Gosh, that was a nice nap. The holidays were a great time for many to attend family gatherings and relax, reflecting. The holiday party was also nice, well-attended and a great way to celebrate the amazing stuff we did in 2010. Community Crew hosted a Salvation Army Sing n’ Ring event at Westgate Mall and, along with Chuck Gifford, did some good Christmas food service for the needy. Thanks for the Turkey, Chuck and the Chili, Rick Kurz.

Now, it’s time to start your engines. No, not for Daytona; for the IFMA year, part Deux. Accordingly, there are two things we need to focus on right now.

**Sponsorship makes IFMA Amazing**

First and foremost this month is our annual Sponsorship Drive. The Sponsorship Task Force is being managed by Barb Millan and Lorelle Micklitz, who are doing a famous and creative job. Look for your sponsorship info to arrive soon. Your contributions, along with your work and passion allow us to be the amazing chapter of IFMA that we are. It also funds leadership training, scholarships and our soon-to-be announced website update. Our financial strength will also help you do something no other chapter, including IFMA HQ, has done to date. Read on...

**New School - our greatest legacy**

New School is beginning one of the biggest initiatives we have ever taken on. It kicks off at our February Lunch Meeting at Madison College’s Truax campus. Tom Riffle and Larry Barton have made attending this gala meeting really easy by streamlining our guest parking and facility services. It will be attended by several dignitaries from Madison College, Skills USA and local high schools.

New School is another manifestation of our annual blueprint’s plan, synergized by a stroke of luck. If you recall, Member Squad made a couple attempts in the last 10 years to engage college students with the long-range goal of getting a certified program in place at a local college. The local schools didn’t know what to do with our offer and the best we did was bring some instructors from MATC to lunch. We worked hard on that, consistently, for about two years, to no avail.

**Empty Nest**

It should have been obvious to us and IFMA HQ—we were focusing our efforts on an empty nest. No college is going to create a program of any kind without incoming students and diverting scholars toward FM from a school’s existing programs is a losing proposition. Further, guidance counselors are over-taxed and FM will never be on their radar like doctors and lawyers...and such. The lack of a bridge meant that, save a remarkable few, facility managers are self-taught and don’t have a FM degree. Further, FM degree programs that do exist are and will always be small unless a strong bridge is built.

In 2009, during our strategic planning and chapter of year work, we asked, “Why isn’t there a pipeline or bridge for High School students to learn about programs and careers in FM?” It was this fundamental question that brought us an incredible opportunity.

In March, a quick Google search of facilities and high school clubs netted a hit on Skills USA, formerly VICA; the kids in the red coats, who focused on vocational skills—many skills that reflect our competencies directly. That led to a chance meeting with their leaders at their state convention a week later and that led to quality time with Tim Lawrence, Skills USA Executive Director, at their national convention in Kansas City in June. Good things happen when you’re on the right road.

Skills USA is big. At 325,000 student members, it’s a monster. Their state and national leaders love what we had to say. Skills USA can be the best bridge, a better bridge we couldn’t have dreamt of and New School is first to open it.

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
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Message from the President  
Continued from page one . . .

New School’s coupling of a certified degree program at Madison College and Skills USA becoming the bridge should, in time, show stellar results, nationally. We will be the template. It is for this that your sponsorship dollars and a little of your time and effort is especially needed during the remainder of this year and beyond.

We need your attendance at the February luncheon to illustrate our support for New School’s efforts and a few hours at their state convention in WI Dells this spring wouldn’t hurt the cause either. We’ll be working to sweeten the pot for educators and students alike to cross the bridge and win with us.

If you have suggestions for how we might improve these efforts, please let Tom and Larry know, they’re working hard to materialize our long-standing dream.

IFMAgination – where IFMA-Madison might go, across the bridge. . .

Jim Zirbel, honored to be your President

Chapter Monthly Luncheon  
January 18, 2010  
12 Noon - Sheraton Madison

The guest speaker for January’s luncheon program will be Chuck West, the program director of the sales and sales management program for Executive Education at the University of Wisconsin-Madison’s School of Business.

Chuck will be speaking about the important core competency area of communication, including how to: use effective communication strategies, give directions, actively listen, present information visually, communicate in writing, conduct effective meetings, negotiate for services/resources/information/commitments.

Wisconsin Veterinary Diagnostic Laboratory-  
When: Tuesday January 25th, 5:30pm  
Where: 445 Easterday Lane Madison

WVDL is accredited by the American Association of Veterinary Laboratory Diagnosticians and provides a broad range of diagnostic services to the production, companion, and exotic animal industries. WVDL performs surveillance tests for a variety of animal diseases (e.g., brucellosis) and performs tests to qualify animals, semen, and embryos for interstate and international shipment.

