PRESIDENT’S MESSAGE

What Have You Learned Lately?

Each of us has our own unique reasons for being involved in IFMA—and there certainly are plenty of benefits to choose from. But there’s one reason that winds up on just about everyone’s list: education. Of all the things IFMA does for its members, education is likely what we collectively value most.

That being the case, I’m proud to say that our chapter rocks in this department. And with the help of our friends to the northeast and southeast, the State of Wisconsin is stellar. The quantity and quality of opportunities available is almost overwhelming. Take a look at all these:

- CFM and FMP classes. Our chapter held a review class for the CFM this past September, and next year the Milwaukee Chapter will host classes for the FMP. Classes for both happen at least once every year. And soon, classes for the SFP will be woven into the mix.
- More opportunities are available every May at Tri-Chapter, an all-day symposium geared toward the educational needs of FMs. This year’s Tri-Chapter event will be hosted by the Green Bay Chapter, and will be held on May 15th at Lambeau Field (!)
- The Board of Education (our chapter’s education team) is working on a new slate of Circles of Excellence programs for next year, with some really great discussion topics in the works. Dates and more information coming very soon.
- Your New School team continues to work with Madison College toward creating an FM certificate program (something that hasn’t been available in our area to date). Once this certificate program is in place (hopefully within the next 6 months), they’ll start working to create a two year degree program—and after that, a four year degree program! So eventually, if you want a degree in FM, you’ll be able to get one.

It’s a lot to take in, isn’t it? One of the best ways to keep track of it all is to frequently visit our website at www.ifmadison.org. Everything you need to know is there. And be sure to read your newsletter every month, without fail!

With all of this going on, you would almost think we could coast for a bit, right? Well, the Board of Education says…no way. Believe it or not, they want to know what else they can do to make your IFMA education experience the best and the most it can be. To that end, you may have noticed they sent out a survey recently, asking for your suggestions. Please, take a moment and fill it out. Your feedback will be used to shape current and future educational offerings.

And while I’m on it, thank you to all of our teams for all of your hard work. Your efforts make our chapter the special organization that it is!

Dani Michels
President, IFMA-Madison Chapter
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To: All IFMA Members - Guests are welcome too!

What: Annual Holiday Party

When: Wednesday, December 14, 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!!!!!!!!!!!!!!!!!!!!!!!!!!!
Madison College FM Certificate program nears completion!

Madison College has provided New School with a list of 10 classes to select from that could be put together to form our Facilities Management certificate. They’ve asked the New School committee in collaboration with IFMA Madison members to select their top 3 or 4 preferences. The Deans will then work with the associated departments to confirm that the additional students can be accommodated within their classes. Once these details are worked out, the certificate can be formed and offered for enrollment. The following courses are under consideration:

- Fundamentals of Project Management (#10-102-1135, 3 credits)
- Safety in the Workplace (#10-196-136, 3 credits)
- Principles of Supervision (#10-196-191, 3 credits)
- Architectural Print Interpretation (#10-614-140, 2 credits)
- Code and Regulations (#31-410-308, 2 credits)
- Customer Relations (#10-104-189, 2 credits)
- Maintenance Management (#32-462-313, 2 credits)
- Building Management Systems (#32-462-315, 3 credits)
- MSSC Safety (#10-625-103, credits vary)
- Drawing Interpretation for Industrial Maintenance (#32-421-392, 2 credits)

The New School committee welcomes your feedback and will be meeting in the near future to discuss these classes. Please forward any thoughts, comments, or suggestions to Tom Riffle at triffle@matcmadison.edu
Employment Opportunity

The Department of Administration, Division of State Facilities is looking for a candidate to fill an Administrative Manager vacancy for a position in Madison. I would appreciate your assistance in making our needs known to qualified individuals.

This is an excellent opportunity for an individual to join a team that strives to exceed the expectations of our customers by providing efficient, high-quality state government services. The Division of State Facilities is seeking an Assistant Bureau Director for Facilities Management. This position has responsibility and decision-making authority for the bureau operations management, budget, and staff supervision.

