

June 2009

Jumpstarting Southeastern Wisconsin's Economy, and the People Who Are Making it Happen

June Membership Meeting to Feature Panel on Entrepreneurship



There's an emerging entrepreneurial infrastructure that's operating under the radar of the traditional business community in southeastern Wisconsin. And we're not paying enough attention to it.

As Dan Steininger said when he was forming BizStarts Milwaukee, "We're going to get over our grieving; we're going to be the innovation capital of the world again. We did it in the last century, and we can do it in this century."

There is much historical argument for Steininger's thinking. Businesses formed during recessions or depressions include Hyatt Corp., Burger King, The Jim Henson Company, FedEx, Microsoft, CNN, Trader Joe's, Sports Illustrated, General Electric and Hewlett-Packard.

Entrepreneurship can thrive in difficult economic times. Recessions force founders to be frugal and tightly refine their thinking. Start-up teams are fiercely committed and, when the economy does turn again,

the business has experience in working through adversity – making it much more attractive to investors. Milwaukee is alive with these inconspicuous risk takers and innovators.

On Thursday, June 18th, TEMPO Milwaukee will host a panel discussion on the people and businesses that are poised to jumpstart our area's economy. The panel will be moderated by **Kathleen Gallagher** from the *Milwaukee Journal Sentinel* and will include:



Teresa Esser
Managing director of Silicon Pastures angel investing group in Wauwatosa.

Teresa is also the author of *The Venture Café*, which explores the informal environments where engineers, business people and potential investors can get together and talk about starting new high-tech companies.

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Kelly Fitzsimmons
Co-founder and CEO of HarQen, a leading web-telephony company

that is leveraging its voice-to-web technology to develop business applications. Kelly serves on the executive committee for the Wisconsin Technology Council and has chaired the Entrepreneur Conference for the State for the last six years.



Tim Keane
Director of The Kohler Center for Entrepreneurship at Marquette University

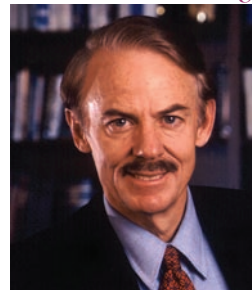
and founder and CEO of Retail Target Marketing Systems, a software company serving retailers and financial institutions. Tim is also founder and director of the Marquette Golden Angels Network, investing in Midwest-based startup companies in a variety of high growth areas.



Frank Langley
President and CEO of MPP Group, LLC, a pharmaceutical company

developing drugs from several compounds, include a group recently licensed from UW-Milwaukee that appear to block the euphoric effects of alcohol without inducing anxiety or sedation. Frank serves on the boards of the Medical College of Wisconsin Technology Council, Prodesse Inc. and High-Tech Sports Science and is a business advisor to Generation Growth Capital.

Daniel J. Steininger, JD, CLU



President of Steininger & Associates, focusing on growing companies in all sectors of the

economy. Dan is co-founder and Director of the Successful Entrepreneur Investors (SEI), an angel investment network, and co-founder and Vice President of BizStarts Milwaukee. Through technology and personal interaction, BizStarts Milwaukee is creating a new infrastructure to aid in the creation of new companies in Southeast Wisconsin.

The luncheon meeting will be held from noon to 1:30 p.m. at the University Club, 924 E. Wells St. in Milwaukee. Cost for guests is \$30 per person. Space is limited. To register, visit www.tempomilwaukee.org or contact Dana Kader Robb at dana@barefoot-marketing.com.

New TEMPO Milwaukee Web Site

We are excited about the launch of our new TEMPO Milwaukee Web site at www.tempomilwaukee.org. The site offers a one-stop location for upcoming TEMPO Milwaukee events and information. It will also house news about committees and special interest groups. And, as many of you requested, the new payment processing system accepts all credit cards including Discover and American Express.

Now is a great time to check out the site, and register for the June 18th meeting featuring a panel on entrepreneurship. It's simple...

- Go to www.tempomilwaukee.org.
- Click on the *Login* navigation tool. Your password remains the same, but your login is now your first initial and full last name (no spaces).
- Once you're logged in, you can register for upcoming meetings using either the *Calendar* tool, or the list on the home page. You will have the opportunity to register guests at the same time.

Questions? Contact Dana at dana@barefoot-marketing.com.

