PRESIDENT’S MESSAGE

It’s half-time. Yep, its time to hit the fridge, etc. during the commercials before the half-time show begins. The first half was exciting, incredible. We had a great runback on the first kickoff and just never let up from there.

We got the new officer team working and had a great golf outing in July. August brought us the opening volley of IFMA 2.0, true game-changers, manifested. In September, we learned we had been chosen Chapter of the Year; nothing like being selected to the pro bowl in the first quarter to keep you pumped up.

We opened the second quarter in October with a touchdown, 2010 – an IFMA Odyssey, followed by World Workplace, where we took another one to the house. While the offense rested in November, the highlights were mostly behind the scenes, including continued work on the website by IFMA 2.0, a solid lunch program on security from an FM perspective and a tour of the UW research park Accelerator facility. Most impressive however, were 7 of our members who competed their FMP training, just padding the first-half score.

While blankly staring in said refrigerator door, I spot a tasty snack that I forgot near the back of the fridge. Ah! It’s the December Holiday Partay at the Capitol Brewery on December 15th! "Man, I thought we ate that a week ago", but there it is, in all it’s tasty splendor. Remember, that’s a Potluck with Chuck Gifford’s deep-fried Turkey which will go great with your favorite beverage and friends. We also get to stop during this commercial break and smell the roses, as any happy Badger (sans pushups) should this year.

Success has a thousand fathers, failure is forever an orphan. Thanks to strategic planning and really good people, we get to shift our focus to the next opportunity rather than avoiding the next fiasco, depleted leadership or failed attempt at success. A true luxury, oft afforded by only the most affluent in personal life, is diversity of opportunity sans fear of failure. It is something you can be proud of, part of and share that wonderful feeling of “I’m feelin’ pretty good; so what’s next?”

A quarterback’s job is a whole lot easier when surrounded by great play-makers. The role of President has changed, just as the chapter has over the years. Like many organizations, this role was, at many times a burnout position, extracting every last ounce of a president’s time and energy to the extent that the end of a term necessitated a hiatus or utter disappearance just to reclaim one’s life.

The maturation of the chapter, including the foresight of adding COW's executive services and specialization of teams, have made the role of president rewarding, enlightening, challenging and exciting, no longer the recipe for burnout. My favorite roles remain your cheerleader and brand-master, assisting in direction and ensuring your teams’ highlights and efforts remain identifiable and memorable outwardly beyond the confines of an internal newsletter.

Executive Springboard – my 15 seconds

Here’s a bold, valid statement I’ve been sharing outwardly in public. “We have 25 directors on 11 teams. After just two years on the board, each of our directors could conceivably be the best president any other voluntary organization they’re on has ever had, be it a school board, church or charity. One need only point back to IFMA-Madison’s template and say “This is how organizations should work.”

We, the executive board, are you. Because we have such depth, there are others to carry the ball if someone has to leave the game. Opportunity to catch the ball, or throw it abound. You, too, have the opportunity to play quarterback, for which we’ll be there on the field, cheering you on, chanting “Go Team!”

