me as though I were from Mars. I get that a lot. With Ken, though, I honestly didn't know what I'd done wrong.

As it turns out, Ken is also a hunter. He had gone into the Maine woods and, quite literally, had brought my aunt a moose.

Within the Chamber we have hundreds of members and thousands of unexpected stories. The next time you're at a Business Social Hour or Get Moving Middleton, listen differently. And enjoy the unexpected.

Beth

THE MIDDLETON CHAMBER OF COMMERCE PROMOTES A STRONG ECONOMY AND A HIGH QUALITY OF LIFE FOR ITS MEMBERS AND COMMUNITY.

MIDDLETON CHAMBER 60TH ANNUAL CELEBRATION

A CUT Above the Rest

THANK YOU

EVENT SPONSORS



AUCTION & RAFFLE SPONSORS

Group Health Cooperative of SC WI • PPD • Park Bank

ENTERTAINMENT SPONSOR

State Bank of Cross Plains

PERFORMANCE SPONSORS

Yahara Software

CELEBRATION SPONSORS

Globe University - Madison West • Gallina Companies • Oak Park Place
Regus • SupraNet Communications • SVA Certified Public Accountants
The Payroll Company • Wisconsin Community Bank

PARTICIPATING RESTAURANTS

Benvenuto's • Bison Jack's • Capital Brewery • Captain Bill's • Chocolaterie Stam • Death's Door Spirits
Hubbard Avenue Diner • Imperial Garden • Johnny's Italian Steakhouse • Long Horn Steakhouse
Mid Town Pub • Quaker Steak & Lube • Ruth's Chris Steak House • Starbucks, Greenway Station

COMMITTEE MEMBERS

Co-Chairs

Jason Guttenberg, Liberty Mutual
Insurance
Regina Wheat, Park Bank

Committee Chairs

Karen Gallina, SVA Certified Public
Accountants
Donna Parks, Middleton Travel
Erin Sardeson, PPD, Inc

Jon Aumann - Edward Jones
Amanda Bauer-Bock - Madison No Fear Dentistry
Madonna Bigelow - Globe University
Keely Crook - Affiliated Communications
Diana Decker - Marriott - Madison West
Brenda Delabarre - M&I Bank
Patrick Downey - 5Nines
Sara Falci - Closets By Techline
Jennifer Hilgendorf - Globe University
Julie Johnson - Adams Outdoor
Andrea Mace - Marcus Hotel Group

Ellen Markey - Smith & Gesteland LLP
Joe Morgan - Starion Financial
Cindy Ramlet - Cindy Ramlet Advertising
& Mktg
Norb Rebholz - Oak Park Place
Rick Severn - Direct Networks, Inc.
Steve Sponem - River Valley Bank
Anna Stephenson - Herzing University
Susan Thronsdon - M&I Bank
Glen Weyenberg - SVA

SILENT AUCTION DONORS

American Family Insurance
 Ace Hardware
 Adams Outdoor Advertising
 American Girl, Inc.
 American Printing Company, Inc.
 ANiU Salon - Spa - Yoga
 Anytime Fitness
 Applied Tech
 Associated Bank
 Balance Personal Training
 Ballweg Chevrolet Inc.
 Bauer Jewelers
 Baymont Inn & Suites
 Be Inspired Salon, Inc.
 Betty Lou Cruises
 Bison Jack's
 Blackbird Family Yoga
 The Blettner Group, Ltd
 Blue River Chiropractic
 BodyFit Solutions
 Bristled Boar Saloon
 Bruce Company
 Burke, Terry A. DDS, MS
 Camping for the FUN of It
 Capital Brewery
 Capital Newspapers
 Capitol Bank
 Captain Bill's Seafood
 Cardinal Stritch University
 Chartwell Midwest
 Chauette
 Chocolaterie Stam
 Cindy Ramlet Advertising
 Claddagh Irish Pub
 Clasen's European Bakery
 Clifton Gunderson LLP
 CMS of Madison, Inc.
 Comfort Suites
 Community Title, LLC
 Costco
 Country Inn and Suites
 Courtyard by Marriott
 Cousin's Subs
 CP Heating & Cooling
 Culver's of Middleton
 Death's Door Spirits, LLC
 Eagle Optics
 eCycle for Hope
 Elements Therapeutic Massage
 Emmons Business Interiors
 Encore Construction Inc.
 Eno Vino
 Enterprise
 Erehwon Mountain Outfitters
 Erika Goldschen Fitness LLC
 Fairfield Inn & Suites
 Falbo's Pizza - Middleton
 Findorff
 First Choice Dental Group, SC
 Fish & Associates
 Fitzgerald's
 Fleming's Prime Steakhouse & Wine Bar
 Forrestal's Gallery
 Frank Liquor & Beer Distributors
 Fred Astaire Dance Studio
 Friends of the Performing Arts Center
 Gallant Knight Limosine
 Genesis Chiropractic
 Googins and Anton
 Gordon Flesch Co.
 Great Graphics/Great Signs
 Green Bay Packers
 Greenway Station
 Gunderson Funeral Home & Crematory
 Hallman Lindsay Quality Paints
 Harbor Athletic Club
 Hilton Garden Inn
 Holiday Inn Hotel & Suites
 Home Savings Bank
 Horizon Health & Fitness
 Hubbard Avenue Diner
 Huntington Learning Center
 I'm Board! Games & Family Fun
 Imperial Garden
 Isthmus Eye Care, S.C.
 Isthmus Magazine
 James Lord, DDS, S.C.
 Jennifer Hassrick Photography
 Jims Amoco, LLC
 Johnny's Italian Steakhouse
 K. F. Sullivan
 Keva Sports Center
 Killian Dental Clinic
 Knoche's Food Center
 Laura Page
 Liberty Professional Services, LLC
 Long Horn Steakhouse
 Louisianne's
 LuAnders Boutique
 M&I Bank
 Madison Gas & Electric
 Madison Mallards
 Madison Polo Club
 Marriott Madison West
 Meicher & Associates, LLP
 Melaleuca
 Mid Town Pub
 Middleton Art & Framing
 Middleton Community Bank
 Middleton Farmers Co-op
 Middleton Sports & Fitness
 Middleton Travel, Inc.
 Middleton Veterinary Hospital
 Monks Bar & Grill
 Morey Airplane Company
 National Mustard Museum
 Neckerman Insurance Services
 Neena LLC
 Nonn's Flooring, Inc.
 Oak Park Place & Walnut Grove
 Orange Shoe Personal Fitness
 PDQ Food Stores, Inc.
 Physicians Plus
 Platinum Wealth Management
 MassMutual
 Pleasant View Golf
 Prestige Laminated
 Quaker Steak & Lube
 Residence Inn by Marriott
 Restaino & Associates Relocation
 Restaino & Associates -
 Steve & Holly Markley
 Rubicon Systems
 Russell Law
 Ruth's Chris
 Sam's Club
 Sam Simon Real Estate LLC
 Savant Capital Management Inc.
 Scentsy
 Speedpro Imaging
 Sperry Van Ness
 Sprecher's Restaurant & Pub
 Springs Window Fashions, LP
 Starbucks - Greenway Station
 Starbucks - Middleton Hills
 State Bank of Cross Plains
 Staybridge Suites of Middleton
 Subway - Middleton
 SVA Certified Public Accountants, SC
 SwimWest Swim School
 TDS Telecom
 The Alliance
 The Little Gym of Middleton, Inc.
 The Nitty Gritty
 The Roman Candle
 The Storage Guy
 The UPS Store
 Top Promotions
 Total Awards & Promotions, Inc.
 True Laser Ltd.
 Upper Iowa University
 UW Health Eye Clinic at Deming Way
 UW Provision Co., Inc.
 Villa Dolce
 Village Green Bar & Grill
 Vin Santo
 Walgreens
 Welton Enterprises Inc.
 Willy Street Co-op
 Windogs Pet Lodge
 WISC - TV3 / CBS
 Wisconsin Chamber Orchestra
 Wolff Kubly Hardware & Time Center
 Wussow Chiropractic
 Zimbrick Acura/VW