This position manages a staff of professional and skilled employees in providing operational, technical and consultation in planning, design, construction, remodeling, and facilities maintenance. The starting salary will be between $59,406 to $98,021 per year, depending upon candidate qualifications, plus excellent benefits. Employment will require a background check.


Interested parties should follow the instructions closely and submit all special application materials online by Tuesday, December 13, 2011, to be assured of consideration. Qualified females and minorities are encouraged to apply. Your assistance is greatly appreciated.

Welcome to Carbon Crunchers!

Want to learn about practical ways to reduce carbon footprint? Does sustainability seem like something left for the professionals? Too big and grand to even know where to start? Want to network with other facility professionals who also don’t have enough time and resources for a new “corporate initiative”? Then join us for our round table discussions. Dates below. Meetings will be held at Urban Land Interests’ downtown offices, at 7:30 AM. Meetings will last one hour. Coffee and treats will be provided. Parking will be validated for anyone using the garage under the building. Contact Matthew Darga if you have any questions (608) 268 7015 mdarga@uli.com. RSVP if you can to Matthew Darga.

Address:
10 East Doty Street, Suite 300, Madison 53703
(Parking available under building)

Schedule of events
- Tuesday May 29th. “Green Cleaning”. Green cleaning programs, strategies, and benefits.

Carbon Cruncher’s Mission: We support the facility management professional’s sustainability efforts.

Scope: To provide education, resources, and networking.

Directors: Leah Samson-Samuel and Matthew Darga
The *FMJ* is written specifically for professionals concerned with developing and maintaining productive workplaces. To view more recent articles on sustainability related topics, please log in to: [http://www.fmjonline.com/](http://www.fmjonline.com/)

**Sustainability 101: Ask the Experts**
Besides implementing sustainable operations and maintenance in my building, what can I do as a facility manager to assure sustainability is part of my company’s core mission? New green products are filling the marketplace but how can I be sure they are actually sustainable? I’m starting a green project and need to know where to look to find green products for my building.

**In the Green**
Brazil is attentive to the movements and changes within the corporate world. Boosted by globalization, the presence of multinational companies and international interaction play integral parts in today’s Brazilian business arena.

**In the Green**
Thanks to all of the IFMA members who participated in the second annual Johnson Controls Energy Efficiency Indicator research study. This groundbreaking online survey provides key insights into the decision-making process of facility executives across North America (see related article on page 14). This year’s research uncovers a couple of trends that I think are timely and worth discussing in more detail.

**The Response to Rising Energy Costs**
In 2007, Johnson Controls sponsored ground-breaking research to get a broad view of how businesses and other organizations were responding to rising energy prices—were they changing their operations, placing more importance on energy efficiency, embracing energy management strategies?

**The Carbon Footprint: A Step in the Wrong Direction**
As we seek ways to reduce our overall ecological imprint, the single measure of a carbon footprint is the factor generating news, Web commentary and organizations around climate change. Industrial growth in Asia coupled with the implementation of the Phase One Kyoto Protocol reductions will continue to draw attention to this key environmental impact.

**Go Gold and Save Green**
The pressure is on. Corporate executives are pushing for green alternatives, keen public awareness is reaching a threshold, and while your facility may certainly be doing its part to reduce its carbon footprint, your main objective is resolute—to improve efficiency and reduce expenses. Is it possible to merge the two initiatives into a winning strategy that will reduce expenses and promote environmental stewardship?

**Does Your Landlord Create a Sustainable Space?**
When window shopping, we look at items out of our price range, thinking about possibilities. We fantasize about what we could do with this or that. Then we go back to business as usual, what if scenarios relegated to wishful thinking. If what we want stops being a luxury, and through external pressures becomes a necessity, we always seem to find a way to achieve what was once deemed unattainable. It is a tribute to our capability and resourcefulness that nothing is out of reach. Once we set our minds to it, any window can be opened.

