PRESIDENT’S MESSAGE

’T is the season of Thanksgiving, a time to reap what we’ve sown, share the fruits of our labors and give thanks, naturally, for what great things have happened. To some degree, it’s easier as president to reflect organizationally on a month-by-month basis, as there is more than enough fodder to fill even the largest hard drive in that short period, much less a year or our entire history.

In an organization that’s as dynamic and forward-thinking as ours, we oft only savor the moment in the moment, leaving a historical void that might be better documented by a true dedicated historian or at minimum, a repository somehow for where we’ve been. IFMA 2.0 will work on that (nothing like a public commitment on behalf of others in honor of the upcoming election).

The repository that best holds our best history is, of course, us. I had an opportunity to learn about an elder recently upon her retirement from IFMA headquarters. A couple dedicated members suggested we contribute to another’s memorial fund in her honor, giving me impetus to learn about both.

One, Linda Beverly, told me her story directly in Atlanta. Great gal, moved IFMA forward, pushed the rock up the hill and kept the mustard off our faces with deft and dexterity. Talking with her was a blast; she’s still a gracious ball of fire. The other person in question could not, and needed others to speak for her.

I was back stage in the green room, waiting to receive our chapter of the year award at the World Workplace awards event. There were about 30 people there, including the afore-mentioned Linda, board members and the other awards recipients. While waiting for a drink, I had enough time to ask Linda and Charlie Claar, the outgoing educational director, to tell me about their former cohort.

Lee Forrest, a foundation educational program leader, worked for Charlie in the early days of IFMA and served in a number of additional capacities on behalf of the chapters. She, in the words of Charlie, was “a Goth Chick”, into dungeons and dragons, renaissance festivals and would likely be a WWC addict today. She was a passionate individual and clearly passionate about being so.

When she first came on board, she sparred with Charlie, but after about a year, they met half way and became a really cohesive team. They had “impasioned discourse” on an almost daily basis, which often stressed Charlie out. “I couldn’t tell sometimes if she liked me or hated me”, he quipped, shaking his head. They seemed oft at odds, but both were invested and made great things happen. They created the credentialing and accredited degree programs that are beginning to flourish today.

Lee had fallen at a family event over a weekend and went to the emergency room. From that visit, she learned that she had cancer and in just a few short days, was gone. “Her loss was devastating...” Charlie’s voice broke. A moment later, he continued. “She was barely there. I only knew she could tell I was there by her squeezing my hand when I talked to her”. He paused. “The week after she died, we threw her a memorial party, which she wanted. At it, her best friend told me that she always called me her rock . . . I never knew that”– another moment. Catching his voice, he continued.

“She had a crystal book we gave her with inscriptions on it a few years before. It had a fairy-tale look to it. She always kept it with her. About a month later, I made a shadow-box and placed it inside; it’s on the wall in our office to remind me every day, of how great she was.” Wiping his eyes, he resolved, “I really, really miss her.”

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<th>Position</th>
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The frantic coordinator/makeup lady was handing out tissues to all who happened to be within earshot. She didn’t need award recipients in mourning. She had 5 minutes to spare, just enough time to fix her previous work. Moments later on the backstage monitor, we heard the foundation announcer Francis’ voice break with emotion, for those he was announcing to the stage, clearly moved by his deep personal relationship and honor for them.

The stage manager, harried and focused, pointed to me. “You’re next --- Hold here, on the White X.” I heard my own natural voice, unfamiliar to me, on the big screen interview, talking about past leaders who brought us here. I hoped I came across OK; I had so much to tell them. I heard the loud cheers of ours and many other chapters’ members for us; you – the little Madison that roared.

“Accepting the award for the Madison Chapter is . . .” The big stage awaited; I smiled and gave thanks, for our chapter’s amazing achievement, all things good and IFMA-like . . . and a story, told by one, about another, who walked before us.

- Jim Zirbel, President

Chapter Monthly Luncheon
November 16, 2010
12 Noon - Sheraton Madison

November will bring a presentation titled “Security in Our Current Environment” Presented by Todd Jansen and John Harmon of the Covance Laboratories security organization. Their goal for this time with us will be two fold. First they will describe what they believe to be best practices from the Covance security system and will ask from all of us our reactions and feedback based on our security management and consumer experiences. Second they will describe and discuss resources that are available that support your security needs. A handout listing these resources will be provided.

Mr. Todd A. Jansen is the Associate Director of Global Security for Covance Laboratories. In his position, Mr. Jansen is responsible for Security Administration, Operation, Technology and Incident Management for sites in over 66 different countries. Previously Mr. Jansen has held positions in computer system sales and integration and served for 10 years in the United States Naval Submarine Service. Mr. Jansen is a member of ASIS International, Infra-guard and the International Foundation for Protection Officers (IFPO).

