



BUSINESS CONNECTION

JUNE 2009

A MESSAGE FROM YOUR PRESIDENT

Hello Everyone,

Summertime has arrived, the flowers are blooming, the yards are green and everybody is outside enjoying the warm weather. This time of year energizes me; everyone is more positive and outgoing. I feel cautiously optimistic about the business environment, hopefully you're experiencing some positive aspects in your business as well.

More than ever, Chamber members are taking advantage of our program offerings. Our Get Moving Middleton (GMM) morning meetings have had record attendance the last three months. If you have not been to a meeting recently, June 4th's meeting would be a great one to attend. The meetings are always upbeat, informative and offer a great opportunity to network with other Middleton area business owners.

In addition, our Ask the Expert (ATE) sessions have been well attended. The feedback from participants is clear - the topics are timely, relevant and informative. Check the upcoming schedule inside for business topics that interest you. Your investment in the Chamber funds these programs, take advantage of as many

as you can. Who knows from whom or when your next business solution might come?

Members have also been busy helping others make a difference in the community. The Blettner Group has donated five acres of land (across from KEVA) for a community garden plot in 2009. The Marriott's Clean Up Middleton program—monthly Friday afternoon sessions—runs all summer long. Consider donating some of your time to help. These are terrific examples of Middleton businesses going above and beyond for the community.

Speaking of helping out the community in a big way, how about the Middleton Senior Class of 2009? They had saved \$11,000 in their class treasury and could have spent it on themselves in many different ways. Instead they voted to donate the \$11,000 and raise more money for M.O.M. The last I heard they had raised over \$38,000 (WOW!) for the food pantry. Middleton can be very proud of these young people! To the Class of 2009, thank you for being a wonderful example of what "community" is all about.

On a different note, the Chamber has been and will continue to monitor the various



Howard Hamre
President

budget issues at the State Capitol. About half of the "non-fiscal" items in the current budget proposal have been removed, but there's more to be done, including a liability reform that appears troubling for business. On the city scene, we have assisted with the new Outdoor Amplified Sound Ordinance and will be on board with the new Sign and Lighting Ordinances.

At our May 21st meeting, the Chamber Board of Directors endorsed Thrive's "Regional Principles of Collaboration". As we move forward, we need to see ourselves as part of an impressive region with amazing economic and quality of life assets. Thrive is providing some great tools for businesses to use to help attract talent into the region.

**Continued on page 2*

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

Business Connection

MESSAGE FROM THE PRESIDENT

**Continued from Front Page*

And don't forget take some time to enjoy the summer! Saturday June 13th, is Middleton's Big Event, check out the fantastic list of activities and events at www.middletonbigevent.com. Then on July 15th is the Chamber's Annual Golf Outing—what a great reason to get out of the office and network with area businesses. There are still sponsorships available and openings to golf at the event. Check inside for more details.

Enjoy your summer!
Howard

SPONSORSHIP

GET MOVING
MIDDLETON ANNUAL





GET MOVING
MIDDLETON
MONTHLY SPONSORS

JUNE
Middleton Times Tribune

JULY
Park Bank

Thank You

To sponsor a Get Moving Middleton, please contact the Chamber office.



SPONSOR

Support the chamber and drive customers to your business. Receive recognition in all event materials and throughout the event. Various sponsorship levels available, do not miss out on these opportunities:

SOLD	\$2000 Presenting Sponsor
	\$1500 Event Sponsor
	\$750 Hole Flags
	\$1000 Exclusive Hole with Golfers
SOLD	\$1000 Dinner Sponsor
SOLD	\$500 Lunch Sponsor
	\$500 Hole-In-One
	\$500 Prize Wheel Sponsor
	\$750 Beverage Sponsor (1 Remaining)
	\$500 Golf Cart Sponsor (2 Remaining)
	\$350 Shared Hole Sponsor
	\$150 Port-a-Potty Sponsor

GOLF

Gather your team and grab your sticks for a great day out of the office and on the course.

