Meetings, Meetings... 

There are so many meetings in the IFMA-Madison chapter, one would think we were just pushing the bureaucracy broom. Nothing could be further from the truth. One could easily map their entire social life around this organization, given the number of offerings in any given month, never mind 2009-2010; the year of Darga; the year of initiatives.

Over the last few years or so, I’ve noticed that our executive meetings have been getting consistently longer. Although they begin promptly at 7:30, rarely do they end before 9:00 AM. Frequently there are little groups of us that continue the discussion as we leave the boardroom, as the topics at hand demand further discussion.

From the outside, it might seem like drudgery, yet for directors and member guests, it’s immediately apparent that there is an amazing buzz – the buzz of activity, excitement, progress and ultimately results at each one. For those of you with your own firms, ya gotta admit— one can only wish for such phenomenal commitment, skill, out-of-box thinking from one’s own—never mind that these folks don’t receive a paycheck for their contribution.

June is the time where your executive team meets individually with our chapter teams, of which there are now 11. We share the objectives from the Annual Blueprint, gleaned from our annual survey, team contribution and the executive training seminar held in spring. From that point on, the team is off to its own unique adventure. Each IFMA – Madison team runs its own show. Most of their objectives and initiatives come from within, a testament to your chapter that it functions so darn well.

This brings us to the subject of our annual awards lunch in June. Guess what? We ran over. Whoda-thunk? The fact is that even starting that meeting early, there was just too much to share. Even if we just scratch the surface we couldn’t get it all done before 1:30, no way, no how. Accordingly, that leaves me only 12 months of these articles to tell you what’s up.

We begin this month with your executive team. Cheryl Weisensel of AAA, bless her heart, is on her second term as treasurer. Mike Schwartz, former director of education and creator of Community Crew, has moved up to our secretary role.

Dani Michels, owner of CIC and my co-chair on Member Squad, is your new vice president. Matt Darga, of the year of Darga, is our immediate past president and expecting father of his 4th child. I personally get the immense pleasure of being our president during a truly amazing time, I think I just got the best job on earth.

So, what about Karyn Biller, the former immediate past president? Doesn’t she ride off into the sunset, collect her gold watch and retire from the chapter? Considering she managed the Annual Holiday Party at Capitol Brewery, the 25th Anniversary gala at The Concourse and the monumental task of the Chapter of the year submissions, she certainly could and no one would blame her.

NADA. Enter the best talent scout our chapter could imagine, especially in the first year of its existence. Her job is to help tap you for the tiny tasks that don’t require a big commitment where there is a need. It is revolutionary, timely and absolutely necessary, especially for those of you who love the chapter, but simply have no time to commit. . to a committee! Please help make this change viable by anteing up when Karyn calls—it won’t hurt a bit and we’ll all win from it.

My monthly buzzword and take on the new Team? — Fabulocity; really great, and not just sitting there.