See map on the following page for parking information.
Building Location and Parking Information

The Wisconsin Veterinary Diagnostic Laboratory is located at 445 Easterday Lane, south of the School of Veterinary Medicine on the UW-Madison Campus. (See building location shown in red below on map.)

Parking should be available in Lots #4 and #62. Parking is not allowed in Lots #124 & #125. Information from the UW Transportation Services on Lots #4 & #62 is noted as follows:

“From 7 AM - 4:30 PM Monday-Friday, pay the meter or display a valid UW Annual Baselot permit for the lot. From 4:30 PM - 7 AM and all day Saturday and Sunday, the meters are free and the lot is open to the public. Restrictions: Free After Hours parking does not include restricted areas including reserved stalls, disabled stalls, loading zones, construction areas or lots being used for Special Events.”

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 a more Professional 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.

Karyn Biller
J. F. Ahern Co. has the extensive resources to repair, upgrade, retrofit, and inspect a wide variety of building systems. Our services include:

**Fire Protection**
Ahern offers a complete range of fire protection services, including sprinkler installation, fire extinguishers, special hazards systems, inspections, and 24-hour emergency service.

**HVAC**
We design, install, and commission all types and sizes of equipment in both industrial and commercial applications. We are LEED and NEBB certified, and have P.E.’s and QCxP’s on staff. We also operate a state-of-the-art sheet metal shop. Testing, balancing, and controls services are available.

**Mechanical Service**
Ahern’s team of experienced service technicians will keep all your mechanical systems running smoothly, no matter who installed them. We service all makes and models of HVAC systems, as well as plumbing installations. 24-hour emergency service is available.

**Industrial/Process Piping**
Ahern has experience with all types of process piping systems for solids, liquids, and gases. We have unique expertise in biofuel and power piping systems.

**Plumbing**
Ahern’s plumbing project team offers decades of experience in design and installation, and their knowledge of code compliance and new technology are complemented by real world experience. We also operate an in-house plumbing prefabrication shop.

**Energy Solutions**
Rising utility costs and a global focus on resource conservation are making it increasingly important to optimize a process or facility’s energy usage. From audit through commissioning, our in-house experts will be responsible for ensuring that all aspects of your utility solutions needs are met.

**Water/Wastewater**
Ahern is one of the most qualified and experienced contractors in the industry. We employ state-certified wastewater plant operators and experienced tradesmen. Our ability to prefabricate underground piping and install process equipment sets us apart.

**Pipe Fabrication**
Our Pipe Fabrication Division specializes in industrial and municipal projects, and has extensive experience in the areas of power and process piping. Ahern’s nationally-recognized shop serves both internal Ahern projects and external customers throughout the United States.
On December 8th the board of Education held a lunch and learn on current trends in the office environment which was sponsored by Schroeder Solutions and TDS. Michelle Barton, Regional Manager at Teknion held her audience captive during the 45 minute presentation which identified eight current trends that really matter in today’s office environment.

- Shrinking workstations
- Working outside the box
- We’re becoming corporate nomads
- Multi-generations in one workplace
- Collaboration happens everywhere
- A workstation with a view
- Space is defined by work style not status
- Green environments

Upcoming events

Academy Service Group presents a “lunch and learn” on the topic of **NFPA 70E / Arc Flash compliance**

What does a facility manager need to know about 70E and the changes related to Arc Flash labeling which became effective in 2009?"

The presentation hits on 4 key concepts:
1. Host employer responsibilities
2. The new labeling requirements
3. How is data on the labels created
4. How electrical testing is a closely related topic

When: January 27th at 11:30 to 1:00
Where: TDS Wisconsin Trade Center
8401 Greenway Blvd., Suite 400 Fisher Room
Middleton, WI 53562
RSVP to patricia.sweitzer@teldta.com

Educational Opportunities

**NEW GEOTHERMAL TRAINING SERIES**

Energy Center University is delivering a new three-course geothermal training series presented by industry experts at the Chula Vista Resort in Wisconsin Dells. The series is designed for residential and commercial buildings, and kicks off with [Geothermal Ground Loop Design, Sizing and Application](#), January 20 with Joel Clary, P.E., owner of Summit Design. The next training, [Installation of Geothermal Heating and Cooling Systems](#), will take place February 3 and will be presented by Richard W. Hiles of ClimateMaster. The series will conclude on February 24 with [Servicing and Troubleshooting Geothermal Systems](#), presented by Brian Urlaub of Enertech and President of the Wisconsin Geothermal Association.

The Geothermal Series is designed for architects, engineers, building owners, facility managers, residential and commercial contractors and construction professionals, and anyone interested in new construction or HVAC retrofits. The registration fee for attending each full-day training is $169, which includes continental breakfast and lunch. Attend all three courses in the Geothermal Series for $449—a savings of $58. For more information, or to register, please visit [www.ecw.org/university](http://www.ecw.org/university).

