



# BUSINESS CONNECTION

JUNE/JULY 2010

## 2010 BOARD OF DIRECTORS

President, Tammy Sullivan  
First Business Financial Services  
232-5937

President Elect, Kevin Mahaney  
Capitol Bank  
836-4305

Secretary, Beth Russell  
Russell Law  
833-1555

Treasurer, Ruth Dumesic  
SVA Certified Public Accountants  
831-8181

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

Teri Bell  
T Wall Properties

Jason Guttenberg  
Libery Mutual

Randy Krantz  
The Neckerman Agency

Emily Halter  
Group Health Cooperative

Emily McGarvey  
North Central Group

Cindy Ramlet  
Cindy Ramlet Avertising & 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,*

Summer is swiftly approaching, as Memorial Day has passed and June has begun in earnest. I hope you have been able to take some time to enjoy the wonderful weather we have had recently. The summer weather teaser is a great reminder of another annual rite of passage – graduations. If you are like me, and have children that are either close to graduating or have just recently graduated, then your calendar is packed full of graduation parties to attend. Enjoy these special milestones, be safe, and remember that this year's graduates are facing one of the toughest job markets in decades – lend some guidance and support when you can.

As you review your calendar make sure you keep all the various Chamber activities highlighted as well. We have been seeing positive signs of economic activity with a handful of ribbon cuttings coming up. We hope you can take a few minutes to help celebrate something—business expansion and growth—that we have, at times, taken for granted in the past. We have all shared some pain over the last two years, so let's celebrate and share in the joy!

Your Middleton Chamber continues to grow, with 50 new members, year-to-date. Your



membership investment, and theirs, opens doors to a magnitude of opportunities to be involved in and to connect with other business people. Ask the Expert will wind up its spring season this month and Get Moving Middleton—held the first Thursday of each month—is a great avenue to make connections. Our various committees continue to meet and allow for professional development. Business Social Hours—Sprecher's opens their new outdoor patio on June 22—and our Annual Golf Outing on July 14, are great settings for relaxed networking. All of this information can be found at the Chamber Website, [www.middletonchamber.com](http://www.middletonchamber.com). As always, feel free to bring a guest to any of our meetings or events.

Finally, I want to say, good luck to the All-America City delegation – bring home the "gold" from Kansas City!

Enjoy your summer with the Chamber!

*Tammy*

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



# ANNUAL GOLF OUTING

PRESENTED BY:



WEDNESDAY, JULY 14TH  
 PLEASANT VIEW GOLF COURSE  
 1322 PLEASANT VIEW ROAD

*Enjoy a beautiful day, 18 Holes of Golf, and  
 an evening of networking and awards*

9:30 - 10:30 A.M.  
 REGISTRATION

10:45 A.M.  
 SHOTGUN START

4:00 - 7:00 P.M.  
 19TH HOLE EVENT  
 COCKTAILS & DINNER  
 AT THE CLUB HOUSE

5:30 P.M.  
 AWARDS  
 CEREMONY

### REGISTRATION PACKAGES:

PACKAGE 1 - \$140	18 HOLES, GOLF CART, LUNCH, RAFFLE TICKET, 19TH HOLE EVENT
PACKAGE 2 - \$30	19TH HOLE EVENT

**\* Sponsorships Still Available -  
 Great Exposure for your Business**

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



### EVENT SPONSORS:



### 2010 SPONSORS:

ActionCOACH • Bodilly CPA's & Consultants • Capitol Bank • Ballweg Chevrolet • Zimbrick Acura/VW  
 T. Wall Properties • US Signal • Capital Brewery • North Central Group • WISCO Hotel Group  
 Wisconsin Community Bank • Summit Credit Union • SVA Certified Public Accountants • Starion Financial  
 The Neckerman Agency • Atterbury, Kammer & Studinski, S.C. • American Transmission Company  
 Sam's Club • Integral Building Systems • Country Inn & Suites • State Bank of Cross Plains  
 Yahara Software • Supranet • Rubicon

# MEMBERSHIP RENEWALS (APRIL - MAY 2010)

ActionCOACH - Iain McFarland

Baer Insurance Services, LLC

Bristled Boar

Captain Bill's

Century Square

Chartwell Midwest Wisconsin

Clasen Bakery, Inc.

Club Tavern

Costco Wholesale - Middleton

CPU Solutions, Inc.

DIRECTNETWORKS, Inc.

Domino's Pizza - Allen Blvd.

Eagle Optics

Econoprint - Madison

Elements Therapeutic Massage

First Choice Dental Group, S.C.

