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Form **990-EZ**

Short Form Return of Organization Exempt From Income Tax

OMB No 1545-1150

2009

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code
(except black lung benefit trust or private foundation)

▶ Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$500,000 and total assets less than \$1,250,000 at the end of the year may use this form.

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2009 calendar year, or tax year beginning , 2009, and ending , 20

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	Please use IRS label or print or type. See Specific Instructions.	C Name of organization ACCELERATE MADISON, INC. Number and street (or P O box, if mail is not delivered to street address) Room/suite P.O. BOX 5117 City or town, state or country, and ZIP + 4 MADISON, WI 53705-0117	D Employer identification number 39-2023865 E Telephone number 608-213-3939 F Group Exemption Number ▶
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• Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

G Accounting Method Cash Accrual
Other (specify) ▶

I Website: ▶ www.acceleratemadison.org

H Check ▶ if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF)

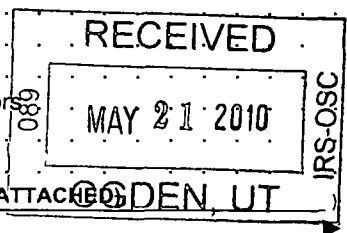
J Tax-exempt status (check only one) — 501(c) (6) ◀ (insert no) 4947(a)(1) or 527

K Check ▶ if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A Form 990-EZ or Form 990 return is not required, but if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts, if \$500,000 or more, file Form 990 instead of Form 990-EZ ▶ \$

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I.)

	Description	Line	Amount
Revenue	1 Contributions, gifts, grants, and similar amounts received	1	16,685.00
	2 Program service revenue including government fees and contracts	2	
	3 Membership dues and assessments	3	38,585.00
	4 Investment income	4	410.21
	5a Gross amount from sale of assets other than inventory	5a	
	b Less: cost or other basis and sales expenses	5b	
	c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	
	6 Special events and activities (complete applicable parts of Schedule G) If any amount is from gaming, check here ▶ <input type="checkbox"/>		
	a Gross revenue (not including \$ _____ of contributions reported on line 1)	6a	
	b Less: direct expenses other than fundraising expenses	6b	
c Net income or (loss) from special events and activities (Subtract line 6b from line 6a)	6c		
7a Gross sales of inventory, less returns and allowances	7a		
b Less: cost of goods sold	7b		
c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c		
8 Other revenue (describe ▶ _____)	8		
9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8	9	55,680.21	
Expenses	10 Grants and similar amounts paid (attach schedule)	10	
	11 Benefits paid to or for members	11	
	12 Salaries, other compensation, and employee benefits	12	
	13 Professional fees and other payments to independent contractors	13	39,900.00
	14 Occupancy, rent, utilities, and maintenance	14	484.91
	15 Printing, publications, postage, and shipping	15	96.00
	16 Other expenses (describe ▶ SEE LIST OF OTHER EXPENSES (ATTACHED))	16	29,560.50
17 Total expenses. Add lines 10 through 16	17	70,041.10	
Net Assets	18 Excess or (deficit) for the year (Subtract line 17 from line 9)	18	(14,361.20)
	19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	25,947.42
	20 Other changes in net assets or fund balances (attach explanation)	20	
	21 Net assets or fund balances at end of year. Combine lines 18 through 20	21	11,586.22



Part II Balance Sheets. If Total assets on line 25, column (B) are \$1,250,000 or more, file Form 990 instead of Form 990-EZ.

(See the instructions for Part II.)

	Description	(A) Beginning of year	(B) End of year
22	Cash, savings, and investments	90,415.80	22 31,356.31
23	Land and buildings		23
24	Other assets (describe ▶ ACCOUNTS RECEIVABLE)	22,635.00	24 32,895.00
25	Total assets	113,050.80	25 64,251.31
26	Total liabilities (describe ▶ ACCOUNTS PAYABLE and UNEARNED REVENUE)	87,103.38	26 52,665.09
27	Net assets or fund balances (line 27 of column (B) must agree with line 21)	25,947.42	27 11,586.22

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21

Part V Other Information (Note the statement requirements in the instructions for Part V.)