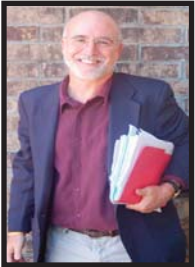
SPECIAL THANKS TO

Bask In Gifts
 Camera Corner
 Fiskars

HOW DID YOU GET FROM THERE TO HERE?

PROFILES ON THE VOCATIONAL JOURNEY

INTERVIEW BY DIETRICH GRUEN



Dietrich serves as chaplain in Gundersen Lutheran (La Crosse) and St. Mary's Care Center (Madison).

MEET: CAREY CRESS FOSE
VICE PRESIDENT
AND CO-OWNER,
CRESS FUNERAL
SERVICE



How long have you been part of the Chamber?

The Cress family purchased the Fitch Lawrence Sanfillippo Funeral Home on University Avenue in 1998 and have been a member of the Middleton Chamber of Commerce ever since.

How did you and your family get started in the funeral business?

It all started with my father, W. Robert (Bob) Cress, who from the age of 19 dreamed of owning his own funeral business. As a young boy, he accompanied his father, a country doctor, making rounds by horse and buggy at all hours, seeing death as part of life. Then, at the age of 14, my father saw death up close when his father died suddenly, leaving him to grow up fast and make his own way in life. By selling magazines and cleaning the cars at the neighboring funeral home, my father put himself through mortuary science school, then entered WWII as a surgical

assistant. After the war, he chose to enter the sales profession working in Wisconsin and upper Michigan selling caskets. Selling caskets provided three things he needed: (1) money to support his family, (2) mentors and associates he'd network with for years to come, and (3) an opportunity to develop competencies in his chosen field.

I see many applications of this wise guiding principle, not just for your industry, but for exploring other careers.

Yes! For years my father kept his dream alive by visiting one funeral home after another, all over the state. He saw best practices he wanted to imitate and worse practices he'd rather avoid. In 1977, my parents purchased the Frautschi Funeral Home on Speedway Road and gradually, over the next 35 years, eight additional businesses were purchased or developed.

So how did you come into the family business?

It has always been important to our family business to encourage family members to work in other firms to establish their own skills and competencies. I was fortunate to have been offered wonderful development opportunities after college. I began as an intern in public accounting then added experiences in manufacturing environments and a productivity consulting firm, fine-tuning my operational perspective, constraint management practices and leadership skills, while learning how important it is to build a caring and robust culture. Then in 1998, after fifteen years of other business and operational experiences, my husband I moved our family back to the

Madison area to join the operations of Cress Funeral Service.

What do you enjoy most about being part of a second generation business?

The opportunity to work with our family operated funeral home has been wonderful. It is very fulfilling to be side-by-side with family and staff members who are hard working and passionate about extending care to the communities we live in. In addition, it is especially rewarding to be a part of my father's dream and to be contributing to its' legacy of service.

Will a third generation of the Cress family enter this profession?

It is our hope that several of my father's grandchildren will discover they have the passion to serve and care for this community during their time of loss, just as we have. There are many ways to be contributing staff members and it is up to each of them to discover their own gifts, unique abilities and overall purpose in life. If you operate within your giftedness and intuition, not imitating someone else, you can do this job forever, and it will not feel like work.





