PRESIDENT’S MESSAGE

World Workplace Recap

I was very proud to represent our chapter at the World Workplace conference in San Antonio, TX from October 30th-November 2nd. I big thank you to our chapter for sending me to this incredible event. This year’s keynote speaker was Guy Kawasaki, former Chief Evangelist of Apple, co-founder of Alltop.com and best-selling author, his presentation was on the art of innovation in today’s business world. He was very engaging and had the audience on the edge of their seat with a fresh perspective on how to create an innovation strategy suitable for organizations of all sizes. He was a very funny guy, with the first name Guy.

The next events of the conference included breakout sessions geared toward different facility educational tracks. Session topics included energy savings and management, financing organizational sustainability, telecommuting and flexible work programs, social media use in business, the federal government’s approach to sustainability, a guide to effective outsourcing, ways to maximize space utilization, and much more. The expo floor was also open during this time. Here there were exhibitors representing sectors including alternative energy, architecture, building maintenance, disaster recovery, education, food services, furniture, health care, real estate, security, technology and more. There were a couple of vendors that had beer tasting. Most of the Wisconsin group hovered around these vendors to ensure the beer was of high quality. I can attest that it was.

The closing speaker was Frank Abagnale; acclaimed subject of the book, movie, and Broadway play “Catch Me If You Can.” Abagnale is one of the most respected authorities on forgery, embezzlement, and secure documents. Associated with the FBI for more than 30 years, Abagnale’s fraud prevention programs are used by more than 14,000 financial institutions, companies and law enforcement agencies. During his presentation the audience was riveted. You could have literally heard a pin drop the crowd was so enthralled. I dropped a pin just to check, and it worked.

World Workplace also has a number of social/networking events in the evenings. Nights were filled with welcome receptions, including a Halloween costume party, a gala supporting the IFMA Foundation, and ending with the Awards of Excellence banquet. Once again Wisconsin was recognized by our peers. Congratulations to the Southeast Wisconsin Chapter which was recognized as the small chapter of the year. I would highly recommend attending next year’s World Workplace in Philadelphia, PA from October 2nd-4th, 2013. Below are pictures from the 2012 event.

Thank you - Mike Schwartz
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November Chapter Luncheon Recap

For November’s program, we tapped into the deep well of facilities experience that we have within our chapter membership. It was a "Chapter Chat", featuring round table discussions by members centered around facility topics. I’ve attached my agenda that served as a loose outline for the groups. We also had a slide show and discussion on October’s tour, which was World Workplace 2012 in San Antonio, Texas.

November Chapter Tour Recap

For our November tour/outing, IFMA’s Show’n’Go and Community Crew teams sponsored participation with 8000 other community members in the 9th annual Berbee Derby. To benefit the Technology Education Foundation and their own health, participants ran or walked 5K or 10K along the scenic Capital City Trail, residential areas and the Fitchburg Business Park.

Welcome our newest IFMA Madison Member:

Todd Cleveland
Universal Restoration Services
2556 Advance Road Unit C
Madison, WI  53418
tcleveland@4universal.com
PH:  (608) 239-2090

Roberta Montague and Emily Rowe are always happy to assist you with potential new members. Please feel free to submit an email request with the interested parties information and we’ll take it from there!

The Professional Development Task Force (PDTF) needs your support!

The PDTF is looking for volunteers to assist the team with achieving its goals. We have a number of tasks on our agenda that we would like to achieve prior to the years end. If you have any time to help us out during this busy holiday season, please contact Brett Wedekind at brettwedekind@gmail.com.

(Some of the tasks can be completed from your home pc without ever attending a committee meeting.)

For those who would like to get more involved, please consider joining us at one of the next planning meetings for the Tri-Chapter Conference. Please check out our new Google Team Calendar on our chapter’s website.

Tri-Chapter Conference planning meetings

- **January 10th** - Noon to 1:00, Location: TDS - Wisconsin Trade Center, 8401 Greenway Blvd., 2nd Floor TDS Telecom Room
- **February 5th** - Noon to 1:00, Location: TDS - Wisconsin Trade Center, 8401 Greenway Blvd., 2nd Floor TDS Telecom Room
- **March 7th** - Noon to 1:00, Location: TDS - Wisconsin Trade Center, 8401 Greenway Blvd., 2nd Floor TDS Telecom Room
- **April 2nd** - Noon to 1:00, Location: TDS - Wisconsin Trade Center, 8401 Greenway Blvd., 2nd Floor TDS Telecom Room
- **May 7th** - Time: TBD, Location: American Family

Reminder- Networking Opportunity for IFMA-Madison Professional Members:

If you happen to be “between positions” or are just looking for an opportunity to advance your career in facility management; please consider posting your resume on our chapter’s website. You can send your resume to the PDTF at ifmaresumes@gmail.com. You will find a link on our chapter’s website under the heading of Career Networking/Resumes.
As the Madison sustainability champion, I participate in a monthly conference call to share stories and information with other chapters. Here is a list of resources we shared in October.