From the President

A Look at the TEMPO Milwaukee Brand

By Gina Alberts Peter
TEMPO Milwaukee President

Advocate. Elevate. Accelerate. This is the TEMPO Milwaukee brand statement. Hopefully, when you hear it, you will think of TEMPO Milwaukee. But what does that mean? For the next three newsletters, we will talk about each one of the attributes and reinforce the brand image.

The brand was developed by Scheibel Halaska, a strategic marketing communications, advertising and public relations firm. One of the principals, TEMPO Milwaukee Board member Mary Scheibel, was

instrumental in guiding our Board through the branding process.

Advocate. As a verb, advocate means to speak or write in favor of. As a noun, an advocate is the person who speaks or writes in support. TEMPO Milwaukee, as an organization, advocates on behalf of key issues and initiatives critical to the advancement of women, the success of individual businesses and organizations, and the health and vitality of the region. Our members, as individuals, are



strong advocates for many people and issues. Each year, our Mentor Awards luncheon honors strong advocates.

As I think about the June luncheon honoring Past Presidents of TEMPO Milwaukee,

I look at the roster of names and think about how many of the women have advocated for me and for issues that are important to me. Please join us as we honor our Past Presidents and learn from our past.

Member News

- **Tracy Shilobrit**, president of StrateVantage Communications, LLC, has launched a new Web site at www.stratevantage.com. The company offers corporate communications and public relations services to global, national and local organizations.

If you have news about a new job, speaking engagement, promotion, client, award, success or even loss, send a brief announcement to dana@barefoot-marketing.com, indicating that it is for Member News. Items may be edited for length or content, and are used as space allows.

Renewal Dues are Due

If you haven't yet renewed your membership for the 2009-2010 year, now's the time! As TEMPO Milwaukee's programming kicks into gear for the year, we have many positive developments and exciting member benefits:

- **More programs packed with practical wisdom.** We've increased the number of member meetings covered by your membership dues from six to nine. Invite guests to make the meeting an even better networking opportunity.

- **Higher value, lower dues.** Even with additional programming, as well as the successful annual Leadership and Mentor events, our dues for 2009-2010 have been reduced by 10%!
- **A powerful new Web site.** TEMPO Milwaukee's new online home helps you stay connected, access organizational resources and build your network.

If you need another copy of your invoice, contact Dana at dana@barefoot-marketing.com.

Welcome New Members



Paula Carabell is a partner at McGrath Marketing Associates, where she oversees the company's business development and client relationships, and leads client market research projects. She has more than 19 years of experience in market research, product development and sales in the insurance and financial services industries. Paula's background includes serving as vice president of business development for UMB Fund Services. She has also served in market research, product development and management positions for Assurant Health, The Mutual Group and Thrivent Financial for Lutherans. Paula received a B.A. degree in business management and economics from Gustavus Adolphus College.



Lindsay Hammerer is a partner in KPMG's Milwaukee office. Lindsay provides audit related services to companies in the insurance, healthcare and higher education markets. She was born and raised in Milwaukee and is currently living in Whitefish Bay with her husband, Peter, and three children – Nick, 16; Erika, 6; and Francesca, 4.



Michele Kitson is the Senior Director of Development for UWM's College of Engineering & Applied Science. Prior to her current position, Michele was the Director of Development for Milwaukee Shakespeare. She has a BA in theatre and French from Cornell College in Mt Vernon, IA and an MBA from Wake Forest University. Michele's first career in theatre production took her to world-class theatre, opera and dance companies all over the US – such as Santa Fe Opera, Houston Grand Opera, Hartford Stage and the McCarter Theatre. Michele is originally from Burlington and now lives in Pewaukee with her husband, Peter.

Mentoring Memories Lead Us Forward

By Louise Hermesen
TEMPO Milwaukee Director
of Mentoring

As your new Director of Mentoring, I would like to begin by taking a stroll down memory lane, all the way back to 1995. TEMPO launched a very proactive and organized program to match willing mentors with new graduates from Alverno College and UW-Milwaukee. I was matched up with Cheryl O'Connor, who was a new communications major from Alverno. Cheryl had a new job in one hand and a nine-year old daughter in the other. I am pleased to tell you that Cheryl and I have had a wonderful professional relationship to this day and she joined me at one of my tables last summer when I was recognized by the *Milwaukee Business Journal* as a Woman of Influence for Mentoring.

What were the steps that made that relationship last, and what have we gained from that relationship?