Package 1 - \$140	18 Holes, Cart, Lunch, Raffle Ticket, and Dinner
Package 2 - \$120	18 Holes, Cart, and Lunch
Package 3 - \$40	Dinner only

ENJOY

Cocktails & Dinner to Follow at the Holiday Inn Hotel & Suites

Reserve your spot today
Phone 827-5797
Email chamber@Middletonchamber.com



BOARD OF DIRECTORS

Executive Board

President, Howard Hamre
Zimbrick Acura/VW. 836-7776

President Elect, Tammy Sullivan
Park Bank, 662-9402

Secretary, Beth Russell
Russell Law, 833-1555

Treasurer, Kevin Mahaney
Capitol Bank, 836-4305

Past President, Jack Hemb
Hemb Insurance Group, 310-7080

Directors

Teri Bell,
T Wall Properties
663-7682

Ruth Dumesic
Suby Von Haden & Associates
831-8181

Randy Krantz
The Neckerman Agency
238-2686

Emily Halter
Group Health Cooperative
662-4883

Cindy Ramlet
Cindy Ramlet Avertising & Mkt.
831-9445

Ray Riddle
Standard Imaging
831-0025

Steve Reese
Springs Window Fashions
836-1011

Ex-Officio Members

Mike Davis
City of Middleton
827-1050

Don Johnson
MCPASD
829-9000

Executive Director

Van Nutt, 827-5797

Membership Services

Cecile Druzba & Lisa DuChateau,
827-5797



Tuesday, June 9, 11:30 a.m.
Operationalizing Your Brand
Presenter: Alan Bergstrom

All seminars are held at Edgewood College, Deming Way Campus
To register for an "Ask the Expert" Seminar please email the Chamber at chamber@middletonchamber.com

GRAND OPENINGS-RIBBON CUTTINGS & BUSINESS SOCIAL HOURS



Thursday, June 4, 4:30 - 6:30 p.m.
Beach Party Social Hour - Harbor Athletic Club & Captain Bills
Join us poolside for networking, food, beverages, games, Zumba, and prizes!
(2529 Allen Blvd)

Wednesday, June 17, 5:00 - 8:00 p.m.
Open House - Tapas Rias
Sample Spanish Tapas & Sangria
(2518 Allen Blvd)

Friday, June 19, 5:30 p.m.
Summer Solstice Social Hour - Flemings Prime Steak House
Make it a Date Night! Chamber members & guests will enjoy an elegant start to the weekend while sampling all that Flemings has to offer.
(750 N. Midvale)

Thursday, July 23, 5:00 -7:00 p.m.
Business Social Hour - Ruth's Chris Steak House

Show your support for your fellow members, network and socialize. These events are FREE and a great way to have fun and meet new contacts. Bring a guest!

MEMBERSHIP RENEWALS (APRIL - MAY 2009)

ACTIONCoach

*American Family Insurance -
Bradley Goll*

*American Indoor Environments,
LLC*

Angie Schwab Interiors

Apple Tree, LLC

*AwardsMall, Total Awards &
Promotion, Inc.*

Baer Insurance Services, LLC

Bristled Boar Saloon

Buffo Floral

Century Square

Clasen Bakery

Costco Wholesale

CPU Solutions, Inc.

Dale Carnegie Training

*David F. Grams & Associates,
SC*

Dean Health Systems, Inc.

Eagle Optics

Elements Therapeutic Massage

*Farmers Insurance - Michael
Bush*

*Friends of the Performing Arts
Center*

Fristam Pumps

Good Neighbor Festival

*Group Health Cooperative of
South Central Wisconsin*

Haley Palmersheim, S.C.

Imperial Garden

James A. Lord, DDS, S.C.

Little Caesars Pizza - Middleton

Livesey Company, LLC

Lycon, Inc.

Madison Golf & Development

*Marriott Courtyard, Madison
West*

Marriott Madison West

Middleton Animal Hospital

Middleton Lions Club

Middleton Public Library

Middleton Sports & Fitness

Middleton Travel, Inc.

Monsanto, Agracetus Campus

Murphy Desmond, S.C.

Neider & Boucher, S.C.

