



# BUSINESS CONNECTION

DECEMBER 2011/JANUARY 2012

## 2011 BOARD OF DIRECTORS

President, Kevin Mahaney  
Capitol Bank  
836-4305

President Elect, Beth Russell  
Russell Law  
285-5007

Secretary, Randy Krantz  
Neckerman Insurance Services  
238-2686

Treasurer, Ruth Dumesic  
Madison Polo Club  
444-5979

Past President, Tammy Sullivan  
First Business Financial Services  
232-5937

Teri Bell  
T Wall Properties

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Group Health Cooperative

Jason Guttenberg  
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Terry Healy-Lemke  
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Michelle Schultz  
North Central Group

Cindy Ramlet  
Cindy Ramlet Advertising & Mkt.

Steve Reese  
Springs Window Fashions

Ex-Officio Members  
Mike Davis, City of Middleton  
Don Johnson, MCPASD

CHAMBER STAFF  
Van Nutt, Executive Director  
Cecile Druzba & Lisa DuChateau,  
Membership Services

Phone: 827-5797

## A MESSAGE FROM YOUR PRESIDENT

*Dear Chamber Members,*

Planning for next year? So is the Middleton Chamber of Commerce! In November, the Board of Directors convened its annual strategic planning retreat to establish priorities for next year. Leadership for the retreat was provided by our incoming President, Beth Russell. Beth did a terrific job planning the meeting and helping us focus on the next steps in the Chamber's Project 2015 initiative: Communication, Retention and Government Relations. I can assure you that we are focused on maintaining strong Chamber and continuing to provide value for your membership. I know Beth will share her vision on these topics so I invite you to be looking for her insights in the weeks and months to come.

Not long ago, a family relocated to our area and moved into the house across from mine. While busy raking leaves one weekend, my new 10 year old neighbor came over to visit with me. I learned that she was enjoying her move to our neighborhood and that she liked her new school and classmates. She then went on to inform me that Middleton was ranked as one of the best places to live in the country. I guess the word is out and we now have enthusiastic 10 year olds sharing the news out about what a great community we have here in Middleton!

My term as President will be concluding shortly and I must say that this has indeed been a tremendous honor serving the Chamber. If time permitted, I'd thank



each and every member personally! The leadership of the Chamber is in excellent hands as Beth Russell begins her term in January. She will be complimented by a strong slate of four new board members and an experienced executive committee. I want to acknowledge the contributions of our outgoing board members—Steve Reese, Ruth Dumesic, Tammy Sullivan and Teri Bell—who together have volunteered over fifteen years of unselfish service to the Chamber.

This year has also provided me with a closer look at the operation of the Chamber and I can assure you that we have the best staff in the State! Van, Cecile and Lisa are committed to serving you and assisting in meeting your needs. Our membership base of 600 is not by accident—it truly is a strong reflection of the work being done by our Chamber staff. I am extremely thankful to have had the privilege of working with such an outstanding group over the past year.

My best wishes to all our members for a joyous Holiday Season and may we continue to help one another as we begin the New Year!

*Kevin*

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

# MIDDLETON CHAMBER ANNUAL CELEBRATION

## THURSDAY, JANUARY 19, 2012

### 5:00 PM

# A CUT Above the Rest

MARRIOTT - MADISON WEST

*Join us for an evening of  
Networking ♦ Food ♦ Entertainment ♦ Silent Auction*

#### 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 • SVA Certified Public Accountants • The Payroll Company  
Wisconsin Community Bank

#### PARTICIPATING RESTAURANTS

Bison Jacks • Capital Brewery • Chocolaterie Stam • Death's Door Spirits • George's Chop House  
Hubbard Avenue Diner • Imperial Garden • Johnny's Italian Steakhouse • Long Horn Steakhouse  
Mid Town Pub • Quaker Steak & Lube • Ruth's Chris Steak House

*Tickets*

[www.middletonchamber.com](http://www.middletonchamber.com)

# 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: CHARLES LIBERTY

OWNER, LIBERTY PROFESSIONAL SERVICES

#### **How long have you been part of the Chamber?**

Since 2001, when I moved my accounting business to Middleton from Madison.



#### **What made you move here?**

Tricia, my wife, is from Middleton, her parents live here, and they were babysitting her kids, who were attending Sunset Ridge at the time.

#### **How long has Tricia been part of your life?**

I met Tricia on New Year's Eve 1997. I moved in with her and her four kids on April 15, 1998. Who in their right mind does that?! I'm a tax accountant, needing a break on Tax Day, and instead I take on four kids. I was in love. Still am. We began looking for a house in the Sunset Ridge school district and bought the first one we saw. We married in July of 2000.

#### **And the kids, where are they now?**

Our oldest (age 21) dropped out of college, started working and living on his own, doing well. Our two middle kids are at MATC, also living on their own. Our youngest is still at MHS. I think the world of the Middleton School system; they did a terrific job with our kids.

#### **You wanted to be a CPA. When did you get started on that career path?**

In high school during my senior year, when I took a bookkeeping class, I found it fascinating! It all came so easy to me. I loved balancing all the numbers. Ironically, my mom had also been engaged in tax work, doing returns for family and friends on our kitchen table. So I was exposed to this stuff at an early age.