*Continued on next page ...*
Community Crew had a busy December. The “ring and sing” for the salvation army had 15 IFMA members, friends, and family. This event was enjoy by all – including the holiday shoppers that donated generously with Christmas smiles from our song. Community Crew also held a food drive in connection with the Annual Christmas party. Close to 100 pounds of food was collected. At the Christmas party, the “putt-putt” golf challenge also raised $60 dollars. The cash and the food were delivered to THE RIVER food pantry.

Our next event will be a “project day” at THE River in late January/early February. Please watch your IFMA e-mails for information about this event.
New School forms Partnership with Madison College!

Madison College has joined forces with IFMA Madison’s “New School” committee to develop the College’s first Facilities Management certificate program. This is the first step toward what hopefully will lead to multiple offerings including 1 year and 2 year state approved degree programs in Facilities Management. Madison College has expressed extreme interest in working with IFMA and has graciously offered to host the February 15th IFMA Madison luncheon at their Truax Campus. The luncheon topic will highlight our IFMA/Madison College collaboration and will include many Madison College Deans and Dignitaries. This is certainly a luncheon you will not want to miss as IFMA Madison breaks new ground in their mission to develop educational pathways to the facilities management profession. We are hoping for a great turnout!

Holiday Party Recap

Our annual Holiday Party was held Wednesday Dec. 15th at the Capital Brewery (photos to the right). Great food and fun was shared by over 50 people through the evening. Again Chuck Gifford provided his famous deep fried turkey and Rick Krutz added his tasty white chili to the bountiful spread. The Community Crew also collected both non perishable food and monetary donations for THE RIVER food pantry.

As always it was fabulous way to celebrate the holidays and all of IFMA Madison’s accomplishments.
Happy New Year from MemberSquad!

Currently, there are no NEW members to report for the month of December.

Membership currently stands at a total of 176. MemberSquad is working on behalf of the Chapter to connect with Facility Managers in the area who are not yet members of Madison IFMA. Strategically, we’ve been taught the LinkedIn search/update method of identifying potential members and have quite an extensive list to contact.

We are happy to announce a new member to our Team – Brian Novinska from Summit Credit Union has come aboard to help our quest of new member recruitment. Welcome to MemberSquad, Brian!

We have been getting periodic referrals from our current members regarding people who might be interested in joining our Chapter – “Thank You” and keep them coming!

**MemberSquad:**

- Attracts new members through recruitment efforts – a great, fun way to meet new people!
- Provides new and/or existing members with a Mentor through the IFMA Connect program
- Offers Bridge Program benefits to those members faced with losing their membership sponsorship

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**Green Corner**

**MadiSUN Solar Program Shines**

As yet another Wisconsin winter gets underway and we brace ourselves for the onslaught of short, overcast days, it may be difficult to imagine why the state of Wisconsin is choosing to promote solar as an excellent source of green energy. Surprisingly, photovoltaic (PV) solar panels function at their best on the sort of cold, sunny winter days we experience January through March. This means they can actually produce more energy than panels in traditionally warm, sunny areas like Arizona and Southern California.

Wisconsin’s favorable conditions for generating solar power have inspired many owners of businesses and residential properties alike to invest in the energy independence solar provides. A recent report by Arizona State University ranked Wisconsin tenth on the Optimal Solar Deployment Index. Today, there are 726 solar electric and 700 solar thermal projects in Wisconsin, and thanks to rapidly falling prices, these numbers will continue to grow in the coming years.

It is only fitting for the State’s capitol city to lead the way in promoting the use of solar. Madison has done just that by establishing the MadiSUN Solar Energy Program, the City of Madison’s official program to promote solar for local homes and businesses.

For business owners, the program presents a variety of opportunities to learn more about the benefits of solar, including information and assistance in taking advantage of significant federal tax breaks, state rebates and MG&E’s Clean Power Partner program that offers a buy-back rate almost twice the amount businesses pay. MadiSUN also offers free solar assessments, which include a visit by a qualified assessor who can estimate a building’s solar potential and the projected costs, benefits, and payback period of a solar electric and hot-water system. Finally, MadiSUN provides a chance for businesses taking advantage of solar to connect with one another and receive publicity and recognition for making a commitment to clean, renewable energy.

For more information on MadiSUN, solar energy, or free solar assessments, please visit its website at [http://www.cityofmadison.com/Sustainability/City/madiSUN/](http://www.cityofmadison.com/Sustainability/City/madiSUN/).
February Newsletter Deadline
Wednesday, January 26, 2011

Please submit materials to Jennifer Hardebeck
jhardebeck@central.esurance.com
or
Vicky Statz
vstatz@ofr-inc.com
(as an attached WORD document)
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: ___________________________________________________________

Your Email address: _____________________________________________________

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 fax (don't put credit card info in emails!)
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: ___________________________________________________

Billing Address of Credit Card: ___________________________________________

or

Using this form, fill in credit card information and FAX to: 608-848-9266