

# Facilitations

News & features for facility professionals

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## PRESIDENT'S MESSAGE

The third and final initiative in our 2006-07 strategic plan is networking. Our objective is to offer opportunities that engage members and provide value in the networking experience. So far this year we've had a great golf outing, an informative demonstration regarding the IFMadison website and other facilities related website insights, an interesting presentation on the UW West Campus Planning regarding upcoming projects, a tour of the UW Hospital newly remodeled Cardiology Department and construction tour of the American Family Children's Hospital on the UW Health Campus, a presentation on Disaster Recovery by BT2, and a tour of JT Packard in Verona. (JT Packard is the nation's largest independent service provider for all brands of network-critical power equipment: uninterruptible power supply (UPS) systems, batteries, DC plants, generators, and HVAC).

At the October lunch, 10/17, will we be hearing about the relocation process (moving a company) from Coakley Brothers Moving and Storage. On 10/19 we will be taking a tour of the new Fitchburg Town Center currently under construction, and on 10/25 enjoying a new member event at the penthouse of Weston Place in Madison. Please join us for all or any of these events. Some of us will also be attending World Workplace in San Diego, CA 10/8-10.

We have had an audio seminar sponsored by Renschler on "Greening Your Organization" in July, and are having another "How Your Short Term FM Strategies Affect Your Long Term Goals" on 10/19. Mark your calendars for the annual IFMA Holiday party at Capitol Brewery on 12/12. We're working to pull together a CFM review class and we are also beginning the work to plan the TriChapter at Monona Terrace on Thursday, May 10, 2007.

At IFMadison the networking experience is usually based around an educational and/or training opportunity. (Although we did have one heck of a golf outing!) But really – what is networking? I believe it's about developing relationships. We have some of the most talented and informed individuals in their fields as members, and it's wonderful to have those kinds of resources available.

When you attend IFMA functions you meet these folks and get to know them. When issues arise in your daily work – it's so nice to be able to pick up that directory and call an IFMA contact that you know and trust, either for a service or just for some advice. That is what brought me to IFMA and what keeps me coming back. That and the incredible people who work together to pull all this stuff off!

Special thanks to all!

Sheri Rose, CFM

**Chapter Monthly Luncheon**  
The Sheraton, 12 Noon, October 17, 2006

**Topic: Move Management**

**Presenters: John Regent-Smith and Mary Edwards of Coakley Bros. Co.**

John Regent-Smith, Vice President of Operations and Mary Edwards, Commercial Move Consultant, will share their proven relocation process that takes the headache out of moving for both the landlord and their clients by maximizing efficiency and minimizing damage and down-time.

John's twenty-seven years of invaluable experience along with Mary's six, have given them tremendous success using a moving methodology, coupled with a knowledgeable infrastructure, to relocate numerous companies across all industries. John holds a BS in Economics from the University of Wisconsin Milwaukee and Mary graduated with a BA in Communications with an emphasis on Sales Management from Southern Illinois University in Carbondale. They are also members of BOMA, C.A.R., M.M.A.C. and N.R.C.

## IFMA's October Tour

5:30 p.m. Thursday, October 19th Fitchburg Town Center  
5500 East Cheryl Parkway, Fitchburg, Wisconsin  
(park along the street on Woods Hollow road near job trailers) [www.fitchburgcenter.com/sitemap.htm](http://www.fitchburgcenter.com/sitemap.htm)

See details of facility on page 2 of this newsletter.

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## Fitchburg Town Center is October Tour

IFMA's October Tour is set for 5:30 p.m. Thursday October 19th at the Fitchburg Town Center, 5500 East Cheryl Parkway in Fitchburg.

When Strang was approached by visionary Bill Linton, with the concept for a corporate campus that would enhance the economic landscape, while working within, and sustaining, the natural surroundings it occupies – it was a unique chance to develop a prototype for future commercial undertakings. It was under this guidance that the Fitchburg Town Center was born.

The Fitchburg Town Center complex includes three buildings, totaling 84,000 square feet, connected by skyways. The premise of the overall design was to create a facility that would remain structurally sound, while contributing to the economic welfare of the community into the next century... and beyond. The ability to address both commercial and residential needs of the surrounding community now, and in the future, enforces the Fitchburg Town Center's long-term value.

The atypical building design allows room for flexibility, accessibility, increased visibility to local traffic, and stunning views of the adjacent prairie. Your tour will also highlight a multi-purpose piazza, connecting to the Agora Pavilion (which serves as home to local farmers markets and summer concert series.) Outdoor gathering areas link the buildings to the landscape, taking the form of natural amphitheatres, patios, walkways and seating areas. In addition, the Center offers a 244-stall, publicly accessible, underground parking facility.

## Evaluating, Planning and Budgeting For Site Needs

First impressions of any facility start with the exterior. The condition and maintenance of the lawn and planting areas, quality of lighting, condition of walks, drives and parking areas all effect the image of your facility and company to clients, current and prospective, guests and (perhaps most importantly) supervisors or owners. Although "curb appeal" and corporate image is important to many companies, the condition of the grounds rarely has anything to do with the work of a particular business or facility. Therefore site maintenance and improvement may not be high priorities, especially when more pressing issues arise and budgets are tight.