#### **What do you find most rewarding about your profession?**

I like helping people, especially helping them run their businesses better.

#### **So how did you launch your business?**

I started out in Wausau, as a junior accountant for seven years. I then moved to Milwaukee, and worked two years at a large firm. Then five years with a small firm in Marshfield. So I was working 14 years for others before I went into business for myself.

#### **So this was part of a long-range plan of some sort?**

No, quite the opposite. I went home on a Friday night in December 1990 with no plans for the weekend. On Saturday, a good friend offered me some office space and talked me into starting my own CPA firm. I resigned on Monday morning and have never looked back. I had no business plan. No long-term vision. The good folks at the Small Business Development Center would cringe at this story. This is not how you're supposed to do it. But since I did not have a 'noncompete' clause in my contract, I invited my old clients to consider moving with me and many did.

My accounting business started in Marshfield, but did not last long there. I was married at the time, but alone with lots of time on my hands and energy to focus somewhere,

as my first wife got swept up in Operation Desert Storm, sent to Baghdad, where she lived under blackout conditions being shelled by Iraqi scud missiles. She came back a different person; our marriage was a casualty of that war and we went our separate ways. Which meant leaving Marshfield, which was her city, not mine. I sold that business and moved to Madison to start over.

#### **So, this time, you had a start-up business plan?**

No, I worked with another guy which lasted just three months. A big mistake. The timing of everything took its toll on me. Heck, I was losing weight (down to 165), losing sleep, losing focus and trust. I went to bed exhausted every night. (changing the subject...) So much different now that I am working on my own and with Tricia, who is my administrative assistant—and best friend! As the kids have gotten older, she has taken on more of my administrative work. It's gotten to the point now, where we can work from home, and I come in here [his meticulous Elmwood Ave office], just the 4 months of tax season, when I camp out 12 hours a day, seven days a week.

#### **How has your business changed since the Recession?**

I still do as many tax returns and non-tax business (bookkeeping, payroll, QuickBooks), but not for as many start-ups. I have always met with a lot of people starting new businesses, but that work has dried up the past few years. I am happy to say that people are again starting to look at new business ideas. Hopefully that bodes well for the economy. So I'm doing fine as Liberty Professional Services, not to be confused with Liberty Tax Services. I had my name—from my father, who got it from his father, who came over here on a boat in 1910—long before that other company took my name!





# WELCOME NEW MEMBERS



AJ Sue Consulting, LLC

**AJ Sue Consulting, LLC**  
**AJ Sue**  
**Middleton**  
**608-630-3277**  
**[www.ajsue.com](http://www.ajsue.com)**

**Description:** AJ Sue Consulting helps clients increase sales and profit through Business Strategy, Financial Planning, and Process Improvement. AJ's success comes from careful listening, smart solutions, and relationship trust. AJ's clients say: "AJ not only hears me, but understands me." "AJ has got everything right there in one package. When I work with AJ I know I will get a smart solution I can manage". "AJ is a really trustworthy guy with sound business savvy, fun to work with, and good follow through." AJ Sue Consulting: helping owner-led companies get to the next level.



**CAPRIOTTI LAW OFFICE, LLC**  
**ATTORNEY JEAN K. CAPRIOTTI**

**Capriotti Law Office, LLC**  
**Jean Capriotti**  
**8383 Greenway Blvd, Suite 600**  
**608-234-4050**  
**[www.capriottilaw.com](http://www.capriottilaw.com)**

**Description:** Jean Capriotti represents clients in a wide array of family law issues, from contested and complex divorce, to post judgment modifications. Jean also resolves placement issues and disputes both as an attorney for a parent or as a Guardian ad Litem. This experience gives Jean unique perspective in helping her clients with divorce and placement issues as well as modifications.



**Community Title, LLC**  
**Wendy Hansen**  
**2923 Marketplace Drive, Suite 104**  
**608-255-0551**  
**[www.communitytitlellc.com](http://www.communitytitlellc.com)**

**Description:** Community Title is a locally owned and operated full service residential and commercial title company. Services include but are not limited to, land searches; closing services; construction draws and inspections.



**Craft Table and Tap**  
**Sarah Karls**  
**6712 Frank Lloyd Wright Ave**  
**608-836-3988**  
**[www.crafttableandtap.com](http://www.crafttableandtap.com)**

**Description:** Craft Table and Tap is a new neighborhood restaurant featuring only the best in the craft of hospitality, food, beer and cocktails. The food won't be fussy, but will exemplify the craft of cooking. Excellent and inventive food is offered at a great value. The menu features sandwiches, burgers, salads, and entree specials inspired by local and seasonal ingredients. Craft's bar will be extensive, showcasing craft brews on 18 taps and another 50 bottles. The list includes amazing local brews, as well as, some of the best craft beers from the rest of the world.