Responsibility. Cheryl took ownership of the relationship for the first several years. This was probably the most important factor. We talked initially about the range of things I might be able to help provide guidance or an opinion on. Cheryl called me every few weeks with some great questions. I was an impartial

observer of her career situation and could give her different perspectives with which to rethink what she was experiencing. I could reinforce conclusions she had already drawn herself, or set her straight when she was unrealistic. We were both very open in the relationship and she held the reins.

Cheryl says of this period, "I took ownership very seriously because, as the first college graduate from my family, I needed guidance from a professional source to help me navigate through the unknowns of the professional business world. My family was very supportive but did not have the knowledge base to help me as Louise did. I sought out her assistance regularly because I had not been a part of a professional business setting in the past. Louise was, and is, very open to providing feedback/input in a generous manner."

Communication. We kept each other current regarding our contact information, and became professional contacts and networkers. After a couple of years, we started meeting two or three times a year for lunch. Cheryl had moved on to another job and was starting to move into another field entirely. We talked about our respective career environments and challenges and followed each others' personal lives as well. It wasn't long before we didn't think of each other

as mentor and mentee, but as professional networking contacts.

Resources. We shared Best Practices. Cheryl attended a Women's Business Council meeting at my company with an interest in starting a similar Council at her organization. Our relationship had moved forward another step. I have networked with her relative to my current job search for a leadership opportunity in marketing communications.

Cheryl notes now, "I have a high level of respect for Louise and am thankful for our relationship throughout the years. It is interesting to look back and see how I have changed/grown and am able not only to seek out advice from Louise, but hold conversations about current business practices. With the mentoring example Louise has shown me, I am able to mentor other young women as they move through their professional careers. My hope is that there are more positive examples of what mentoring can do for individuals who seek it and a sense of generosity from mentors who can provide it."

A mentoring relationship can take whatever twists and turns are helpful to those involved and can lead to a professional networking relationship. Along the way, both

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Mentoring, *continued*

are learning and, if lucky, come to appreciate the other individual as a friend as well as a professional.

If you have a positive mentoring story to share for a future newsletter, please send it to me at lhermsen@wi.rr.com or give me a call at 414.477.0395.

Looking Ahead

Some of your TEMPO Milwaukee Board members have expressed a strong interest in creating more specific channels for mentoring among members.

If you attended the May luncheon, you heard member Lisa Attonito speak about the Junior Achievement program, which would love to have more TEMPO Milwaukee members as advisers and/or mentors. Additionally, various colleges have approached us to consider connecting with

their students in mentoring programs.

As we begin our committee work, we welcome your ideas and suggestions for where you would like to see us channel our mentoring activities in the coming year. The following individuals are participating on this committee. Route your input to any of us, and if you would like to join us on the committee, please let me know.

- Dawn Adams, Hresults
- Jean Brzeski-Berg, Strauss Veal
- Louise Hermsen, Marketing Communications Leader
- Barb Jacobs Mueller, Banking Consultant
- Anne Marie Scallon, United Way of Milwaukee
- Eileen Schwalbach, Mount Mary College
- Helen Sobehart, Cardinal Stritch University

TEMPO Milwaukee's Mentor-Focused Committees

The TEMPO Mentor Award Committee oversees all aspects of planning and execution of the annual TEMPO Mentor Awards program that culminates in the awards luncheon in February.

The TEMPO Mentoring Committee develops other initiatives that support mentoring among members and/or within the community.

Mentoring is a great way to Advocate, Elevate, and Accelerate within our organization and the circles in which we operate!



“Wings over Waukesha – A Salute to Veterans” will be held on Father’s Day weekend, June 19-21 from 9 a.m. to 6 p.m. daily at Waukesha County Airport. The event will feature the “Aluminum Overcast” B-17 bomber, which is on tour from the Experimental Aircraft Association (EAA) Museum in Oshkosh, and will be available for rides and tours. A variety of other World War II and contemporary airplanes and helicopters will be on display to entertain both kids and adults. Admission is free, so bring the whole family. For more information, please visit www.wingsoverwaukesha.org.

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The Community Events listings include programs that are not sponsored or endorsed by TEMPO Milwaukee, but may be of interest to our members. Contact Dana at dana@barefoot-marketing for details on how to submit an item for the Community Events section.