		Yes	No
33	Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity		✓
34	Were any changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the changes		✓
35	If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, attach a statement explaining why the organization did not report the income on Form 990-T		
a	Did the organization have unrelated business gross income of \$1,000 or more or was it subject to section 6033(e) notice, reporting, and proxy tax requirements?		✓
b	If "Yes," has it filed a tax return on Form 990-T for this year?		
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N		✓
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions. ▶ 37a <u>NONE</u>		
b	Did the organization file Form 1120-POL for this year?		
38a	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the period covered by this return?		✓
b	If "Yes," complete Schedule L, Part II and enter the total amount involved 38b _____		
39	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on line 9 39a _____		
b	Gross receipts, included on line 9, for public use of club facilities 39b _____		
40a	Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 ▶ _____ ; section 4912 ▶ _____ ; section 4955 ▶ _____		
b	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or is it aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		
c	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 ▶ _____		
d	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization ▶ _____		
e	All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T.		✓
41	List the states with which a copy of this return is filed. ▶ _____		
42a	The organization's books are in care of ▶ <u>Janice Moen, JMoen Enterprises LLC</u> Telephone no. ▶ <u>608-213-3939</u> Located at ▶ <u>3402 Viburnum Drive, Madison, WI</u> ZIP + 4 ▶ <u>53705-1443</u>		
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	Yes	No
	If "Yes," enter the name of the foreign country: ▶ _____		✓
	See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts .		
c	At any time during the calendar year, did the organization maintain an office outside of the U.S.?		✓
	If "Yes," enter the name of the foreign country: ▶ _____		
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 — Check here and enter the amount of tax-exempt interest received or accrued during the tax year ▶ 43 _____		<input type="checkbox"/>
44	Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of Form 990-EZ		✓
45	Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes," Form 990 must be completed instead of Form 990-EZ		✓

Part VI Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only. All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 46-49b and complete the tables for lines 50 and 51.

- | | | | |
|--|------------|------------|-----------|
| 46 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I | 46 | Yes | No |
| 47 Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II | 47 | | |
| 48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E | 48 | | |
| 49a Did the organization make any transfers to an exempt non-charitable related organization? | 49a | | |
| b If "Yes," was the related organization a section 527 organization? | 49b | | |
- 50** Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each employee paid more than \$100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances

f Total number of other employees paid over \$100,000 ▶ _____

- 51** Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation

d Total number of other independent contractors each receiving over \$100,000 . . . ▶ _____

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

Sign Here

▶ *Janice M. Moen* Signature of officer Date 15/17/2010

▶ **JANICE M. MOEN, PRESIDENT & EXECUTIVE DIRECTOR**
Type or print name and title

Paid Preparer's Use Only	Preparer's signature ▶	Date	Check if self-employed <input type="checkbox"/>	Preparer's identifying number (See instructions)
	Firm's name (or yours if self-employed), address, and ZIP + 4 ▶	EIN ▶	Phone no ▶	

May the IRS discuss this return with the preparer shown above? See instructions ▶ Yes No

2009 Form 990-EZ (tax year beginning October 1, 2008 and ending September 30, 2009)
Accelerate Madison, Inc.
Employer Identification Number: 39-2023865

Part I – Line 16

OTHER EXPENSES

\$29,560.50

Administration: Board of Directors & Committees	\$451.87
Events / Programs: Member Networking & Education	21,519.07
Marketing	1,235.00
Technology: Website, Email, Software subscriptions	6,344.56
Miscellaneous: State of Wisconsin fees	<u>10.00</u>
Total Other Expenses	<u>\$29,560.50</u>

Form 990-EZ (tax year beginning October 1, 2008 and ending September 30, 2009)
Accelerate Madison, Inc.
Employer Identification Number: 39-2023865

Part IV – List of Officers, Directors, Trustees, and Key Employees **page 1 of 3**