**Death's Door Spirits, LLC**  
**Brian Ellison**  
**2220 Eagle Drive**  
**608-831-1083**  
**[www.deathdoorspirits.com](http://www.deathdoorspirits.com)**

**Description:** Death's Door Spirits has become known as one of the premier craft spirits brands in the U.S. through their commitment to utilizing quality, single-sourced ingredients, copious attention to detail in the production process and a straight forward and honest approach to telling their story as a small spirits company leading a revolution in craft and agrarian spirits. Named after the passage of water between Washington Island and the Door Peninsula, Death's Door works directly with the farmers on Washington Island to grow and utilize premium hard red winter wheat in all of their spirits. Distilled in 80 gallon batches, Death's Door Spirits is winning praise and acclaim for our vodka, gin and white whisky.



**FROGBOX**  
**Matthew Harbut**  
**4106 Birch Ave, Madison**  
**608-237-6225**  
**[www.frogbox.com/madison](http://www.frogbox.com/madison)**

**Description:** FrogBox delivers eco-friendly, reusable plastic boxes and other moving supplies, instead of cardboard boxes. Their eco-friendly, reusable FrogBox moving boxes and wardrobes are delivered to your current residence along with easy to use labels. You pack and move (they can refer reliable moving companies and movers). Once you have moved into your new home, they pick-up our FrogBox moving boxes from you when you're finished.



# WELCOME NEW MEMBERS



**Gallant Knight Limousine, Inc**  
**Bob Phillips**  
**4711 Lien Road**  
**608-242-7000**  
**www.gallantknightusa.com**

**Description:** Whether you are looking for: Private Group Charters- Trip Planning and Coordination- Corporate Travel- Special Events - Holiday Parties- Concierge Services; call Gallant Knight Limousines. Dinner Packages are also available ~Gallant Knight is offering different scavenger hunts around Madison this fall. Corporate accounts are also easy to set up, just call their office - 242-7000. Gallant Knight Limousine will meet your flight and shuttle you to your destination in comfort and style of your very own personal Chauffeur-driven limousine



**Get Known SEO**  
**Adam Perkins**  
**733 Struck Street**  
**800-761-7994**  
**www.getknownseo.com**

**Description:** At Get Known SEO they focus only on small businesses who wish to attract new and profitable customers to their websites. Because search engine optimization is all they do, they are able to refine their system daily (just like Google). This means you will always have the most effective process to drive and convert new traffic to paying customers. Additionally they pride themselves on over-the-top customer service. They help you to understand what they are doing and why, so you'll always understand the actions they take. Get. Known. Now.



**Hallman Lindsay Quality Paints**  
**Victor Aumann**  
**1970 Cayuga Street**  
**608-829-0313**  
**www.hallmanlindsay.com**

**Description:** Hallman Lindsay Paints has been making paint in Dane County for over 50 years. Discover over 2300 colors, large paint chips and healthier, environmentally friendlier paints at their 24 locations. Come check out their new location in Middleton.

## Mahadev Law Group, LLC

**Mahadev Law Group, LLC**  
**Nilesh Patel**  
**1046 Pleasant View Rd**  
**608-239-7510**  
**www.maha-law.com**

**Description:** The Mahadev Law Group was started in 2005 and helps businesses manage employment issues in the workplace. The firm partners with clients to develop effective solutions for any stage of the employment relationship. This way, businesses stay focused on generating revenues and growing, rather than being distracted or surprised by legal violations or employee lawsuits.



## Middleton High School Yearbook Scholarships



High School yearbooks are a great way for students—your future employees—to recollect and reminisce their years at Middleton High. 10% of the student population will be unable to afford their 2011-2012 yearbook.

With your financial support, the MHS Yearbook Club will be able to continue their Yearbook Scholarship Program for these students. All donors will be recognized in the yearbook.



**For more information and to support the Scholarship Program, contact**  
**[middletonyearbook@gmail.com](mailto:middletonyearbook@gmail.com)**



# WELCOME NEW MEMBERS



**Safe Bridge Solutions, Inc.**  
**Dan Millin**  
**1717 W Beltline Hwy, #300**  
**608-442-0012**  
**[www.safebridgeinc.com](http://www.safebridgeinc.com)**

**Description:** Safe Bridge Solutions is a leading business and technology consulting and staffing company. They specialize in project management, business analysis, technical staff augmentation and direct placement services. They pride themselves on delivering the highest level of service to their clients and employees, while building and maintaining the best team of project management, business analysis and information technology consultants in the area. Safe Bridge is focused on delivering superior customer value by providing high quality and economical services to its clients that help them achieve their business goals and objectives.



**The Tennis Shop**  
**Bill & Peter Dermody**  
**734 N. Highpoint Rd**  
**608-512-1650**  
**[www.thetennisshopmadison.com](http://www.thetennisshopmadison.com)**

**Description:** The Tennis Shop is the area's premier source for all things tennis, offering the widest selection of racquets, tennis shoes, accessories, and boutique tennis apparel. With Internet-competitive pricing and knowledgeable customer service, The Tennis Shop is the single place to shop for tennis needs. They offer excellent racquet demo and stringing programs



**Think It Then Ink It**  
**Adam Hollenzer**  
**1960 Cayuga Street**  
**608-203-8443**  
**[www.thinkittheninkit.com](http://www.thinkittheninkit.com)**

**Description:** In addition to offering unique retail apparel, Think It Then Ink It is your premier source for screen printing, embroidery, promotional products, fundraising, graphic design and more.



