October 2007

PRESIDENT’S MESSAGE

“Heard it through the Grapevine”

This month I write to you from a cabin on the Chippewa Flowage in Northern Wisconsin. It is my annual father/son fishing excursion and it has been raining every day since we arrived. Still, we are having great times fishing in the rain, playing cards, eating constantly, and downing an occasional barley pop. I even have time to squeeze in writing this article.

One of the most important things your IFMA Madison leadership team can do on your behalf is to listen well. Fortunately, we have a very well established “grapevine” which allows for good communication. The IFMA grapevine begins with our membership and the multitude of social opportunities offered each year allowing members to casually converse and share their thoughts and ideas. The grapevine also includes a network of vines (committees, sub-committees, etc.) that help relay ideas back to the executive committee so they are in-touch with the needs of the organization. Completing the grapevine is a root system that collects your feedback through the annual survey, special luncheon mini-surveys, and direct communications.

So you may ask, “What is the grapevine currently telling us?” The annual survey results offered excellent feedback with over 30% of our membership participating. The survey results will be posted on the website and in this newsletter so you can see how your fellow members answered each question in terms of percentage responses. The survey, in combination with IFMA’s other listening tools, are sending clear messages. Here is some of what we are hearing:

• Overall satisfaction with the chapter is very high
• There is a preference toward more downtown and eastside event locations
• Our networking events are all very effective, but could even be better
• Luncheon presentations and tours are our most effective educational tools
• The electronic newsletter and email blasts are our most effective communication tools
• There is a growing interest in outreach efforts such as scholarships and special causes.
• Many members are interested in participating on committees

Overall, this is good news. It confirms that we are a healthy organization and points out areas where we can do even better. This gives us excellent direction as we plan out the activities for the rest of the year and the IFMA leadership team promises to keep watering the grapevine. Now I must return to my fishing duties, and look! “Here Comes the Sun” (sorry, I couldn’t resist the cheesy play on an oldies song).

So Long, Farewell, (sorry again, oldie from The Sound of Music!),

- Larry Barton

Chapter Monthly Luncheon
October 16, 2007
12 Noon - Sheraton Madison

Accounting & Finance for Facility Managers: More details to follow in email blasts

IFMA’s October Tour

There will not be a tour this month due to World Workplace in New Orleans, Wednesday October 24 – Friday October 26.

September Meeting Recap

A big thank you goes out to Jim Zirbel, who spoke last month at the IFMA luncheon. If you have any further questions regarding his presentation, “Electronic Security with Teeth,” please contact him at jzirbel@capital-fire-security.com.
2007-2008 OFFICERS & COMMITTEE CHAIRS

President: Larry Barton  
Strang, Inc.  
276-9200  
barton@strang-inc.com

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karyn.biller@target.com

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jzirbel@capital-fire-security.com

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831-4444  
mike.jarlsberg@rmtinc.com

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dick@pearsonengineering.com

Education: Barb Unger, Co-Chair  
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243-5000 (ext 4201), fax 243-5030  
barb.unger@summitcreditunion.com

Golf Outing: Paula Roberts, Co-Chair  
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444-4402  
probert1@steelcase.com  
Vickie Wenzel, Co-Chair  
Target Commercial Interiors  
257-0521 (x110)  
vickie.wenzel@target.com

Scholarship: Jennifer Bendoritis, Chair  
Martin Security & Investigations  
222-0700 jbendoritis@tds.net

IFMA International: Kenzi Harris,  
Member Services Manager  
IFMA International (Houston)  
(713) 623-4362 (ext. 162):  
kenzi.harris@ifma.org
The IFMA Membership Committee congratulates Co-Chair Dani Michels, married on September 29th.

Congratulations to The Renschler Company who was just awarded a LEED Silver by the USGBC for the new Home Savings Bank branch located on East Washington Avenue in Madison. Linville Architects was the architect of record and The Renschler Company built the facility, provided all of the LEED paperwork, building commissioning, and energy modeling.

The final qualifying tournament for the 2007 Cabela’s Masters Walleye Circuit season netted many victors. The honor of MWC Team of the Year was awarded to Wisconsin natives Terry Mayhall and Tony Dowiatt (Stevens Point). The duo had a great season with a 4th place finish at Green Bay, 5th place finish at Big Stone Lake, 35th place at Mississippi River and the dubious 5th place at the Illinois River. They cashed a check and received beautiful custom trophies along with 14k gold rings. “Both of us have been fishing the MWC for a long time - 16 years for me and 13 years for Terry - and this is definitely something that you set for a goal from the very beginning,” shared Dowiatt. “It feels real good to accomplish it.”