Continued on page 3 . . .
## 2010-2011 Officers & Team Directors

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Company</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Jim Zirbel</td>
<td>Capital Fire &amp; Security</td>
<td>442-8777, <a href="mailto:jzirbel@capital-fire-security.com">jzirbel@capital-fire-security.com</a></td>
</tr>
<tr>
<td>Vice President &amp; President-Elect</td>
<td>Dani Michels</td>
<td>Commercial Interior Contractors (CIC)</td>
<td>575-5537, <a href="mailto:dani@cicbuildsout.com">dani@cicbuildsout.com</a></td>
</tr>
<tr>
<td>Secretary</td>
<td>Mike Schwartz</td>
<td>Coakley Relocation Systems</td>
<td>256-6683, <a href="mailto:mschwartz@ccoakley.com">mschwartz@ccoakley.com</a></td>
</tr>
<tr>
<td>Treasurer</td>
<td>Cheryl Weisensel</td>
<td>UW Credit Union</td>
<td>232-9000 ext 2264, <a href="mailto:CWeisensel@uwcu.org">CWeisensel@uwcu.org</a></td>
</tr>
<tr>
<td>Immediate Past President</td>
<td>Matt Darga</td>
<td>Urban Land Interests</td>
<td>251-0706, <a href="mailto:mdarga@uli.com">mdarga@uli.com</a></td>
</tr>
<tr>
<td>Talent Scout</td>
<td>Karyn Biller</td>
<td>Target Commercial Interiors</td>
<td>257-0521 x104, <a href="mailto:karyn.biller@target.com">karyn.biller@target.com</a></td>
</tr>
<tr>
<td>Programs/Tours</td>
<td>Jon Schneider, Co-Director</td>
<td>577-2407, <a href="mailto:jonmschneider@tds.net">jonmschneider@tds.net</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ron Rowe, Co-Director</td>
<td>Alliant Energy</td>
<td>458-3493, <a href="mailto:ronrowe@alliantenergy.com">ronrowe@alliantenergy.com</a></td>
</tr>
<tr>
<td></td>
<td>Roberta Montague, Co-Director</td>
<td>Schroeder Solutions</td>
<td>262-207-6363, <a href="mailto:rmontague@scherodersolutions.com">rmontague@scherodersolutions.com</a></td>
</tr>
<tr>
<td>Member Squad</td>
<td>Brian Hoffman, Co-Director</td>
<td>J.F. Ahern Co.</td>
<td>223-7942, <a href="mailto:bhoffman@jfahern.com">bhoffman@jfahern.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunch Bunch</td>
<td>Robbie Kritz, Co-Director</td>
<td>Cubic Wall System</td>
<td>838-6607 ext. 118, <a href="mailto:robbie.kritz@cubicwallsystems.com">robbie.kritz@cubicwallsystems.com</a></td>
</tr>
<tr>
<td></td>
<td>Jim Burke, Co-Director</td>
<td>The Bruce Company</td>
<td>608-836-7041, <a href="mailto:jim@bruceco.com">jim@bruceco.com</a></td>
</tr>
<tr>
<td>Birdie Brigade</td>
<td>Kim Keister, Director</td>
<td>Concepts in Art, LLC</td>
<td>608-756-0333, <a href="mailto:kimk@conceptsinar.net">kimk@conceptsinar.net</a></td>
</tr>
<tr>
<td>Sponsorship</td>
<td>Barb Millan, Co-Director</td>
<td>Emmons Business Interiors</td>
<td>608-441-8900 X21, <a href="mailto:barbm@ebiweb.com">barbm@ebiweb.com</a></td>
</tr>
<tr>
<td>Task Force</td>
<td>Lorelle Micklitz, Co-Director</td>
<td>Shred-it</td>
<td>608-222-6510 or 772-9123, <a href="mailto:lorelle.micklitz@shredit.com">lorelle.micklitz@shredit.com</a></td>
</tr>
<tr>
<td>Team PR</td>
<td>Angela Bzowski, Co-Director</td>
<td>Mortenson Construction</td>
<td>441-5551, <a href="mailto:Angela.bzowski@mortenson.com">Angela.bzowski@mortenson.com</a></td>
</tr>
<tr>
<td>News Crew</td>
<td>Jennifer Hardebeck, Co-Director</td>
<td>Esurance</td>
<td>608-234-9050, <a href="mailto:jhardebeck@central.esurance.com">jhardebeck@central.esurance.com</a></td>
</tr>
<tr>
<td></td>
<td>Vicky Statz, Co-Director</td>
<td>Office Furniture Resources</td>
<td>208-6146, <a href="mailto:vstatz@ofr-inc.com">vstatz@ofr-inc.com</a></td>
</tr>
<tr>
<td>IFMA 2.0</td>
<td>Dick Pearson, Co-Director</td>
<td>Pearson Engineering</td>
<td>274-3339, <a href="mailto:dick@pearsonengineering.com">dick@pearsonengineering.com</a></td>
</tr>
<tr>
<td></td>
<td>Nathan Hanson Co-Director</td>
<td>CDP, Inc.</td>
<td>608-832-6969, <a href="mailto:nathancdp@charter.net">nathancdp@charter.net</a></td>
</tr>
<tr>
<td>Community Crew</td>
<td>Chuck Fox, Director</td>
<td>Academy Service Group, LLC</td>
<td>608-212-0508, <a href="mailto:cfox@academysvcgrp.com">cfox@academysvcgrp.com</a></td>
</tr>
<tr>
<td>Board of Education</td>
<td>Patty Sweitzer, Director</td>
<td>TDS Telecom</td>
<td>664-8915, <a href="mailto:patricia.sweitzer@teldta.com">patricia.sweitzer@teldta.com</a></td>
</tr>
<tr>
<td></td>
<td>Kyle Roux, Co-Chair</td>
<td>UW</td>
<td>608-262-8745, <a href="mailto:kroux@chem.wisc.edu">kroux@chem.wisc.edu</a></td>
</tr>
<tr>
<td>New School</td>
<td>Larry Barton, Co-Director</td>
<td>Strang, Inc.</td>
<td>608-276-9204, <a href="mailto:barton@strang-inc.com">barton@strang-inc.com</a></td>
</tr>
<tr>
<td></td>
<td>Tom Riffle, Co-Director</td>
<td>Madison College</td>
<td>608-243-4020, <a href="mailto:triffle@matcmadison.edu">triffle@matcmadison.edu</a></td>
</tr>
</tbody>
</table>
Hello IFMA Madison Members,

