Hello fellow IFMA members! I write to you today from World Workplace—my first time here. And let me start off by saying…wow! I had no idea this was going to be such a big event. I hear there are 5,000 people here. And I believe it—the crowds are huge!

I have been so impressed by this gathering so far. The folks at IFMA headquarters, and the various vendors that support us on a national level, pull out all the stops for this event. I’m in awe of everything that’s going on.

Here’s just a sampling of what’s here:

- Incredible keynote speakers (especially this author/activist who talked about global warming—utterly fascinating).
- Really interesting and relevant topics for the various learning sessions they have.
- A huge expo floor with lots of vendors and other folks affiliated with the facilities world who have a ton of interesting products and information to share.
- They had an event for us at Chase Field where the Arizona Diamondbacks play! What a cool experience. There were so many people; plus food, music, and karaoke with a live band. (Our own Kyle Roux actually got up on stage and belted one out for the crowd!)
- There have been awards ceremonies, strategic planning meetings, and all kinds of stuff organized by the IFMA Foundation and IFMA headquarters.
- There have been endless opportunities to network and meet new people from all over the country—from all over the world for that matter. Many generous and supportive vendors (including Coakley Brothers!) have hosted fun events with complementary food, drinks, and live music. (OK…I’ll be blunt here—they’re parties!) Come to this month’s luncheon and you’ll hear me tell a story about a serendipitous encounter with an FM from the Smithsonian.
- Then there are our compatriots from Wisconsin. We have something like 40 Wisconsinites here! It’s been great to hang out with our friends from Milwaukee and Green Bay.
- And there’s a gala Friday night (which I will unfortunately miss) that I hear is going to be fabulous.

So seriously…if you’ve never been to World Workplace, please try to find a way to get here next year. I don’t think you’ll be disappointed!

Dani Michels
President, IFMA-Madison Chapter

P.S. Thank you to Jim Zirbel for acting as our cruise director while here, even though I’m sure keeping track of us all has been like herding cats!
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November’s Luncheon Speaker

Peter Fauerbach, Healthworcs Consulting and Software

Peter will be speaking about the core competency of Planning and Project Management; Define the scope of the project.

1. Identify the project team.
2. Develop the project plan.
3. Generate alternative strategies.
4. Identify needed resources.
5. Develop bid specifications.
6. Set compliance and performance criteria.
7. Secure necessary resources.
8. Develop and coordinate the approval process.
9. Coordinate project tasks.
10. Monitor the project.
11. Identify and evaluate changes.
12. Control change orders.
13. Evaluate the results of the project.

November’s tour will hopefully take place at the new Edgerton Hospital in Edgerton, Wisconsin

Updates will be emailed!
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925 Park Avenue | Plain, Wis. 53577
17 Madison Chapter Members attended this year’s World Workplace Event in Phoenix. IFMA made some significant changes to the educational offerings including “what Keeps you up at night” round-table sessions, which several practicing members said were really great. Chapter member Rodney Heller presented on lighting and human health on Friday, a very good session, fully attended. One finds a different IFMA-Madison populace at World Workplace, which always includes several FM’s we don’t get to see at our luncheon meetings. We were happy to see several non-luncheon attendees and welcome them when they can attend in the future.

The Phoenix event had a succession of social highlights, including the opening of the welcome gala at Chase field, home of the Arizona Diamondbacks, including batting practice at home plate (Yeah, the real home plate), a Karaoke Band in center field, the opening of the stadium roof for fireworks and 2000 IFMA participants enjoying each others’ company. Further, Friday’s Awards of Excellence Event was well-attended, during which Mark Sekula was honored as an IFMA Fellow. Madison’s Photo was naturally the background for this seminal event.

Amongst the surprise attendees at the Awards Banquet was the inflatable WI cow, courtesy of The Silicon Valley Chapter, who created a special gift for the Madison Chapter as a thank-you. Be sure to attend this month’s Luncheon to see and enjoy it!

