

# Facilitations

News & features for facility professionals

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July 2009

## PRESIDENT'S MESSAGE

Greetings chapter members and friends!

I am pleased to be writing to you for the first time as President of the BEST chapter of IFMA! It is no exaggeration, and we have plenty of which to be proud. The more I network with other organizations and IFMA chapters, I am confident that we have a dynamo of success with our members, sponsors, and leaders. I am fortunate to step into the leadership role for the chapter, and I will do my best to prove worthy of the opportunity.

The committee and executive leaders this last year have proven their worthiness of our praise and appreciation. They have all given of their time and talents, while still managing full time jobs, families, etc. With a young family of my own, and a job with a voracious appetite for my time, I can fully appreciate the commitment. A few folks will be moving on to new endeavors. Vickie Wenzel, Paula Roberts, Mike Jarlsberg, Karen Miller, and Gene Post have served our chapter with resounding success. Thank you for your efforts! Larry Barton moves on from Immediate Past President to Penultimate Past President (P3?). I wish that was a real title, so we could keep Larry close by for assistance! Thank you Larry for your many years of service!

Fortunately Karyn Biller will stick around to keep a watchful eye on me. The chapter, the executive team, and the directors are indebted to Karyn's service, and her drive and determination to make the chapter as good as it can possibly be. I am fortunate to have served in Karyn's term, and I am relieved to know that Karyn will continue to provide advice and en-

couragement to us as our immediate past president. Thank you Karyn!

We have some new folks stepping into leadership roles. They are committed to continuing the chapter's success, and we are all excited for their service! Jim Zirbel moved into the VP position from the Member Squad. I am envious of his insight, enthusiasm, creativity, and business acumen. I am thrilled that we were able to "rope him into" further service for our chapter! Cheryl Weisensel will be our Treasurer. It's no small commitment, and we're fortunate to have her take it on. We're also fortunate to have Dani Michels stay on as Secretary - thank you! Roberta Montague and Brian Hoffman will be magnificent co-directors for the Member Squad. Mike Schwartz asked to renew our Civic Involvement committee, and we're all happy to see what he develops. Patty Sweitzer moved into the director position for Education, and has already attracted some members to assist her. Robbie Kritz will be the director for Meeting Planning & Reception, and he's already doing an admirable job. Mary Evers-Statz will be the director of the Golf Event. Mary has big shoes to fill, and she accepts the challenge!

Of course, we cannot leave out the committee directors who have graciously agreed to stay on in their leadership roles. Ron Rowe and Jon Schneider on Programs and Tours, Jean Barry and Jenny Crubaugh on Sponsorship, Jennifer Bendoritis on Scholarships, Emily Rowe and Vicky Statz on Newsletter, Dick Pearson on Website, and Angela Brzowski on PR/Marketing. Thank you all for your past efforts, and thank you for volunteering to continue your success this next year!

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# 2009-2010 OFFICERS & COMMITTEE CHAIRS