Monthly lunch meetings are educational and great networking events and it’s that time of the year to take advantage of the discounted annual meal ticket. It is a great deal, $75 for the year and your break even point is 6 lunches. On the following page is the purchase form with instructions for using check or credit card. Limited time to purchase so act now.

For those of you that only attend a few lunches per year we are keeping the lunch price at $13.

Any questions please feel free to contact Robbie Kritz, Lunch Bunch Director at 838-6607 x14 or Robbie.Kritz@CubicWallSystems.com

Membership Update

IFMA Madison welcomes the following new members to our chapter:

Jeff Barutt
Datacenter Facility Operations Manager
TEAM Technologies
Fitchburg
Email: jeff.barutt@teamnet.net
608-663-1404

Michael J. Wicker
Regional Sales Manager
TEAM Technologies
Fitchburg
Email: mick.wicker@teamnet.net
608-216-4171

James Rognstad
Install Account Executive
Honeywell
Madison
Email: james.rognstad@honeywell.com
608-270-6111

QuickConnect:

Do you know of a Facility Manager that doesn’t currently belong to the family of friends at Madison IFMA? If so, we’d love to contact them on your behalf and invite them to join us for a complimentary lunch at our monthly meeting! Please contact a MemberSquad Team member!!!

IFMA Madison Website Update

LinkedIn – This LinkedIn group is up and running but we need your help. In order for this site to be a success, we need participation! This page makes it easier to post information about events, industry changes, and questions than the traditional email blast, phone calls, or online research. Please take a minute to view/contribute to this site.

The Website – The last step before your IFMA2.0 team is trained and ready to get this site up and running is almost complete. More information to follow
Monthly Meeting Meal Ticket
Invoice

Save Time & Money

Purchase of the Meal Ticket option will entitle the holder to attend Madison-IFMA Monthly Membership meetings without a door charge through December 2011. Normal door charge will be $13.00 per meeting. For members of record on January 2011 this offer expires on February 1, 2011.

Your Name: ________________________________________________________

Please make your $75 check payable to: Madison-IFMA
And mail to: Madison IFMA
PO Box 44008
Madison, WI  53744-4008

Paying with Credit Card?  Sign up by email or fax!
Provide the following necessary credit card information and email to ifma@mailbag.com

Please Charge My:  □ VISA  □ MasterCard  in the Amount of: $75.00
Charge Card Account Number: ________________________________
Exp. Date: ______________________
Name on Credit Card: ______________________________________

or

Using this form, fill in credit card information and FAX to:  608-848-9266
To: All IFMA Members - Guests are welcome too!

What: Annual Holiday Party

When: Wednesday, December 15, 5:00 p.m. – 10:00 p.m.

Where: Capital Brewery
7734 Terrace Ave
Middleton, WI

What to bring:
As we do every year, we ask you to bring a dish to pass. All plates, plastic forks, knives, spoons and napkins will be provided. Chuck Gifford will be making our annual tradition of his famous deep fried turkey and Rick Kurz white chili recipe. Don’t forget, it’s a cash bar.