First Weber Group

Friends of the Middleton Public Library

Friends of the Performing Arts Center

Fristam Pumps

Greenway Station Management

Greene-Niesen Insurance Agency

Group Health Cooperative of South Central Wisconsin

Haley Palmersheim, S.C.

Hubbard Avenue Diner, LLC

Imperial Garden

Isthmus Publishing Company, Inc.

James A. Lord, DDS, S.C.

Kraemer Air Filter Corporation

Little Caesars Pizza - Middleton

Livesey Company, LLC

Lycon, Inc

Madison Golf and Development

Courtyard by Marriott, Madison West

Marriott Madison West

Megna Financial Group, LLC

Metro Brokers - Peggy Koth

Middleton Sports and Fitness

Middleton Travel, Inc

Middleton Veterinary Clinic

Monsanto, Agracetus Campus - Middleton

Murphy Desmond, S.C.

Neider & Boucher, S.C.

Nonn's Design Showplace

Northern Capital Management

NSI, Division of West Bend Mutual Insurance Co.

Oertli Woodworking Tools, Inc.

PDQ Food Stores

PPD Development, LLP

Sam's Club

Senscia, LLC

Silverstone Partners, Inc.

Sprintprint II, Inc.

St. Bernard's Congregation

Stark Company Realtors - Kate Isaacson

Staybridge Suites - Middleton

Structural Research, Inc.

The Blettner Group, Ltd.

Trinity Financial Planning

Unified Technologies, Inc.

Vincent Meinholz Family Farm

Welton Enterprises, Inc.

Windogs, LLC

WISC TV3 / CBS

Wisconsin Community Bank

Yahara Software, LLC

*Thank You for your continued support!*



## BUSINESS SOCIAL

### HOURS:

THURSDAY, JUNE 3, 5:00 P.M.  
CHAMBER SPORTS NIGHT  
KEVA SPORTS CENTER

TUESDAY, JUNE 22, 5:00 P.M.  
SPRECHERS PUB &  
RESTAURANT

WEDNESDAY, JULY 21, 5:00 P.M.  
FLEMINGS PRIME  
STEAK HOUSE

## 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: CINDY RAMLET,**  
OWNER,  
CINDY RAMLET  
ADVERTISING &  
MARKETING



*Chamber member since 2005. A Chamber Board member since 2007, Cindy has served on the Annual Celebration Planning Committee, Golf Committee, and Ambassador Committee. She also coordinates the Chamber's Business Social Hour events.*

### **What path led you to create Cindy Ramlet Advertising?**

I graduated from UW-Stevens Point with a degree in fashion merchandising. I worked at In Business magazine during its early days, and I focused primarily on print advertising. Then, I worked for 10 years for Flad Development and Investment Corporation. I managed all marketing associations for Flad-built shopping centers in the Madison

market. That involved working with all forms of media.

I went from full time to part time with Flad to do freelance work on the side. It was an ideal situation since I was also raising children. Eventually, my freelance work became my full business, and I've been on my own for 14 years.

### **What do you love best about the work you do?**

Fortunately, I fell into working with locally-owned businesses. Every project I take on introduces me to great and talented people. I love dealing with owners. They have so much to do, and I'm able to remove at least one layer of stress for them by managing their advertising efforts. Because I'm out there in the community in a very visible way, I am able to represent these businesses. In the process, I get to know a lot of key people.

### **Where do you think businesses sometimes miss the mark with their advertising?**

Some business owners fail to hire someone or assign a staff person to manage the advertising function. Owners often try to spread their advertising too thinly, with just a little bit in each "cup," rather than focusing their resources strategically. It's essential to know your target demographic and choose the best medium for your message. Owners should research advertising rates and allocate enough money in their budget for it. As good as it is, you can't rely on word-of-mouth advertising alone.

### **Do you think there are some misconceptions about advertising and what it can do?**

Many people expect immediate results, instead of taking a long-term approach to their advertising. Like any good investment, it takes

time to be effective. Sometimes, business owners think if they say a lot in their message, they'll obtain the outcome they desire. They need to be more analytical about their message. The ideal message is targeted, consistent, compelling and tailored to the specific market. It must have frequency in order to create an impression and elicit a response. It's easy to blame the media, but the problem may be with the message and its distribution.

### **Why is Chamber membership valuable to you?**

I have appreciated many professional and social networking opportunities through the Chamber. I want to play a meaningful role in the community, and I want my involvement to make a difference. When I contribute to the Chamber, I believe I'm contributing to the larger community.

I really like to work with our younger Chamber members. They bring so many good ideas and so much positive energy. I think they feel welcomed by the Chamber, and I see that they have helped our membership grow because they attract others, too. It's such an asset to have younger members serving on the Board and on committees. Through its work, the Chamber may even help shape some of our younger members' futures. It's a win/win situation for everyone!