May Meeting

Fiserv CMO Explored Re-branding in a Recession

Re-branding in a recession was the message of Fiserv Inc.'s Chief Marketing Officer Don MacDonald at the May 21st TEMPO Milwaukee membership meeting. More than 90 members were in attendance for the first meeting of the 2009-2010 TEMPO programming year.

Fiserv recently underwent a massive re-branding effort that brought all 77 business units, with dozens of different names and logos, under one new Fiserv brand. Don was hired to focus on refining the company's brand and product strategies, data analytics and client segmentation.

Don talked about the 'Point of Inflection' for a brand, where the entire organization makes a decision to change its corporate strategy to pursue a different direction and avoid the risk of decline. Fiserv took this approach to streamline its branding and corporate visioning. The term was coined by a manager at Don's former employer, Intel, to describe the period of change that affects and organization's competitive position. It also reflects the ability of organizations to recognize and adapt to change factors of major significance – like a recession.

Don focused on the importance of paying attention to the trends

in the marketplace – not just locally, but the global market as well. Fiserv is a U.S. based company that does most of its business in the United States, but many of its customers and clients are vastly impacted by global financial trends like data sharing and privacy protection with European businesses and China. Don noted that we will continue to see consolidation in the financial services sector and that competition is very important in keeping the marketplace fresh.

Coming to Fiserv Inc in May of 2008 from Intel Corporation,

where he was vice president of marketing, Don had managed more than 1,000 people and a budget of \$2 billion. He holds a bachelor's degree and a law degree from the University of Lancaster in England.

Fiserv, Inc. is a Fortune 500 company based in Brookfield, and a leading provider of information technology services to the financial and insurance industries. The company was recently selected in the top five of the Barron's 500 Index as a company and stock to watch – the only Wisconsin firm in the top 100.

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UpComing Events

Upcoming events are posted on the Web site at www.tempomilwaukee.org a few months in advance. Please register online.

Board of Directors 2009-2010

President

Gina Alberts Peter ■ M&I Bank

Past President

Nancy Hernandez ■ ABRAZO

President-Elect

Kimberly Kane ■ The NOVO Group

Treasurer

Julie Cashman-Kuhn ■ Titus

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Member Retention

Denise Goergen ■
Reinhart Boerner Van Deuren s.c.

Mentoring

Louise Hermsen

Leadership Event

Heather Fields ■
Reinhart Boerner Van Deuren s.c.

Mentor Event

Sandy Wysocki ■ The Business Journal

Thursday, June 11, 2009

New Member Orientation

7:45 a.m. at the TEMPO Milwaukee
Office, 301 W. Wisconsin Ave., Ste 300.

Thursday, June 18, 2009

TEMPO Milwaukee Member Meeting

Noon-1:30 p.m. at the University
Club (incl. for members, guests \$30).
Past President's Luncheon.
Speaker: Panel on entrepreneurship
moderated by Kathleen Gallagher
from the *Milwaukee Journal Sentinel*.

Wednesday, July 15, 2009

Golf Outing

Brynwood Country Club.
Details to follow.

Thursday, August 20, 2009

TEMPO Milwaukee Member Meeting

Noon-1:30 p.m. at the University
Club (incl. for members, guests \$30).
Speaker: Lisa Nelson, Director of
Corporate Social Responsibility at
WalMart.

Thursday, September 17, 2009

TEMPO Milwaukee Member Meeting

Noon-1:30 p.m. at the University
Club (incl. for members, guests \$30).
Speaker: Mike Burke, Program
Director for the Warren Buffett
Early Childcare Fund

Thursday, September 24, 2009

New Member Orientation

Noon, location TBA

Monday, October 12, 2009

Milwaukee Women inc Report

Noon-1:30 p.m. at the Italian
Community Center.

Thursday, October 15, 2009

4th Annual Leadership Event

Details to follow.

Thursday, October 22, 2009

New Member Reception

Location TBA

Thursday, November 19, 2009

TEMPO Milwaukee Member Meeting

Noon-1:30 p.m. at the University
Club (incl. for members, guests \$30).
Speaker: Tim Sullivan, CEO of
Bucyrus International.

Thursday, December 10, 2009

New Member Orientation

7:45 a.m., location TBA

TEMPO Milwaukee

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TEMPO Milwaukee program meetings
are held from noon-1:30 p.m. on the
third Thursday of most months at
The University Club, 924 E. Wells St.,
Milwaukee.