The Dorothy K. Vallier Environmental Learning Center, part of the Schlitz Audubon Nature Center, opened to the public in May 2003, with much fanfare and excitement. John Flicker, president of National Audubon Society headquartered in New York City, and nearly 500 other supporters of the Center were on hand to celebrate the opening of Milwaukee’s newest environmental landmark. Hailed as one of the most environmentally sensitive buildings in the nation, the Center’s green building has recently received a Gold LEED certification from the U.S. Green Building Council.

Thanks to Dick Pearson for his work toward the chapter website’s keyword search program, allowing members to list their areas of expertise, interests, etc. Imagine: when you have a facilities problem and need a friend’s help quick, expertise will be available from other chapter members, just a couple of clicks away!

New Member Event - October 17

Mayr Family Farm in DeForest 5:00-7:30

Pumpkin Patch-Corn Maze-Petting Zoo-Hayrides-Bonfire

Plan to attend another great new member event at MAYR FAMILY FARM, 3680 Egre Rd in DeForest (see map on last page of this newsletter). RSVP Now-- any member may attend—Bring a prospective member & BRING YOUR KIDS! Come early for the corn maze at 4:00. Hay rides are available until 5:00PM and there is a Bounce House with lighting after dark. Networking in the tent begins at 5:00 and our new member orientation begins at 6:00. There is a bonfire immediately afterward for those who wish to stay.

IFMA-Madison New Member Events Always Have:
A Great View at a Great Location • Great Food
Great People • A Great Way to Get Involved
Great Door Prizes at the end
A Great Way to get started with IFMA
Thanks again to Steve Harms at Tri-North Builders for the tour of their corporate headquarters. About a dozen IFMA members toured the Gold LEED Certified facility last month. Highlights include an on site day care facility and green concepts such as a pervious concrete parking lot, natural lighting, and energy efficient mechanical system.

There is still time to sign up for the premiere Facility Management Conference in New Orleans! Go to www.ifma.org to register.

Arrive early and participate in the IFMAdison Habitat for Humanity work group building a house in New Orleans on Tuesday October 23.

Meet members from our Ottawa Sister Chapter over lunch on Thursday October 25.

Network with Wisconsin attendees that evening at the Tri-Chapter reception.

Attend the Awards Banquet on Friday October 26.

Contact Catherine Neumann for details and any other WWP questions.

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**New Chapter Members**

- **Brian Forss**  
  Facilities Manager  
  Tomotherapy

- **Herman Green**

- **Michael Schwartz**  
  Consultant  
  Coakley Relocation Systems

**IFMAdison October Anniversaries**

- **2 Years**  
  Rebecca Brown  
  Creative Business Interiors

- **Lisa Humphrey**  
  Covance Laboratories, Inc.

- **Susan Matiak**  
  Sub-Zero, Inc. & Wolf Appliance, Inc.

- **Brenda O’Brien**  
  Covance Laboratories

- **Roger Vogts**  
  UW – The Wisconsin Union

- **6 Years**  
  Jason Willemarck  
  Foremost Farms USA

- **David Kramka**  
  Covance Laboratories

- **Robert Finley**  
  Coyle Contract

- **12 Years**  
  Brett Warrington  
  Paragon Corporation

- **15 Years**  
  Dustin Struckmeyer  
  Potter Lawson Interiors

- **17 Years**  
  Michael Bergenske  
  CUNA & Affiliates

- **18 Years**  
  Paul Schams  
  Dairyland Power

- **20 Years**  
  Tim Lerdahl  
  Lerdahl Business Interiors, Inc.

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**Mail carts now deliver more than just your mail**

According to a Sept. 14 article in THE WEEK magazine, the mail delivery cart in your office may bring you a lot more than just your mail. A new marketing campaign for Kentucky Fried Chicken is now focusing on its scents to lure you in. To promote its new $2.99 lunches, Kentucky Fried Chicken will dispense chicken odors from office mail delivery carts. This new campaign may be gracing your office, and your nose, very soon.
BACHMANN
CONSTRUCTION

Quality Through Teamwork Since 1954

McKay Center
One of the first GREEN buildings owned by the State of Wisconsin
Built by Bachmann Construction—1999

The Leopold Legacy Center
“We couldn’t have picked a better group of carpenters to handle the unique and priceless material that was used for this center.”
2007
Buddy Huffaker
Executive Director
Aldo Leopold Foundation

What is the Bachmann Construction Project Method?
Create Value
Comprehensive Project Safety Plan
Leadership Commitment

Bachmann Construction Company, Inc.
1201 S. Stoughton Road
Madison, WI 53716
www.bachmannconstruction.com

Phone: 608-222-8869
Fax: 608-222-8618
Email: info@bachmannconstruction.net
IFMA Madison Zoomerang Survey Results 2007

This annual membership survey examined ways in which the IFMA Madison organization can better meet your needs. Thank you for your feedback!

