



THE DISM CONNECTION

4402 E. Broadway Madison WI 53716 * www.daysinnsuitesmadison.com

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Things to Do & See

June 1-November 11

- Dane County Farmer's Market, Downtown

June 1-August 31

- Concerts on the Rooftop, Monona Terrace

June 1-3

- WIAA Boys Individual Tennis, Neilsen Stadium

June 3

- 11th Annual Cars on State

June 1-July 11

- Spark!, Wisconsin Veteran's Museum

June 3

- Saturday Science, Discovery Building

June 5-6

- WIAA Boys Golf State, University Ridge Golf Course

June 8-10

- WIAA Softball State, Goodman Diamond

June 9-10

- WIAA Boys Team Tennis, Neilsen Stadium

June 10-11

- 2017 Wisconsin IRONMAN 70.3
- Marquette Waterfront Festival, Yahara Place Park

June 12-15

- 2017 WIFFA Convention, Alliant Energy Center

June 13

- A History of Badger Baseball, Wisconsin Historical Museum

June 16-17

- Isthmus Jazz Fest, Wisconsin Memorial Union Terrace

June 17

- Mad City Vegan Fest, Alliant Energy Center

June 19-25

- PGA Championship Tour, University Ridge Golf Course

June 20

- B17 Bomber Tour, Dane County Regional Airport

June 20-24

- US Trampoline & Tumbling National Championships, Alliant Energy Center

June 24

- Shake the Lake, Downtown

June 28-August 2

- Concerts on the Square, Capital Square

July 1-2

- Brick University Lego Fan Expo, Monona Terrace

July 10-15

- US 2017 Baton Twirling National Championships, Alliant Energy Center

July 19-23

- Dane County Fair, Alliant Energy Center

August 1-6

- 2017 Reebok CrossFit Games, Alliant Energy Center

August 4-5

- Sugar Maple Music Festival, Southside

August 19

- BMO Harris Bank Madison Mini Marathon, UW Memorial Union

August 25-26

- Madison Gael Music Festival, Breese Stevens Field

For more events, check out www.visitmadison.com
or download the app

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MADISON FUN FACTS

1. The state capitol dome is the second tallest in the nation. The tallest is the nation's capital dome in Washington, DC.
2. Madison is the first city in the country to use zoning to achieve an aesthetic effect. It might have been due to the nationwide "City Beautiful" movement of the early 1900s.
3. In 1968, the first bone marrow transplant in the United States is performed at UW Hospital.

RECIPE FOR WELLNESS

BY RAMONA LARROW

[Recipe for Wellness](#) will return in the fall as we take a moment to recognize a community member. This article is from the June Newsletter for the Middleton Chamber of Commerce.

From There to Here: Taking Time to Get to Know Tom Brown, Interstate Batteries June 2017

Describe a typical day in the life of a small business owner? A typical day for me would be working out early which helps me clear my mind for the day ahead. I open the store and registers, check email, phone messages, prepare and prioritize the day's deliveries. I also order batteries or supplies as needed, receive, and stock the floors for the drivers to pick from. I answer phones and messages from both entities and greet and service the needs of walk in retail customers. In addition, I stack and prepare old battery cores for shipping to the lead smelter. Since we deal in hazardous materials this is an important process we go through to make the batteries as safe as possible for handling. I then pay bills, monthly sales tax, payroll, schedule any maintenance for vehicles, and prepare deliveries for the next day.

What are the most interesting aspects of what you do? The daily interaction with customers whether on the phone or in the retail store. Every customer has a different expectation, so each one is unique.

What are some important factors that contribute to your success? I have been with Interstate Batteries since 1987, starting as a warehouse/delivery person. Then route manager, distributorship manager, and then sales rep for the area. This made the next step of business owner much easier. I knew the model very well, and understood the factors to make it successful. Willingness to get my hands dirty, whether stacking cores, cleaning batteries, loading batteries, cleaning floors, or running routes is probably the biggest factor to my success. I enjoy working alongside my crew in all duties of the day.

Do you think the dynamic of having your wife work with you has been positive or more stressful? Does it solidify the partnership between you or do you think it makes it harder than having "strangers" working with you? Let's just say the learning curve was a long winding one. We do just about everything together away from work, so certainly to work together was stressful at first. I think our partnership is better because of it. I did some of the bookkeeping early on when she commuted to Brookfield for her own business. I would have farmed that part out to a payroll company had she not committed fully to it. We both have a great appreciation for what each other does. You learn over time how to interact in situations, but there are still stressful moments here and there.

What takeaways from your experience as a sales manager for Interstate Batteries did you bring into your current roles as business owner? Do you think it prepared you for the task? As I mentioned earlier, having known the Interstate Battery System helped immensely. Not only from the training and experience, but also the fact that I worked the area that I was buying into. A fair amount of my current customers are from my days in sales. I worked for, and met, many Interstate Distributors, most of who border my territory. Interstate has a business model for us to follow, but working for many successful ones along the way helped me when I started in Madison. Most distributors come from within the ranks as well, sort of a family.

During our coffee meet we spoke a lot about the impact of social media on our businesses and customer expectations. Do you think social media has bettered how businesses deal with customers or worsened the experience? I would say both. The fact that I can advertise right to someone's phone, on Facebook, or through email was a game changer. But like anything new, it has its downside. You try to limit the downside as much as possible. Thanks to my crew and the great job they do, we've had very little of the negative side. I think it's been a benefit for us.

What advice would you give the child version of yourself? Whatever job you do, do it to the best of your ability, and earn your respect that way. Learn from the setbacks, don't sulk over them. Be positive, but humble. My dad was the hardest working man I ever met, and so I guess he helped me with many lessons both good and bad. After my first week of work at Interstate, my boss fired the guy who was training me. I came in that day to say I was quitting so I felt obligated to stick it out for a little while at least. Funny how things work out!