

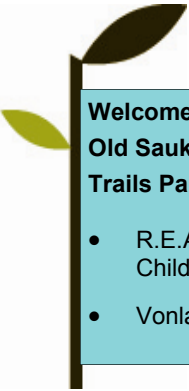
Old Sauk Trails Park

# BUSINESSLINKS

Published by The Gialamas Company

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**Welcome to  
Old Sauk  
Trails Park**

- R.E.A.C.H. a Child
- Vonlay LLC

Submit your company's news to  
The Gialamas Company at  
[Erica@gialamas.com](mailto:Erica@gialamas.com)

## Conceal and Carry Law Takes Effect November 1

As most of you are aware, Wisconsin has passed a new Conceal and Carry Law which takes effect November 1, 2011. **Concealed carry**, or **CCW** (carrying a concealed weapon), refers to the practice of carrying a handgun or other weapon in public in a concealed manner, either on one's person or in proximity. Under the law, citizens who obtain a proper permit and undergo training will be able to carry concealed weapons starting Nov. 1, with some exceptions. Weapons are barred anywhere within 1,000 feet of school grounds, police stations, jails and prisons, courthouses, secure mental health facilities, and beyond airport security checkpoints. Businesses can prohibit concealed carry by posting proper signs.

No Guns, Knives or  
Weapons Allowed  
on Premises



The law also lays out rights and responsibilities of employers when it comes to weapons in the workplace. The new law continues to permit employers to implement policies prohibiting the carry of weapons on their premises. Businesses who want to ban weapons are required to post prominent 5X7 signs where everyone who enters the property can see them. If visitors fail to comply with this signage, it is considered criminal trespassing.

Employers should evaluate their policies and procedures and carefully weigh the risks and benefits at stake. It is also worth revisiting pre-employment screenings and background checks used in the hiring process and ensure any documentation is revised to meet your company's policy.

This is an important decision and one that should be made only after seeking advice from your legal counsel, human resource advisors and insurance representatives. Whatever policy is implemented, make sure to communicate your company's stance loud and clear. Make all employees aware of your weapons policy, and post the rules clearly and visibly for any visitors.

Information about the state's concealed carry permit is available from the U.S. Department of Justice's website. Go to [www.doj.state.wi.us](http://www.doj.state.wi.us) and follow the link for "Concealed carry" on the right side of the page.

## TURKEY DAY TREATS



### TURKEY CUPCAKES

#### Ingredients

Cupcake  
 Chocolate frosting  
 3 oval shortbread cookies  
 (Keebler Sandies Right Bites  
 Shortbread)  
 6 to 10 candy corn pieces  
 White icing  
 Black decorators' gel  
 Red fruit leather (Strawberry Fruit by the Foot)

#### Instructions

Frost the cupcake, then press in a cookie head and 2 cookie wings. Press in a row or two of candy corn tail feathers. To make an eye, add a small dot of white icing to the head, then add a dot of black decorators' gel for a pupil. For a beak, cut the white tip from a piece of candy corn and press it in place. To make the wattle, cut a 1-inch square of fruit leather. Roll it into a tube and stick it in place over the beak.



### CUTE CORNUCOPIA

#### Ingredients

Tortillas  
 Toothpicks  
 Small veggies -- peas, baby carrots, baby corn ears, grape tomatoes, and cornichons, small pickles  
 Dip or dressing

#### Instructions

To create each cornucopia, cut a tortilla in half. Roll it into a cone with the rounded edge at the open end. Secure the cone with a toothpick, then fill it with small veggies. Serve with your favorite dip or dressing

*On behalf of all of us at  
 The Gialamas Company,  
 we wish you a safe and  
 happy holiday season!*

## SUPRANET NOW OFFERS WIRELESS INTERNET TO BUSINESS PARK!

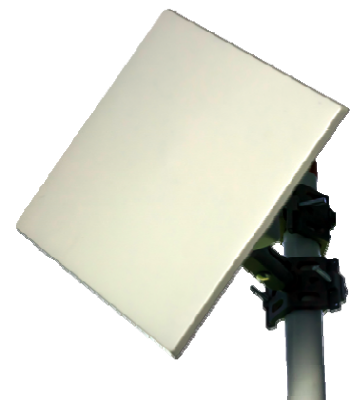


For over 17 years, SupraNet Communications has been providing Southern Wisconsin businesses with exceptional high-speed Internet and data center services. We have built a strong reputation in the community for our superior customer service and technical abilities, and we look forward to serving your Internet needs for several years to come.