Mr. John Harmon is the training administrator for Covance Cross Site Security. In this position he is responsible for the management of the security training program for security staff at sites to include Madison Wisconsin, Vienna Virginia, Greenfield Indiana, Chandler Arizona, Shanghai China and four other clinical sites. His responsibilities include developing, implementing, conducting, and tracking all of the training for the department. Prior to Covance, Mr. Harmon spent 8 years in the US Army as a Combat Engineer. Mr. Harmon also holds an Associates Degree in Criminal Justice from Madison Area Technical College and is currently pursuing his BS in Criminal Justice – Homeland Security from Herzing University.

Tour for November: UW Research Park

Greg Hyer, Director of the University Research Park will lead a tour of his facility on Tuesday, November 23rd. Time is yet to be determined.
WWP Conference gets better and better every year; the educational seminars were OUTSTANDING!! The information learned gave us lots of ideas and concepts that we could bring back to our employers and daily work. The networking was excellent too. This conference provides an easy, open and friendly environment to network with anyone. You don’t have to be a good networker to meet people at WWP, it just happens.

The icing on the cake was the Awards of Excellence banquet Friday night. It was so exciting when the emcee announced the Madison Chapter for the “Small Chapter of the Year award”. Jim Zirbel did a great job representing our chapter on stage and in the interview. As you know, Chapter of the Year is the highest honor to achieve. The night of the banquet Jim Zirbel, Matt Darga and I reflected back on how great our Chapter really is. It is you, our Members and Directors that make us so successful. We are so lucky to have such a talented, involved, committed Chapter! All 3 of us were very proud to tell other Chapters why we “tick”.

Congratulation Madison Chapter of IFMA for the Chapter of the Year win!! Well done!!!

Karyn Biller
Talent Scout
Dick and Brian having a “COW” of a good time

Jim on the dance floor with the ladies

The group enjoying a great meal

Patty causing trouble again

Dick networking with the COW

Showing off our award IFMA Madison style

Doug and Matt with the Ambassador at Mary Macs

CELEBRATE

Jim and Matt celebrating the win at their favorite Irish Pub

Patty causing trouble again
Member Update

The goal is to provide an easily accessible forum to collaborate with other members and share news (business and social). Please help make this a success by joining the group and responding to a post or posting some new industry news or information about an upcoming social event. We need your participation to make this group a success!

The Website – is in process. We are currently working on transferring some information from our current website to the new one and creating new content. We are very excited for the final product and will show it off as soon as it is ready.

Congratulations to Cheryl Weisensel on her new position at UW Credit Union. We are very glad that UW Credit Union supports her involvement with IFMA, so she can continue as our treasurer. We all wish Cheryl best of luck.

Education Update

Next FMP Class

Course: Planning and Project Management
When: November 11th and 12th (8am to 5pm)
Where: Wisconsin Trade Center, 8401 Greenway Blvd., 4th floor, TDS Learning Center, Middleton, WI 53562

Upcoming Educational Opportunity

Please join Teknion in a discussion of the major trends affecting the built work environment

This is a difficult time in the history of office planning. Workplace One identifies eight current trends that really matter in today’s office environment as well as (10) planning styles that take advantage of those Trends and are being used in many of today’s organizations. In this presentation, Michelle Barton, Regional Manager at Teknion, explains why these trends matter and demonstrates how they have affected the modern office setting. CEU’s will be credited for attendance at this presentation: ASID, IIDA & AIA. Please join us if you can!

Who: Michelle Barton; Regional Manager for Teknion
When: Wednesday, December 8, 2010, 11:30 a.m.-1:00 p.m.
Where: TDS Learning Center
8401 Greenway Blvd., Suite 400
4th Floor - Fisher Room Middleton
RSVP to: Patty Sweitzer
patricia.sweitzer@teldta.com or 608-664-8915 by November 30th, 2010
FREE - Pizza will be provided

Quick Connect

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 Brian Hoffman or Roberta Montague and you’ll be automatically entered in our referral drawing.
"Design Structures personal integrity and attention to detail is second to none. A company is only as good as its people, and Design Structures has proven to me many times on several projects, that they truly care about me and what my needs are. They not only listen well, but they deliver!!!

-- Darrell Armbruster, President and CEO
Vintage Parts, Inc

"Design Structures’ enthusiastic team made the building process a phenomenal experience. The result, which is an architecturally stunning and operationally efficient facility, is a testimonial to their design-build skill and excellent customer service."

-Craig Parsons, President
Palmer Johnson Power Systems
“2010 – An IFMA Odyssey” – member networking, informative presentations, socializing and a fabulous tour of the U-Square building…..followed by an “after glow” gathering at The Vintage. October 21st, 2010 – a stepping stone in the history of MemberSquad! Pictures from this fun event appear to the right.

Thank you to all the members and guests who attended, making this such a successful event. We had 43 registered attendees and 50 easily showed up!