**Designing with Excellence**
Warehouse 7, a drab former military structure, sat on the 138-acre General Services Administration’s Auburn, Washington Campus as an underutilized relic from the distant past. One of eight virtually identical World War II-era warehouses comprising the federal government’s GSA regional complex, the structure, for all practical purposes, appeared to be at the end of its useful life. However, when GSA was faced with finding a new home for the Social Security Administration’s “800”-number call center serving residents of the Pacific Time Zone, the building received a rare gift. The GSA recognized that an adaptive reuse of the existing structure represented a unique opportunity to fulfill their mandate to provide sustainable government buildings, while giving taxpayers added value by transforming a minimally used federal asset into first-class, contemporary office space.
A Global Effort to Address Climate Change

Hybrid vehicles. Biofuels. Solar-powered cars. While transportation often receives the most attention in regard to energy use and environmental impact, it’s not the largest conservation target. Transportation only accounts for 27 percent of the energy consumed in the United States.

Environmental Initiatives for Federal Buildings

The federal government is the largest consumer of energy in the United States, and about 30 percent of that consumption is in federal buildings. With about 1,513 federal assets in its inventory, the U.S. General Services Administration is the civilian government’s largest building owner. GSA is keeping step with the federal government’s ever-increasing efforts to conserve energy and is leading the way in many areas of building design, construction and management.

Green-lighting Your Environmental Strategy

So you’ve decided to go green. Good choice, because with 80 percent of corporate America expecting to engage in green at least 16 percent of the time by next year, it’s a safe bet that your peers and competitors are either doing likewise or about to. And considering the scrutiny real estate companies receive from investors, building occupants, lawmakers and consumers—not to mention the US$24 billion price tag on annual commercial real estate energy consumption—it makes sense to incorporate eco-friendliness as a core business strategy element. The idea ties environmental consciousness to such bottom-line concerns as tenant attraction and retention, compliance, tracking, and reporting.

How to Develop a Renewable Energy Strategy

Carbon’s environmental footprint is having a profound impact on the way companies conduct business. Not only are business owners faced with paying higher taxes and increasing energy and commodity prices, but regulatory agencies, investors and customers are also influencing their business and environmental management decisions.

Growing Your Roof with the Right Ingredients

In the few warm and humid states where they grow, palm trees are considered a prized, highly valued plant. Large, older specimens are in great demand and often command a premium price. Where they grow naturally, palm trees are often removed from existing landscape sites or from a commercial nursery field, transported and replanted at another site—creating an instant mature landscape.

Accelerating Sustainability

The drive toward sustainability continues unabated. Worried about energy security, unstable fuel prices and greenhouse gas emissions, a growing number of schools, universities, governments, businesses and other organizations are committed to improving their environmental and social performance along with their financial results—their triple bottom lines.

Breezing Through the Energy Battle

A recent research study has confirmed what some energy-savvy retailers and commercial building owners have known for some time—air curtains (air doors) provide a better environmental separation and save significantly more energy than vestibules.

Internships

Do you have an opportunity for an intern in your business? Several local colleges promote internships to help kick-start their students on their way to real life hands-on experience in a variety of facilities-related fields! If you are interested in helping a future facilities professional get their feet on the ground in our industry, please contact the below!

Madison College:
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UWSP:
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IFMA Madison Chapter Calendar of Events

December 2011
13 Executive Board Meeting
14 Annual Holiday Party

January 2012
10 Executive Board Meeting
17 Luncheon Meeting
TBA Tour

February 2012
14 Executive Board Meeting
21 Luncheon Meeting:
TBA Tour

March 2012
13 Executive Board Meeting
20 Luncheon Meeting
TBA Tour

April 2012
10 Executive Board Meeting
17 Luncheon Meeting
TBA Tour

May 2012
8 Executive Board Meeting
15 Luncheon Meeting (Tentative)
TBA Tour

January Newsletter Deadline
Wednesday, December, 2011

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

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