To enhance our product offerings, wireless Internet is now available to the

Old Sauk Trails Business Park! Wireless provides businesses with high-speed connectivity with latency and speeds comparable to fiber, but at a significantly lower cost. It can also be used as a private connection to SupraNet's Enterprise Data Center as a link to your dedicated server.

In addition to wireless Internet, SupraNet also offers traditional high-speed Internet, Colocation, Virtual Colocation, Web Hosting, Spam and Virus Filtering, and Network Consulting.



To find out more about wireless or any of our other services, please contact our sales department at [sales@supranet.net](mailto:sales@supranet.net) or 608-836-0282.

## AMPHION MEDICAL SOLUTIONS CELEBRATES 10 YEARS!

On December 1, 2011, Amphion Medical Solutions celebrated its 10-year anniversary.

Located at 8301 Excelsior Drive, Amphion specializes in providing medical coding and transcription services and technology solutions to hospitals and clinics throughout the U.S. Amphion continues to grow rapidly both in revenues and staff, employing more than 500 full- and part-time professionals, most of whom are home-based.

Amphion is led by the team of Mike Cavill (Chairman and Co-Founder), Cindy Barker (President, Transcription) and Pamela Wirth (President, Coding, Compliance and Quality).

Amphion combines extensive healthcare experience and leading-edge technology to stand at the forefront of today's health information management industry. The company offers the proven benefit of expertise in outsource services to meet clients' needs for credentialed and accurate medical coders and transcriptionists, proper and correct reimbursement for healthcare products and services,



timely response, regulatory compliance, and training and education.

Coding and transcription are essential support services in health-care. Coding involves translating patient treatments into specific billing codes that enable hospitals, physicians and clinics to be reimbursed for their services, and it is a highly-regulated process. Transcription involves translating physician dictation into medical records that can be used for treatment and billing purposes. Amphion's sophisticated voice-recognition technology makes the company a national leader in medical transcription services.

Currently, Amphion is working with its staff and clients to gear up for a complete, comprehensive overhaul of federal coding guidelines used to determine reimbursement for all U.S. hospitals and healthcare providers. ICD-10, as the new system is called, increases the number of diagnosis codes available from approximately 15,000 to more than 68,000, requiring a major retraining of coding staff and an overhaul of hospital and clinic IT and billing systems. While the new system will not take effect until October 2013, Amphion is busy training staff now and also will offer training to its clients.

The company name is derived from classic Greek mythology; Amphion was the son of Zeus and the twin brother of Zethus (together they built Thebes). Following the theme, the company's technology products also borrow from mythology, with names including Themis (coding technology) and Triton (transcription).

For more information, please visit [www.amphionmedical.com](http://www.amphionmedical.com), or find Amphion Medical Solutions on Facebook, Twitter and LinkedIn.

## CONTACT ADLER & ASSOCIATES FOR YOUR ACCOUNTING NEEDS!

ADLER & ASSOCIATES, S.C. would like to congratulate their employee, Stephanie A. Potter, in becoming a Certified Public Accountant recently. This is a great accomplishment and will benefit our firm, clients and potential new clients.

Adler & Associates, S.C. serves clients in a wide range of small and medium sized businesses. We have experienced professionals who can

assist you in any number of diverse services from accounting, payroll, and taxes for individuals and businesses. Now is the time to start planning for the upcoming year.

Please contact our office at 608-664-1944 or email Rose Adler at [radler@adlercpa.com](mailto:radler@adlercpa.com) to set up an appointment.



