













## IFMAdison October Anniversaries

### 1 Year

Melissa Lubich  
Amy Nagy

Oakwood Village  
Iconica

### 4 Years

Rebecca Brown  
Lisa Humphrey  
Susan Matiak

Creative Business Interiors  
Covance Laboratories, Inc.  
Promega Corporation

### 8 Years

Jason Willemarck

Foremost Farms USA

### 12 Years

Robert Finley  
David Kramka

Coyle Contract  
Covance Laboratories

### 14 Years

Brett Warrington

Paragon Corporation

### 19 Years

Michael Bergenske

CUNA & Affiliates

### 20 Years

Paul Schams

Dairyland Power

### 22 Years

Tim Lerdahl

Lerdahl Business Interiors, Inc.

## Mark Your Calendar for Our Annual

## **Holiday Party!**



**Thursday, December 17, 2009**

**Capital Brewery**

## Delivering Friendly

A recent article for The Christian Science Monitor online described that many companies are now introducing hybrid delivery vehicles. You know how it goes—the delivery truck needs to make a stop, the driver jolts inside the store to deliver the goods and leaves the engine running. This might not be the most energy-efficient form of delivery, right? Well companies including Coco-Cola Enterprises, UPS (United Parcel Service) and FedEx (Federal Express) are now incorporating hybrid trucks—instead of the common gas-guzzling, fume-emitting diesel delivery trucks—into their fleet.

While this is a huge step in the right direction, the price isn't cheap. Many of these companies are willing to pay nearly 40 percent more than the cost of the usual delivery truck. However, by saving tens of thousands of gallons of fuel annually, this will cut emissions tremendously, especially in urban areas where traffic is high.

- *IFMA Insider*

## How Green is that Product?

According to a Nov. 30 article for npr.org, many of the products you see on store shelves may be misleading. In fact, they may even be committing one or more of the "Six Sins of Greenwashing." Established by research conducted by environmental marketing firm TerraChoice, the sins are:

1. The Hidden Tradeoff
2. No Proof
3. Vagueness
4. Irrelevance
5. Lesser of Two Evils
6. Fibbing

Based on TerraChoice's research, more than 1,000 products that make environmental claims are actually committing some type of greenwashing sin. The biggest sin was the hidden tradeoff in which a product promotes a single issue and thus claims to be green.

The sins stem from products claiming to be sustainable without having any proof, that vaguely define what it is to be green or that claim to be green but really aren't green at all.

- *IFMA Insider*



## IFMA Madison Chapter Calendar of Events

### 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 - PDA's in FM
- ?? Tour - TBA

### December 2009

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

### SAVE THE DATE!

#### IFMA Madison 25<sup>th</sup> Anniversary Celebration

**Date:** February 18<sup>th</sup>, 2010

**Location:** Concourse Hotel

**Time:** 5:00 pm – 11:00 pm

### November Newsletter Deadline

Wednesday, October 28, 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

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