### **What else, in addition to your work, brings you happiness?**

My family and the good work that our children are doing out in the world. I have wonderful friends who enrich my life. Tennis has long been one of my favorite pastimes.



# WELCOME NEW MEMBERS



**Creative Look Studios**  
**April Look**  
 1835 Parmenter St.  
 829-1330  
[www.creativelookimagery.com](http://www.creativelookimagery.com)

**Categories:** Photographer  
**Description:** Creative Look Studios brings a fresh approach to photography and video production. Mixing life style, photojournalistic and traditional elements together to provide clients with not just photographs, but art. Whether it's a newborn, toddler, child, senior, family, maternity, couples, wedding, pet or family session; they strive to create work that you won't find just anywhere else!



**Culligan Total Water**  
**AJ Jameson**  
 5002 World Dairy Dr, Madison  
 226-5268  
[www.culligantotalwater.com](http://www.culligantotalwater.com)

**Categories:** Personal Services; Retail  
**Description:** Total Water Treatment Systems Inc. was founded to provide quality water purity systems and services. The company has been in continuous operation in Dane County since 1943 as an authorized dealer of Culligan products. In the last decade, Total Water has grown to become a leading supplier of high purity water to dialysis clinics, biotech companies, laboratories, and manufacturing and food processing plants in the Upper Midwest.



**Envision Group, Inc.**  
**Ron Brys**  
 8517 Excelsior Drive, Suite 102  
 836-3903  
[www.envisioncad.com](http://www.envisioncad.com)

**Categories:** Business Services; Personal Services; Professional Services and Consulting; Technology Services  
**Description:** The Envision Group empowers you with the ability to improve your efficiency and maximize your investment in CAD technology. MicroStation training, AutoCAD Civil 3D customization, InRoads training, and more!



**K.F. Sullivan Company**  
**Tom Knoop**  
 PO Box 259463, Madison  
 257-2289  
[www.kfsullivan.com](http://www.kfsullivan.com)

**Categories:** Architecture & Engineering; Construction & Building Trades; Professional Services & Consulting  
**Description:** Since 1937, the K. F. Sullivan company has provided design and construction services. Whether you require conventional or metal buildings, their in-house architects, engineers and construction staff can generate pleasing building concepts to meet your financial requirements. As a design-build team, they provide guidance and expertise in a variety of automotive, commercial, medical, educational and industrial facilities.

**Kathleen A. Kjorlie, LLC**  
*Attorney & Counselor at Law*

**Kathleen Kjorlie, LLC, Law Office**  
**Kathy Kjorlie**  
[www.kathykjorlielaw.com](http://www.kathykjorlielaw.com)

**Categories:** Attorneys  
**Description:** As an experienced business professional serving individuals and business owners in Wisconsin, Attorney Kathy Kjorlie provides peace of mind for clients as they plan and settle estates, start and run businesses, buy and sell properties, and navigate the bankruptcy process.



**Madison Area Technical College**  
**Lorin Toepper**  
 302 S. Gammon Rd.  
 243-5415  
[www.matcmadison.edu](http://www.matcmadison.edu)

**Categories:** Schools and Childcare  
**Description:** Madison College provides top, hands-on training for more than 140 careers through associate degree, professional certificate and transfer programs—including more than half of the “Top 50 Fastest Growing Occupations” identified by the Wisconsin Department of Workforce Development. Madison College strives to provide accessible, high quality learning experiences that serve the community in a variety of ways.



# WELCOME NEW MEMBERS



**Meicher & Associates, LLP**  
Cory Myers  
2349 Deming Way, Suite 300  
826-1900  
[www.meichercpa.com](http://www.meichercpa.com)

**Categories:** Accountants;  
Financial Services and Banking;  
Professional Services and  
Consulting

**Description:** Meicher &  
Associates is a local CPA firm that  
works with clients to fulfill their  
business, accounting, auditing,  
and tax needs, as well as providing  
litigation support.



**Middleton Community United  
Church of Christ**  
Jim Iliff  
645 Schewe Road  
831-4694  
[www.middletonucc.org](http://www.middletonucc.org)

**Categories:** Churches  
**Description:** Middleton  
Community United Church of  
Christ is home to people from a  
variety of church backgrounds,  
emphasizing community, service,  
and spiritual growth. We are  
committed to making a difference  
in our community through our own  
ministries and our strong support  
for Middleton Outreach Ministry  
and The Road Home Dane County.

