

- **Networking/Social Organizations**
 - **Definition:** using contacts made in business for purposes beyond the reason for the initial contact.
 - **American Marketing Association (AMA)**
www.amamadison.org and www.marketingpower.com
 The American Marketing Association is an international professional society of individual members with an interest in the practice, study, and teaching of marketing.
 - **Association of Women in Communications (AWC)**
www.awc-madison.org
 The AWC-Madison Chapter represents communications professionals in Dane County and surrounding counties.
 - **The Business Forum**
www.thebusinessforum.org
 The Business Forum is a professional organization for women who want to expand their network of meaningful business connections and to make a difference in other women's lives. Its programs and activities are created solely for the purpose of uniting professional women, building relationships and helping women realize their potential.
 - **International Association of Business Communicators (IABC)**
<http://madison.iabc.com>
 IABC Madison provides products, services, activities and networking opportunities to help people and organizations achieve excellence in public relations, employee communication, marketing communication, public affairs and other forms of communication.
 - **International Professionals U.A.**
www.internationalprofessionals.org
 International Professionals creates a social network in the Madison area for international professionals, their families, and those interested in meeting people from other countries.
 - **National Association for Women Business Owners (NAWBO)**
www.nawbomadison.org
 NAWBO Wisconsin - Greater Madison is a dynamic group of professional women entrepreneurs who exchange information, share ideas, and support each other in both their professional and their personal endeavors.

- **Wisconsin Entrepreneur Network**
www.wenportal.org/getting_help
 This site includes resources, marketing, financing/grants, business plans, and much more.

- **MAGNET**
www.madisonmagnet.org
 Will attract and retain talent to the greater Madison area by understanding and addressing the needs of the next generation of leaders. MAGNET will address the needs of the next generation of leaders by providing professional development, civic involvement, public policy, and social and cultural opportunities target at people in their 20s and 30s and early 40s in order to increase their involvement in, connections to, and commitments to each other and the community at large. MAGNET will make greater Madison a more vibrant, diverse, inclusive and productive community by attracting and retaining a wealth of talent that chooses to settle here and contribute to the regions' economic, civic, social, and public policy futures.

- **Area Organizations with This Role**

- **Columbia and Sauk Entrepreneurs and Inventors' Club**
 Services provided: The Columbia and Sauk Entrepreneurs and Inventors' Club meets monthly and welcomes entrepreneurs, inventors, and service providers to share and learn from each other. Each meeting has a particular educational focus with a speaker and extensive time devoted to business networking. Dates: last Wednesday of the month. Time: 6:00 - 8:30 p.m. Location: alternates between Sauk County West Square Building, 505 Broadway, Baraboo, and Columbia County Law Enforcement Center, 711 East Cook Street, Portage.

Contact information: Baraboo Karna Hanna—SCDC 522 South Blvd., P.O. Box 33 Baraboo, WI 53913 608-355-2084 (phone) 608- 355-2083 (fax) scdc@baraboo.com www.scdc.com	Contact information: Portage Nancy Elsing—CCEDC 711 East Cook Street, Suite 202 Portage, WI 53901 608-742-6161 (phone) 608-742-3582 (fax) nancy@ccedc.com www.ccedc.com
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Contact information: Poynette
 Andy Ross—MATC
 744 South Main Street
 Poynette, WI 53955
 608-635-7373
fross@matcmadison.edu
aross@mailbag.com
www.matcmadison.edu

- **National Association of Women Business Owners**
 Services provided: a network for communicating among members to support, inform and expand business opportunities. Also, is a dynamic group of professional women entrepreneurs who exchange information, share ideas, and support each other in both their professional and their personal endeavors.
 Contact information:
 2110 Luann Lane
 Madison, WI 53716
 608-442-1924 (phone)
nawboinfo@nawbomadison.org
www.nawbomadison.org
www.nawbo.org

- **Sauk County Farm Bureau**
 Services provided: There are 61 county Farm Bureaus in Wisconsin covering 66 counties, organized and run by farmers to provide local representation and promotion.

 Contact information:
 Karen Reisinger
 409 South Boulevard
 PO Box 18
 Baraboo, WI 53913-0018
 608-356-8372 (phone)
jgiebel@baraboonational.com
www.wfbf.com

- **Solaris Management LLC**
 Services provided: Creation and management of customized databases with member contact information and records of participation, market trends and needs analysis of organization records, membership development through database of potential members, membership recruitment strategies, and delivery of membership packets, member communications through telephone, mail, listservs, emails, and websites. See also accounting, computer services, finance, human resources and personnel, and marketing.
 Contact information:
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 2317 International Lane Suite 104
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