<u>(A) Name and address</u>	<u>(B) Title, Average Hours/Week</u>	<u>(C) Compensation</u>
Janice M. Moen JMoen Enterprises, LLC 3402 Viburnum Drive Madison, WI 53705-1443	President & Executive Director 10-25 hours/week	\$39,900.00
Mark Gehring Sharendipity c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Board Chair Volunteer hours vary	\$-0-
Peter Zaballos Study Blue, Inc. c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Vice President / Past Board Chair	\$-0-
Michael Baum Sophia Consulting LLC c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Secretary Volunteer hours vary	\$-0-
Beverly Lindquist Wisconsin Public Power Inc. c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Treasurer Volunteer hours vary	\$-0-
Frank Ace Wisconsin Dept. of Justice c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director Volunteer hours vary	\$-0-
Dan Andersen, CPA Baker Tilly LLP c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director Volunteer hours vary	\$-0-
Mark Clear IMS c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director Volunteer hours vary	\$-0-

Form 990-EZ (tax year beginning October 1, 2008 and ending September 30, 2009)
Accelerate Madison, Inc.
Employer Identification Number: 39-2023865

Part IV – List of Officers, Directors, Trustees, and Key Employees **page 2 of 3**

<u>(A) Name and address</u>	<u>(B) Title, Average Hours/Week</u>	<u>(C) Compensation</u>
Deron Curliss, CPA Grant Thornton LLP c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director Volunteer hours vary	\$-0-
Lee Ferderer Fiore Companies c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director Volunteer hours vary	\$-0-
Leslie Hearn TDS Telecom c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director Volunteer hours vary	\$-0-
James A. Jackson Cisco Systems, Inc. c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director Volunteer hours vary	\$-0-
David Rasmussen Extract Systems c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director Volunteer hours vary	\$-0-
Anne E. Ross Foley & Lardner LLP c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director and General Counsel Volunteer hours vary	\$-0-
Guri S. Sohi, Ph.D. Department of Computer Sciences c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director Volunteer hours vary	\$-0-

Form 990-EZ (tax year beginning October 1, 2008 and ending September 30, 2009)
Accelerate Madison, Inc.
Employer Identification Number: 39-2023865

Part IV – List of Officers, Directors, Trustees, and Key Employees **page 3 of 3**

<u>(A) Name and address</u>	<u>(B) Title, Average Hours/Week</u>	<u>(C) Compensation</u>
Brian Spindel WPS Insurance Corporation c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Secretary Volunteer hours vary	\$-0-
Mark Winger CUNA Mutual Group c/o Accelerate Madison P.O. Box 5117 Madison, WI 53705-0117	Director Volunteer hours vary	\$-0-

Application for Extension of Time To File an Exempt Organization Return

OMB No 1545-1709

▶ **File a separate application for each return.**

- If you are filing for an **Automatic 3-Month Extension**, complete only **Part I** and check this box ▶
 - If you are filing for an **Additional (Not Automatic) 3-Month Extension**, complete only **Part II** (on page 2 of this form)
- Do not complete Part II unless you have already been granted an automatic 3-month extension on a previously filed Form 8868**

Part I Automatic 3-Month Extension of Time. Only submit original (no copies needed).

A corporation required to file Form 990-T and requesting an automatic 6-month extension—check this box and complete Part I only ▶

All other corporations (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns

Electronic Filing (e-file). Generally, you can electronically file Form 8868 if you want a 3-month automatic extension of time to file one of the returns noted below (6 months for a corporation required to file Form 990-T). However, you cannot file Form 8868 electronically if (1) you want the additional (not automatic) 3-month extension or (2) you file Forms 990-BL, 6069, or 8870, group returns, or a composite or consolidated Form 990-T. Instead, you must submit the fully completed and signed page 2 (Part II) of Form 8868. For more details on the electronic filing of this form, visit www.irs.gov/efile and click on *e-file for Charities & Nonprofits*.

Type or print	Name of Exempt Organization ACCELERATE MADISON, INC.	Employer identification number 39 2023865
File by the due date for filing your return. See instructions	Number, street, and room or suite no. If a P.O. box, see instructions P.O. BOX 5117	
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. MADISON, WI 53705-0117	

Check type of return to be filed (file a separate application for each return):