*Northern Capital Management,
LLC*

*NSI, Westbend Insurance
Company*

Oertli Woodworking Tools, Inc.

Optimist Club of Middleton, Inc.

PDQ Food Stores

Pipers Mechanical, Inc.

PPD Development, LP

*ProBuild North, LLC (formerly
United Building Centers)*

Rhyme Business Products

Robertson Plastic Surgery, LLC

*Rural Mutual Insurance
Company*

Snap Fitness - Middleton

Sperry Van Ness

St. Bernard's Congregation

Stark Company - Kate Isaacson

Stark Company - Wanda Roche

The Printing Place

The Roman Candle - Middleton

US Postal Service - Middleton

Vierbicher Associates, Inc.

*Vincent & Virginia Meinholz
Farm*

Welton Enterprises, Inc.

Wisconsin Chamber Orchestra

Wisconsin Community Bank

Yahara Software, LLC

*Thank You
for your continued support!*





WELCOME NEW MEMBERS



BioSystem Development, LLC
Randy Bolger
802 Deming Way, Suite 172
608-836-5552
www.biosystemdevelopment.com

Categories: Biotech & Research

Description: BioSystem Development LLC is creating innovative tools to break through the critical bottlenecks of bimolecular analysis in biopharmaceutical manufacturing, biomarkers, and life science research.



Coldwell Banker Success
Hank Bodette
7780 Elmwood Ave, Suite 130
608-212-0207
www.cbsuccessrealty.com

Categories: Real Estate, Rentals, & Development

Description: With a combination of national exposure and local expertise, the Principals of Coldwell Banker Success have been recognized leaders in the South Central Wisconsin real estate market for more than 35 years. Their sales associates are professionals and they understand the commitment CBS makes to provide only the finest real estate service to its clients.



Epikós Media
Don Wington
8484 Ellington Way
877-260-7072
www.epikos.net

Categories: Advertising, Marketing, & Public Relations; Business Services; Media; Websites & Graphics

Description: Epikós is a multimedia production company that specializes in high quality video, audio and social media services. They work with small businesses, local communities and individuals to produce a wide range of multimedia projects including video recording and editing services, online video, Internet streaming, and audio/video podcasting.



Gatekeepers, LLC
Tom Mitchell
6619 Millstone Cir, Deforest
608-846-4606
www.gatekeepersafe.com

Categories: Construction & Building Trades; Home Improvement & Remodeling

Description: A local, family-owned and operated business providing protection for your family, pets and loved ones. A full service manufacturer of custom made safety gates for your home or business. "Custom Design with Safety in Mind"



Madison Community Foundation
Bob Sorge
2 Science Ct, Madison
608-232-1763
www.madisoncommunityfoundation.org

Categories: Non-Profit Organizations & Government Entities

Description: Madison Community Foundation's mission is to encourage, facilitate and manage long-term philanthropy throughout Dane County. MCF achieves this mission by identifying and strengthening assets that are unique to each community, and helping communities build endowments to support those assets and other initiatives long-term.



Middleton Ridge Apartments
Bruce Martin
7113 Belle Fontaine Blvd
608-831-4877
www.srmproperties.com

Categories: Real Estate, Rentals & Development

Description: The new Middleton Ridge Apartments has all the upscale features and amenities you've been looking for in an apartment home. They have the perfect efficiencies, one and two bedroom apartments waiting for you to call your new home.



WELCOME NEW MEMBERS



Restaino & Associates
Kathy & Kim Team
26 Schroeder Ct
608-575-8761
608-516-0417
www.kathykimteam.com

Categories: Real Estate, Rentals, & Development

Description: The Kathy & Kim Team can help you with any of your Real Estate needs. Both are lifetime residents of Madison and have been in the Top Producers Club since 2004. With over 14 years' experience, they excel in marketing, communication and negotiation. They would love to help you.



Sport Horse Massage, LLC
Jeff Reeck
3314 High Rd
608-213-5368
www.sporhorsemassage.net

Categories: Personal Services;

Pet Supplies & Veterinarians
Description: Equine Massage Therapy. For prevention and treatment of muscle related problems "for your Equine Athlete".