1. Overall, how satisfied are you with our organization?

<table>
<thead>
<tr>
<th>Satisfied Level</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Satisfied</td>
<td>22</td>
<td>35%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>33</td>
<td>52%</td>
</tr>
<tr>
<td>Neither Satisfied nor dissatisfied</td>
<td>8</td>
<td>13%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Extremely dissatisfied</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>63</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

2. How many IFMA Madison events have you attended in the past 12-months?

<table>
<thead>
<tr>
<th>Number of Events Attended</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>One to Four</td>
<td>20</td>
<td>37%</td>
</tr>
<tr>
<td>Five to Nine</td>
<td>19</td>
<td>35%</td>
</tr>
<tr>
<td>Ten to fourteen</td>
<td>8</td>
<td>15%</td>
</tr>
<tr>
<td>Fifteen or more</td>
<td>4</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>54</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

3. How far in advance of an event do you prefer to receive information?

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>One week</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>Two to three weeks</td>
<td>36</td>
<td>67%</td>
</tr>
<tr>
<td>Four to six weeks</td>
<td>16</td>
<td>30%</td>
</tr>
<tr>
<td>Two to three months</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Six months or more</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>54</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

4. How far in advance of an event do you usually make a decision to attend?

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>One week</td>
<td>15</td>
<td>28%</td>
</tr>
<tr>
<td>Two to three weeks</td>
<td>34</td>
<td>63%</td>
</tr>
<tr>
<td>Four to six weeks</td>
<td>5</td>
<td>9%</td>
</tr>
<tr>
<td>Two to three months</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Six months or more</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>54</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

5. What is your preferred Madison location for events?

<table>
<thead>
<tr>
<th>Location</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>21</td>
<td>39%</td>
</tr>
<tr>
<td>Eastside</td>
<td>16</td>
<td>30%</td>
</tr>
<tr>
<td>Westside</td>
<td>12</td>
<td>22%</td>
</tr>
<tr>
<td>Northside</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>Southside</td>
<td>6</td>
<td>11%</td>
</tr>
<tr>
<td>Other, Please Specify</td>
<td>10</td>
<td>19%</td>
</tr>
</tbody>
</table>

6. Which of the following IFMA Madison networking/social events have you attended during the past year?

<table>
<thead>
<tr>
<th>Event</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Luncheons</td>
<td>47</td>
<td>92%</td>
</tr>
<tr>
<td>New Member Events</td>
<td>20</td>
<td>39%</td>
</tr>
<tr>
<td>Golf Outing</td>
<td>20</td>
<td>39%</td>
</tr>
<tr>
<td>Winter Party</td>
<td>16</td>
<td>31%</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>9</td>
<td>18%</td>
</tr>
</tbody>
</table>
7. In terms of networking/socializing effectiveness, how would you rank the following events with 1 being the least effective and 5 being the most?  
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

<table>
<thead>
<tr>
<th>Event</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Luncheons</td>
<td>3</td>
<td>1</td>
<td>12</td>
<td>26</td>
<td>9</td>
<td>6%</td>
<td>2%</td>
<td>24%</td>
<td>51%</td>
<td>18%</td>
</tr>
<tr>
<td>New Member Events</td>
<td>1</td>
<td>3</td>
<td>11</td>
<td>14</td>
<td>8</td>
<td>3%</td>
<td>8%</td>
<td>30%</td>
<td>38%</td>
<td>22%</td>
</tr>
<tr>
<td>Golf Outing</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td>15</td>
<td>9</td>
<td>8%</td>
<td>8%</td>
<td>23%</td>
<td>38%</td>
<td>23%</td>
</tr>
<tr>
<td>Winter Party</td>
<td>3</td>
<td>2</td>
<td>6</td>
<td>14</td>
<td>9</td>
<td>9%</td>
<td>6%</td>
<td>18%</td>
<td>41%</td>
<td>26%</td>
</tr>
</tbody>
</table>

8. Which of the following IFMA Madison educational offerings have you taken advantage of in the past year?

- Luncheon Presentations: 46 (92%)
- Tours: 23 (46%)
- Webcasts: 6 (12%)
- Circles of Excellence: 9 (18%)
- CFM Training: 2 (4%)
- Other, please specify: 8 (16%)

9. Please rate the educational effectiveness of the following IFMA Madison educational offerings with 1 being the least effective and 5 being the most.