**Tires Plus**  
**Bob O'Neill**  
**8341 Murphy Drive**  
**608-828-5880**  
**[www.tiresplus.com](http://www.tiresplus.com)**

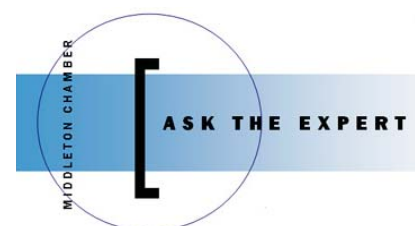
**Description:** Tires Plus Total Car Care is your go-to, expert source for new tires for any car, truck or SUV. Our tire experts provide the experience and know-how to guide you through the maze of tires to find ones that not only match your vehicle, but also your specific driving style and road conditions. We're also the plus in every service your car needs. Whether it's a new battery, brakes, alignment, or any other repair, we've got the auto repair specialists with the expertise to get it done right.



**TORNADO MARKETING**  
**STRATEGIES FOR SALES VELOCITY**

**Tornado Marketing**  
**Adrienne Machina**  
**Middleton**  
**608-213-0377**  
**[www.tornado-marketing.com](http://www.tornado-marketing.com)**

**Description:** Tornado Marketing is the communication conduit between your company and your target audience. You've already invested significant time and money to develop your products and services. Don't stop there! Remember – the "best" product doesn't always win. Marketing is often the differentiator of the market leaders. Tornado Marketing is about building a marketing and sales process that consistently produces high-impact results. You are probably already familiar with the sales funnel, where the entire universe is narrowed into a small segment of qualified leads and buyers for your solution. Tornado Marketing is the process that starts that funnel spinning, creating hooks that pull prospects to the next level of the process.



**Look for new**  
**Ask the Expert Seminars**  
**Coming January 2012!**

*Edgewood College*  
*Deming Way Campus*

\*Ask the Expert Seminars are an included benefit of your Chamber Membership.



# MEMBERSHIP RENEWALS

(OCTOBER - NOVEMBER 2011)

*AnchorBank, fsb*

*Applied Tech Solutions, Inc.*

*Asbury United Methodist Church*

*Bergamot Massage Therapy and Bodywork*

*Best Western West Towne Suites*

*Betty Lou Cruises*

*Bunbury & Associates*

*Burman Coffee Traders, LLC*

*Cadence Insurance Brokers, Inc.*

*Capital Chaplains, LLC*

*Edgewood College*

*Edward Jones - Jon Aumann*

*Encore Construction*

*Goodwill Industries*

*Hartjes Dental Associates, LLC*

*Huntington Learning Center*

*Keva Sports Center*

*Leukemia & Lymphoma Society*

*Little America Builders*

*Little Red Pre School*

*Loren Imhoff Homebuilder, Inc.*

*MAGIC - Middleton Abilities Group  
Improving Community*

*Mid Town Pub*

*Middleton Baby and Child Care, LLC*

*Middleton Cardinal Booster Club, Inc.*

*Middleton Community Bank*

*Middleton Cross Plains Area School  
District*

*Middleton Cycle*

*Middleton Sports Bowl, LLC*

*Morgan Stanley - John Fasanella*

*Neckerman Insurance Services*

*Neena, LLC*

*Perkins Financial, LLC*

*Plandesign, LLC*

*PropertyDrive, LLC*

*Radisson Hotel Madison*

*Regus Management Group, LLC*

*Restaino & Associates, Inc.*

*Rowland Reading Foundation*

*Shulfer Architects, LLC*

*Stark Company Realtors - Jill Stiegler*

*Sustainable Engineering Group*

*SWAT Madison, LLC*

*TAS Consulting Group, Inc.*

*Techline Workspace Studio*

*True Laser, Ltd.*

*Two Men and a Truck*

*Upper Iowa University*

*UPS Store - Middleton*

*UW Credit Union*

*UW Health Transformations*

*Wayside Development, LLC*

*William Sonny Simon VFW Post 8216*

*WPS Bank*



THANK YOU FOR  
YOUR CONTINUED  
MEMBERSHIP!



# MEMBERS ON THE MOVE

## ANNOUNCEMENTS

### ANNOUNCEMENTS

#### **American Girl Celebrates 25th Birthday with Playground Build at Lakeview Park.**

American Girl is proud to celebrate 25 years of inspiring millions of girls through its beautifully-made dolls and compelling books. In honor of this milestone and the company's ongoing support of the local community, over 200 American Girl employee volunteers came together to build the playground from the ground up. The new play area features everything a child could want for outdoor fun, including slides, adventure tubes, a swing set, bridges, a playweb climber, and more.



#### **Chesterfield Mall the Next Site of**

**American Girl Store.** The Middleton Company, American Girl, announced in October that the Chesterfield Mall in suburban St. Louis will be the site of their next store. The store will carry American Girl dolls, clothing, accessories and books, and will even include a bistro, hair salon (for the dolls), and T-shirt boutique. The Chesterfield store is scheduled to open in the Spring of 2012.