**MJM Financial Consulting, LLC**  
Michael Mihelbergel  
3251 Mound View Rd, Verona  
848-7339

**Categories:** Business Services;  
Financial Services and Banking;  
Personal Services; Professional  
Services and Consulting



**Pellitteri Waste Systems**  
Roger Cole  
7035 Raywood Road, Madison  
257-4285  
[www.pellitteri.com](http://www.pellitteri.com)

**Categories:** Personal Services  
**Description:** Pellitteri Waste  
Systems has provided superior  
trash and recycling collection  
service to their commercial and  
residential customers throughout  
Dane County since 1939. They  
also provide confidential paper  
shredding.



**Potter Lawson, Inc.**  
Beth Prochaska  
15 Ellis Potter Ct., Madison  
274-2741  
[www.potterlawson.com](http://www.potterlawson.com)

**Categories:** Architecture and  
Engineering; Construction and  
Building Trades; Professional  
Services and Consulting  
**Description:** With a reputation for  
excellence dating back to 1913,  
Potter Lawson is an architectural,  
planning, and interior design firm.  
They are focused on developing  
long-term relationships with  
clients. The firm is organized into  
four groups of specialization: the  
Corporate Group, the Education  
Group, the Justice/Municipal  
Group, and the Research/High  
Tech Group.



**Prairie Café & Bakery**  
Daniel Erdman  
6720 Frank Lloyd Wright Ave.  
827-2437  
[www.prairiecafeandbakery.com](http://www.prairiecafeandbakery.com)

**Categories:** Restaurants and  
Caterers  
**Description:** Opened in 2000,  
The Prairie Café and Bakery has  
been established as “the meeting  
place” for the New Urbanism  
Community of Middleton Hills.  
They feature full breakfast and  
lunch menus, made-from-scratch  
bakery, and great coffee.



**Ruffin' It Resort**  
Renee Brantner-Shanesy  
635 Struck St, Madison  
310-4299  
[www.ruffinitresort.com](http://www.ruffinitresort.com)

**Categories:** Pet Supplies &  
Veterinarians  
**Description:** Ruffin' It Resort  
offers premium doggie day care  
and luxury overnight boarding  
accommodations. This state-of-the  
art club is designed specifically  
for our four-legged friends. Your  
pal will be treated as ‘VIP’ (very  
important pooch) and lavished with  
love and attention, all while being  
spoiled with the many activities  
and ‘pamenities’ at Ruffin' It  
Resort!



# WELCOME NEW MEMBERS



**Stroud, Willink, & Howard, LLC**  
 Carolyn Hegge  
 25 West Main St, Madison  
 257-2281  
[www.stroudlaw.com](http://www.stroudlaw.com)

**Categories:** Attorneys  
**Description:** Since it was founded in 1892 by the partnership of Olin and Butler, the law firm of Stroud, Willink & Howard has helped businesses in the Greater Madison area flourish, along with the families who own them. Engaged in a general business practice, Stroud, Willink & Howard's expertise lies in the finer details of business law. From estate planning, to settling shareholder disputes, they provide comprehensive legal services that enable clients to concentrate on the bigger issues of running their companies and living their lives.



**ThermaCor, Inc**  
 Michael Johnson  
 2219 Eagle Dr  
 824-1110  
[www.thermacorinc.com](http://www.thermacorinc.com)

**Categories:** Construction and Building Trades; Manufacturing  
**Description:** ThermaCor is a manufacturer of commercial and residential heated carpet extractors. ThermaCor is also a distributor of carpet cleaning solutions and accessories. Extractors are used in the car wash/auto detailing industries, janitorial/sanitation industry, the property management industry, and the hotel/motel industry.



**USANA Independent Distributor**  
 Bev Jambois  
 800-511-8792  
[www.bevjambois.usana.com](http://www.bevjambois.usana.com)

**Categories:** Health and Fitness; Personal Services  
**Description:** Are you thinking of ways to take control of your health? Get in the best shape of your life? Consider USANA-our products have been ranked #1 out of 1500 products evaluated in the independent "Comparative Guide to Nutritional Supplements." Bev is looking for a partner to expand into local and international markets.



**ZDA, Inc.**  
 Joan Ziegler  
 4797 Capitol View Rd  
 831-5098  
[www.zdainc.com](http://www.zdainc.com)

**Categories:** Landscaping and Nurseries; Personal Services  
**Description:** ZDA is a landscape architecture, site planning and garden design firm that brings people outside to live, grow and play, with award-winning gardens and beautifully functional spaces. Sustainable, low-maintenance landscapes you will love and enjoy.

## IMPORTANT LEGAL UPDATES

New Wisconsin Auto Law Effective June 1st. As of June 1, 2010, you are required by state law to show proof of insurance at traffic stops and accidents when requested by law enforcement. Please look for your official insurance cards which are part of your Auto Insurance policy. Be sure to keep them in the vehicle at all times. Drivers who fail to show proof of insurance may be fined. Operating a motor vehicle without insurance can result in a fine of up to \$500. For more information and other news, please visit our website: <http://www.neckerman.com/news.html>.