WELCOME NEW MEMBERS



Bauer Jewelry Designs
Kim Bauer
 6731 Frank Lloyd Wright Ave.
 608-203-5195
www.BauerJewelryDesigns.com

Description: Bauer Jewelry Designs is your one-stop shop for exceptional quality, custom-designed pieces at competitive prices. With a mission to provide true value and create one-a-kind heirloom pieces, Bauer Jewelry Designs handcrafts jewelry that clients are honored to share with their loved ones and pass down through the generations. Their in-house services include hand engraving, jewelry repair, and redesign of estate pieces. They work with customers to personally select their stones and precious metals and then create a design that will be passed down through the generations. Their one-of-a-kind designs embody the look and feel client's desire — from contemporary lines of sophistication to traditional elegance.



Creative Business Interiors
Koreen Pelot
 1810 Wright Street, Madison
 608-249-0904
www.creativebusinessinteriors.com

Description: Creative Business Interiors specializes in designing, building and furnishing commercial spaces of any size. From small-scope to turn-key solutions, they pride themselves on exceptional client service and completing spaces that exceed expectations.



DC Interiors
Deb Corning
 7818 Big Sky Drive
 608- 444-0571
www.dccinteriorsllc.com

Description: Do it right, not twice. DC Interiors offers unique expertise as Designers and General Contractors to ensure projects take full advantage of the space for their clients' unique life and/or business. They collaborate with their clients for the best outcome.

eCycle For Hope

eCycle For Hope
Marianne Gariti
 2249 Glen Oaks Circle, Cottage Grove
 608-395-1821
www.ecycleforhope.com

Description: eCycle For Hope's mission is to provide a beneficial recycling service that helps feed our community. They recycle items such as computers, monitors, printers, ink, toner, phones, batteries and more. They work with a recycling company that is certified and committed to ensuring that products are recycled safely and remanufactured in the USA. They pick up items from your business and offer a certification of destruction. All they ask is for a donation of 5 cans of food or a donation of \$5 given directly to local food pantries.

MIDDLETON CHAMBER



ASK THE EXPERT

Receive more for your chamber membership
 Discuss issues your business faces with other business leaders

]

Wednesday, February 15, 8:00 a.m. (7:45 Registration)
Geezer. Punk. Whatever.
By 2015, 47% of the workforce will be under the age of 33. Join author and speaker, Sarah Gibson, as she talks about the most prevalent generational clashes we are seeing in the hiring and managing of Millennials.

Wednesday, March 14, 8:00 a.m. (7:45 Registration)
Strategic Planning in an Age of Uncertainty

Edgewood College - Deming Way Campus
 *Ask the Expert Seminars are an included benefit of your Chamber Membership.
Register by emailing chamber@middletonchamber.com



WELCOME NEW MEMBERS



Frank Liquor & Frank Beer Distributors
Mike Frank
2115 Pleasant View Road
608-836-6000
www.frankbeer.com

Description: Frank Beverage group consists of Frank Liquor Company and Frank Beer Distributors. They are a beer, liquor and wine wholesaler, providing sales and logistics functions to 80+ beverage alcohol suppliers in a 22 county service area of South Central / Western Wisconsin.



GFS Marketplace
Dan Scher
406 Grand Canyon Drive, Madison
608-203-8505
www.gfsmarketplace.com

Description: Headquartered in Grand Rapids, Michigan, Gordon Food Service is the largest family owned distributor of foodservice products to restaurants, schools and food service operators in the country. The GFS Marketplace Stores, begun in 1979, to service the emergency needs of GFS truck delivery customers and are also the primary supplier to many smaller operators who prefer to pick up their products. There are 150 GFS Marketplace stores throughout Ohio, Indiana, Illinois, Florida, Kentucky, Pennsylvania, Michigan, Tennessee and Wisconsin.



Grant Signs
Pat Mousseau
5119 Terminal Drive, McFarland
608-838-7794
www.grantsigns.net

Description: Grant Signs, an employee-owned business based in Dane County, has been providing clients with signage solutions for over 80 years. At Grant, they possess the capability to design, fabricate, install and service large scale projects for Healthcare Facilities, Major Malls, Sports Venues and Retail Establishments.



Horizon Health and Fitness
Andy Kaszubski
8383 Murphy Drive
608-824-9290
www.horizonhealthandfitness.com

Description: At Horizon they focus on what scientifically and medically works. They build a base of functional strength and overall wellness for clients using multi-joint exercises with many forms of traditional and cutting edge techniques. They specialize in all aspects of personal training from weight loss to strength training. Horizon Health and Fitness offers one-on-one personal training and small group classes, on site, at home or in business training.



Madison Central Montessori School
Vicki McCarthy
4337 West Beltline Hwy, Madison
608-274-9549
www.madisoncentralmontessori.org

Description: Madison Central Montessori School is a private 501c3 school founded in 1972. They are the only Montessori school in the greater Madison area to offer preschool through 8th grade levels of education. Madison Central Montessori will be relocating to 8604 Ellington Way in Middleton the summer of 2012 at which time they will offer a Toddler Program as well.



Memorial Pet Services
Mark Meinholz
4319 Twin Valley Road
www.memorialpetservices.com

Description: Memorial Pet Services is a pet funeral home providing caring and compassionate services to pet owners. All pets are treated as if they were their own and with the dignity, honor and respect they each deserve. They can help during the pre-planning stages, throughout the cremation process, and also with healing support after the loss.