#### **Middleton-Cross Plains Area School District Education Foundation Wins Grant.**

The Middleton-Cross Plains Area School District Education Foundation was awarded a Community Impact Challenge Grant from the Madison Community Foundation. The grant is a 2-for-1 match. The school district has until December 31, 2012, to raise \$70,000. If it does, the Madison Community Foundation will provide a \$35,000 grant to the MCPASD Education Foundation.

#### **Madison Residents Unplug, Reconnect with Board Games!**

Owner of 'I'm Board!' Store Says Local Sales Mirror National Trend: Board Games, Game Nights Offer 'Recession-Proof' Fun for Families, Friends. Board games offer something many people crave in today's increasingly digital world. Modern conveniences help us stay in touch but sometimes minimize the time we spend communicating face to face. For less than the cost of dinner out or a night at the movies, a new board game also offers low-cost entertainment when money is tight. For these and other reasons, board games are making a big comeback, even in a continued weak economy. This national trend inspired Madison game enthusiast and former game designer Bryan Winter to pursue a lifelong dream of opening a game store. In August 2011, he opened I'm Board! Games & Family Fun at 6771 University Avenue.

**Sperry Van Ness has announced that Dan Roseliep, CPM, has completed a sale of a 25 unit apartment building at 12 Dempsey Rd, to Dempsey Commons, LLC.** Dan Roseliep represented the owner. Sperry also announced that Jeff Jansen, CCIM, has completed a lease of office space at 34 Schroeder Ct, to University of Wisconsin Colleges Online.

#### **Goodwill Thanks Middleton Community for Donating Computers.**

Over three tons of computer equipment were donated to Goodwill during a recent collection drive held in Middleton. Goodwill accepts donations of working and nonworking computer equipment year round, free of charge. The recent collection drive was held in an effort to increase awareness about the program. Through the ongoing program, called Reconnect, residents can donate computers, hard drives, monitors, keyboards and mice and just about anything that can be attached to a computer (e.g., printers, speakers, cords), regardless of brand. They also can donate Microsoft Xbox and Zune systems and peripherals.

#### **Security State Bank Now Starion**

**Financial.** Two long-standing community banks, Security State Bank of Dunseith and Starion Financial, headquartered in Bismarck-Mandan, have merged. Security State Bank will officially be called Starion Financial as of October 2011. With the merger, Starion Financial now has 13 banks in North Dakota and Middleton. Following the bank merger, Starion Financial will have 13 locations and \$850 million in assets.

#### **Regus Set to Open First Madison Location - Increasing demand for flexible workplaces fuels growth across Wisconsin.**

Regus, the world's largest provider of flexible workplaces, has announced the opening of its location at 2810 Crossroads Drive. Regus offers fully-equipped offices with support staff to help businesses and individuals work more effectively. With the opening of the Madison location, Regus now operates five business centers throughout the state, including Brookfield, Glendale, Middleton and Milwaukee.



# MEMBERS ON THE MOVE

## ANNOUNCEMENTS

### ANNOUNCEMENTS (CONTINUED)

**October 27 Restaino & Associates Realtors Halloween Fundraiser Party benefits the UW Carbone Cancer Center for Breast Cancer Research.** The event was held at Capital Brewery and was a fun evening filled with amazing costumes, silent auction items with dancing. The event raised over \$9,500. Thank you to everyone that made this happen!

**The North Central Group Shows it Cares with 30th Anniversary Events.** For The North Central Group, reaching its 30th year in business recently was cause for great celebration and reflection about what was truly important. The company continued its spirit of giving and appreciation by donating close to 4,000 pounds of food and more than \$3,500 to local Feeding America organizations (formerly Second Harvest). Team members at every one of its 30 hotels and corporate office participated in a successful food drive. To further commemorate this special occasion, the company unveiled a Proclamation establishing August 28th (the date of incorporation) as Team Member Appreciation Day. To capture this extraordinary moment in time, The North Central Group created a time capsule with items from circa 2011.

**Culver's of Middleton Raises Funds For Local Student.** Culver's of Middleton recently raised over \$3,000 for Matthew Meinholz, a senior at Middleton High school, who was diagnosed with a malignant brain tumor in August 2011. During the fundraiser, many of Matt's family, friends and the Middleton High School cheer leaders supported the event through promotional activities, and worked in the restaurant on the day of the fundraiser.

**October 28th Brat Fry Benefits Local Family.** The State Bank of Cross Plains held a brat/bake sale fundraiser at its 8301 University Avenue location to support the Family of Matt Meinholz. \$5,775 was donated to the Meinholz's to help pay for medical bills stemming from the Middleton High School student's brain tumor. Thank you to everyone from the community that attended the event

**Clifton Gunderson, LarsonAllen Announce Plans to Merge.** Clifton Gunderson and LarsonAllen, ranked as two of the nation's top 20 certified public accounting and consulting firms, plan to merge and form one of the top 10 accounting firms in the United States. The partners of both firms have agreed to the combination. Pending final approvals, the merger will take effect January 2, 2012. The new firm will be named CliftonLarsonAllen (CLA). CLA will bring together two firms of significant magnitude to offer unprecedented emphasis on serving privately held businesses and their owners, as well as entities in the public sector — not-for-profits and governmentals.