**Sustainability:**
- IFMA National Sustainability Website: [http://www.ifma.org/know-base/browse/sustainability](http://www.ifma.org/know-base/browse/sustainability) includes How-to Guides, case studies, and articles.
- FMJ article, *An evolving megatrend: Creating a culture of sustainability*
- Deloitte has released a new report focused on determining the impact on value of environmental, social and governance (ESG) issues to multiple stakeholders is becoming central to how companies craft their sustainability strategy and report on their sustainability performance.

**Energy Efficiency:**
- A US Executive Order has been signed *Accelerating Investment in Industrial Energy Efficiency*
- Johnson Controls’ Institute for Building Efficiency, IFMA and the Urban Land Institute released the results of the *sixth annual Global Energy Efficiency Indicator Survey*.
- U.S. Department of Energy has launched its *Asset Rating pilot* program. A new DOE study f commercial building owners can save on heating and cooling costs by implementing efficient controls.
- *GREEN UP*, a building performance program developed by the Canada Green Building Council enables the benchmarking of energy and water use, facilitates goal-setting to reduce greenhouse gas emissions, and helps identify ways to improve the operational and environmental performance of projects across building portfolios.
- EPA Energy Star Portfolio Manager: EPA's system for helping you track and improve energy efficiency across your entire portfolio of buildings: [https://www.energystar.gov/ia/star/pmpam/](https://www.energystar.gov/ia/star/pmpam/)

**Other:**
- U.S. DOE has released a *Transparent Cost Database* making the costs of energy technology more, well … transparent.
- *Zero Energy Buildings* report by Pikes Research forecasts that worldwide revenue from zero energy buildings will grow rapidly over the next 20 years, reaching almost $690 billion by 20 and nearly $1.3 trillion by 2035.
- *Workplace Configuration* – This FMJ article explains how office design affects employee mood and productivity
- *Talent Report: What Workers Want in 2012* provides a revealing picture of what students and professionals most value in a job, and demonstrates how opportunities to make a positive impact at work are linked to job satisfaction.
- Perkins+ Will, the architecture firm designing IFMA’s new workspace, released a “*Top Ten Workplace Trends*” report.
Two Job Opportunities at American Family - Apply by 12/21/12

Construction Project Consultant Job Opening at American Family Insurance
Corporate Headquarters in Madison, WI

Responsible for developing, estimating, planning and implementing multiple simultaneous mission critical construction projects for all divisions within the company. Functions as the communication link between internal business partners and internal/external resources to coordinate and assure timely execution of the programming, planning, design development, budget, scheduling, construction, accounting, and closeout of projects. The position actively communicates with business partners across the corporation to take a proactive approach to construction and workspace needs as well as promoting corporate design and construction standards and the latest technology to provide additional value to the company and employees.

Specialized Knowledge and Skills Requirements

- Application of a variety of construction contracts.
- Experience with a variety of formal delivery systems that can be used for different projects.
- Experience with architectural, engineering, and construction methodologies.

Please apply by 12/21/2012 at http://jobs.amfam.com

Workplace Environment Consultant Job Opening at American Family Insurance
Corporate Headquarters in Madison, WI

Responsible for all facets of the workplace environment company wide. Research, development and implementation of facility work spaces to allow for effective, efficient and comfortable physical environment for employees and customers. Responsible for budget and schedule development and design for workplace relocations so as to minimize the impact on employee productivity.

Specialized Knowledge and Skills Requirements

- Experience in project management and in managing multiple projects.
- Knowledge of interior design, AutoCad, space planning and programming.
- Knowledge of systems furniture and casegoods.

Please apply by 12/21/2012 at http://jobs.amfam.com
Some topics and tours are tentative and subject to change

January 2013
8 Executive Board Meeting
15 Luncheon Meeting - Brian Basken, Pearson Engineering
TBA Tour, Death's Door Distillery

February 2013
12 Executive Board Meeting
19 Luncheon Meeting – Daniel Guerra, Argus Ventures Tech Integration
TBA Tour, Lighthouse of Sun Prairie?

March 2013
12 Executive Board Meeting
19 Luncheon Meeting – MATC FM Program Update
TBA Tour, MATC Professional Services

April 2013
9 Executive Board Meeting (3 pm)
16 Luncheon Meeting Kay Nachreiner, Sustainable Engineering
?? Brewers game with SEW Chapter

May 2013
10 Tri-Chapter with SEW & NEW
14 Executive Board Meeting
?? Brewers game with SEW Chapter

January Newsletter Deadline
Wednesday, January, 2013
(Extended time given for the Holidays)

Please submit materials to Jennifer Hardebeck
jhardebeck@central.ensurance.com

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