- | | | |
|---|---|------------------------------------|
| <input type="checkbox"/> Form 990 | <input type="checkbox"/> Form 990-T (corporation) | <input type="checkbox"/> Form 4720 |
| <input type="checkbox"/> Form 990-BL | <input type="checkbox"/> Form 990-T (sec. 401(a) or 408(a) trust) | <input type="checkbox"/> Form 5227 |
| <input checked="" type="checkbox"/> Form 990-EZ | <input type="checkbox"/> Form 990-T (trust other than above) | <input type="checkbox"/> Form 6069 |
| <input type="checkbox"/> Form 990-PF | <input type="checkbox"/> Form 1041-A | <input type="checkbox"/> Form 8870 |

● The books are in the care of ▶ **THE ORGANIZATION, c/o JANICE MOEN**

Telephone No. ▶ (**608**) **213-3939** FAX No. ▶ (**608**) **238-7417**

- If the organization does not have an office or place of business in the United States, check this box ▶
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) _____ If this is for the whole group, check this box ▶ . If it is for part of the group, check this box ▶ and attach a list with the names and EINs of all members the extension will cover

1 I request an automatic 3-month (6 months for a corporation required to file Form 990-T) extension of time until **MAY 15**, 20**10**, to file the exempt organization return for the organization named above. The extension is for the organization's return for:

- ▶ calendar year 20.....or
- ▶ tax year beginning **OCT. 1**, 20**08**, and ending **SEPT. 30**, 20**09**.

2 If this tax year is for less than 12 months, check reason: Initial return Final return Change in accounting period

3a If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	3a	\$
b If this application is for Form 990-PF or 990-T, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit.	3b	\$
c Balance Due. Subtract line 3b from line 3a. Include your payment with this form, or, if required, deposit with FTD coupon or, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	3c	\$

Caution. If you are going to make an electronic fund withdrawal with this Form 8868, see Form 8453-EO and Form 8879-EO for payment instructions.

- If you are filing for an **Additional (Not Automatic) 3-Month Extension**, complete only **Part II** and check this box **Note.** Only complete Part II if you have already been granted an automatic 3-month extension on a previously filed Form 8868
- If you are filing for an **Automatic 3-Month Extension**, complete only **Part I** (on page 1).

Part II Additional (Not Automatic) 3-Month Extension of Time. Only file the original (no copies needed).

Type or print <small>File by the extended due date for filing the return See instructions</small>	Name of Exempt Organization	Employer identification number
	Number, street, and room or suite no. If a P O box, see instructions	For IRS use only
	City, town or post office, state, and ZIP code For a foreign address, see instructions	

Check type of return to be filed (File a separate application for each return):

- | | | | |
|--------------------------------------|---|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Form 990 | <input type="checkbox"/> Form 990-PF | <input type="checkbox"/> Form 1041-A | <input type="checkbox"/> Form 6069 |
| <input type="checkbox"/> Form 990-BL | <input type="checkbox"/> Form 990-T (sec. 401(a) or 408(a) trust) | <input type="checkbox"/> Form 4720 | <input type="checkbox"/> Form 8870 |
| <input type="checkbox"/> Form 990-EZ | <input type="checkbox"/> Form 990-T (trust other than above) | <input type="checkbox"/> Form 5227 | |

STOP! Do not complete Part II if you were not already granted an automatic 3-month extension on a previously filed Form 8868.

- The books are in the care of ▶ _____
 Telephone No. ▶ (_____) _____ FAX No ▶ (_____) _____
- If the organization does not have an office or place of business in the United States, check this box
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) _____ If this is for the whole group, check this box . If it is for part of the group, check this box. ▶ and attach a list with the names and EINs of all members the extension is for.

- I request an additional 3-month extension of time until _____, 20_____.
- For calendar year _____, or other tax year beginning _____, 20_____, and ending _____, 20_____.
- If this tax year is for less than 12 months, check reason: Initial return Final return Change in accounting period
- State in detail why you need the extension _____

8a If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	8a \$
b If this application is for Form 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit and any amount paid previously with Form 8868.	8b \$
c Balance Due. Subtract line 8b from line 8a. Include your payment with this form, or, if required, deposit with FTD coupon or, if required, by using EFTPS (Electronic Federal Tax Payment System) See instructions	8c \$

Signature and Verification

Under penalties of perjury, I declare that I have examined this form, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete, and that I am authorized to prepare this form

Signature ▶ _____ Title ▶ _____ Date ▶ _____