**President**

**Matt Darga**  
Urban Land Interests  
251-0706  
mdarga@uli.com

**Vice President & President-Elect**

**Jim Zirbel**  
Capital Fire & Security  
442-8777  
jzirbel@capital-fire-security.com

**Secretary:**

**Dani Michels**  
Commercial Interior Contractors (CIC)  
575-5537  
dani@cicbuildsout.com

**Treasurer:**

**Cheryl Weisensel**  
AAA  
828-2445  
caweisensel@aaawisconsin.com

**Past President:**

**Karyn Biller**  
Target Commercial Interiors  
257-0521 x104  
karyn.biller@target.com

**Programs/Tours:**

**Jon Schneider, Co-Director**  
577-2407  
jonmschneider@tds.net

**Ron Rowe, Co-Director**  
Alliant Energy  
458-3493  
ronrowe@alliantenergy.com

**Member Squad:**

**Brian Hoffman, Co-Director**  
J.F. Ahern Co.  
223-7942  
bhoffman@jfahern.com

**Roberta Montague, Co-Director**  
Schroeder Solutions  
262-207-6363  
rmontague@schroedersolutions.com

**Meeting Planning and Reception:**

**Robbie Kritz, Director**  
Cubic Wall System  
838-6607 ext. 118  
robbie.kritz@cubicwallsystems.com

**Sponsorship:**

**Jenny Crubaugh, Co-Director**  
RK Witt & Associates  
(224) 425 8591  
Jenny@rkwitt.com

**Jean Barry, Co-Director**  
WPS  
226-2686  
jean.barry@wpsic.com

**Public Relations:**

**Angela Brzowski, Director**  
Mortenson Construction  
441-5551  
Angela.brzowski@mortenson.com

**Communications:**

**Emily Rowe, Co-Director**  
Creative Business Interiors  
249-0904  
emily.rowe@creativebusinessinteriors.com

**Vicky Statz, Co-Director**  
Office Furniture Resources  
208-6146  
vstatz@ofr-inc.com

**Dick Pearson, Co-Director**  
Pearson Engineering  
274-3339  
dick@pearsonengineering.com

**Civic Involvement:**

**Mike Schwartz, Director**  
Coakley Relocation Systems  
256-6683  
mschwartz@ccoakley.com

**Education:**

**Patty Sweitzer, Director**  
TDS Telecom  
664-8915  
patricia.sweitzer@teldta.com

**Golf Outing:**

**Mary Evers-Statz, Director**  
UW Medical Foundation  
826-6718  
Mary.Statz@UWMF.WISC.EDU

**Scholarship:**

**Jennifer Bendoritis, Director**  
American Security & Investigations  
800-506-9269  
jbendoritis@americansecurityllc.com

**Madison IFMA Administration:**

**Le and Bob Jordan, Communicators of Wisconsin (COW)**  
848-1960, fax 848-9266;  
ifma@mailbag.com

**IFMA International:**

**Tawa Busari, Member Services Manager IFMA International (Houston)**  
(713) 623-4362  
tawa.busari@ifma.org

## Message from the President

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### 2009 / 2010 Goals

Jim Zirbel and I went to the IFMA Leader workshop in Vancouver in April. Upon returning and comparing our many discussions and subsequent notes, we had 2 pages of initiatives we would like to accomplish. In concert with our Balanced Scorecard and chapter goals, we have a myriad of tasks and initiatives to further the chapter's success. It is a wonderful situation - our chapter is already a huge success, and we still have many opportunities to improve!

I'll save details for future newsletters, but I could sum up a majority of the goals as SUSTAINABILITY. I'm guessing that you are conjuring sustainability as it pertains to facilities. Think operations and administration. We need to make a "template" of our successful chapter, and takes steps to ensure it remains successful into the future. Here's an example: Sponsorship has become vital to the opportunities we provide to our members. It helps us provide educational offerings, credential classes, and scholarships. How can we strengthen our chapter sponsorship to ensure it remains viable? One option is to never allow Jenny Crubaugh and Jean Barry to leave their roles! We have multiple tasks on our agenda to work towards to the goal of long term viability of the sponsorship drive.

Another driving force for me is to ensure that our members see and obtain the VALUE they seek for their membership. We always need to listen well to our members, and to strive to provide the best value for their membership. Sustainability and Value comprise the core of our goals.

Thank you for being members of the BEST IFMA chapter, and thank you for giving me the opportunity to serve you!

Matt Darga,  
IFMA Madison President

## Chapter Monthly Luncheon

July 21, 2009

12 Noon - Sheraton Madison

Shane Lyle and Greg Menting from Temperature Systems, Inc will be presenting a luncheon program on general information about VAV (Variable Air Volume) controllers on HVAC systems. The VAV controllers allow adjustments to different zones in a building to allow some flexibility in the heating and air conditioning delivered to the different zones to address worker comfort.

### June Luncheon Recap - Annual Meeting



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 tried a "speed greeting" breakout where committee chairs spent a few minutes at each table telling the folks about the 2009-2010 goals/objectives/challenges. 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 and the Annual Survey drawings. Congratulations to all winners!!!

Annual Survey Drawing Winners - \$ 50 each  
Karyn Biller, Brian Hoffman and Doug Pearson

World Workplace Drawing - Value \$1,200.00  
Robbie Kritz - Winner  
Karen Miller - 1<sup>st</sup> Runner up  
Brian Hoffman - 2<sup>nd</sup> Runner up

## IFMA Madison Member Profile

Don K. Braxton, HSLC Building Manager  
UW School of Medicine & Public Health



*How long have you been involved with IFMA and what do you appreciate about being an IFMA Madison member?*

I have been involved with IFMA for several years. It has been beneficial to me in learning and growing in the facility management arena. With so many changes, especially in the areas of advanced

technology, IFMA aids in keeping me up to speed.

### ***Brief History of your work experience***

I was a blue collar worker for many years. I decided to go back to school to learn business software technology for a change in occupation. As my luck played out, I was fortunate to be offered a job where I could learn and grow in a white collar environment and have the opportunity to explore opportunities such as with IFMA.

### ***Family/Home Life***

I am married to my long time love Carrie and we have adult children. We like to get together with friends and family whenever time permits.

### ***Hobbies/Interests***

In my spare time I enjoy working out, golfing, bowling, canoeing, traveling, and cooking gourmet recipes. Being the sports fan that I am, I like to view football, basketball, golf, and boxing. In addition, I enjoy viewing National Geographic programs.