Important Lead Information for Families, Child Care Providers and Schools from the US Environmental Protection Agency. "Federal law requires that individuals receive certain information before renovating six square feet or more of painted surfaces in a room for interior projects more than twenty square feet of painted surfaces for exterior

projects in housing, childcare facilities and schools built before 1978.

1. Homeowners and tenants: renovators must give you this pamphlet before starting work.
2. Childcare facilities, including preschools and kindergarten classrooms, and the families of children under the age of six that attend those facilities: renovators must provide a copy of the pamphlet to child-care facilities and general renovation information to families whose children attend those facilities.

Also, beginning April 2010, federal law will require contractors that disturb lead-based paint in homes, childcare facilities and schools, built before 1978 to be certified and follow specific work practices to prevent lead contamination."For more information and a copy of the pamphlet, click on the following links: <http://www.epa.gov/lead/pubs/renovation.htm>

# MEMBERS ON THE MOVE

## ANNOUNCEMENTS

### ANNOUNCEMENTS

Boston's Restaurant in Middleton Partners with Juvenile Diabetes Research Foundation and Middleton High School's LaCrosse Teams for a Series of Fundraising Events. In January 2010 former Middleton High School men's Lacrosse coach, Andrew Utterbeck, passed away due to complications from Type 1 Diabetes. Boston's and the High School Lacrosse teams are extending support to JDRF. On May 16th, guests that dined at Boston's help to raise money for JDRF and the Andrew Utterback Scholarship Fund. 10% of all sales were donated.

Vierbicher Associates is pleased to announce that, Patrick Cleary, ASLA, has recently earned the designation of a Wisconsin Registered Landscape Architect. Patrick earned Master's Degrees in Landscape Architecture and Architecture as well as a Bachelor's Degree in Architecture from the University of Michigan-Ann Arbor. He began working at Vierbicher in 1993 as an Architectural Designer/Intern. He has directed landscape architectural projects for the firm for over 15 years.

Local Culver's Restaurants Kicks National Hamburger Month into Gear by Launching a New BBQ Cheddar ButterBurger. Culver's in Middleton introduced a new ButterBurger to help celebrate National Hamburger Month in May. The BBQ Cheddar ButterBurger is served with fresh, never-frozen 100 percent U.S. Beef, savory BBQ sauce, Wisconsin Cheddar cheese and cooked-to-order with a choice of your favorite condiments.

West Business Services Hiring for 50+ New Sales Positions. The company currently serves several Fortune 500 clients and many new positions will have the opportunity to build relationships directly with client contacts. Ideal candidates for these sales positions will have sales and customer service experience. Applications for any available West Business Services position can also be submitted through [www.westbusinessservices.jobs](http://www.westbusinessservices.jobs) or by calling 608-836-1260.

KSW Construction Completes First "Hot Mama" Store in Wisconsin. KSW has completed another project at Hilldale. Hot Mama, the celebrated source of contemporary fashion for moms and moms-to-be, opened in early April 2010. The store occupies the 2200 SF space. KSW Construction has also been chosen to expand Madison Sourdough Bakery. They recently completed the 4,000 SF bakery with dining room area, on the street that the company was originally founded in 1994, Willy Street.

Regulators Approve Black Earth State Bank/State Bank of Cross Plains Merger. On April 20, 2010, the appropriate federal and state agencies approved the merger of the State Bank of Cross Plains and Black Earth State Bank. With the addition of Black Earth, the State Bank of Cross Plains will now have ten offices. State Bank will provide an expanded offering of products and services to the customers of Black Earth, such as Wealth Management services and a full service mortgage department.

Ruffin' It Resort, Madison's Award-winning Dog Hotel & Daycare Launches New Luxury Travel Club, PawPerks. PawPerks a new member-only travel club created for dogs with globe-trotting parents who travel frequently for business and pleasure. Members enjoy the following: Priority reservation status, Extended check-out hours, Complimentary room upgrades, Discounts on hotel stays, Specialty treat upon check-in, Signature leather luggage tag, Pet personal shopper, Valet Service, and more! Visit [www.ruffinitresort.com](http://www.ruffinitresort.com) for more information regarding Ruffin' It Resort's countless "pawmenities" and latest travel club, PawPerks.

T.Wall Properties Welcomes Holt-Smith Advisors to Their Newest Office Building. Holt-Smith has relocated to T. Wall Properties' new Johnson Bank Building at 5201 East Terrace Drive. The offices are located on the top floor in the new three-story, 45,000 square foot office building in the American Center on Madison's east side. The new building provides a number of advanced eco friendly features including: high performance windows extending from floor to ceiling, a computerized HVAC control system, and the latest in efficient water usage.