WELCOME NEW MEMBERS



Page Management Consulting
Laura Page
P.O. Box 5283, Madison
608-231-1979
www.lauravpage.com

Description: Laura Page is a highly experienced management consultant, seminar instructor, coach, meeting facilitator and speaker. Her focus is on training and development of managers, conflict resolution, team building, and strategic planning. She often assists individuals and teams who are derailing, and help them get back on track. Laura teaches a wide range of seminars and facilitates difficult meetings.



QPS Employment Group
Jeff Joutras
3948 Commercial Avenue, Madison
608-819-4000
www.qpsemployment.com

Description: QPS Employment Group is a full service staffing firm that works with over 1,000 companies throughout Wisconsin and Northern Illinois. QPS recruits, screens and helps companies find talent on a temporary, temp to hire or direct hire basis for general labor, skilled trades, clerical and professional positions.



Requisite Video Productions
Brandyn Olson
301 S. Blount St. Suite 104, Madison
608-698-6614
www.requisitevideo.com

Description: Requisite Video Productions was founded in 2003 by long-time friends Paul Ranola and Brandyn Olson. Requisite was formed to meet the needs of businesses looking to grow and to achieve their goals by using the power of media and the internet. Since the beginning, Paul and Brandyn have been devoted to developing an honest business that is passionate about video production and delivering results to its valued clients.

Are You Letting the Chamber Market Your Business?

The Chamber could be the missing piece for your marketing plan

- Display your brochures, business cards and related information in our office kiosk--a high traffic area for current and future Middleton businesses and residents.
- Submit your events and promotions for our online Member-to-Member (M2M) listing. Link to your website or flyer. Visit the M2M page and fill out the form.
- Email your press releases (announcements, awards, promotions/hires, and events) for our bi-monthly newsletter.
- Display your brochures or event flyers on the Member Table at Get Moving Middleton.





WELCOME NEW MEMBERS



Simply Savvy
Erin Dubas
6333 University Ave, Suite 102
608-819-8933
www.simplysavvyconsign.com

Description: Simply Savvy, your community consignment store, offers a variety of quality goods tailored for the modern day person, from day to night attire, the gym to the office. Consigning quality clothing for the family, accessories, household goods and furniture, as well as new merchandise from local artists. Simply Living Savvy Shopping!



St. Vincent de Paul Madison
Nancy Hansis
PO Box 259686, Madison
608-442-7200
www.svdpmadison.org

Description: At St. Vincent de Paul, the mission is to help the needy throughout Dane County by donating items out of their stores directly to low-income people, operating the largest food pantry in Dane County, donating furniture to help the homeless after they find housing, housing homeless men through Port St. Vincent, providing transition housing for women and children at the Seton house apartments and providing prescriptions medications for people with no insurance and high-risk health concerns. Six thrift stores located throughout Madison on Williamson Street, Odana Road, and Park Street and in Verona, Waunakee and Stoughton.



Team Women Madison West
Ann Cooley
608-258-7485
www.teamwomeninc.com/madisonwest/

Description: Team Women International is a leading resource and referral organization for business women worldwide, providing a network of dedicated business friends who provide referrals, support, knowledge and resources.



The HR Generalist Store
Mandy Ayers
731 Center Street, Black Earth
608-767-2001
www.TheHRGeneralistStore.com

Description: The HR Generalist Store is your human resource professional. They offer the basic function and foundation of human resources to new and small employers.



WI Academy of Sciences, Arts & Letters
Adam Erdman
1922 University Avenue, Madison
608-263-1692
www.wisconsinacademy.org

Description: Founded in 1870, the nonprofit Wisconsin Academy applies the sciences, arts, and letters to bring context, civilized discussion, and meaningful action to the most important issues and ideas of today. They celebrate and preserve Wisconsin's human, cultural, and natural resources. In this way the Wisconsin Academy connects people and ideas for a better Wisconsin.



BUSINESS SOCIAL HOURS:

WEDNESDAY, FEBRUARY 22
5:00-7:00 PM
CRAFT TABLE & TAP
(6712 FRANK LLOYD WRIGHT)
*4:30 PM - RIBBON CUTTING

TUESDAY, MARCH 13
5:00 - 7:00 PM
LONG HORN STEAKHOUSE
(418 S. GAMMON RD)

BRING A COLLEAGUE OR GUEST FOR AN EVENING OF NETWORKING

MEMBERSHIP RENEWALS

(DECEMBER 2011 - JANUARY 2012)