Stephanie Potter

## AAA ENCOURAGES DRIVERS NOT TO DRINK & DRIVE THIS HOLIDAY SEASON

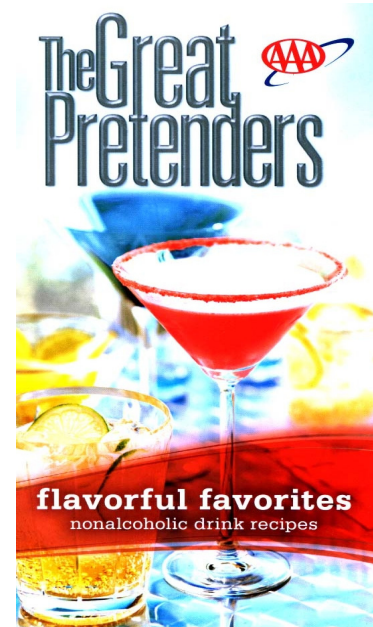
As Americans ready for Thanksgiving and seasonal festive parties, AAA Wisconsin encourages motorists to commit to drive drug and alcohol-free during the holidays and all year long. To help people celebrate responsibly throughout the holiday season, AAA Wisconsin's "Great Pretenders Party Guide" is online ([www.AAA.com/Pretenders](http://www.AAA.com/Pretenders)) and celebrates "the best of" previous popular nonalcoholic drink recipes to help party hosts plan festive gatherings with tasty nonalcoholic drink recipes from AAA-Diamond rated hotels and restaurants. Please go to [www.AAA.com/Pretenders](http://www.AAA.com/Pretenders) to download a copy of the guide.

"Great Pretenders" brochures can also be picked up for free at the AAA Wisconsin Madison offices located at 8401 Excelsior Dr. (in Old Sauk Trails Park), or at the 2358 East Springs Dr. location. The brochure includes five of

the featured recipes from the website, along with safety advice.

### AAA offers the following tips to stay safe and keep others safe on the roads:

- Plan ahead and designate a non-drinking driver before any holiday party or celebration begins.
- Never get behind the wheel of a car when you've been drinking – even after just one drink.
- Do not hesitate to take the keys from friends or family members who may be impaired.
- Be a real friend: Call a taxi for those in need.
- Be a responsible host in reminding guests to stay safe and always offer alcohol-free beverages.



AAA offers automotive, travel, insurance and financial services to more than 616,000 members in Wisconsin. It is part of The Auto Club Group (ACG), the largest affiliation of AAA clubs in the Midwest, with approximately 4.1 million members in eight states. ACG belongs to the national AAA federation, a not-for-profit organization with more than 52 million members in the United States and Canada.

## RURAL MUTUAL RECOGNIZED AS ONE OF NATION'S BEST



Madison-based Rural Mutual Insurance Company (Rural Mutual) announces its selection as a "Ward's 50<sup>®</sup> Top Performer." This marks the third consecutive year the company, an affiliate of the Wisconsin Farm Bureau Federation, has earned the designation.

The recognition bestowed by the Ward Group, "a leading provider of benchmarking and best practices research studies for insurance companies," chooses its recipients only after a financial performance analysis of over

3,000 property-casualty companies based in the United States.

"For over 75 years we have only done business in Wisconsin, so our stability is truly a credit to the people of this great state," says Peter Pelizza, CEO of Rural Mutual. "Premiums paid here, stay here so everyone benefits."

The Ward Group considers multiple criteria for its award including trends in a company's financial strength over the previous five years. In March, Rural Mutual released its 2010 financials, which featured a strong showing in key industry indicators such as direct premium growth, combined ratios and new policies.

Pelizza notes that while the company's most recent performance is noteworthy, it takes more than one good year to be in the running.

"Five years is a long time to sustain that kind of momentum," adds Pelizza. "But for us, our agents, and our customers, it's a trend worth working to build on for years to come."

To learn more about Rural Mutual, please visit [www.ruralins.com](http://www.ruralins.com).

To learn more about the Ward Group, please visit [www.wardinc.com](http://www.wardinc.com).

## FORWARD THEATER COMPANY OPENS 2011-2012 SEASON!



Forward Theater will open its 2011-2012 season with a production of *The Farnsworth Invention*, by

award-winning playwright and screenwriter Aaron Sorkin (*The Social Network*, *Moneyball*, *The American President*, *The West Wing*). It will be presented November 3-20, in the Playhouse at Overture Center, in collaboration with the University of Wisconsin, Madison, Department of Theatre and Drama/University Theatre.

