Greetings colleagues and friends!

I am often reminded of a law of mathematics I learned in high school. It goes something like this: you cannot maximize 2 variables. It is also a basic principle for environmentalists. That theory is that you cannot maximize both population size and quality of life for all people given earth’s finite resources. I then consider how we are all asked to maximize multiple variables every day. Have you ever been asked this: “We need this space modified, but we can’t spend any money.” Much of our daily work and home lives could be summed up as trying to get as much done with finite resources. Those resources could be time, staffing, funds, materials, equipment, and even patience! The trick is to figure out which outcomes you maximize with those limited resources.

I think of it as triage - every day. You have to put your efforts to work in the most effective way possible. That means that some things will have to wait a bit. Others may not get your attention at all. It sounds easy enough, but then again, the trick is to know how to rank the many requests for your attention.

The best answer is that it depends on the culture of your company. That requires a lot of listening. Listen to the C-suite executives, your supervisor, your staff, your customers, your colleagues, etc. Some organizations have mission and vision statements, as well as strategic plans. It would be good to know those. If your organization doesn’t have any of these, maybe you can advance your image in the company by spearheading a project to develop them. You could also develop a small version for yourself or your department. Think globally, act locally. Start with what you can control or affect.

The Madison Chapter has a mission, vision, and strategic plan. We start by doing a lot of listening to our members. We ask for input. We try to “get the pulse” of our members. We then use that information to hone our strategic plan - the Balanced Scorecard. From that plan, we develop objectives for the executive team and the committee directors. Throughout the year, we work on those objectives to continue to make our chapter the best resource for you and your career. Our chapter and our chapter leaders have limited time and resources. Our strategic plan and balanced scorecard help us to ensure that those limited resources are allocated wisely and effectively.

Sincerely,

Matthew Darga

Mark Schmitz of ZD Studios will be joined by MATC graduate, Jamie Zander (recipient of IFMA Madison’s student scholarship last year) to present an exciting collaboration between Madison Area Technical College and ZD Studio, in which students worked side by side with ZD Studios to create a virtual animation of Frank Lloyd Wright’s Taliesin in Spring Green.

The unique story of this collaboration and working relationship as well as the advanced technology utilized is almost as impressive and the resulting animation, currently on display at the Guggenheim Museum in New York.

And yes, Mark’s presentation will conclude with a showing of the animation which is attracting national attention.
## 2009-2010 Officers & Directors

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*Active FM Job listings in our area are posted in the Members Only section of the IFMAdison web site.*
**Education Update**

Margaret Andrews, PMP from brownhouse Architecture/Interior Design has joined the education committee. She joins our other members Kyle Roux and Cindy Torstveit making us a team of four. Other upcoming events a lunch and learn program on new carpet green standards and codes presented by Sorgenians, hosted by TDS and a round table discussion on CAFM systems. Dates will be published when confirmed. If you have any ideas or feedback for the committee please email patricia.sweitzer@teldta.com

Energy Center of Wisconsin has a retro-commissioning training designed for facility managers coming up September 22, in Madison. See flyer elsewhere in this newsletter for registration information.

**Member News**

Congratulations to Dave Kinney, from Great Lakes Educational Loan Service on getting his FMP.

And also to Larry Barton on his new position as President/Principal at Strang.

A fun time was had by all at our Hawaiian Luau, Member Networking Event on Wednesday, August 26th, 5:30-7:30 pm, at the home of Dick and Noel Pearson. As usual the Pearsons were gracious hosts and we can’t wait until next year.

Along with this fun event our new Civic Involvement Committee held a food drive collecting non-perishable items to donate to St. Vincent De Paul.

**August Meeting Recap**

Jane Phillips, Regional Vice President with AVI Systems, one of the leading A/V Integrators in the United States, provided a general overview of Digital Signage and it’s applications within facility environments. Thank you Jane for this informative presentation.
Building Systems: Retro-commissioning

Presenting faculty: Rebecca Ellis, PE., LEED AP

Retro-commissioning is a systematic process for identifying and implementing improvements to an existing building's equipment and systems. The process focuses on building operation and maintenance activities. It targets energy using systems with the goal of reducing energy waste, achieving energy cost savings and selecting the most cost-effective solutions to achieve these goals and fix existing problems.