<i>ACE Hardware - Allen Blvd</i>	<i>Holy Wisdom Monastery</i>	<i>Quaker Steak & Lube</i>
<i>Adams Outdoor Advertising</i>	<i>Home Savings Bank</i>	<i>Rescue Desk, LLC</i>
<i>Adecco Employment Services</i>	<i>Inland Companies, Inc</i>	<i>Restaino & Associates - Mike Adler</i>
<i>Affiliated Communications</i>	<i>J.H. Findorff & Son, Inc.</i>	<i>Restaino & Associates - Steve & Holly Markley</i>
<i>American Legion Post 245</i>	<i>Jim's Amoco, LLC</i>	<i>Rubicon Systems, Inc.</i>
<i>American Printing Company, Inc.</i>	<i>Kiesling Associates, LLP</i>	<i>SBA Management Services, Inc. - Steve Brown Apartments</i>
<i>Ashley Furniture - Greenway Station</i>	<i>Kiwanis Club of Middleton</i>	<i>Scott Savage Consulting, LLC</i>
<i>Associated Bank</i>	<i>Lu Anders Boutique, LLC</i>	<i>Sprecher's Restaurant and Pub</i>
<i>Awen Therapy</i>	<i>Luedtke-Storm-Mackey Chiropractic</i>	<i>Stoppeworth Plumbing</i>
<i>Bachmann Construction Company, Inc.</i>	<i>M & I Bank - Middleton</i>	<i>Sue's Hallmark</i>
<i>Badger Insurance Associates, Inc.</i>	<i>Madison Drum and Bugle Corps, Inc.</i>	<i>Summit Credit Union</i>
<i>Bodilly CPA's & Consultants, LLP</i>	<i>Madison Friends of Cure</i>	<i>Sustainable Times, LLC</i>
<i>Capital Brewery Company, Inc.</i>	<i>Madison Mallards</i>	<i>SVA Certified Public Accountants, S.C.</i>
<i>Cayuga Court</i>	<i>Madison Vein & Laser Institute</i>	<i>SwimWest School of Instruction, Inc.</i>
<i>CCL Management - Div. of Liberty Real Estate & Investments</i>	<i>Marilyn's Salon & The Opera House</i>	<i>The Business Source, LLC - John Russell</i>
<i>Center for Natural Medicine</i>	<i>McDonalds Restaurants - Allen Blvd</i>	<i>The Exchange Club Madison/Middleton</i>
<i>Charter Business</i>	<i>McDonalds Restaurants - Greenway Blvd</i>	<i>The Gialamas Company, Inc.</i>
<i>Chocolaterie Stam</i>	<i>Melaleuca - Karin Henning</i>	<i>The Greater Madison Area SHRM, Inc.</i>
<i>City of Middleton</i>	<i>Meriter Medical Clinic - Othopedic & Pediatric</i>	<i>The QTI Group</i>
<i>Dale Heights Presbyterian Church</i>	<i>Middleton Farmers Co-Op</i>	<i>Turn Around Teen</i>
<i>Econoprint</i>	<i>Middleton Fire Department</i>	<i>United Cerebral Palsy of Dane County</i>
<i>Edward Jones - Shannon Riley</i>	<i>Midwest Pool Supply</i>	<i>UW Provision Company, Inc.</i>
<i>Electronic Theatre Controls</i>	<i>Morey Airplane Company, Inc.</i>	<i>Willy Street Co-op</i>
<i>Eno Vino, LLC</i>	<i>Network Engineering Technologies (NET)</i>	<i>Yahara Software, LLC</i>
<i>Fish & Associates, Inc.</i>	<i>Northwestern Mutual Financial Network Steven H. Kosnick & Associates</i>	<i>Zingg Design</i>
<i>Focus Strategic Solutions</i>	<i>Omni Resources, Inc.</i>	
<i>Gilson, Inc.</i>	<i>Orange Shoe Gym</i>	
<i>Gordon Flesch Company, Inc.</i>	<i>Paragon Business Furniture Group</i>	
<i>Guardian - Joe Onopa</i>	<i>Park Bank</i>	
<i>H.Krueger & Associates, Inc.</i>	<i>Parkwood Plaza, LLC</i>	
<i>Hausmann-Johnson Insurance, Inc.</i>	<i>Platinum Wealth Management/ MassMutual</i>	
<i>Hitters Sports Corporation</i>		



THANK YOU FOR YOUR
CONTINUED MEMBERSHIP!

MEMBERS ON THE MOVE

ANNOUNCEMENTS

ANNOUNCEMENTS

Neckerman Insurance Raises 6,038 Meals for the Community. For the past 16 years, NBC15 has partnered with Second Harvest Foodbank of Southern Wisconsin to hold a food and fun drive called Share Your Holidays. Neckerman Insurance Services took part in the 2011 campaign by hosting a food and fund drive at their office. From throwing pies in their bosses faces to cooking employees a Thanksgiving meal, Neckerman Insurance raised 6,038 meals for families facing hunger in our community! In their two years participating in Share Your Holidays, Neckerman has raised a total of 10,764 meals.

Neckerman Releases Free iPhone and Android App With Help on the Road Features. Neckerman Insurance Services released a free Smartphone app called IndePal. IndePal allows users to report claims and submit photographs of damage. It also includes a 'Help on the Road' feature where you can find the closest tow truck, gas station, car repair shop, etc. to your current location. You can download IndePal for free by searching "Neckerman Insurance" in your app store.

UW Credit Union Opens New Branch. UW Credit Union's branch at 3750 University Avenue in Madison is now open. This new location features the branch and Investment Services offices that were relocated from their 3500 University Avenue building. Their corporate offices are remaining at the 3500 building. To accommodate the relocation, the interior of the new space was remodeled to add private office space, ATMs and safe deposit boxes. Drive-up lanes were also added to the rear of the building.

Applied Tech Opens New Office. Madison-based Applied Tech has opened an office serving the greater Milwaukee area in Waukesha at N19W24400 Riverwood Drive, Suite 100. This is Applied Tech's third office in Wisconsin and will allow them to better serve their growing customer base throughout Wisconsin with additional support for customers in the Milwaukee/Madison corridor. Applied Tech is a provider of ICT services and support for a variety of industries and companies.

Sim Simon Real Estate Moving. Sam Simon Real Estate LLC has moved to a new location at 1818 Parmenter Street, Suite 101, as of February 1, 2012. The owners of the firm have been providing excellent real estate brokerage for nearly 30 years in the Middleton, Madison and Dane County areas. The Simon's currently have five Sales Associates on staff and plan on expanding in the near future.