The play tells the story of two men at the center of a fascinating struggle over one of the greatest inventions of all time: the television. Philo T.

Farnsworth is a visionary. A farm boy from Idaho, he can look at the lines of a plowed field and imagine a device that can transmit pictures through the air. David Sarnoff is also a visionary.

A Russian immigrant who rose from a telegraph operator to the head of RCA, Sarnoff can see the future of information and entertainment. Inevitably, the two men battle over who owns this new technology, and how it should be used. This epic story will forever change the way audiences look at media and the quest for "what's next."



Nicholas Harazin, playing the role of Philo T. Farnsworth.

Photo credit: Zane Williams

Artistic Director Jennifer Uphoff Gray (who also directs the production) described the play as, "A story of innovation and competition, as imagined by Aaron Sorkin.

It is extremely smart, entertaining, fast-paced, and fluid. Sometimes you go from one location to another in a page or less. It has a huge cast – we have 16 actors playing more than 70 roles. It would have been almost impossible to mount this amazing play without the enthusiasm and talent of the graduate actors from UW Madison. We are extremely pleased to be collaborating on this production with the university."

### Tickets – Special Offer for Old Sauk Trails Park Businesses!

Use the discount code "TV" and save \$10 off the price of your tickets! (They are regularly \$35-\$37 for adults, \$30-\$32 for seniors 62+, and \$25-\$27 for students). They may be purchased online at [overturecenter.com](http://overturecenter.com), in person at Overture Center's ticket office, or by calling (608) 258-4141.

## ICONICA HELPS COMPANIES BECOME MORE ENERGY EFFICIENT!



# ICONICA

Last month, at their Annual Trade Show and Conference, the Wisconsin Green Building Alliance presented an **Award of Merit** for the WPPI Energy Office and Operations Facility *designed and built by Iconica*. The SE<sup>2</sup> award (Sustainability and Energy Efficiency) recognizes leadership in energy efficient and sustainable

design, construction and operation of Wisconsin commercial and other non-residential buildings and related systems.

In early October WPPI Energy announced that their Sun Prairie headquarters earned an **Energy Star Rating of 100!** That means they scored 100% on the U.S. Environmental Protection Agency's energy performance scale to earn Energy Star certification, making it one of the most energy-efficient buildings nationwide. Visit [wppienergy.org](http://wppienergy.org) to

learn more!

In addition, the WPPI Energy project, a 25,000 square foot addition as well as a 25,000 square foot remodel, earned **LEED Gold status**.

Iconica would love to help you save energy on your existing or new space. For more information, contact 608-664-3500.

## SAVANT CAPITAL MANAGEMENT RECOGNIZED NATIONALLY



Savant Capital Management, a nationally recognized fee-only wealth management firm with offices in Madison, has announced that it has again been recognized by two of the leading financial trade publications as one of the top investment firms in the country.

Named by *Barron's* magazine as one of the 100 best independent financial advisors in the United States; it is Savant's fifth year on the closely watched list of the best in the investment advisory industry. Savant Capital Management is ranked 55 out of the top 100 in the country, and was one of just five Illinois financial advisors to make the *Barron's* list.

Barron's rankings are based on data provided by individual advisors and their firms. Advisor data is confirmed via regulatory databases, cross-checks with securities firms and conversations with individual advisors.

Additionally, Savant was named in *Financial Advisor* magazine's 2011 Top RIA Rankings list. This year, Savant is ranked 43 out of 454 firms. This is the third year Savant has been recognized by the publication.

*Financial Advisor* magazine's 2011 RIA ranking is based on voluntary responses from registered investment advisors who completed an online survey. To be included in the ranking, firms need to be independent RIAs who perform financial planning as part of their business services. They also need to file their own Form ADV with

the Security and Exchange Commission (SEC) that shows assets under management. Firms are ranked based on the total of their discretionary and nondiscretionary assets reported for 2010 on their ADV.

Savant Capital Management, Inc. offers investment management, financial planning, and family office services to individuals, trust funds, retirement plans and non-profit organizations.