Results of retro-commissioning may include improved temperature control, better indoor air quality, building pressurization, laboratory safety, infection control and/or electrical system reliability. Potential savings from low-cost to no-cost energy efficiency improvements typically range from 10%–20%.

This half-day training provides an introduction to retro-commissioning. Participants will learn how to conduct a process-based evaluation of building systems performance and energy consumption. Participants will also learn how to determine whether a building is a good candidate for retro-commissioning.

AS A RESULT OF THIS TRAINING YOU WILL BE ABLE TO:
• Define the retro-commissioning process
• Describe characteristics that make a building a good candidate for retro-commissioning
• Identify typical energy savings obtained through retro-commissioning
• Explain the costs and benefits of retro-commissioning
• Show how the retro-commissioning process helps sustain improvements over the long term

BENEFITS OF ATTENDING
• Learn the step-by-step retro-commissioning process
• Gain insight from case study and “real life” retro-commissioning scenarios
• Understand the cost and benefits of retro-commissioning
• Become familiar with retro-commissioning and its connection to LEED for Existing Buildings
• Get the tools you need to get started on a retro-commissioning project

WHO SHOULD ATTEND?
Facility operations managers, facility energy managers, energy engineers, service contractors, control system contractors and energy service providers.

COST
The registration fee for attending this training is $99, which includes continental breakfast. AIA members are eligible for a $20 discount. When registering online, use the promo code included with your registration. For more information, please contact Kristi Kaiser at 608.238.8276 x135 or kkaiser@ecw.org.

CONTINUING EDUCATION UNITS
The Energy Center of Wisconsin is an Authorized Provider for the International Association for Continuing Education and Training (IACET) and is committed to developing quality Learning activities. You will receive 4 Continuing Education Units for attending this training. Members of the American Institute of Architects (AIA) will receive 4 LU (Learning Units) for attending this half-day training.

CANCELLATIONS AND REFUNDS
All cancellations are subject to a $25 administrative fee. We will refund 50% of the registration fee for cancellations received within two weeks of the training. Cancellations made within three business days of the training are non-refundable. If this program is not held for any reason, the Energy Center of Wisconsin's liability is limited to the refund of the program fee.

QUESTIONS?
If you need more information, want to cancel or make a substitution, or you have not received a confirmation and it is one week before the event, please contact Kristi Kaiser at 608.238.8276 x135 or kkaiser@ecw.org.
INNOVATIVE PROGRAMS THAT PROVIDE PRACTICAL GUIDANCE

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455 Science Drive, Suite 200, Madison, WI 53711

COMMERCIAL AND INDUSTRIAL TRAINING SERIES

Building Systems: Retro-commissioning

Presenting faculty: Rebecca Ellis, P.E., LEED AP

September 22, 2009—Madison, WI
October 7, 2009—Appleton, WI

www.ecw.org/university

About the presenter…

Rebecca Ellis, P.E., LEED AP
President, Questions & Solutions Engineering, Chaska, Minnesota

Rebecca Ellis is a nationally recognized leader in the building commissioning industry. She is a licensed professional engineer in 13 states, a LEED Accredited Professional and holds commissioning certifications from both the Building Commissioning Association and the AABC Commissioning Group. Rebecca has helped define mainstream commissioning services and is a much sought after speaker, author, and trainer. She has written a monthly column about commissioning for Engineered Systems magazine for more than ten years. Prior to founding Questions & Solutions Engineering, she developed and led the largest commissioning service group in the country.

Ms. Ellis has more than 20 years of experience engineering and managing a variety of HVAC system projects. She is a specialist in the design, analysis, and commissioning of intricate temperature and humidity control systems with a particular strength in direct digital controls.

Energy Center University

Powered by the Energy Center of Wisconsin, Energy Center University offers live event and online continuing education programs to more than 4,000 commercial, industrial and residential building professionals every year. Learn the latest strategies to design, build and maintain high performance energy efficient buildings. For more information, please visit www.ecw.org/university.

Energy Center University is an authorized provider for the American Institute of Architects, the International Association for Continuing Education and Training and the U.S. Green Building Council.

Go paperless.
Sign up for email announcements or view our events schedule at www.ecw.org.

Mark your calendar!