<table>
<thead>
<tr>
<th>Offering</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luncheon Presentations</td>
<td>1</td>
<td>4</td>
<td>10</td>
<td>27</td>
<td>8</td>
<td>2%</td>
<td>8%</td>
<td>20%</td>
<td>54%</td>
<td>16%</td>
</tr>
<tr>
<td>Tours</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>19</td>
<td>7</td>
<td>3%</td>
<td>3%</td>
<td>20%</td>
<td>54%</td>
<td>20%</td>
</tr>
<tr>
<td>Webcasts</td>
<td>1</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>3</td>
<td>5%</td>
<td>14%</td>
<td>27%</td>
<td>41%</td>
<td>14%</td>
</tr>
<tr>
<td>Circles of Excellence</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>7</td>
<td>8</td>
<td>5%</td>
<td>5%</td>
<td>23%</td>
<td>32%</td>
<td>36%</td>
</tr>
<tr>
<td>CFM Training</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>14%</td>
<td>0%</td>
<td>21%</td>
<td>29%</td>
<td>36%</td>
</tr>
</tbody>
</table>

10. Concerning chapter communications, please rate the effectiveness of the following communication tools.

<table>
<thead>
<tr>
<th>Tool</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFMA Madison Website</td>
<td>1</td>
<td>7</td>
<td>17</td>
<td>17</td>
<td>8</td>
<td>2%</td>
<td>14%</td>
<td>34%</td>
<td>34%</td>
<td>16%</td>
</tr>
<tr>
<td>Chapter Electronic Newsletter</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>25</td>
<td>20</td>
<td>0%</td>
<td>0%</td>
<td>10%</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>Email Blasts</td>
<td>1</td>
<td>5</td>
<td>8</td>
<td>19</td>
<td>17</td>
<td>2%</td>
<td>10%</td>
<td>16%</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Annual Zoomerang Survey</td>
<td>1</td>
<td>4</td>
<td>12</td>
<td>19</td>
<td>10</td>
<td>2%</td>
<td>9%</td>
<td>26%</td>
<td>41%</td>
<td>22%</td>
</tr>
<tr>
<td>Personal Contacts</td>
<td>1</td>
<td>5</td>
<td>11</td>
<td>16</td>
<td>15</td>
<td>2%</td>
<td>10%</td>
<td>23%</td>
<td>33%</td>
<td>31%</td>
</tr>
</tbody>
</table>

11. Have you participated on one of IFMA Madison’s committees?

- Yes: 29 (60%)
- No: 19 (40%)
Like most associations, IFMA Madison is governed by a volunteer board of directors. Despite the Board’s dedication to the association, these directors have other jobs, and the time they can devote to the organization is limited. To achieve its ambitious goals of expanded membership services, the Board decided in 1999 to seek administrative support.

But it is difficult and expensive to hire good administrative and clerical staff. Someone who knows something about facilities management might know very little about how to manage an association. Can they keep the books, make the arrangements for workshops or a conference, layout a newsletter, design and update your website, or maintain an up-to-date membership database? Then there’s the matter of renting an office, buying or leasing office furniture, computers, copy machines, fax machines, phone systems, answering service, file cabinets, insurance, office supplies and on and on.

Enter Le and Bob Jordan who own and operate an association management firm, Communicators of Wisconsin (COW). For the past eight years COW has provided key administrative services to IFMA Madison from their fully equipped Madison Office. Communicators of Wisconsin provides varying levels of service to more than 5,000 members of associations they manage.
Construction Industry Has Yet to Feel the Blow

The August 28 issue of USA Today reported that while the housing market and many industries that occupy commercial real estate have seen the recent trouble in the real estate market, the construction industry has yet to feel the trouble. Although spending on private, commercial real estate projects has increased 17 percent in the last year, many architects and builders are keeping a watchful eye out for possible risks or problem indicators. Since many U.S. banks have reported a 40 percent increase in past-due loan payments, don’t expect standards for real estate loans to loosen at all. From IFMA Insider September 14, 2007.

Many Companies Need Help With Their Emergency Preparedness Plans

The Wall Street Journal featured an article on Sept. 18 describing how many companies aren’t adequately prepared for disasters. In a survey conducted by Forrester Research Inc., 70 percent of the 189 technology leaders surveyed said that the companies they work with are prepared for a disaster. However, 27 percent of those companies don’t have backup centers. All of the companies surveyed had more than 1,000 employees. Doesn’t sound like good news, does it? Even more, 40 percent of companies have only one disaster-recovery practice every year and more than 20 percent don’t even test their preparedness plans at all.