- Jim Zirbel, President IFMA, Madison Chapter

P.S.- Be sure to sign up your team for the annual golf outing on July 27th, before it sells out! This is one of the hottest golf outings in the Madison area and I’ve never seen people have more fun on a school night!
<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Organization</th>
<th>Contact Details</th>
<th>Notes</th>
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</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>
<td></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>
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<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>
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<tr>
<td>Treasurer</td>
<td>Cheryl Weisensel</td>
<td>AAA</td>
<td>828-2445, <a href="mailto:caweisensel@aaawisconsin.com">caweisensel@aaawisconsin.com</a></td>
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<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>
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<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>
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<tr>
<td>Programs/Tours</td>
<td>Jon Schneider, Co-Director</td>
<td></td>
<td>577-2407, <a href="mailto:jonmschneider@tds.net">jonmschneider@tds.net</a></td>
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<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>
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<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>
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<td></td>
<td>Roberta Montague, Co-Director</td>
<td>Schroeder Solutions</td>
<td>262-207-6363, <a href="mailto:rmontague@sroedersolutions.com">rmontague@sroedersolutions.com</a></td>
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<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>
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<td></td>
<td>Dave Yager, Co-Director</td>
<td>Johnson Controls/Spectrum Brands</td>
<td>608-212-3617, <a href="mailto:diznlou@charter.net">diznlou@charter.net</a></td>
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<tr>
<td>Birdie Brigade</td>
<td>Kim Keister, Director</td>
<td>Concepts in Art, LLC</td>
<td>608-756-0333, kimk@concepts in art.net</td>
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<td>Sponsorship Sponsor</td>
<td>Barb Millan, Co-Director</td>
<td>Affordable Office Interiors</td>
<td>608-442-0430, <a href="mailto:bmillan@affordableoffice.com">bmillan@affordableoffice.com</a></td>
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<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>
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<tr>
<td>Team PR</td>
<td>Angela Brzowski, Co-Director</td>
<td>Mortenson Construction</td>
<td>441-5551, <a href="mailto:Angela.brzowski@mortenson.com">Angela.brzowski@mortenson.com</a></td>
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<tr>
<td>News Crew</td>
<td>John Desens, Co-Director</td>
<td>Westphal &amp; Co. Inc.</td>
<td>608-216-9554, <a href="mailto:jdesens@westphalec.com">jdesens@westphalec.com</a></td>
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<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>
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<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>
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<tr>
<td>Board of Education</td>
<td>Patty Sweitzer, Co-Director</td>
<td>TDS Telecom</td>
<td>664-8915, <a href="mailto:patricia.sweitzer@teldta.com">patricia.sweitzer@teldta.com</a></td>
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<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>
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<td></td>
<td>Kyle Roux, Co-Director</td>
<td>UW</td>
<td>608-262-8745, <a href="mailto:kroux@chem.wisc.edu">kroux@chem.wisc.edu</a></td>
<td></td>
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<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>
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</table>
Chapter Monthly Luncheon  
July 20, 2010  
12 Noon - Sheraton Madison

Charlie Crave from Crave Brothers Farmstead Cheese will be presenting an overview on their dairy farm and cheese factory. He will tell the story of dairy farming that emphasizes cow comfort, quality milk and working in harmony with the land to produce quality milk and award winning cheeses.

The farm emphasizes conservation and sustainable practices, while consideration is given to what is best for the environment, the cows and the consumer. Our pampered cows receive plenty of exercise, fresh air and individualized care. The cow's manure is converted into energy and organic fertilizer through a manure digester located on our farm. Cows are bedded with composted manure solids from the manure digester.

The computer controlled anaerobic digestion system generates enough electricity to power our farm, cheese factory, and 300 area homes. The digester helps manage our farm’s manure, it provides clean, renewable energy for the farm, and produces excess electricity, which Clear Horizon sell on the grid. The digester reduces odor from the manure and also provides saleable products. We use the liquid byproducts as fertilizer on our fields and the solid byproducts (dry organic matter) are used as animal bedding and in a line of organic potting soil.

From The Board of Education

The Facility Management Professional (FMP) certification class Operations and Maintenance was held on June 24 and 25th at the Wisconsin Trade Center. We would like to extend our gratitude and thanks to T-Wall Properties for sponsoring the room and TDS for the sponsoring the beverages. Mark Sekula, CFM, LEED AP instructed the thirteen students in attendance. Jean Barry, Karyn Biller, Sadie Garvin, Doug Haselwander, Perry Carrimon, Mitch Klabough and Patty Sweitzer attended from the Madison Chapter, Jeff Bedore, Tom Green, attended from the Green Bay area and Tom Crylen, Grant Horn, Sue Purgill and John Volz attended from Milwaukee.

The next session the Business of FM will be held at the Wisconsin Trade Center, 8401 Greenway Blvd., 2nd floor, T-Wall Exchange, Monona Room, Middleton, WI on September 21-24, 8-5. Registration deadline is August 31st.