Tapas Rias
Miquel Patino
2518 Allen Blvd.
608-831-0528
www.tapasrias.com

Categories: Restaurants & Caterers

Description: Sample authentic spanish cuisine, Sangria, and Spanish wines. Tapas are a Spanish tradition of sophisticated, small, hot and cold dishes. A welcoming atmosphere, great staff, and something for every tastebud.



US Transcription, Inc.
Corey Westphal
319 Yard Dr, Suite 100, Verona
608-347-2254
www.ustranscription.com

Categories: Business Services; Professional Services & Consulting

Description: UST has been providing secure US based dictation & transcription services to the healthcare industry for 11 years. In 2009, UST launched the Mobile Assistant service designed to provide mobile dictation services to other industry professionals including financial planners, law enforcement officers, real estate agents, insurance agents, and other sales professionals.



UW Health Eye Clinics
Chris Temme, Dr. Nehls,
Dr. Walker, Dr. Sterken
2349 Deming Way, Suite 200
608-824-3937
www.uwhealth.org/eyecare/madisonwisconsin/10776

Categories: Medical

Description: UW Health Eye Clinic offers a full array of services, including refractive

surgery screenings; treatment of retinal disease; and care of patients with diabetes, glaucoma and cataracts. The facility contains 16 examination rooms and a refractive surgery screening suite, with additional rooms for minor office procedures, YAG and argon laser treatments, visual field and corneal thickness testing, patient education, high-resolution digital photography and contact lens training. The clinic also includes a full-service optical shop that provides a large selection of exciting eyewear options.



Wilson Law Group
John Haslam
7633 Ganser Way, Madison
608-833-4001
www.wilsonlawgroup.com

Categories: Attorneys; Professional Services & Consulting

Description: Wilson Law Group provides estate planning, business planning/succession and trust administration services to clients in the Greater Madison area. Please contact them to arrange for your free consultation or to discuss how you can work together.



MEMBERS ON THE MOVE

ANNOUNCEMENTS

ANNOUNCEMENTS

Middleton Farmers' Market Opens at Greenway Station Shopping Center.

Discover nature's bounty every Thursday, rain or shine. Enjoy locally grown flowers, fruits, vegetables, cheeses, honey, meats, gourds, gluten free and other baked goods, and more. Local vendors offer their finest produce to the community 8:00 a.m. - 1:00 p.m. now through October 29. The market is located in the parking area near T.G.I. Friday's. For more information on the Middleton Farmers' Market or if you are interested in participating, visit www.greenwayshopping.com or contact coordinator Tom Murphy at 608.872.2152.

Standard Imaging Donates to the Fight Against Cancer.

Standard Imaging, Inc. is pleased to announce that it recently raised nearly \$17,500 for the American Cancer Society, as part of its 8th Annual Golf Classic fundraiser, held on May 15, at The Meadows of Six Mile Creek golf course. The 151 participants persevered questionable weather, and enjoyed friendly competition during the 18-hole scramble event. Since 2002 the company has raised more than \$125,000 for the American Cancer Society's, Relay for Life.

Total Awards & Promotions Announces Trophy Recycling Program to benefit Madison Area Dharities. Total Awards & Promotions encourages the community to donate their old

trophies, plaques & awards. They will recycle the parts that are useful and re-use trophies by donating them to local non-profits. Drop off anytime Monday through Friday 8:30 pm to 5:30 pm, call 833-1716 to arrange your donation. Total Awards is located at 7475 Mineral Point Rd, Madison

Theran J. Welsh, CPA, was recently appointed to a three-year term on the American Family Children's Hospital Development Partners Advisory Board. Welsh is a principal who practices in the Madison office of Suby, Von Haden & Associates, S.C., Certified Public Accountants, one of the SVA Companies.

Wisconsin Community Bank Donates \$2,500 to Project Home's Hammer with a Heart Event.