IFMA Goodwill – Hosted by the Community Crew:

Please share the joy of the Holiday Season by bringing a non-perishable food donation. The “Community Crew” will be taking our donations to a local food pantry. They are also planning a putting fundraiser. Come see what this is all about and join in on the fun! You might win a prize if you are good!!!

_________________________________________________________________________________

SEE YOU ALL AT THE PARTY!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
November Chapter Meeting Recap

On November 12th we wrapped up the FMP educational series. Mark Sekula led the group for their last session Planning and Project Management on November 11th and 12th. We are pleased to announce the following members have attained their FMP certification – From Madison: - Jean Barry, Karyn Biller, Sadie Garvin, Doug Haselwander, Brian Novinska and Patty Sweitzer. From Green Bay: Jeff Bedore, Tom Green, From Milwaukee: Sue Bunker Tom Crylen, Grant Horn. Also, Perry Carrimon – no chapter affiliation. Great Job! Congratulations!

The following members will be finished with their FMP series early part of 2011. From Madison: Jason Willemarck, Kyle Roux and Mitch Klabough; From Green Bay: Ty Wagner; From Milwaukee: Scott Wollenzien, John Volz, Kris Schuette. Keep the momentum going; your almost there!

November Tour Recap

The 11-16-10 IFMA luncheon presentation was titled “Security in Our Current Environment” given by Todd Jansen (the Associate Director of Global Security) and John Harmon (the Global Security Training Administrator) of the Covance Laboratories Security Organization. They described the best practices from the Covance security system and described the resources that are available to support their security needs. The agenda included Security Assets and Threats, Protection in Depth, Information Security, Workplace Violence, Use of Force by Security Personnel, Training, and Resources. They stressed sites should have multiple levels of physical security, on-going security training for building personnel, and a policy in place in case of workplace violence.


Todd can be contacted at todd.jensen@covance.com and John can be contacted at john.harmon@covance.com for additional info.
Better Project Management and Execution.

- Systems Furniture Installation & Reconfiguration
- Project Management & Technical Design Service
- Re-fabrication/Cleaning of Panels and Chairs
- Commercial Moving & Corporate Relocation
  Founding member of Office Moving Alliance Worldwide (OMAW), www.omaww.com
- Millwright (heavy equipment) Service
- Warehousing, FF&E Distribution
- Asset Management & Inventory Control
- Facilities Management Outsourcing
- Technology Migration
- Employee Relocation
- Local, Long Distance, and Int’l Moving – Allied Van Lines
  www.coakleybros.com
- Record Storage & Management
- Document Scanning/Imaging
- Data Protection & Media Vault
- Enterprise Content Management (ECM) Consulting
- Secure Information Destruction
  www.datastoreweb.com

Serving the National and International community through O.M.A.
DO YOU WANT TO GET CONNECTED WITH IFMA? WE CAN HELP YOU GET INVOLVED!!!

We are looking for some additional help on a couple of our Teams. It does not take much time, but I promise you it will be very rewarding!!! The following Teams are looking to add people:

**Community Crew**
Is looking for 2 more members.

**Member Squad**
Is looking for 1 more member

**Team PR**
Is looking for 1 more member and people interested in organizing our 1st Awards Event

**News Crew**
Is looking for 2 more members.

If you have interest in any of these committees, please call Karyn Biller (Talent Scout) at (608) 819-1548. I will help you get on the committee that best fits your talents.

---

**IFMA Madison - Our Vision**

The Madison Chapter of IFMA is an organization that fosters credibility and respect for the facility management professional in the business community.

**IFMA Madison - Our Mission**

To provide chapter members with educational, networking and support opportunities that enable professional advancement and enhance facility management.
Have you ever had the unfortunate experience of settling in for a chat with a long-lost friend and been lost in the first five words out of their mouth? They are likely suffering from acronymitis, or an inflammation of the abbreviation gland. Signs of infection include rapid-fire rattling off of industry (or even office) specific acronyms and sensory numbness that impedes their ability to recognize the dazed look in the eyes of their audience.

Sadly, there is little that can be done to cure acronymitis, but its effects can be mitigated by immersion into the culture. Carry a note pad and pen to jot down every cryptic term and keep your blackberry close at hand to search the net for clarification at the first opportunity.