To maintain and improve site appearance, remove management "headaches" and get the most out site improvement and maintenance budgets, facilities managers should consider a Comprehensive Site Review, Evaluation, Plan and Maintenance Program.

A Comprehensive Site Review, Evaluation and Plan are the basis for prioritizing and budgeting necessary site

renovations and identifying possible site improvements. A Site Review will categorize strengths, weaknesses and improvement possibilities. It will also provide pieces of the “big picture” needed to effectively and efficiently prepare short and long term goals and plans for a site. Many facility managers may be capable of completing these reviews, evaluations and plans themselves. However, an independent consultant will provide specific expertise as well as an unbiased assessment of the site.

Site Maintenance Programming is another important part of efficient, cost effective site management and planning. Landscape maintenance contractors gladly provide quotes for their services. A Facility Manager should get at least three bids or quotes from pre-qualified contractors for site and landscape maintenance if they are looking for the best, most cost effective service. But, without providing the contractors a clear Site Maintenance Program for bidding, those quotes may not be for the same services, specifications or frequencies. The Site Maintenance Program should provide a schedule for the seasonal maintenance services for the site and have clear specifications and frequencies. Services that may not be needed each year such as rejuvenation pruning, bed edging and mulching can be included in a 3 year program. Maintenance contractors will often provide better pricing and service on a 3 year contract. A line by line breakdown will allow specific price comparisons. Regular site reviews and notes to managers and contractors insure that the program is being followed; services are being provided to specification, expectations are being met, as well as allowing for adjustments to programs as needed.

Comprehensive Site Evaluation, Planning and Maintenance Programming result in focused, precise, site maintenance, renovation and improvement plans. Projects are prioritized with clear budgets. The outcome will be improved site appearance, controlled costs and reduced headaches for facilities managers.

Rettler Corporation, with offices in Stevens Point and Middleton, provides site design, landscape architecture, site review and maintenance programming services. We welcome the opportunity to discuss your specific site planning and maintenance needs.

Submitted by:

Douglas Duren, Site Maintenance Coordinator  
Rettler Corporation – Middleton Office  
608-833-5400 [dduren@rettler.com](mailto:dduren@rettler.com)

## Local Champs

**The Bank of Sun Prairie Women's Softball team (also known as Loose Change) won the Class D League Championship's this year with Laura Huttner serving as coach/player. This is the 2nd consecutive year in the playoffs with a win for Loose Change. They also were undefeated in 1998.**

## New Member Event

The membership committee will be hosting our next new member event on Wednesday, Oct 25th between 5:30 & 7:30 p.m. in the Penthouse of Weston Place. Located only a block from Hilldale, Weston Place is a short walk from fine shopping, dining, entertainment, parks, and schools. If you're a new member or have a guest that you think might benefit from IFMA membership, RSVP and bring them along. RSVP to James Zirbel at 442-9770, or to anyone on the membership committee.

IFMA New Member Events always have:

1. Great food to snack on
2. Great information about IFMA-Madison, resources, committees and International
3. Great People (of course)
4. Great view at a great location (“I must be in the Front Row!”)
5. Great Door prizes at the end

## Learning Opportunity

Your local IFMA chapter is offering another opportunity for an educational experience. This is a brown bag, so feel free to bring your lunch.

### **Sustainability: How Your Short-Term FM Strategies Affect Your Long-Term Goals**

Oct. 19, 2006

12:00 p.m. CST

90-minute Audio & Web Presentation

Location: Target Commercial Interiors, 1020 John Nolen Drive in Madison (same frontage road as the Sheraton).

Being prepared for the mergers, acquisitions and consolidations that can occur during an organization's life cycle will ease space-planning challenges and enable your company to develop strategies that carry over to future projects for the long-term.

Learn how to create a short-term FM strategy that will extend to future projects, including the pros and cons of outsourcing versus handling your needs in house. Explore the necessary elements of an effective FM plan. Understand how to gather the most accurate data and information to make important strategic decisions regarding the proper distribution of physical assets.

**Thanks!**

Special thanks to Emmons Business Interiors and Lerdahl Business interiors for offering IFMA Madison a special price on an ergonomic chair for our Chapter Administrator – Communicators of Wisconsin (COW).

## First Class Mail

*Address Correction Requested*

### IFMA Madison Chapter Calendar of Events

#### October 2006

- 8-10 World Workplace, San Diego
- 10 Executive Board Meeting
- 17 Luncheon Meeting - Move Management
- 19 Tour - Fitchburg Town Center

#### November 2006

- 14 Executive Board Meeting
- 21 Luncheon Meeting - CFM Panel for "CEU's"
- ?? Tour - Hospice Center

#### December 2006

- ?? Executive Board Meeting
- 12 Holiday Party

### November Newsletter Deadline Friday, October 27, 2006

Please submit materials to Matt Darga  
at  
[mdarga@twallproperties.com](mailto:mdarga@twallproperties.com)  
(as an attached WORD document)



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