Sperry Van Ness Announces New Leases. Sperry Van Ness announced that Jeff Jansen, CCIM, of the Madison office has completed a lease of office space at 214 North Hamilton, to Community Justice, Inc. Community Justice, Inc. is a law firm representing the legal needs of low income and under-represented families and individuals. Jansen also completed a lease of office space at 3040 Laura Ln, Middleton to Skyline Cleaning.

Greenway Station Announces New Store. Greenway Station Shopping Center announces the opening of a new boutique, Soma Intimates. Soma Intimates will be opening in 4,525 square feet, located between Francesca's Collections and Justice Just for Girls, along Deming Way. Soma Intimates is scheduled to open on February 22, 2012, offering luxurious and sensual lingerie, loungewear, sleepwear and beauty.

CanStruction helps Middleton Outreach Ministry End Hunger. MOM is hosting their second annual Madison-area Canstruction competition on Thursday, May 3rd at KEVA Sports Center. Canstruction is a competition where groups build incredible, highly imaginative structures out of canned goods and packaged food, with all of the "building blocks" being donated to MOM's Food Pantry after the competition. Do you have a CAN-Do attitude? Combine that with a little creativity and you have what it takes to join the fun. Online Team Registration is available now. Want more information? Check out canstructionmadison.org to browse the Resource Center and photos and videos from last year's event. They are also recruiting for Design Experts and Event Sponsors. Contact Val Hartjes at 826-3414 or val@momhelps.org.

Acquisitions Will Expand Product Offerings from Springs Window Fashions. Cesta, LLC, a wholly owned subsidiary of Springs Window Fashions, LLC, has acquired the assets of DHFI, Inc. a manufacturer and marketer of custom draperies and curtains located in Hialeah, Fla. In addition, they have purchased certain assets of June Tailor in Richfield, Wis., including the right to produce and market custom cornices, valances, and drapery panels.



MEMBERS ON THE MOVE

ANNOUNCEMENTS · AWARDS

ANNOUNCEMENTS (CONTINUED)

Middleton Chamber Member, Applied Tech, Supports Employees Run for “Woman of the Year”. The Leukemia & Lymphoma Society (LLS) of South Central Wisconsin has selected Julie Sheldon of Applied Tech, to lead a ten-week fundraising campaign, to bring help and hope to thousands of blood cancer patients. The male and female candidates who generate the most funds at the end of the ten-weeks will be awarded the title of 2012 Man & Woman of the Year. This year’s campaign begins on March 22 and will culminate at the Grand Finale Gala on June 1. Sheldon hopes to have the support of the membership with several opportunities during the ten week campaign. One goal is collecting silent and live auction donations to help her reach the goal of \$20k for LLS. For more information, event information, or to support Julie’s campaign for LLS, visit www.facebook.com/TeamSheldon2012 or contact Julie at sheldon@appliedtech.us, 608-577-4388.

Goodwill’s Auction Site Tops \$1 Million Mark in Sales. Goodwill Industries of South Central Wisconsin, the organization that operates the donation center located at 6661 University Ave, Middleton, has reached a milestone. Its online auction site has generated over \$1 million in auction revenue in one fiscal year. The site, shopgoodwillmadison.com, is filled with hundreds of locally donated high-end items as well as unique goods, such as fine china, artwork, collectibles, jewelry, musical instruments and sports paraphernalia. The revenue generated through the sale of such items is used to provide employment, housing and support to individuals with disabilities and other challenges. The auction site was established in May 2003.

Boardman, Suhr, Curry & Field LLP and Lathrop & Clark LLP Merge. The partners at Boardman, Suhr, Curry & Field LLP and Lathrop & Clark LLP are pleased to announce that they joined together on January 1, 2012 to create a new firm: Boardman & Clark LLP. Together the new firm will have nearly 70 lawyers, making it the area’s second largest Madison-based law firm. By combining the strengths of both firms, they enhance the breadth and depth of the legal services provided to all of their valued clients - individuals, businesses, banks, health care organizations, auto dealerships, local governments, school districts, and insurance companies.

Greater Madison Chamber of Commerce Prepares for its 17th Business Expo and Small Business Conference.

The event will be held at the Alliant Energy Center Exhibition Hall on April 24. Again this year, they are offering discounted exhibition booth rates to Middleton Chamber members so you may have an opportunity to participate. For more information visit www.greatermadisonchamber.com/events/annual_business_expo.



AWARDS

Sam Simon Real Estate LLC was recently named a finalist for In Business Magazine’s 2011 Executive Consumer Choice Award. These businesses chosen by Executives are considered preferred vendors of their products or services.

Thanks to Community Support, Middleton Fire Department Wins Liberty Mutual Be Fire Smart Pledge Program Award. Tight fire department budgets across the nation have resulted in cutbacks in services, training and equipment, and even the closure of some firehouses. But good news is announced today for Middleton as local residents and Liberty Mutual Insurance have teamed up to earn the Middleton Fire District a much-needed \$10,000 grant through Liberty Mutual’s Be Fire Smart Safety Pledge program.

Capital Brewery Receives Profitable Sustainability Initiative Grant. Capital Brewery has been awarded a grant from the Wisconsin Manufacturing Extension Partnership (WMEP) to conduct a study as part of the Profitable Sustainability Initiative (PSI). This program is funded through State and Federal governments. In the past, Capital Brewery has implemented a number of energy saving measures including new boilers, chiller and HVAC units. Capital Brewery has a team in place that is ready and excited to initiate this partnership with WMEP.

Savant Recognized as One of the Top 50 RIA Firms. Savant Capital Management, a nationally recognized fee-only wealth management firm with offices in Madison, has been recognized by Financial Planning magazine as the 36th largest Registered Investment Advisor (RIA) firm in the United States. This is the first year Financial Planning has published this list. RIA Database, which compiled the rankings, determines its lists by discretionary assets under management. Savant’s team of about 80 employees oversees about two thousand accounts with more than \$2 billion in assets under management. Savant ranked 36th overall.