The earthy world of green living has unfortunately succumbed to the condition and those testing the waters may well become mired in confusion before they ever have a chance to select their first EnergyStar™ appliance.

Below are a few common terms and their definitions.

**ACT:** Association for Contract Textiles: A non-profit professional group of companies that strive to source and promote the use of sustainable natural textiles for domestic use.

**Authentic:** Guarantees that food was grown and produced within 50 miles of its end retail point. The term “organic” has been diluted in recent years primarily through the successful lobbying efforts of major corporations. Recognizing that consumers were riding the organic wave to new shores, corporate farmers and manufacturers succeeded in watering down the term to include their products, much to the confusion of the consumer.

**Biofuel:** Alternative combustion engine fuels derived from grain production or recycling of used vegetable oil. Combustion engines are easily modified to run on biofuel, but may not meet emission standards in certain states.

**Carbon Neutral:** Any entity or person who manages resources to eliminate carbon production. This can include offsetting the emissions from activities in one location by green restoration or enhancement of others.

**Certified Organic:** Means that the producer has paid copious amounts of money and submitted their materials to rigorous testing to meet increasingly limiting governmental restrictions. Small producers almost certainly cannot afford the high cost of certification, so sell their products under the less restrictive “authentic” or “non-certified organic” label.

**Fenestration:** The energy efficiency of windows. Considerations include square footage of windows in relation to structural surfaces, thickness of glass, gas barrier and tinting.

**GREEN:** GrassRoots Environmental Effectiveness Network: Nationwide group devoted to supporting activists committed to protecting wildlife and the environment.

**Green Business:** Any business that employs eco-friendly processes to reduce its carbon footprint. Measures include alternative power sourcing, paper reduction, recycling, use of recycled materials, incorporating water and power saving devices, and processing and reusing gray water.

**Green Collar:** No, not Mr. Green Jeans, but a rapidly growing workforce devoted to sustainable agriculture and organic or authentic farming.

**Green Pricing:** For a slightly higher cost or periodic upcharge consumers can choose to have their power supplied by green power producers, such as wind, solar and water driven energy suppliers.

**Net Metering:** Allows a home’s utility energy meter to cycle in reverse when the home’s energy consumption is less than the amount purchased by installed green energy devices, such as solar or wind generators. In these cases the energy stream flows in reverse and the home unit supplies additional energy to the utility’s power grid.

**Phantom Power:** Trickle power drawn by “sleeping” devices such as computers, ovens, telephones and entertainment equipment.
IFMA Madison Chapter Calendar of Events

January Newsletter Deadline
Wednesday, December 29, 2010
Please submit materials to Jennifer Hardebeck
jhardebeck@central.esurance.com
or
Vicky Statz
vstatz@ofr-inc.com
(as an attached WORD document)

Our 2010-2011 Sponsors

Gold
Capital Fire & Security
Coakley Brothers Company
CUNA Mutual Group
Design Structures
J. F. Ahern Company
Kreamer Brothers, LLC
Pearson Engineering

Silver
ADT Security Services
Alliant Energy
AVI Systems
Creative Business Interiors
Flad Architects
H & H Electric
J. H. Findorff & Son, Inc.
Madison Gas & Electric Company
ServiceMaster Building Maintenance
Strang, Inc.
T. Wall Properties
Target Commercial Interiors
Tilsen Roofing Company, Inc.

December 2010
14 Executive Board Meeting
15 Holiday Party

January 2011
11 Executive Board Meeting
18 Luncheon Meeting: UW Professional Development
TBA Tour: UW Vet Diagnostic Lab

February 2011
8 Executive Board Meeting
15 Luncheon Meeting: Studio Wikiteture Open Source Facility Design
TBA Tour: Remodeled UW Astronomical Observatory

March 2011
8 Executive Board Meeting
15 Luncheon Meeting: Dean Health Safety Director
TBA Tour: St. Mary’s/Dean Hospital, Janesville

April 2011
12 Executive Board Meeting
19 Luncheon Meeting: Threat prep. at Alliant Energy Center/Fairgrounds
TBA Tour: Alliant Energy Center