Wisconsin Community Bank (WCB) donated \$2,500 to Project Home's Hammer with a Heart event which, through its dedicated volunteers, provides repairs to area homes for low-income neighbors who cannot afford to make the changes themselves. Homeowners must meet financial eligibility levels and have some major repair needs that impact their health, safety, or comfort. The best homeowner candidates have work that can be completed mostly in one day. To learn more about Hammer with a Heart please visit www.projecthomewi.org

TDS™ Launches Business Security Center Web Site.

Businesses encouraged to keep watchful eye on data security. A business data security site is now available from TDS Telecommunications Corp. (TDS™) to help educate customers about the proper methods for protecting a business. The TDS Security Center includes information to empower small and medium-sized businesses to take action, and includes methods, both free and paid, to increase their security immediately. A free PC scan and network security test are available at www.tdstelecom.com/bizsecurity. To stay informed about security threats to your business, visit www.tdstelecom.com/bizsecurity.

Lenhart Newly Elected to Starion Board of Directors.

Paul Lenhart, president and CEO of Krupp General Contractors, has been elected to the board of directors of Starion Financial, a banking organization with its newest location at Greenway Station in Middleton. He joins an 11-member board which includes owners, senior managers and five other community members who represent community needs and give direction to the \$640-million-asset bank.

Tangles Salon and Spa has moved! Visit them at their new home 7611 Elmwood Avenue, Suite 103.

MEMBERS ON THE MOVE

ANNOUNCEMENTS

ANNOUNCEMENTS (CONT.)

Savant Capital Management at Workshop for Barron's Winner's Circle Top Independent Advisors Summit.

Savant Capital Management spoke to approximately 400 financial advisors at the Summit. Brent Brodeski of Savant, who was named to Barron's list of top independent advisors the past two years, spoke to the group on approaches for communicating effectively with clients during difficult times. The Winner's Circle recognizes the most outstanding financial advisors in the business.

The Mattel Toy Store Offers Benefits for Corporate and Community Partners

Are you looking for ways to enhance your company's employee's benefits package? The Mattel Toy Store offers the perfect incentive with their Corporate/Community Partner Program. The program provides special discounts for employees on the toys kids love (Barbie, Hot Wheels, Matchbox, etc). Plus it's free to join! Visit www.thematteltoystore.com for more information.

Retain Learning Over Summer—Steps You Can Take to Build an Effective College Prep Program for Your Teen.

Sylvan Learning of Madison offers solutions to fill in learning gaps and move forward with enrichment activities this summer. It is a known fact that all students experience learning

loss when they do not engage in educational activities during the summer months. Sylvan Learning of Madison is a one-stop resource for navigating the college prep process by offering interactive tools that provide superior test preparation and programs teaching academic life skills needed for university classes. For more information visit www.sylvanlearning.com

Interstate Batteries of Southwestern Wisconsin honors Earth Day by Encouraging Local Residents to Recycle Car Batteries.

For many, recycling has become a healthy habit, a small step to lessen their impact on the environment. Interstate Batteries wants you to recycle your lead-acid batteries too! Individuals can simply drop off their lead-acid batteries to be recycled. For more information about Interstate Batteries or its lead-acid batteries recycling initiatives, contact Tom Brown at 836-8500.

Sperry Van Ness Announces Sale of Downtown Office.

Sperry Van Ness, one of the nation's largest commercial real estate investment brokerage firms, has announced that Jeff Jansen, CCIM, of the Middleton office has completed the sale of downtown office space at 315 S. Baldwin St, Madison to Distillery Holding, LLC. Jeff Jansen represented the seller and the buyer. The 2,532 square foot space was a green remodel from residential to office space.

Announcing the FLYER MOBILE (Mobile Advertising)

Flyers-On-Foot LLC is launching a totally unique opportunity for businesses to advertise with the release of the Flyer Mobile. The Flyers Mobile is eye catching. The Flyer Mobile goes to populated areas. —Imagine your Ad in full color in downtown Madison, Middleton, Fitchburg, or anywhere in Dane County— The Flyer Mobile is fuel friendly. Different ad sizes to meet your budget. www.flyersonfoot.com

KSW Construction Project Wins AIA Wisconsin Award For 2009

The Sushi Muramoto restaurant located at Hilldale Shopping Center, a 2007 project of KSW Construction, was recently recognized by the American Institute of Architects with an Honor Award for its excellence. AIA Wisconsin award winners were chosen by a panel of nationally distinguished architects from outside of Wisconsin. The Honor Award is the highest recognition given out by the AIA Wisconsin organization, and KSW Construction was pleased to be recognized in conjunction with Aro Eberle, as the builder who brought this design to life.