MEMBERS ON THE MOVE

AWARDS

AWARDS (CONTINUED)

Middleton Trails Recognized. In the most recent issue of American Trails Magazine, the City of Middleton Public Lands Department was once again recognized for its highly acclaimed trails network. American Trails is the premiere news source and the top professional organization for those who build and maintain trails. This is the 2nd article appearing in the American Trails Magazine about the City's trails network. The winter 2011 issue of American Trails also featured the City's successful use of porous pavement in many parts of the City. In 2011, as tallied by well-placed bicycle and pedestrian counters, the City's trail network hosted over 83,000 trail users in the Pheasant Branch Conservancy and 89,000 such users along the Pheasant Branch Creek Corridor.

Nine Years in a Row for Lehrdahl. For 30 years InBusiness Magazine has polled their readers for the 'Best of Madison', Lehrdahl Business Interiors has been voted the Best Office Interiors Company for the last nine years!

Loren Imhoff Named NAHB Beam Award Finalist. The National Association of Home Builders BEAM (Builders Engaging Associate Members) Award, honors the NAHB member who best exemplifies the NAHB motto, "It's good business to do business with a member." Loren Imhoff, of Loren Imhoff Homebuilder Inc. was named to the list of finalists for 2012.

Donna Gray Receives Trailblazer Award. Donna M. Gray, CEO/President, of Awards Mall / Total Awards & Promotions, Inc., has been selected as a recipient of the 2012 Governor's Trailblazer Award for Women in Business.

JG Development Wins Achievement in Consumer Excellence Award. The Madison Chapter of the National Association of the Remodeling Industry (NARI) has named JG Development, Inc., the winner of an Achievement in Consumer Excellence (ACE) Award.

ComputerWorld Names Metz to Premier 100 IT Leaders. International Data Group's (IDG) Computerworld announced Galen Metz, Group Health Cooperative of South Central Wisconsin (GHC-SCW) Information Services Director, as a 2012 Premier 100 IT Leaders honoree. Premier 100 spotlights leaders from both the technology and business sides of companies for their exceptional technology leadership and innovative approaches to business challenges.

Gialamas Company Earns EPA Award. 1 Erdman Place, owned and managed by The Gialamas Company, Inc. has earned the U.S. Environmental Protection Agency's (EPA's) prestigious ENERGY STAR, the national symbol for superior energy efficiency and environmental protection, for the fourth consecutive year. 1 Erdman Place achieved the Leadership in Energy and Environmental Design (LEED) Gold Certification from the United States Green Building Council (USGBC) in May 2008, the first multi-tenant commercial office building in the state of Wisconsin to do so. The Gialamas Company improves energy performance in all of their developments by managing energy strategically and by making cost effective improvements to existing buildings on a consistent basis.



Wisconsin's New Voter ID Rules Starting February 2012.

New rules for voting at the polls on Election Day

On Election Day, voters must show one of eight different kinds of photo ID to receive a ballot. Four of the most common types of acceptable photo IDs are a Wisconsin driver license, a Wisconsin state ID card, a military ID card or a U.S. Passport. These photo IDs are valid even if they've expired after the most recent general election which was November 2, 2010. You can still register to vote on Election Day, but voter registration requirements have changed. A person must now be a resident of the jurisdiction in which they wish to vote for 28 consecutive days instead of the previous 10-day residency requirement. For specific questions on how the new Voter ID law affects you, please contact your local Clerk's Office at 608-821-8350. Voters are also encouraged to visit the Wisconsin Government Accountability's Voter ID website, <http://gab.wi.gov/elections-voting/photo-id>, for additional information about the new law.



MEMBERS ON THE MOVE

HIRES/PROMOTIONS • EVENTS

HIRES/PROMOTIONS

JG Development welcomes Reeannon Graber, Administrative Associate, and Dave Niesen, Craftsman to the team! Reeannon is from the Cobb area and provides administrative support to the entire JG team. She ensures that the office functions smoothly. Dave is from the Middleton area and brings 27 years of experience in both residential and commercial construction to the JG carpentry team.

Staybridge Suites - Middleton

announces the newest member of their team, Krystal Kimmerly, as the hotel's Director of Sales. Krystal has worked at Staybridge Suites- Madison East for 5 years, she is eager to bring her passion and knowledge about the brand with her while continuing her hospitality career in this new role.

Savant Capital Management is pleased to announce Nick Toman has joined the team as a financial advisor. He will be responsible for managing all aspects of the financial planning and investment process for clients. Toman has more than 18 years of experience in the financial services industry.

UW Credit Union is pleased to announce the recent addition of three new Mortgage Lending Officers to their staff at 3500 University Avenue. John Pelletter has over 45 years in mortgage lending sales, business development and origination experience. Dawn Rodriguez brings over five years of mortgage processing, closing and lending experience to UW Credit Union. Troy Magestro has over 10 years of residential sales and business development experience.

Moyer, Rigsby Join **The Alliance**. Amy Moyer and Calvin Rigsby II have joined The Alliance, an employer-owned, not-for-profit cooperative of more than 160 members. Moyer as Manager of Value Measurement, will be managing and executing cost and quality measurement and reporting strategies for The Alliance. Rigsby is serving as Business Development Manager and will be responsible for bringing new members to the cooperative.