### ***Celebrities, dignitaries or other famous people you've met***

I met Kobe Bryant and received his autograph while at the Super Bowl. I met the late Attorney Johnny Cochran. I also met former football players Shannon Sharpe, John Elway and many more professional football players.

### ***Something few people know about you***

I am related to a former professional football player.

### ***Your idea of a dream vacation***

I would like to visit Paris and see the Eiffel Tower.

## Member News

**Angela Brzowski** along with her husband Dan and son Nathan welcome the newest addition to their family. Joseph Parker - "Parker" or "JP" arrived on June 1st at 9:33 PM and was 7 lbs. 4 oz. And 20" long. Everyone is doing well and Angela will be back to her IFMA committee duties before we know it.

In June, **Servicemaster Building Maintenance** received Corporate Report's Best of Wisconsin Business award for "Best Janitorial Service in Wisconsin." They provide commercial cleaning services to businesses in Madison, Jefferson County, Fox Cities and Green Bay areas.

## Education Update

The education committee will be meeting July 8, 2009 to discuss the goals and objectives for the year. The committee members for 2009/2010 are Patty Sweitzer – Director, David Boland, Cindy Torstveit and Kyle S. Roux.

## Golf Outing is July 28

### Act Now to Assure Yourself a Spot

Attention Golfers, this year's golf outing is filling up quickly so please send in your foursomes so that we can guarantee you a spot. The outing is Tuesday, July 28, at Stoughton Country Club. Time is running out!

Also, please consider becoming a hole sponsor for only \$100 or donating a prize for this year's outing. All you need to do is contact Vickie Wenzel at [Vickie.wenzel@target.com](mailto:Vickie.wenzel@target.com) or Paula Roberts at [probert1@steelcase.com](mailto:probert1@steelcase.com).

Thank you and we will see you all there!

# IFMA MADISON CHAPTER GOLF OUTING

Tuesday, July 28th, 2009

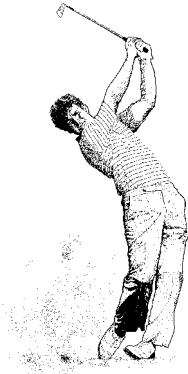
Stoughton Country Club

Registration @ 10:45 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 22, 2009**

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 22 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, etc. to: Paula Roberts: probert1@steelcase.com or 608.444.4402, or Vickie Wenzel: vickie.wenzel@target.com or 608.257.0521 (extention 110)

## Our Crew In Support of the Brew Crew

Several members also attended a Brewers game on June 9<sup>th</sup> with the Milwaukee IFMA chapter. Although the outcome of the game was not as hoped -- Rockies 3, Brewers 2 -- a good time was had by all; as the pictures below attest.



## IFMAdison July Anniversaries

### 1 Year

Rick Jacobs MATC  
Brian Novinska Summit Credit Union

### 2 Years

Chad Faber Power Engineers Collaborative  
LLC

### 4 Years

Lee Esser Creative Solutions 4 Design

### 5 Years

Douglas Haselwander TDS

### 7 Years

William Kussner Warren CUD #205

### 8 Years

Kent Hoffman Ahern Fire Protection  
Steven Skram American Family Insurance  
Rick Schroeder American Family Insurance

### 9 Years

Mark Winter Oakbrook Commercial Real Es-  
tate, Inc.

### 10 Years

Sally Tinberg American Transmission Company

### 11 Years

Doug Pearson Madison Metro School District

### 12 Years

Catherine Lindeman CUNA Mutual Insurance Group

### 13 Years

Laura Huttner Dane County / Human Services

### 15 Years

Mark Jensen Wisconsin Physicians Service

### 16 Years

John Norfolk Creative Business Interiors, Inc.

### 17 Years

Margaret McWilliams UNICCO

### 18 Years

Rick Harrington CleanPower, LLC

## IFMA Scholarships

The IFMA Madison scholarship deadline was July 3<sup>rd</sup>. We will be awarding the 2 \$500 member scholarships at the July Luncheon. Thank you to all who submitted applications.

# CUT THROUGH

## POLICY IS THE BEST HONESTY



For decades, Capital has been providing multi-dimensional security— addressing policy long before any equipment is considered. Unfortunately, a lot of our industry's only goal is to sell a box with wires to protect your firm. They keep it simple— making their job as easy as possible, leaving you poorly protected. It is a model for failure, only beneficial to those selling the equipment. Capital's policy and implementation team understand that you are best protected by policy first. It is then that we consider means that electronically enforce those policies— security, *with teeth*.