MEMBERS ON THE MOVE

HIRES · PROMOTIONS · AWARDS

HIRES-PROMOTIONS

Ken Thompson, President & CEO of Capitol Bank, is pleased to announce the hiring of **Amy Gile-Enge** as Assistant Vice President of Residential Loans for the Bank. Amy brings over 18 years of banking experience in the Dane County area to Capitol Bank.

Starion Financial is pleased to announce that **Andy Arians** has been hired as a Sr. Vice President – Business Banking. He will provide deposit services, business financing, leasing, online banking and other services for business customers. Arians has more than 20 years of experience. He has provided commercial lending for businesses ranging from small business to large enterprises with sophisticated cash management needs. He holds a masters degree in business from the University of Wisconsin-Madison.

Shulfer Architects announces that **Bradley S. Koning**, AIA has been named a partner with the firm, in recognition of his dedication and professionalism. Brad has taken the role of Executive Director of Project Development. The company is excited to have his leadership in this position and is confident that their clients will share in the benefits of his experience. In concert with Shulfer Architects' mission, Brad's commitments are to provide each project with Innovative Solutions and Impeccable Client Service.

Coldwell Banker Success is pleased to announce that **Jennifer Stinnett** has joined the firm as Director of Relocation and Corporate Business Development. She has 12 years of experience in the field, including Director of Business Development for Shorewest in Milwaukee, one of Wisconsin's largest real estate companies. Ms. Stinnett is working out of the Fitchburg office of Coldwell Banker Success. She can be reached at jstinnett@cbsuccessrealty.com.



AWARDS

Governor's Trailblazer Awards for Women In Business 2009 Announced. Governor Doyle and the Wisconsin Women's Council are pleased to announce the recipients of the Governor's Trailblazer Awards for Women in Business, recognizing women pioneers in the business community. Trailblazer Awards recipients come from across Wisconsin. Congratulations to **Middleton Travel's Pam Wencel & Mary Miller** for receiving this distinguished award. For 2009, the Trailblazer program has partnered with the Wisconsin Women's Business Initiative Corporation (WWBIC), which delivers top-notch programs and service to help both women and men launch and expand small businesses. Learn more at www.wwbic.com.

Congratulations to Jennifer M. Krueger of Murphy Desmond, S.C. Jennifer was honored as the 2009 Professional Business Women of the Year at the Business Women's Expo, as well as "40 Under 40" (professionals under 40 years of age) by In Business magazine. Jennifer was recognized for her professional success and dedication to community organizations.

Zimbrick Acura an Acura Dealership of Distinction

Acura National Headquarters has announced that Zimbrick Acura in Middleton has earned the Precision Team Dealership of Distinction award for 2008. Dealership of Distinction is the highest honor awarded to Acura dealerships for achieving exceptional standards of excellence in client satisfaction, training, and facility operation. This is the sixth time Zimbrick Acura has earned this prestigious award. Dealership of Distinction status is based on achieving all objectives established for the Precision Team program. To achieve success in the program, a total commitment to excellence by the entire dealership team is required.