**The Alliance Annual Report Celebrates Cooperative Benefits.** At a time when there is great change economically and legislatively, the member-owned health cooperative is able to share success with its members. Detailing achievements from June 2010 to May 2011, The Alliance annual report shows how the cooperative continues to benefit members, yielding an average savings of \$33.86 for every \$1 paid — and increase of \$2.09 from last year, with no net price increases. Collectively, Alliance members purchased more than \$450 million in health care throughout the fiscal year and saved more than \$133,520,000.



**Madison Friends of CURE-Citizens United for Research in Epilepsy Raise Awareness and Money.** Madison Friends of CURE enlisted the help of several Middleton Chamber members to assist in the Summit Credit Union Haunted Hustle. The team enjoyed a day of fun providing water, Gatorade and encouragement to racers, while providing awareness with their theme: "Epilepsy is a Beach" Chamber volunteers included: Karin Henning, Vicki Rowe, Regina Wheat, Debbie Love, Melissa Simon, Erin Sardeson, David Parks, Steve Parks, & Donna Parks along with many Madison friends of CURE. The main purpose of this event was to raise awareness however, thanks to the generosity of PPD and other donors, over \$1500 was raised for research.

**It's NEVER Too Early To Start Thinking About Client Appreciation Events for Next Summer!** The Madison Mallards Baseball Club is in full swing planning for the 2012 season. Last year, after a \$2.2 million dollar stadium renovation, the team saw the most successful season in summer College baseball history. With an average attendance of 6,278 fans per game, the Duck Pond was sold out 26 of 34 games. Season and Group tickets are on sale now. If you book your group outing before December 30th, you will be given 2011 prices in all group ticket areas. For more information contact Nolan Brown, at the Mallards Ticket Office at 608-246-4277 or [Nolan@mallardsbaseball.com](mailto:Nolan@mallardsbaseball.com).

# MEMBERS ON THE MOVE

## HIRES/PROMOTIONS • AWARDS

### HIRES/PROMOTIONS

**Middleton Community Bank is pleased to announce the addition of the following employees to their staff:**

Ann Bush has joined the bank as Compliance Officer. Ann brings with her many years of banking experience.

Natalie Esser and Kris Statz have joined the bank as Tellers. Both bring with them over 6 years of banking experience each.

Kelly Noltner has been promoted to Deposit Operations Assistant. Kelly joined the bank in 2009 as a Teller.

**The North Central Group Leadership Transition.** On the heels of its 30th anniversary, The North Central Group, announces changes to its leadership team. The company's transition begins with Jonathan Bogatay stepping into the role of CEO. Jeff Lenz will take the reigns as President and continue his responsibilities as CDO. Keith Osborne, who joined the team earlier this year, will continue to lead the Property Operations and IT teams as Senior Vice President and COO. Mark Lenerz was promoted to Vice President of Finance & Administration earlier this year. The final piece to the leadership transition is the departure of CFO Jane Braatz as she begins to write a new chapter in her career story. The transition of CEO from David Lenz to Jonathan Bogatay offers Lenz the opportunity to dedicate more time and energy to effectively managing the company's debt and equity needs, assist with long-term strategic planning, travel occasionally and enjoy time with his grandkids. A newly-formed Advisory Board will provide counsel and support for ongoing strategic thinking and long-range planning, with Lenz serving as Chairman of the Board.

**Kari Fritz has been named manager of UW Credit Union's Middleton Hills branch.** Fritz brings over 14 years of financial industry experience. She has been with the credit union for 10 years, and most recently served as Assistant Branch Manager for UW Credit Union at their Monroe Street and Junction Road branches.



### AWARDS

**J.P. Cullen and Watertown Unified School District Receives the Build Wisconsin Award.** In December, J. P. Cullen & Sons, Inc. (Cullen) along with others, will receive the Build Wisconsin Award for the General Contractor – Renovation category from the Associated General Contractors Association of Wisconsin (AGC). The Watertown Unified School District Seven (7) School Addition and Renovation project is considered a milestone accomplishment for the District, the community and Cullen.

**Savant Recognized for Fiduciary Excellence - Firm continues to meet global standard of excellence for Investment Stewards, Advisors.** Savant Capital Management, Inc., a nationally recognized fee-only wealth management firm, is again recognized with two Centre for Fiduciary Excellence (CEFEX) certifications. This is the fourth consecutive year Savant has had its certification renewed. Savant was the first retirement plan in the world recognized by CEFEX in 2007 for adhering to a global standard of excellence for Investment Stewards.

**In October, Standard Imaging was named 1 of 5 winners of the 2011 Corporate Report Wisconsin, Corporate Citizenship award.** This award honors WI companies that have set themselves apart from normal business practices in the areas of community, social justice and the environment. This is the 3rd prestigious award presented to Standard Imaging in 2011.