And, enjoy the candid photos on this and the following page.
As we take steps to improve the efficiency of our facilities, how can we measure the success of our efforts in order to encourage, support, and demonstrate our success to our coworkers and clients?

There are many programs that measure different aspects of our environmental impact. Some measure only energy consumption; others cover a full scope of environmental impacts. Some programs are free; some programs require a fee.

1. **EPA Portfolio Manager** – Free of Charge, Tracks Water and Energy
Want to track your energy and water consumption data over time? The EPA Portfolio Manager allows you to compare your facility’s energy performance to other facilities of its type. As you decide where to invest in order to save the most money, the EPA Portfolio Manager can help you compare cost savings. The Statement of Energy Performance allows you to quickly show prospective clients or buyers the energy performance of your facility.

2. **MG&E Audit** – Free of Charge, Evaluates Energy Performance
Do you know your building leaks like a sieve, but you can’t find the holes? Get a free energy audit from MG&E and find the leaks. MG&E will test your building and tell you what improvements need to be made.
[https://www.mge.com/my_mge/ServiceForms/EnergyAudit.htm](https://www.mge.com/my_mge/ServiceForms/EnergyAudit.htm)

3. **EnAct: Steps to Greener Living** - Free of Charge, Ready-Made Green Team
Does your company want to support a green team, but need a program or framework to keep the conversation and enthusiasm going? Using the EnAct: Steps to Greener Living book as a guide, a team of coworkers can discover more than 1,000 actions to conserve energy, waste less, save water, drive less, eat well, and save money. EnAct staff will help kick-off your Green Team and provide support along the way.

4. **Green Madison** – Low interest loans & Financing Assistance, Reduce Energy Consumption
Do you need some financial assistance to make the investment? Green Madison provides Madison businesses a free energy audit to evaluate the energy efficiency of your facility. Low interest loans and financial assistance help your organization afford the investment.

5. **Mpower Business Champions** – Free of Charge, Comprehensive Program
Would you like to change your company’s resource consumption and culture but need some support in doing it? In a year long program, Mpower Business Champion program helps area businesses make comprehensive changes in their footprint. Participating businesses receive assistance from local sustainability experts on topics including green building, environmentally preferable purchasing, and water conservation.

See Green Corner on following page
New School Defines 3 Key Initiatives

The New School committee met on October 3rd at Madison College to conduct their fall planning session. Three key initiatives involving the facilities management educational pipeline were defined that the New School committee will focus on for the upcoming year.

1. Building FM awareness in the K-12 school systems
2. Developing college level FM certificate and degree programs
3. Student and FM Professional Scholarships

The committee has taken a “divide and conquer” approach and will meet bi-monthly to track progress toward each initiative. Jim Zirbel will lead a task force to establish stronger connections with area high school counselors building upon our current collaborations with Skills USA. Tom Riffle will continue to serve as our liaison with Madison College, focusing on the implementation of our first FM certificate program. Once in place, our efforts will expand to one and two year degree programs and initial discussions with other higher education institutions. Larry Barton will oversee the distribution of our annual scholarships which will be offered to students and active IFMA facilities managers.

New School also welcomes new committee member, Brett Wedekind. Brett is a recent graduate interested in a career in facilities management. After attending our September luncheon, he became interested in New School’s initiatives and offered to help out. Welcome aboard Brett! Current New School Committee Members Include: Jim Zirbel, Tom Riffle, Larry Barton, Todd Reynolds, Tim Bliefernicht, Julie Wiedmeyer and Brett Wedekind.

If you are interested in helping with any of these New School initiatives, please contact Jim, Tom or Larry.
IFMA Madison Chapter Calendar of Events

**November 2011**
- 8 Executive Board Meeting
- 15 Luncheon Meeting
- TBA Tour

**December 2011**
- 13 Executive Board Meeting
- 20 Luncheon Meeting (Tentative)
- TBA 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

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December Newsletter Deadline
Wednesday, November 30 2011

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