**2008
ACURA
PRECISION
TEAM**



MEMBERS ON THE MOVE

EVENTS

EVENTS

**Saturday, June 6
10a.m. - 1p.m.
Infinity Martial Arts and Big
Brothers Big Sisters Team-up
for 1st Annual Kick-A-Thon.**

Infinity Martial Arts of Middleton and Big Brothers Big Sisters of Dane County invite the community to participate: 1st Annual Kick-A-Thon event occurring at Middleton High School gym on. Through the efforts of students of the Infinity Martial Arts Dojo and community members who pledge financial support, the event this year will help raise \$25,000 which directly supports Big Brothers Big Sisters Anyone interested in joining the fun and/or participating in this event can visit the agency website at www.bbbsmadison.org

**Tuesday, June 16
8 a.m.
GMA SHRM Toolbox - *The Synergy of Consumer-Driven Health Plans with Wellness and Disease Management at City Center West.***

This session will help HR professionals identify of key factors that drive health care expenses, learn to develop effective wellness incentives and identify which plan design changes impact behavior, identify, compare and confirm results at renewal and over time, and discover the benefits of proactive employee education. For additional information go to: http://www.gmashrm.org/website/programs/2009/06_toolbox.shtml

**Thursday, June 18
11:30a.m. - 1:00p.m.
Applied Tech Presents:
*Document Management
Doesn't Have To Be Rocket
Science***

At the Applied Tech office (203 S. Paterson Street, Ste 500, Madison). Your organization generates large numbers of paper and electronic documents. As your business grows, so do files, and so does the time and effort required to manage them. Lunch will be provided. RSVP required. No cost to attend.

**Saturday, June 20
10 a.m.-1 p.m.
Snapshots of Support
Fundraiser sponsored by
KSW Construction.**

The fundraiser will take place at the annual Juniorpalooza festival held outside the Madison Children's Museum. KSW volunteers will be taking portraits of children or families in exchange for a \$10 donation to the museum. Photos will be printed and framed.

If your business has any new hires, promotions, awards and/or any upcoming events, please e-mail the information to: chamber@middletonchamber.com. Or fill out the Member2Member ActivityPage Submission form on our web site at: www.middletonchamber.com

**Thursday, July 9
11:30 a.m. - 1:00 p.m.
TDS Presents: *Business
Communications That Knocks
Out Your Competition.***

Area Chamber members, are invited to see an industry-leading Hosted VoIP solution in action. Why manage two networks? With TDS managedIP, your voice and data can be combined into a single efficient network and maintained by one provider. This event is FREE to Chamber members and lunch will be provided.

**Friday, June 26, August 28,
and September 25
2 p.m.
"Keep it Clean, Go Green"
Middleton Clean-Up Events,
sponsored by the Marriott
Madison West**

Help keep our city beautiful! Meet at the Marriott Madison West Conference Center to pick up garbage bags, gloves and assigned areas of need. Shuttle bus available for drop off and pick up. You can order the bright safety green t-shirts with your logo, from Entourage Ink for only \$6. Visit www.keepinitgreenmiddleton.bigcartel.com to order. Please wear proper attire, safety vests will be provided for those cleaning next to a busy street. To sign up email Andrea Mace (andrea.mace@jqh.com) or Heather Stetzer (heather.stetzer@jqh.com) at the Marriott. Then join us after the event in the Falling Water Lounge for some networking and drink specials.

HOW DID YOU GET FROM THERE TO HERE?

Profiles on the vocational journey

BY KATHI KOEGLE



In this column, I have the pleasure of interviewing Chamber members and learning about the sometimes-winding path they've taken to arrive at their current work.

MEET: DICK MANLEY OWNER, GREATGRAPHICS!GREATSIGNS!

A Chamber member since 2002 (his company has been a member longer), Dick is a Chamber Ambassador and has served on the Annual Celebration committee.



What other key jobs did you have before creating your current company?

I have more than 35 years experience in the food business, especially the meat industry. While attending college in Iowa, I worked for a big meat packing company. After I graduated, I continued to work for them for about 12 years. In 1978, I came to Wisconsin to manage New Glarus Foods, a specialty sausage company. As part of

the business, my partners and I did trade shows. I enjoyed communicating with visitors and other vendors, and I knew about printing from the perspective of the user and how important it was to have good quality printing and marketing materials for these events.

My partners and I sold New Glarus Foods in 2000. I thought of creating a company that could produce trade show-type products and profit from my extensive sales and marketing background. After buying Great Graphics, I rather unconsciously developed a business that took me in that direction. That's how greatgraphics!greatsigns! was born. My wife Robin and I are co-owners, and I'm the chief salesperson for the company.