Globe University-Madison West is proud to announce two new staff additions to their campus. Catherine Waite, former Medical Assistant at GHC now serves as the Medical Assistant Program Chair for the Madison West campus. Erin Everett, who currently serves as the Paralegal Program Chair for the Madison East campus has been promoted to serve Globe's West campus. Globe University Program Chairs provide support to the program (ex. curriculum), faculty, students (ex. externships and job placement), administration and campus. They also serve as a representative in promoting their program on campus and in the community.

Starion Financial has hired Alison Deininger as a mortgage banker. Deininger will help customers identify suitable mortgages to meet their needs, guide them through the qualifying process, and provide customer service.

Wisconsin Community Bank is pleased to announce John Edgington has joined their Monroe branch as Vice President of Business Banking with a focus on agricultural lending. Erin Mahoney has also joined the Monroe branch as a Portfolio Manager.

EVENTS

February 2, 7:00-8:00 p.m.

Summit Credit Union College Planning Workshop, Waunakee Branch Community Room (304 E Main St). www.summitcreditunion.com

February 4, 11:30am-12:15pm

Join JG Development, Inc. at NARI Remodeling Expo. For more information or for complimentary tickets, contact Michelle michelle@jgdevelopment.com.

February 9, 11:15 a.m. – 12:45p.m.

Herzing University Career Expo! All companies registering will receive a complimentary exhibitor table. www.herzing.edu/madison

February 12, 2:00 p.m.

Friends of the PAC present: "Vocal Trash" Tickets available at www.friendspac.org and Middleton Community Bank.

February 15, 12-1p.m.

Madison College West (302 S. Gammon) FREE Lunch and Learn: "Healthy Workplace, Healthy Bottom Line. Register at madisoncollege.org/bpac-wi

February 15 and 21, 11:30 a.m.

SVA Executive Briefing Webinar: "Fear of the Unknown: Is your Organization Losing 5% of Revenues to Fraud?". For more information and to register please visit www.sva.com/executivebriefing

February 16

Economy, Energy, Elections: Stay the course, or head in a new direction? Attend Business Day in Madison at Monona Terrace. For more information, contact Jane Algiers with WMC at (608) 258-3400 or jalgiers@wmc.org.

MEMBERS ON THE MOVE

EVENTS

EVENTS (CONTINUED)

February 18, 6:00 p.m.

Texas Hold 'Em! Errrr, make that Texas Hold 'Em, at the National Mustard Museum! Enjoy tasty appetizers and snacks and other fun diversions even if you're not a poker player. Texas Hold 'Em Tournament is limited to 60 players so call now — 608-831-2222 — to reserve your spot.

February 21, 7-8:30 p.m.

"The Future of Higher Education", presented by the Wisconsin Academy of Sciences, Arts and Letters. Madison Museum of Contemporary Art Lecture Hall (227 State Street). Free and open to the public. www.wisconsinacademy.org

February 25, 12:00 p.m.

Capital Brewery Bockfest
Features beer, food, music, "catching" fish and the annual Running of the Blondes 1K race. Only 2,500 very lucky folks will attend Bockfest 2012.

February 29, 7:30 p.m.

Middleton Community Orchestra's Winter Concert, at the Middleton Performing Arts Center. Tickets are available at the door and at Willy St. Coop West. Call 608-212-8690 for more information.



Healthy Lifestyle Expo at KEVA Sports Center



Erika Goldschen Fitness



Trowbridge Martial Arts Academy & Seventh Heaven Massage



Meriter Medical Clinic



Great Organizations
start with Great People.

The Celerity Search and Placement Division is positioned to bring great employees to you within Administration, Engineering, Sales, Marketing and General Management

Contact Terry Healy-Lemke at
608.238.0296 or terry@celeritystaffing.com

Celerity
STAFFING SOLUTIONS™

CHAMBER EVENTS

December Business Social Hour - Holiday Inn Hotel & Suites



60th Annual Celebration - Marriott



Photos Courtesy of
Matt Geiger &
Terry Healy-Lemke

GET MOVING MIDDLETON

Stay informed about Middleton's community, schools, business trends, financial markets, health matters, and more!

7:30 A.M.
HILTON GARDEN INN
(GREENWAY STATION)

THURSDAY, FEBRUARY 2
SPONSOR



THURSDAY, MARCH 1
SPONSOR



ANNUAL SPONSORS:



If your business has new hires, promotions, announcements, awards or events, e-mail chamber@middletonchamber.com

Or fill out the Member2Member ActivityPage Submission form on our web site at: www.middletonchamber.com



CHAMBER EVENT CALENDAR

SHOW YOUR SUPPORT FOR YOUR FELLOW MEMBERS, NETWORK AND SOCIALIZE. BRING A GUEST!

Monday, February 6, 11:30am
Ambassador Committee
Holiday Inn Hotel & Suites

Monday, March 5, 11:30am
Ambassador Committee
Holiday Inn Hotel & Suites

Wednesday, February 15, 8:00am
Ask The Expert
Edgewood College, Deming Way

Tuesday, March 13, 5:00pm
Business Social Hour
Long Horn Steakhouse

Wednesday, February 15, 12pm
Economic Development
Wisconsin Community Bank

Wednesday, March 21, 12:00pm
Economic Development
Wisconsin Community Bank

Wednesday, February 22, 5:00pm
Business Social Hour &
Ribbon Cutting (4:30pm)
Craft Table & Tap

Thursday, March 1, 7:30am
Get Moving Middleton
Hilton Garden Inn

THE MIDDLETON CHAMBER OF COMMERCE PROMOTES A STRONG ECONOMY AND A HIGH QUALITY OF LIFE FOR ITS MEMBERS AND COMMUNITY.

VISIT US AT MIDDLETONCHAMBER.COM