**Gennady Bekasov of Clifton Gunderson Wealth Advisors LLC has been awarded the Accredited Investment Fiduciary® (AIF®) designation from Fiduciary360 (fi360),** an organization offering training, tools and resources to promote a culture of fiduciary responsibility and improve the decision making processes of fiduciaries. The AIF designation signifies knowledge of fiduciary responsibility and the ability to implement policies and procedures that meet a defined standard of care. Bekasov is the Chief Compliance Officer for Clifton Gunderson Wealth Advisors, in Middleton.

**Madison Remodeling Professionals Win Achievement Awards.** Seven categories of Achievement Awards were presented in Madison at the 2011 Contractor of the Year (CotY) Award. Judging for local awards took place at the Association's chapter headquarters in late October.

**Leadership Award – Jeff Grundahl CR, JG Development, Inc.** This award is presented to a NARI member, either past or present, for meritorious service to NARI and the remodeling industry.

**Employee of the Year – Jesse Schlimgen CR, JG Development Inc.** recognizing an employee whose talent, dedication, enthusiasm and teamwork make a NARI Member company's business prosper.

# MEMBERS ON THE MOVE

## AWARDS

### AWARDS (CONTINUED)

**Willy Street Co-op Receives Business Sustainability Award at In Business Expo & Conference.** Sustainable Large Business of the Year: Williamson Street Grocery Cooperative (The Willy Street Co-op), has been all about sustainability since it was established in 1974. The co-op is meticulous in its efforts to build toward a green and sustainable future, and its myriad sustainability efforts that include offering a wide variety of green-friendly products, including many cleaning and paper products; continually looking for local vendors for its products; using low-toxin paints and finishes; participating in the local Bicycle Benefits program; using low-flow water fixtures; reducing energy use through rooftop solar panels, a solar thermal system, occupancy sensors, high-efficiency refrigeration systems, and energy-efficient lighting; and cutting grass with a push mower (now that's dedication).

**Sara Investment Real Estate Deftly Navigates Foreclosure Process to Help Start-Up Business.** The cat-and-mouse game of foreclosure sales may deter many commercial real estate investors. Not so with Sara Investment Real Estate. If it's a good opportunity, the Madison-based firm will take the extra time and patience required to negotiate the process. Sara Investment manages a diverse portfolio of 56 retail, office, industrial and mixed-used commercial properties in 18 cities throughout Wisconsin. "Our business is investment real estate, and our expertise is matching investors, renters and properties, especially with an eye on long-term relationships," says company Founder and President Eric Schwartz. "Sometimes a good opportunity means more effort but the results will be worth it, especially when we can help a new business get started and help a community land jobs."

**J. P. Cullen Awarded the Student Athlete Performance Center at UW-Madison.**

J. P. Cullen & Sons, Inc. (Cullen) was recently awarded the Student Athlete Performance Center Project as the Construction Manager at Risk with a total budget of \$76.8 million. Components of the project are seeking a LEED Silver Certification. Work will begin December 2011 and be substantially complete in December 2013. This project includes renovating existing structures and constructing a new multistory building adjacent to the McClain Center and Camp Randall Stadium, which will house programs for the Division of Intercollegiate Athletics.

**Madison Remodeling Professionals Win Awards for Excellence.** Eighteen companies in Madison were named Local winners in the 2011 Contractor of the Year (CotY) Award competition in several categories. Twenty-Seven projects were entered totaling \$3,021,827.46 in value. The awards are part of an annual competition held by the National Association of the Remodeling Industry (NARI). In addition, three projects were awarded Green Project Recognition for their ability to meet specific criteria based on sustainability and eco-friendly remodeling practices. JG Development, Inc., with other partners.



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# MEMBERS ON THE MOVE

## AWARDS • EVENTS

### AWARDS (CONTINUED)

**A Pledge for Fire Safety Earns Middleton Fire District \$10,000 Grant From Liberty Mutual Insurance.** Thanks to Community Support, Middleton is One of Ten Local Fire Departments in U.S. to Win 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. From September 1 through October 31, more than 1,125 residents in Middleton visited [www.BeFireSmart.com](http://www.BeFireSmart.com) and took an online quiz, answering 10 questions to test their fire safety knowledge. Each completion secured a credit for the Middleton Fire District, helping it become one of six midsize communities, and one of 10 cities and towns overall across the U.S. to win a Liberty Mutual grant. The Middleton Fire District says it will use the grant to purchase equipment that will help in everyday job duties.

**Marilyn Burke of Marilyn's Salon & Opera House was awarded the Neighborhood Notable Award.**

This award is given to an individual demonstrating leadership in making a neighborhood and its businesses successful. Burke, 52, has been a business and property owner in Middleton for more than 20 years. She owns Marilyn's Salon & Opera House (1833 Parmenter St.), a historic landmark with apartments and retail smack dab in the heart of Middleton. She's founder and president of the very active Downtown Middleton Business Association. Five years ago she spearheaded the Middleton Business Watch.

**ZDA Wins Indie Award.** ZDA's Dynamic Developer Award recognizes nominees who create sustainable projects that benefit the community. Two projects that were mentioned specifically include ZDA's management plan and ongoing commitment to Troy Gardens and work for the Porchlight Safe Haven facility.