Commercial Solar Thermal Design and Installation
September 22, 2009—Delafield, WI

eQUEST...the QUick Energy Simulation Tool
October 13-14, 2009—Wauwatosa, WI

Energy Efficient Lighting
November 4, 2009—Brookfield, WI
November 5, 2009—Eau Claire, WI

Lighting and Daylighting Design with Efficiency
November 10, 2009—Phoenix, AZ

Energy Center University selected to host 300-level workshop at Greenbuild.

Energy Center University
455 Science Drive, Suite 200, Madison, WI 53711

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COMMERCIAL CARPET EQUALS
CHANGE AND INNOVATION

Contributed By: Jenny Rogers – Director of Creative
Marketing and Sustainability
J & J/Invision

Dalton, Ga.— The carpet industry, combined with sustainability, is a recipe for constant change and innovation. Our customers, whether architect, interior designer or facility manager, are extremely educated on green building specifications and have demanded sustainable solutions.

The United States Green Building Council launched their first version of the LEED, Leadership in Energy and Environmental Design, rating system in 2000. Since 2000 we have witnessed major change and innovation partially because of LEED, which has certified projects in all 50 states and 91 countries. LEED focuses on reducing a building’s environmental footprint in selecting a sustainable site, water efficiency, energy and atmosphere, materials and resources and indoor environmental quality.

If you are just learning about sustainability for the built environment – you are probably asking yourself how LEED has had such a huge impact on the carpet industry? As LEED has grown and added new versions of their standard – the points have changed and have become harder to obtain. Below are several factors that play into the latest version of LEED by which the more than 80,000 Accredited Professionals measure our industry. (An Accredited Professional is a person that has spent many hours studying the environmental attributes of a building.)

Which is greener – carpet tile or broadloom (12 foot)? This is a hard question. It truly depends on how you look at sustainability. If your answer is defined by a product that contains recycled content, is recyclable and has positive indoor environmental characteristics then you probably would think a traditional broadloom carpet. If your answer is defined by a product that contains recycled content, is recyclable into itself at the end of its lifecycle and has positive indoor environmental characteristics then you would think carpet tile products.

Both products contribute to LEED and are acceptable, but we have seen a huge movement over the past eight to 10 years to carpet tiles because of their environmental benefits, ease of installation and closed-loop recyclability.

So now you ask – I have decided that I want to purchase carpet tile products for my installation – how can I wade through all this green washing and determine which product really is innovative and best for my sustainable space? In 2008, the carpet industry teamed with the Carpet and Rug Institute to put together a Sustainable Textile Standard known as NSF 140:2007.

This standard rates products on a matrix including toxicity, life-cycle analysis, recyclability and many other factors. The standard, after being third party certified, rates products silver, gold or platinum. If a product receives an NSF 140:2007 rating it is eligible for an innovation credit within the LEED rating system.

As you can see, sustainability is complicated and changes constantly. For obvious reasons, we focus on environmental innovation in everything we do.

Footnote: To view J+J/Invision’s products and how they contribute to LEED, visit our ecoScorecard online at jj-invision.com. We also have three product categories that are NSF 140:2007 rated along with a free carpet sample return, reuse, recycle program. J+J/Invision will also coordinate reclamation of your old carpet. Call 800.241.4586 for details.
September 2009
  8  Executive Board Meeting
  15 Luncheon Meeting
  ?? Tour - TBA

October 2009
  7-9 World WorkPlace (Orlando, Florida)
  13 Executive Board Meeting
  20 Luncheon Meeting
  ?? Tour - TBA

November 2009
  10 Executive Board Meeting
  17 Luncheon Meeting
  ?? Tour - TBA

December 2009
  8 Executive Board Meeting
  17 Annual Holiday Party - Capital Brewery

SAVE THE DATE!

IFMA Madison 25th Anniversary Celebration
Date: February 18th, 2010
Location: Concourse Hotel
Time: 5:00 pm – 11:00 pm

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Mortenson Construction
ServiceMaster Building Maintenance
Welton Enterprises

October Newsletter Deadline
Wednesday, September 30, 2009

Please submit materials to Emily Rowe
emily.rowe@creativebusinessinteriors.com
or
Vicky Statz
vstatz@ofr-inc.com
(as an attached WORD document)