Keep in mind a few important facts:

- You are not required to register for all classes or take all the classes in one year. The program was developed as a 1 year plan but if you prefer to achieve your designation at a slower pace take those courses which fit into your schedule.

- The courses are being offered at a significant savings to members! 40% reduced rate.

- If you took the same required FMP courses on line the costs would be $2,817.10.

- Register today! We need at least 12 attendees to hold the class

Why should you earn the FMP?

IFMA's Facility Management Professional designation is a knowledge-based credential for entry level and transitioning facility professionals. A springboard for obtaining certification, the FMP designation helps to accelerate a facility managers transition into the profession.

By achieving your FMP you will:

- Become a knowledgeable member of the industry
- Learn the competencies essential to a facility managers daily tasks
- Be prepared for the next step in your career
- Reach a great stepping stone to earning your CFM and,
- Exhibit a commitment to the facility management field

2010 IFMA Golf Outing

Time To Register is almost Over

Attention golfers...sign up for your foursome now to secure a spot in this year’s annual IFMA Golf Outing. It will be held at Stoughton Country Club on Tuesday, July 27.

We also have openings for hole and event sponsors.

We need your registraton NO LATER than Monday, July 19, 2010

See registration form elsewhere in this newsletter.
Annual IFMAdison Golf Classic

Tuesday, July 27th, 2010
Stoughton Country Club
Registration @ 10:30 a.m.
Shotgun Tee-Off @ 11:30 a.m. SHARP!
Happy Hour @ 4:30 p.m.
Dinner and Prizes @ 5:30 p.m.

Please direct all Pre-paid Reservations to:
Madison IFMA
PO Box 44008
Madison, WI 53744-4008
Fax: 848-9266
Registration Deadline is July 16, 2010

IFMA Member _____________________________ Company _____________________________

Daytime Phone ______________________ e-mail _____________________________

Pair me with and/or my guests will be (please star guests you are paying for):

Name________________________ Company________________________

Name________________________ Company________________________

Name________________________ Company________________________

Name________________________ Company________________________

Number of Golfers @ $100 per player* ________ for a total of $___________
Number of dinner-only guests at $45.00 per person ______ $___________
I would like to sponsor a hole(s) at $100 per hole ______ $___________
I would like to be an event or beverage sponsor at $150 each ______ $___________
(Maximum of 2 event and 3 beverage sponsors - please confirm your reservation)

Pre-payment by July 16 is required to participate. . . Total enclosed $___________

*Box Lunch, golf w/cart, dinner & 2 raffle tickets included in golf fee

(Please provide information below if you are paying by credit card - Visa & MasterCard only)

Card you are using: _____ MasterCard _____ Visa

Name as it appears on credit card: _____________________________

Credit Card Number: _____________________________ Expiration Date: _______________________

Signature: _______________________________________

Cash/Prize contributions, donations and sponsorship questions: Kim Keister, kimk@conceptsinart.net or 800.969.4484
For all other questions: Mary Evers Statz, Mary.Statz@UWMF.WISC.EDU or 608.287.2950
June Luncheon recap

Our Annual Business Meeting was packed with excitement as new officers were sworn in and several committee chairs who are stepping down were recognized for all their hard work in the past.

We also had our second annual “speed greeting” breakout where members spent a few minutes at each table learning about the 2010-2011 goals/objectives/challenges from our Directors and Team members.

This was a fun and informative way to learn more about our committees. Then it was time to break out the fishbowl and draw for World Workplace. Congratulations Rick Harrington from CleanPower.

June Tour Recap

On June 28th, several IFMA members toured the new Culver’s Franchising Systems Corporate Headquarters. The newly constructed 40,000 square-foot building is located on the beautiful Wisconsin River on the northern edge of Prairie du Sac. It was designed by Strang, Inc., built by Kraemer Brothers and is the first business to be located in the new North Ridge Business Park along Highway 78.