Sperry Van Ness announced that Jeff Jansen & Gary Mohoney completed the sale of a 7,888 sq ft commercial flex condo to Kalena Ventures, LLC at 713 Post Road, Madison.

Gary Mohoney also completed the sale of a 37,000 square foot industrial building at 6139 Pepsi Way in Windsor.



# MEMBERS ON THE MOVE

## ANNOUNCEMENTS · HIRES/PROMOTIONS

### ANNOUNCEMENTS (CONTINUED)

The web design and development department of Econoprint is proud to announce the website launch for Calibra. Calibra approached Econoprint with the challenge of combining two websites, GreatOrganizations.com and SurveysByDesign.com into a new, more user-friendly website. To view the new website, created visit: [www.CalibraLeadership.com](http://www.CalibraLeadership.com).

Dr. Nancy Gutknecht, a doctor from the Center for Natural Medicine, attended the International Postgraduate Course in Anthroposophic Medicine near San Francisco, California. Anthroposophic Medicine is a comprehensive integrative approach to healing by which living organisms, the psyche, and the spirit may be understood and researched in a scientific way. The training will help Dr. Gutknecht perfect her art of healing where the goal remains to stimulate the internal healing processes of the body and mind of the patient.

The 9th Annual Relay for Life Golf Classic, sponsored by Standard Imaging raised over \$11,000 for the American Cancer Society. All 135 golfers have a great afternoon on the course! Standard Imaging would like to thank all that participated and donated to the event.



### HIRES/PROMOTIONS

The City of Middleton announces the hire of new Finance Director/ Assistant City Administrator, John Lehman. John can be contacted at [jlehman@ci.middleton.wi.us](mailto:jlehman@ci.middleton.wi.us).

Wisconsin Community Bank has named Paul Holzem as Assistant Vice President at its Madison office. Holzem will assist customers with their mortgage loan lending needs. He has more than 30 years of experience in the financial services and banking industries. Holzem holds a bachelor's degree from the University of Wisconsin, Madison.

JG Development is pleased to announce that Randy Ziebarth is the newest member of the JG team, serving as Residential Sales Consultant. Randy is a National Association of the Remodeling Industry (NARI) Certified Remodeler, a lead safe renovator, and he brings over 21 years of residential sales, building expertise and product knowledge to the team.

Clifton Gunderson has named Mark Williams as managing partner of its Wisconsin practice. In his new role, Williams will be responsible for leading the continued growth and efficiency improvement of the Wisconsin practice. He succeeds Ted Hart who is retiring December 31, 2010. Williams joined Clifton Gunderson in 2004. He most recently served as partner-in-charge of Clifton Gunderson's Milwaukee and Madison offices.

Ken Thompson, President & CEO of Capitol Bank, is pleased to announce the hiring of A.J. Storrs as Credit Analyst for the Bank. A.J. graduated from the University of Wisconsin-Madison in December 2009 with a degree in Economics, with an emphasis in banking and international finance.

Starion Financial is pleased to announce the addition of J. Scott Harrod as mortgage banking officer. Harrod will help customers identify suitable mortgages to meet their needs, guide them through the qualifying process, and provide customer service. Harrod has 12 years of experience as a residential mortgage lender. He earned his Bachelor of Science in construction administration from the University of Wisconsin – Madison.

Middleton Outreach Ministry (MOM) is pleased to announce that Jackson Fonder has been named as the new Executive Director. He joined MOM in March, 2010. Jackson served as the Site Director for the USAA Phoenix Office. Under his leadership, USAA's community outreach impacted dozens of local nonprofits and community programs. Fonder, a Wisconsin native, enjoyed a distinguished military career of 22 years, he holds a Master of Business Administration degree from the University of the Incarnate Word and a Bachelor of Science degree in Management from Park University. He also earned a graduate certificate in Nonprofit Management from the ASU Lodestar Center for Philanthropy and Nonprofit Innovation.

# MEMBERS ON THE MOVE

## AWARDS

### AWARDS

docuScan of Wisconsin, a program of the Wisconsin Council of the Blind & Visually Impaired, recently received one of the 2010 Business Sustainability Awards sponsored by In Business magazine and Sustain Dane. The "Sustainable Workforce Development Award" went to docuScan for its commitment to providing training to its current workforce on issues of sustainability. Learn more at [www.wcblind.org](http://www.wcblind.org).

