

# Facilitations

News & features for facility professionals

Published periodically by



March 2012

## PRESIDENT'S MESSAGE

### STRATEGIC PLANNING

Hello fellow IFMA members, and happy spring (almost)!

How time flies! Believe it or not, your future President, Mike Schwartz, is about to begin strategic planning for our next fiscal year (which begins on July 1).

Strategic planning is an incredibly important process for our organization as a whole. All of our goals and ambitions for the chapter are established for the following year during this process. And the more input we have from our members, the better.

One of the best ways to provide input is to respond to our annual survey. You should receive it via email sometime in the next month or so. Please take a few minutes to fill it out, and let us know what you think. Results from the survey will go a long way toward shaping what the coming year will look like.

And if you have feedback you'd like to provide directly to Mike, please feel free to send him an email at [mschwartz@ccoakley.com](mailto:mschwartz@ccoakley.com).

Make yourself heard!

Dani Michels  
President, IFMA-Madison Chapter

## Chapter Monthly Luncheon

March 20, 2012

12 Noon - Sheraton Madison

Our March Luncheon Speaker is Neil Peters-Michaud, Cascade Asset Management.

He will be providing information that would assist a facility manager on the general process of electronics recycling, what is recyclable, how to create a recycling program, and what services they can expect from a vendor that will make their job easier. This along with other points of interest related to the e-recycling industry. *Cascade is a national leader in responsible IT Asset Retirement solutions for businesses and institutions across North America.*

## This Month's Tour

Reynolds Recycling

5:00 p.m., March 29, 2012

Paul Reynolds has been nice enough to provide a brief tour of his recycling facility. They concentrate on the recycling of Urethane. An incredibly versatile and durable material, urethane is used to create a number of essential household items, from rigid building insulation to flexible mattress filling.

Unfortunately, its durability can pose significant, long-term dangers to the environment. Hope to see you there!

Reynold's Recycling is located in Middleton at 8417 Murphy Drive

# 2011-2012 OFFICERS & TEAM DIRECTORS

## President

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## Sponsorship Task Force



## Team PR



## News Crew



## IFMA 2.0



## Board of Education



## New School



## Community Crew



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## February Tour Recap Meriter Monona Clinic

Our February IFMA tour was the Meriter Monona clinic at 6408 Copps Avenue, on the corner of Broadway and Stoughton Road. The tour was hosted by Nick Crompton of Meriter and Dave Sheedy of Kahler Slater.

The 57,600 square-foot facility opened in October and was built to LEED® Gold standards, making it one of the most environmentally friendly buildings in the area. It serves those in need of primary care, including internal medicine, and family medicine. In addition to state-of-the-art medical imaging and laboratory services, therapy services are available at this location. In the near future, the clinic will also provide pediatric, OB/GYN, medical psychology, orthopedic and rehabilitation medicine services.

The entire campus was crafted sustainably and with a focus on staff and patient comfort. In addition to the wonderful use of windows, outdoor patio areas and walking paths provide further connection to the outdoors. In-floor radiant heat was installed in all of the providers' offices. The parking lot is lit by LED lighting, producing energy and upkeep savings. Regional and recycled materials were favored wherever possible within the budget.

This project's most unique design concept is showcased at the building's entrance where a set of large 2-story glass towers serve as welcoming visual beacons day and night. During the day, the beacons allow a copious amount of natural light into the interior which is enhanced by clerestory windows that connect the towers. At night, they light up beautifully, leading patients to the warm space.

"This local clinic isn't just about making it easier for our patients to see their family doctors. This is an architectural metaphor for Meriter's vision for the future – the ability to see a family doctor immediately in order to help our patients and members manage their health, manage wellness and detect possible serious problems early," said Jim Woodward, Meriter President & CEO.





## FACILITIES MAINTENANCE

Operations and Maintenance  
Preventive and Predictive Maintenance / CMMS  
Mechanical / Electrical Maintenance  
Interior Design / Space Planning / AutoCAD / CAFM  
Utility Plant Operations and Maintenance  
24 / 7 Emergency Response / National Call Center  
Energy Management  
Project Management  
Asset Life Cycle Management

## EXTERIOR SERVICES

Landscaping and Grounds Maintenance  
Snow Removal  
Fleet Maintenance  
Parking Lot and Ramp Maintenance  
Roadway and Sidewalk Maintenance  
Building Shell and Core Maintenance

## JANITORIAL

General and Specialty Cleaning  
“Green” Cleaning Programs  
Porter and Matron Services  
Recycling and Waste Management  
Window and Power Washing