**Some of Middleton's Best Win "Indie" - Independent Business Awards by Isthmus Magazine.**

**Steven Ziegler of Ziegler Design Associates was awarded the Dynamic Developer Award for 2011.** Ziegler runs his landscape architecture firm out of a converted garage on his small town of Middleton farm. Ziegler, 63, is a lifelong area resident who followed in the footsteps of his father, a UW landscape architecture professor. Since the 1990s, Ziegler Design Associates has planned landscapes for individuals and organizations, devoting a portion of its work to needy nonprofits.

### EVENTS

**December 2-3, 10am**

Oak Park Place Holiday Craft Bazaar & Bake Sale (718 Jupiter Drive). For more information email [rhoeth@oakparkplace.com](mailto:rhoeth@oakparkplace.com).

**December 3, 8pm & December 4, 3pm**

MOM Home for the Holidays, live radio play, Young St. Nick: The boy who became Santa Claus  
Middleton Performing Arts Center.  
Tickets [www.middletonholidays.org](http://www.middletonholidays.org).

**December 4, 2-3:30pm**

Glaze Holiday Ornaments!  
Register at [www.twinvalleyclay.com](http://www.twinvalleyclay.com).

**December 4, 4:30-6pm**

Downtown Middleton Business Association Tree Lighting & Visit with Santa, City Hall.  
[www.downtownmiddleton.com](http://www.downtownmiddleton.com)

**December 5, 6pm**

Beer & Food Pairing at Imperial Garden (Middleton). For reservations email [dine@imperialgarden.com](mailto:dine@imperialgarden.com)

## 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.



# MEMBERS ON THE MOVE

## EVENTS

### EVENTS (CONTINUED)

#### December 6, 5pm

Elements Therapeutic Massage Holiday Open House. Massages & buy one get one Gift Certificates.

#### December 7, 1pm (central)

Clifton Gunderson webcast on preparing for a retirement plan audit. Registration [www.cliftoncpa.com/Resources/Events/Details/340](http://www.cliftoncpa.com/Resources/Events/Details/340)

#### December 8, 1pm (central)

Clifton Gunderson webinar on Not-For-Profit challenges: "What's Ahead and What to do About it". Registration at [www.cliftoncpa.com/Resources/Events/Details/338](http://www.cliftoncpa.com/Resources/Events/Details/338).

#### December 8, 6-8pm

Men's Beer & Buy Night, Neena~Apparel for Movement. Massages, beverages and gift wrapping, send in the men!

#### December 8

Wine Dinner at Captain Bill's  
Enjoy wine paired with 6-courses.  
Reservations, call 831-7327

#### December 8, 4:30pm &

#### December 13, 11:30am

SVA Executive Briefing Webinar: "Year-End Tax and Investment Planning for Executives". For more information and to register please visit [www.sva.com/executivebriefing/](http://www.sva.com/executivebriefing/)

#### December 16, 4-7pm

Gilda's Club Holiday Happy Hour - Marriott Madison West Atrium. Call Diana at 608-831-2000 for reservations.

#### December 21, 7:30pm

Middleton Community Orchestra Holiday Concert. Middleton Performing Arts Center.  
[www.middletoncommunityorchestra.org](http://www.middletoncommunityorchestra.org)

#### January 14, 1pm

Healthy Lifestyle Expo at KEVA Sports Center. Demonstrations, FREE kids area. Click here of vendor registration.  
[www.kevasports.com](http://www.kevasports.com)



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## CHAMBER EVENTS

Middleton Pike Hatchery Ribbon Cutting



Bison Jack's Ribbon Cutting



Monk's Bar & Grill Ribbon Cutting



Capital Brewery Business Social Hour



Think It Then Ink It Ribbon Cutting



Little Red Preschool Spooks the Chamber



Tanner's Business Social Hour





## 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, DECEMBER 1**  
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**THURSDAY, JANUARY 5**  
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www.middletonchamber.com*



## CHAMBER EVENT CALENDAR

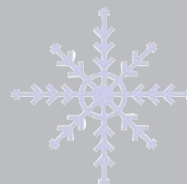
SHOW YOUR SUPPORT FOR YOUR FELLOW MEMBERS,  
NETWORK AND SOCIALIZE. BRING A GUEST!



**Thursday, December 1, 5-7pm**  
**Holiday Business Social Hour**  
**Holiday Inn Hotel & Suites**  
*Celebrate the holidays with complementary appetizers, beverages and networking!*



**Monday, December 5, 11:30am**  
**Ambassador Meeting**  
**Holiday Inn Hotel & Suites**



**Thursday, January 5, 7:30am**  
**Get Moving Middleton**  
**Hilton Garden Inn**



**Tuesday, December 6, 12:00pm**  
**Annual Celebration Committee**  
**Chamber Office**

**Monday, January 9, 11:30am**  
**Ambassador Meeting**  
**Holiday Inn Hotel & Suites**

**Friday, December 23, 12pm**  
**Chamber Office CLOSSES**

**Thursday, January 19, 5:00pm**  
**60th Annual Celebration**  
**Marriott – Madison West**

**Monday, December 26 &**  
**Monday, January 2**  
**Chamber Office CLOSED**

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