For more information on Savant Capital Management, log-on to [www.savantcapital.com](http://www.savantcapital.com).

## CARDINAL STRITCH WELCOMES NEW PRESIDENT

The Cardinal Stritch University community extends a warm welcome to Dr. James Loftus who began his tenure as Stritch's eighth president July 1. He is a lifelong supporter of Catholic education who is deeply impressed by the quality of the Stritch faculty and staff, the enthusiasm of its students and the commitment of the Sisters of St. Francis of Assisi to the University's core values.

Dr. Loftus came to Stritch from St. Ambrose University in Davenport, Iowa, where he served as vice president of enrollment management and student services. He offers more than 20 years of higher



Dr. James Loftus

education experience and holds a doctorate in planning, policy and leadership studies from the University of Iowa; an MBA from the University of Notre Dame and a bachelor of arts degree in psychology from the University of Notre Dame.

A pioneer in adult education, Stritch's College of Business and Management

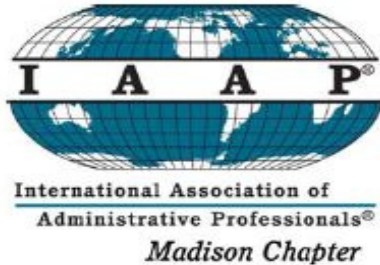
provides high-quality, practical education that leads to undergraduate and master degrees, as well as several certificate programs. All programs are accelerated, with classes meeting one night a week in convenient locations for working adults or on-line.

We're closer than you think! You can locally find Stritch at two convenient Madison locations: east at the American Family Insurance campus or west at 8017 Excelsior Drive.



For more information, please contact Angela Erdmann at 414-410-8729 or [angela.erdmann@cbm.stitch.edu](mailto:angela.erdmann@cbm.stitch.edu)

## EVENTS &amp; HAPPENINGS



The International Association of Administrative Professionals (IAAP) is a not-for-profit professional association for office professionals with approximately 28,000 members and affiliates and nearly 600 chapters worldwide. Our mission is to enhance the success of career-minded administrative professionals by providing opportunities for growth through education, community building, and leadership development.

*Benefits of Joining IAAP-Madison Chapter:*

- Team of local experts on a variety of subjects
- Monthly meetings for networking and learning
- Leadership opportunities
- Personal and professional development resources
- Access to information on the latest trends in the profession
- Fun!

Questions? Interested in attending a local meeting?

Visit [www.iaap-madison.org](http://www.iaap-madison.org) or contact Erica Carlson, Administrative Assistant, Amphion Medical Solutions at [ecarlson@amphionmedical.com](mailto:ecarlson@amphionmedical.com) or 608-227-0560 x1420

**Join us at our upcoming meetings:**

**November 17** (at Care Fusion in Middleton)  
"Grammar Pet Peeves" Merry Bachim

**December 8** (at Sheraton Hotel, John Nolen Dr.)  
"Rescue Desk Virtual Assistant Services"  
Rachael Rasmussen

**January 19** (at Sheraton Hotel)  
"Mastering the Art of Public Speaking" Larry Cockerel

## BLOOD DRIVE EXPRESS

Nov. 16, 2011

10:00am - 2:00pm

1241 John Q. Hammons Drive

Rural Insurance

By Appointment Only:

Call Debi Bram

828-5409



## \*Holiday Food Drive\*

It may be cold outside, but it's always hot at the pool!

1001 Deming Way, Madison

December 17 – December 31

Please visit our website at [www.swimwest.com](http://www.swimwest.com)  
in December for more details on exact times,  
or you can call 831-6829.

Admission into the pool will be two (2) non perishable  
food items per swimmer to benefit the  
Middleton Outreach Ministry.



COMMERCIAL REAL ESTATE - DEVELOPMENT - BROKERAGE - LEASING - MANAGEMENT



The Gialamas Company, Inc.

VISIT OUR WEBSITE AT [WWW.GIALAMAS.COM](http://WWW.GIALAMAS.COM) FOR ALL YOUR BUSINESS REAL ESTATE NEEDS

## OLD SAUK TRAILS PARK

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