InBusiness Magazine Announces Business Sustainability Awards. Eco-Protection Initiative of the Year: Madison Golf and Development. This award is given to a company that has implemented ways to initiate, assist, or accelerate the protection of a local ecological system or feature. Madison Golf and Development Group, LLC and its new water-protection practice was a clear winner for "Eco-Protection Initiative of the Year". In a practice that can be replicated at other golf courses and parks, Madison Golf is moving away from applying fertilizers and chemicals to its golf courses, and toward the use of organic compost. In 2009 this resulted in a 90% reduction of fertilizer use and a 75% reduction in the use of chemicals.

Parents Magazine Names The Little Gym #1 Birthday Party destination for children. Middleton owner, Bob Joers is extremely proud to have received this distinction. "This recognition reflects just how unique our birthday parties are for children, and also how memorable and stress-free they are for parents," Joers said.

Jeff Grundahl Wins National Achievement Award. On April 12, The National Association of the Remodeling Industry (NARI) named Jeff Grundahl, President of JG Development, recipient of the 2010 National John Quaregna Award for Young Remodeling Professionals. Established in 2001, this award recognizes the youthful spirit, enthusiasm and commitment of John Quaregna, for whom the award is named. Jeff received the award at the 2010 Evening of Excellence held in Phoenix, AZ.

Summit Credit Union Honored By Governor Doyle For Financial Literacy Efforts. Governor Doyle and his Council on Financial Literacy honored Summit Credit Union with the 2010 Governor's Financial Literacy Award, in recognition of its partnership with Common Wealth Development (CWD) in supporting Earn\$ave. Earn\$ave is Wisconsin's first youth individual development account program, which offers teens the incentive and support to save successfully while improving their financial skills and habits. Amy Crowe and Ann Raschein of Summit Credit Union along with Tariq Pasha Saqqaf of CWD accepted the award.

The Greater Madison Area Society for Human Resource Management (GMA SHRM) Receives Distinguished Award. The Society for Human Resource Management (SHRM) awarded the Superior Merit Chapter designation to the Greater Madison Area SHRM for its scope of work in perpetuating and supporting the mission of the organization in 2009. The Society

for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. The Greater Madison Area chapter is one of 64 chapters receiving the distinction in SHRM's North Central Region comprised of 10 states and 154 affiliated chapters.

Polycom recognizes TDS for industry-leading performance in 2009. TDS Telecommunications Corp. (TDS®), has been named "Polycom North American ITSP Partner of the Year". The award, given in conjunction with the 2010 TEAM Polycom's annual partner conference, recognizes TDS for its outstanding sales performance and excellence in meeting customer solution, service and support needs.

The North Central Group recently earned an incredible 22 awards and honors for 2009. These Madison West/Middleton hotels represent the best of the best in their respective brands. Courtyard by Marriott earned the Platinum Award. The hotel also scored in the top three for Front Desk Friendliness, Breakfast Quality, and Staff's Local Knowledge. Residence Inn by Marriott was honored with the Gold Award. Fairfield Inn & Suites earned the Silver Award for Overall Guest Satisfaction. Hampton Inn & Suites was honored with the Circle of Excellence Award. Hilton Garden Inn earned the Problem Resolution Award presented to the Hilton Garden Inn hotel with the highest overall service recovery scores for 2009.

# MEMBERS ON THE MOVE

## EVENTS

### EVENTS

Clifton Gunderson receives WICPA Public Service Award. Public accounting firm, Clifton Gunderson, has received the 2010-2011 WICPA Public Service Award. The Public Service Award is given to a WICPA member firm which has distinguished itself in public service activities at the local, regional and state levels. Clifton Gunderson raised more than \$86,200 in monetary donations for charities across the state in 2009. The firm is involved in community activities such as run/walks, the Salvation Army, the adoption of Madison's Esser Pond and is involved on nonprofit boards across Wisconsin.

Krista McMasters, CPA, CEO at Clifton Gunderson, is the recipient of the 2010-2011 WICPA Distinguished Career Award for her professional accomplishments and for her dedicated service to the WICPA and local community.

Jeff Grundahl Named Fred Case Remodeling Entrepreneur of the Year Award 2010 Finalist. Jeff Grundahl, President of JG Development, has been named a 2010 finalist for the Fred Case Remodeling Entrepreneur of the Year Award. Grundahl was chosen by a panel of judges from Case Design/Remodeling, Inc., Hanley-Wood and Harvard University's Joint Center for Housing Studies. The judging was based on four principal criteria: business acumen; financial strength, community and industry involvement and entrepreneurial spirit.

**Sunday, June 6, 2:00-6:00 p.m.**  
Capital Brewery Benefit Concert for Ethopia featuring Natty Nation. \$5 suggested donation.