Tom Williams, Director of Design Services for Culver’s Franchising, guided the tour.

The Community Crew has selected a new director. Chuck Fox will be heading up this committee. Chuck is highly motivated and very creative and will do a fantastic job moving this committee forward in the future. Please thank Chuck when you see him for his new leadership role. The Community Crew is looking for new recruits to assist with this committee. Please contact Chuck at cfox@acedemys-vcgrp.com if you have interest.

Our Spotlight Charity of the month in June was Special Olympics. Kelly Kloepping, a representative from Special Olympics, attended our June luncheon and shared information about their organization along with volunteer opportunities.

The Habitat for Humanity project is progressing. We have 21 members signed up for the Church Build project. We are awaiting additional information from one of the project managers before we begin assembling our teams. We will provide details soon.
10 Questions a Sustainability Manager Should Be Prepared to Answer

By Bruce Klafter
Condensed from GreenBiz.com article

There are some questions every sustainability manager or CSO is going to encounter along the way. What's interesting is that more and more managers are asking these questions of themselves and then are going out to find the answers. In the “early” days, one or more of these questions might show up unexpectedly in your inbox one morning, particularly after your CEO or another executive returned from a thought-provoking conference or trade show.

One measure of success in those days was how quickly you could put together an intelligent response. So to make it a little easier for companies to get out in front of the tough but inevitable questions for corporate sustainability projects, here are the 10 questions you should be prepared to answer at some point along the sustainability journey of your enterprise.

1. What’s our carbon footprint? Since carbon dioxide has become something of a surrogate for environmental impact, this is the question most executives are asking. Do not be surprised if this question is accompanied by another more academic one, namely “what is a carbon footprint anyway?”

2. How “green” are our products? This question tends to follow very quickly since products are the lifeblood of any company. Again, the likely follow-up is something like “exactly how do we determine if our products are green?” As Greenbiz has reported, the area of product standards and ecolabels is rapidly changing.

3. Where do we stand relative to our competitors? A frame of reference is always important and most companies tend to look to competitors, customers and similar companies (i.e. size, revenue, location, industry) for benchmarks. Thanks to the internet and the growing trend towards corporate reporting, this task of benchmarking has become much easier.

4. How do we become a greener company? This is the question you have been waiting for because it is starting to look and feel like a commitment to enhance sustainability is being made. It is also the most complex in many ways since the answer can literally involve every part of an enterprise and its supply chain.

5. How educated and engaged are our employees? This is another question that signals a sustainability journey is maturing since the conversation is expanding beyond the small knot of key managers and executives to the entire workforce. Your answer to this query should definitely include a recommendation of patience and staying power.

6. Who are our “stakeholders” and what do they think of our performance? The notion that sustainability extends well beyond the boundaries of the corporation and that various groups and individuals care about your performance is often difficult for some executives to accept. On the other hand, “feedback” is a key ingredient in employee development and in customer engagements, so that sort of context may aid the conversation.

7. Which groups do we need to partner with? This is another area where extensive research, benchmarking and some pilot projects is usually in order. Two very effective organizations, say a corporation and a nongovernmental organization, will not necessarily find their collaboration successful.

8. What are our key sustainability metrics? The old adage “what gets measured, gets managed” is still a good start. However, be prepared to educate your colleagues on this subject as well. There are some emerging metrics that bear consideration, e.g. the latest metric in the sustainability field is return on investment (ROI), how much have you saved through sustainability investments. Calculating an aggregate ROI involves some tracking many companies are not currently doing.

9. How do we set improvement goals in this area? This somewhat innocuous question has many implications and also requires a lot of data collection, analysis and planning. What levels can we achieve while growing our business, what will the projects involved cost us, how quickly can we achieve the goals (subtext: if everything goes right) and how will others perceive the goals.