## THE SECURITY NOISE

## EXECUTIVE DETECTION



When there is a critical incident, board members call friends, who call Capital. Capital is regularly entrusted by Madison's largest firms by referral, performing covert work that apprehends suspects and overt measures that insure it doesn't happen again. Capital also protects many executives and their families who recognize that what happens at work could quickly find its way to their doorstep. Studies prove that peace of mind improves productivity— exaggerated by the role that executives play in directing and driving their firms' success, daily. We are the board of directors' ace in the hole— security, *with teeth*.



**Capital Fire & Security, Inc. - 1308 Regent St. - Madison, WI 53715**

**P—(608) 442-8777 F—(608) 442-5340 [www.capital-fire-security.com](http://www.capital-fire-security.com)**



## Positive Cash Flow and Green Buildings Eric T. Truelove, P.E., LAP, IFMA Member

What makes a building green and why should we want them to be? This question has been pondered since the first annual meeting of the United States Green Building Council (USGBC) back in 1994. After attending that meeting and having participated on dozens of projects that are certified green through the USGBC and the Green Building Initiative (GBI), I have reached a simple conclusion: A green building is one with low operating costs... period. But, with our current concerns over the economy, how do we pay for these buildings?

Unfortunately, a building with low operating costs is hard to sell since we have spent decades believing you have to pay more up front. We even went so far as to invent a deception called simple payback which goes something like this: If I spend \$5,000 today for more energy efficient equipment which, in turn, reduces my energy costs by \$1,000 a year, I will get my money back in five years...right? With this misconception in hand, most people decide to forgo the added cost and hold on to their money.

The truth is that no payback period exists and we lose money immediately when we pass up these opportunities. To understand this, let's back up and look at how money actually flows. Let's say the \$5,000 upgrade will last for 15 years which will save a total of \$15,000 in energy costs over its life where \$15,000 is equal to \$1,000 a year for 15 years. If this upgrade was an investment, what rate of return would it yield? The answer is 19% a year, every year, for 15 years. Is this easy to pass up? Unfortunately, in most cases, we do pass these opportunities up because we have convinced ourselves that it will take five years just to break even thanks to the deception provided by simple payback. But, what if we used borrowed money to pay for the upgrade?

If you borrowed the \$5,000 using a commercial loan and repaid that loan over 15 years at a 6% interest rate, how long would it take to reach payback? Since the interest rate on the loan (6%) is less than the return on invest-

ment (19%), the answer is no payback period exists. In fact, you make money immediately without spending any money of your own up front. In our example, the difference between the loan repayment and the energy savings is \$500 beginning the very first year where \$500 is equal to the \$1,000 in energy savings less the \$500 loan repayment. Put another way, if you had passed on this opportunity, you would have lost \$500 the first year and the losses would have continued to pile up for each subsequent year. In fact, the annual losses would likely go higher.

Chances are that the loan repayment of \$500 is fixed for at least five years, but what about energy savings? Those are directly tied to energy costs. If the cost of energy goes up just 4% a year, the energy savings will grow from \$1,000 in the first year to over \$1,730 in the 15<sup>th</sup> year. If that were to occur, your return on investment would grow from 19% in the first year to 34% in the last year. So what do you do if you don't have enough money to buy into this investment? That's easy, just call your lending institution and use their money instead.

That's why we need green buildings. It's all about money now.

## Mallards Game is Sponsor Event



A great time was had by all who attended our annual sponsor appreciation event at the Madison Mallards game on June 3<sup>rd</sup>. As you can see from the photo, baseball was not the only thing our members were watching. This special event is held to thank our great sponsors for their continued support.



## IFMA Madison Chapter Calendar of Events

### July 2009

- 14 Executive Board Meeting
- 21 Luncheon Meeting - VAV
- 28 Golf Outing - Stoughton Country Club

### August 2009

- 11 Executive Board Meeting
- 18 Luncheon Meeting
- ?? Tour - TBA

### 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

### August Newsletter Deadline

Wednesday, July 29, 2009

Please submit materials to Emily Rowe  
emily.rowe@creativebusinessinteriors.com

or

Vicky Statz

vstatz@ofr-inc.com

(as an attached WORD document)

## Our 2009-2010 Sponsors

### Gold

Capital Fire & Security  
Coakley Brothers Company  
CUNA Mutual Group  
Fearings  
Pearson Engineering  
Strang Inc.  
Target Commercial Interiors

### Silver

J. F. Ahern Company  
Alliant Energy  
AVI Midwest  
Bessa Associates, Inc.  
C. Coakley Relocation Systems  
J. H. Findorff & Son, Inc.  
Kraemer Brothers  
Kramer Printing  
Madison Gas & Electric  
Mortenson Construction  
ServiceMaster Building Maintenance  
Welton Enterprises