On behalf of MemberSquad, we feel this format could truly be the “new norm” – incorporating everything we did… and including a member facility tour at the same time was very beneficial for a lot of our attendees. Your suggestions are welcome and encouraged as we strive to make each event a bit better than the last. Please feel free to contact anyone on the MemberSquad with your input.

Who is MemberSquad? Currently we are a group of associate members who are working on behalf of IFMA to recruit new members. We definitely need a couple of Professional Members to assist with this initiative. Please contact MemberSquad or Karyn Biller (Talent Scout) if you are interested in helping us out.
Why Every Company Needs a Corporate Energy Manager

By Paul Baier, vice president of sustainability consulting at Groom Energy and senior contributor at GreenBiz.com.

Why do so many companies fail to capitalize on the abundant opportunities to save money through improved energy purchasing and efficiency?

One reason may be the lack of high-level positions for energy management at many companies. This is an important first step and practically a “no brainer” because the position can often pay for itself in as little as four to five months.

Sustainability leaders should advocate for this role either within their own group or at the corporate level. They will often be able to justify it based solely on the expected savings that will be realized.

Opportunities to save money are everywhere. In our consulting work we consistently see opportunities to reduce overall energy spend by 5 percent to 15 percent through projects with a two to three year payback period. This is serious money for companies with energy budgets approaching $50 million, and starts to really add up for firms in the $500 million range.

A typical project may improve energy purchasing practices or increase energy efficiency. For example, one organization realized $4 million in savings with renegotiated contracts for electricity. Another saved $200,000 per year through implementation of a demand response program. Yet another found $350,000 through lighting upgrades and incentives. Finally, a wholesaler reduced its electricity use in its frozen warehouses by 80 percent after converting to LED lighting.

Generating savings need not require a capital investment. Zero capital projects exist as well. One retailer, for example, saves $60,000 per year at each of its distribution warehouses by adjusting the temperature set points for its frozen and refrigerated warehouse to be cooler at night and warmer during the day when electricity rates were 50 percent higher. This same retailer saves $15,000 annually by recharging its electrical forklifts at 6 p.m. instead of 3 p.m., as was previously the custom, in order to take advantage of reduced electricity rates.

Why aren’t other companies exploiting these kinds of opportunities? There are many reasons. Here are a few examples:

1. There is often a prevailing attitude that “savings” projects are “deferred maintenance” with dubious returns and should only be done when absolutely necessary.

2. Incentives at the corporate and local levels are often aligned (e.g. production targets vs. overall energy spend).

3. Getting capital requests “through the system” often requires strong internal selling skills and determination to get things done, which may be lacking for some energy project requests.

4. Operations engineers are often overwhelmed with keeping operations (production lines, warehouses, offices) running and do not have the time, inclination, expertise or the proper incentives to look for and implement energy savings initiatives.

A lack of energy accountability, another contributing factor, is very common. Who owns the company’s energy budget? It’s surprising how often this question results in a “blank stare” when posed to companies we consult. They often have executives responsible for revenue, overall budgets and managing health care costs, for example, but not for corporate energy expenditures.

This lack of energy ownership can cost companies millions. In many cases, senior management does not realize how much they’re spending on energy across all sites, or that energy is often second only to health care in terms of overall cost growth.

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At the local level, a lack of ownership leads to huge waste. For example, at one very large manufacturing facility, certain machines and operations were needlessly left running during the third shift, yet no one “owned” the responsibility for determining when the machines could be shut off, costing the company $40,000 in energy in one month.

Energy accountability, visibility, and corporate management are the first steps to pursuing these changes and realizing the potential savings. A corporate-level energy manager -- typically a director-level, but can be vice president-level if energy spend is large enough -- who works with senior management and a cross-functional corporate energy management team is essential. Corporations, especially outside of energy intensive industries, such as steel, are increasingly starting to establish these positions.

Here are some of my recommendations:

• Establish a corporate-level director of energy management with responsibilities for driving improved energy purchasing and consumption practices. For highly decentralized organizations, this role will be a corporate services function for the line.

• Increase CEO and CFO education about the total dollar amount of corporate-wide energy spend. The CFO should especially be pushing their organizations hard for projects that increase energy efficiency.

• Drive energy spend visibility by calculating energy spend for the overall corporation, its lines of business, and individual facilities and plants.

• Include energy spend in quarterly operations reviews.

• Establish an energy management cross-functional team that meets at least quarterly. Revenue growth for many companies in this current economic environment is very difficult. Enhanced margins can be achieved through energy reduction, which begins with corporate visibility and an empowered, corporate energy manager.
December Newsletter Deadline
Wednesday, November 24, 2010

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

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16 Luncheon Meeting
23 Tour - UW Research Park

December 2010
14 Executive Board Meeting
TBA - 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 Wikitexture
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

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