10. How do we innovate and offer greener products and services? This again goes to the heart of an enterprise and the answers are sometimes elusive, not surprisingly since innovation is usually the result of a process. Innovation can be encouraged and nurtured, often without a guarantee of success, but resources and a commitment are a good starting point.
SKILLS USA- the next FM Pipeline?

Jim Zirbel (right) attended the Skills USA (formerly VICA, Vocational Industrial Clubs of America) national conference in Kansas City in late June. He reported an attendance of 15,000 of the organization’s 315,000 members nation-wide. The focus of skills USA is skills acquisition and enhancement toward vocational, technical and leadership roles in student’s future careers. Jim believes this organization is a perfect pipeline for future facility managers, as a great many participants learn and compete for awards in competencies closely related to IFMA’s.

Brent Kindred, Skills USA’s state director, will be attending our July luncheon meeting to share more about the organization. He asserted at a May meeting that careers like FM and industrial engineering rank low on guidance counselors’ radar. He stated that they wouldn’t actively steer a student toward an IFMA-accredited degree program, as their primary focus is getting as many of their honors students enrolled at the most prestigious universities toward academia. That alone is generally more than a counselor, underfunded and staffed as they are, can handle each year. The rest often fall through the cracks, many of which are bright, yet not purely academically-oriented. A great many leading facility managers today fell within that large category while younger and providing those like them an opportunity through our channels seems a natural fit. Accordingly, only active, continued involvement through clubs and organizations like Skills USA, DECA and FFA lead to active enrollment with an intent toward a specific vocational, grey or white collar FM career through post-secondary education.

It is this path that our New School team will be looking at, connecting the pipeline toward ideally our own IFMA-certified degree program at Madison College and potentially UW.

IFMAdison July Anniversaries

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<th>Years</th>
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<th>Company/Agency</th>
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<td>2</td>
<td>Brian Naovinska</td>
<td>Summit Credit Union</td>
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<td>4</td>
<td>Douglas Jakubielski</td>
<td>Covance Laboratories</td>
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<td>5</td>
<td>Lee Esser</td>
<td>Creative Solutions 4 Design</td>
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<td>Douglas Haselwander</td>
<td>TDS</td>
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<td>Sean Hyland</td>
<td>T.Wall Properties</td>
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<td>Kent Hoffman</td>
<td>Ahern Fire Protection</td>
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<td>Rick Schroeder</td>
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<td>Mark Winter</td>
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<td>Sally Tinberg</td>
<td>American Transmission Company</td>
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<td>12</td>
<td>Doug Pearson</td>
<td>Madison Metro School District</td>
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<td>13</td>
<td>Catherine Lindeman</td>
<td>CUNA Mutual Group</td>
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<td>14</td>
<td>Laura Huttner</td>
<td>Dane County Dept. of Human Services</td>
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<td>18</td>
<td>Margaret McWilliams</td>
<td>UNICCO</td>
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<td>19</td>
<td>Rick Harrington</td>
<td>CleanPower, LLC</td>
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Active FM Job listings in our area are posted in the Members Only section of the IFMAdison web site.
IFMA Madison Chapter Calendar of Events

July 2010
- 13 Executive Board Meeting
- 20 Luncheon Meeting
- 27 Golf Outing - Stoughton Country Club

August 2010
- 10 Executive Board Meeting
- 17 Luncheon Meeting
- 26 Tour - TEAM Technology Data Center

September 2010
- 14 Executive Board Meeting
- 21 Luncheon Meeting
- 30 Tour - American Player’s Theatre

October 2010
- 12 Executive Board Meeting
- 19 Luncheon Meeting
- 27-28 World Workplace / Atlanta, Georgia

Our 2010-2011 Sponsors

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- CUNA Mutual Group
- Design Structures
- J. F. Ahern Company
- Kraemer Brothers, LLC
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Silver
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- 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.

August Newsletter Deadline
Wednesday, July 28, 2010

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