What challenges are facing the printing industry today, and what are you doing to meet them?

Printing is in a state of transition now because of the greater use of electronic media and the many technological advances that offer better, cheaper equipment all the time.

Laser printers in offices are a bigger competitor to us than are other printing companies. Their use has led to a decline in the bread-and-butter business that boomed from about 1970 to 2000. Our response has been to recognize these changes and to offer a more holistic approach. We're more of a design-based company, rather than a print-based business. In addition to our traditional offset presses, we try to stay on top of technology, and we offer our clients affordable, high-quality printing products so that they

don't have to buy the equipment for themselves.

What's your secret for business success?

First, I love what I do, and I have a deep interest in the needs of each customer. Our company helps people develop marketing and communication materials that present a consistent, integrated and unified image of their business. I believe in consultative selling, that is, helping identify the unique needs of each customer and then creating pieces that reflect that. People come to us at all different levels of understanding, and we try to meet them where they are and offer a broad range of products and services. No one likes to be pressured, but everyone wants to be respected. This is important to me.

What's the best advice you ever received related to managing and growing a successful business?

The first thing I learned was the golden rule of business; treat customers the way you want to be treated. But for pure operational management, some of the best advice came after my partners and I sold New Glarus Foods. The people who bought the company from us identified the financial metrics of the business that they wanted to watch on a daily basis. I adopted that practice with greatgraphics!greatsigns!, and it keeps me in touch with where my business is today, and where it's headed. I'm able to stay on top of my business by following their model.

* Continued on pg. 14

Business Connection

HOW DID YOU FROM GET THERE, TO HERE?
(Continued from pg. 13)

Do you have a favorite cause that you support?

Our services are important to all kinds of organizations that are excellent causes, like Middleton Outreach Ministry, Restoring Hope Transplant House and Gilda's Club, just to name a couple. We support a lot of community and charitable organizations. But one that is personal for us is the What If Foundation, founded by Margaret Trost, who used to live here in Middleton, but is now in San Francisco. Robin and I have traveled to Haiti several times. We've always been so impressed by the irrepressible spirit of the people, in spite of the deep poverty and hunger there. The What If Foundation feeds about 700 kids lunch each day in Cite Soleil, Port-au-Prince's most desolate neighborhood.

Want a monthly printing products update and a smile? Sign up for Dick's e-mail that includes a monthly special and information about his services. A lover of the English language, Dick adds a humorous touch to the business of communication and marketing. Contact him at: dickm@greatgraphics.biz.




3RD ANNUAL CHAMBER SPORTS NIGHT "LET'S GET PHYSICAL"




A GREAT PLACE TO PLAY.



CHAMBER ACTIVITY CALENDAR

Thursday, June 4
GET MOVING MIDDLETON
Hilton Garden Inn
7:30 a.m.

Thursday, June 4
Beach Party Social Hour
Harbor Athletic Club &
Captain Bill's
4:30 - 6:30 p.m.

Tuesday, June 9
Ask the Expert
Edgewood College Deming Way
11:30 a.m.

Saturday, June 13
Middleton's BIG Event
All over town

City-Wide Garage Sale
8:00 a.m.

Wednesday, June 17
Economic Development
Wisconsin Community Bank
12:00 p.m.

Wednesday, June 17
Open House
Tapas Rias
5:00 - 8:00 p.m.

Friday, June 19
Summer Solstice Social Hour
Flemings Prime Steak House
5:30 P.M.

Friday, June 26
Clean Up Middleton
Marriott Madison West
3 p.m.

Thursday, July 2
GET MOVING MIDDLETON
Hilton Garden Inn
7:30 a.m.

Monday, July 6
Ambassador Committee
Holiday Inn Hotel & Suites
11:30 a.m.

Wednesday, July 15
Annual Chamber Golf Outing
Pleasant View Golf Course
9:00 a.m.

Thursday, July 23
Business Social Hour
Ruth's Chris Steak House
5:00 - 7:00 p.m.

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