**Monday, June 7, 11:00 a.m.**  
Middleton Lion's Club 4th Annual Drive "Fore" Sight at Blackhawk Country Club  
[www.middletonlions.com](http://www.middletonlions.com)

**Wednesday, June 9, 11:30 a.m.**  
Clifton Gunderson Technology Solutions presents "Re-Think the Desktop" Rothchild Conference Room, Wisconsin Trade Center (8401 Greenway Blvd)  
[rsvp@cliftoncpa.com](mailto:rsvp@cliftoncpa.com)

**Friday, June 18, 11:00 a.m.**  
16th annual Middleton Cardinals Booster Club Golf Outing. \$125  
[www.middletonboosterclub.com](http://www.middletonboosterclub.com)

**Saturday, June 19, 8:00 a.m.**  
"Protect Yourself Against Fraud" Shred Day at Wisconsin Community Bank parking lot (8240 Mineral Point Rd).

**Thursday, June 24, 9:30 a.m.**  
Holy Wisdom Monastery LEED Platinum Award Ceremony (4200 County Hwy M)

**Saturday, June 26, 6:00 p.m.**  
Madison Drum & Bugle Corps (Madison Scouts) "Drums On Parade". Middleton High School  
[www.drumsonparade.com](http://www.drumsonparade.com)



**Tuesday, June 8, 7:30 a.m. (7:15 a.m. Registration)**  
***Myth Busters: What Do Employees Really Want?***

**Wednesday, September 8, 7:30 a.m.**  
***Understanding Key Financial Reporting Methods***

All seminars are held at Edgewood College, Deming Way Campus  
Registration is free for Chamber Members,  
to register email the Chamber at  
[chamber@middletonchamber.com](mailto:chamber@middletonchamber.com)

# GET MOVING MIDDLETON

STAY INFORMED ABOUT  
MIDDLETON'S COMMUNITY, SCHOOLS, BUSINESS TRENDS,  
FINANCIAL MARKETS, HEALTH MATTERS AND MORE.

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

THURSDAY, JUNE 3  
SPONSORED BY



THURSDAY, JULY 1  
SPONSORED BY:



ANNUAL SPONSORS:



If your business has new hires,  
promotions, announcements,  
awards or events, e-mail  
[chamber@middletonchamber.com](mailto:chamber@middletonchamber.com)

Or fill out the Member2Member  
ActivityPage Submission form on  
our web site at:  
[www.middletonchamber.com](http://www.middletonchamber.com)



# CHAMBER EVENT CALENDAR

SHOW YOUR SUPPORT FOR YOUR FELLOW MEMBERS,  
NETWORK AND SOCIALIZE. THESE EVENTS ARE FREE, BRING A GUEST!

**Thursday, June 3**

7:30 a.m.  
Get Moving Middleton  
*Hilton Garden Inn*

**Thursday, June 3**

5:00 p.m.  
Chamber Sports Night  
*KEVA Sports Center*

**Monday, June 7**

11:30 a.m.  
Ambassador Committee  
*Holiday Inn Hotel & Suites*

**Friday, June 11**

2:00 p.m.  
Grand Opening & Ribbon Cutting  
Ceremony (3:30 p.m.)  
*Huntington Learning Center*

**Wednesday, June 16**

8:00 a.m.  
Middleton Business Builders  
*Total Awards & Promotions*

**Wednesday, June 16**

12:00 p.m.  
Economic Delopment  
*Wisconsin Community Bank*

**Wednesday, June 16**

5:00 p.m.  
Middleton Historical Society -  
Ice Cream Social  
*Lakeview Park*

**Saturday, June 19**

1:00 p.m.  
Ribbon Cutting Ceremony  
*Bloom Bake Shop*

**Saturday, June 19**

Middleton's BIG Event  
[www.middletonsbigevent.com](http://www.middletonsbigevent.com)

**Tuesday, June 22**

5:00 p.m.  
Business Social Hour  
*Sprechers Pub & Restaurant*

**Thursday, July 1**

7:30 a.m.  
Get Moving Middleton  
*Hilton Garden Inn*

**Wednesday, July 7**

12:00 p.m.  
Golf Committee  
*Pleasant View Club House*

**Monday, July 12**

11:30 a.m.  
Ambassador Committee  
*Holiday Inn Hotel & Suites*

**Wednesday, July 14**

9:00 a.m.  
Annual Golf Outing  
*Pleasant View Golf Course*

**Wednesday, July 21**

12:00 p.m.  
Economic Development  
*Wisconsin Community Bank*

**Wednesday, July 21**

5:00 p.m.  
Business Social Hour  
*Flemings Prime Steak House &  
Wine Bar*

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](http://MIDDLETONCHAMBER.COM)