## TRADES (LICENSED / CERTIFIED)

HVAC  
Carpentry  
Electrical including Data  
Painting  
Pest Control  
Plumbing

## OFFICE AND ANCILLARY SERVICES

Audio Visual / Videoconferencing  
Copy Centers / Reprographics  
Mailroom / Distribution / Shipping and Receiving  
Shuttle Services  
Warehousing and Asset Management  
Corporate Real Estate - Leases / Transactions / PM  
Corporate Meeting and Event Coordination

Maintaining today, creating tomorrow



## Contact Information

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Facility Management

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## Carbon Crunchers

Want to learn about practical ways to reduce your carbon footprint? Does sustainability seem like something left for the professionals? Too big and grand to even know where to start? Want to network with other facility professionals who also don't have enough time and resources for a new "corporate initiative"? Then join us for our round table discussions. Dates below. Meetings will be held at Urban Land Interests' downtown offices, at 7:30 AM. Meetings will last one hour. Coffee and treats will be provided. Parking will be validated for anyone using the garage under the building. Contact Matthew Darga if you have any questions (608) 268 7015 [mdarga@uli.com](mailto:mdarga@uli.com). RSVP if you can to Matthew Darga.

### Address:

10 East Doty Street, Suite 300  
Madison 53703  
Parking available under building

### Schedule of events

**Tuesday March 27<sup>th</sup>.** "Benchmarking": Options, where to start, IFMA Challenge. "Water efficiency": Fixture lists. Reduction options. Metering and tracking. Pitfalls and caveats. Strategies. Landscaping options.

**Tuesday May 29<sup>th</sup>.** "Green Cleaning". Green cleaning programs, strategies, and benefits.

**Tuesday July 31<sup>st</sup>.** "Exterior Site Management". Landscaping. Snow removal. Integrated Pest Management. Parking lots and storm water.

**Tuesday September 25<sup>th</sup>.** "Indoor Air Quality". Benefits, strategies, and HVAC impacts.

**Carbon Cruncher's Mission:** To support the facility management professional's sustainability efforts.

**Scope:** To provide education, resources, and networking.

**Directors:** Leah Samson-Samuel and Matthew Darga



## Welcome New Members

### Sharon Bessa

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# IFMAdison Green Corner

## Three Common Sustainability Hurdles That Every Company Must Overcome

By [Mary Catherine O'Connor](#)  
*Published on [GreenBiz.com](#)*

When it comes to understanding and embracing sustainability, organizations know the what and the why, but they're still grappling with the how. That's the focus of a new report by the London-based [sustainability consultancy Lavery Pannell](#).

In "[Sustainability: the HOW](#)," Grey Lavery and Nick Pannell lay out three major hurdles with which they've seen numerous companies struggle, as they look for a means of improving their organization's sustainability record while keeping profitability in focus.

After describing each hurdle, which they say can "stall or derail a sustainability program," the authors lay out strategies for circumventing the issue, as well as very brief case study to illustrate their point.

The three hurdles described are:

- Moving beyond compliance with environmental standards, to achieve business value. It sounds counterintuitive, but the key to moving beyond wide-reaching compliance concerns, say Lavery and Pannell, is to use an even narrower focus. Hone in on the areas where your organization would derive greater value than mere compliance. Those are the areas where investments in compliance will be converted into returns.
- Integrating sustainability into the fabric of a company's operation, to avoid ad hoc approaches, which "leaves value on the table and slows down company-wide sustainability efforts."

Overcoming this problem requires taking sustainability efforts out of their silos and finding what Lavery and Pannell call "enablers" -- such as communication plans to reporting processes -- that are need to turn sustainability into a strategy.

- Converting a sustainability program into a long-term engine for competitive advantage. This required staff and stakeholder engagement, they explain. But more importantly, it can sometimes mean changing an organization's entire business model. For example, Fuji Xerox started remanufacturing used parts from its installed base of copiers in Fuji, rather than importing new parts from Japan. They lowered its costs and boosted its environmental credibility.

Lavery says that over the years spent consulting large corporations (he and Pannell previously worked for Booz & Company), he's seen patterns emerge in how organizations approach sustainability and in how sustainability efforts mature. For those that are just starting, "a CFO appoints a sustainability manager -- usually someone from a compliance role -- and says 'OK, sustainability is yours. Make it happen.'"

From there, an organization may be able to bring forth a number of initiatives, but they're scattered throughout the company. "A sustainability manager might say, 'there are bits and pieces, but what do I do next? I'm not in control of this,'" says Lavery.

Even for organizations that have integrated sustainability successfully into their corporate fabric can find that creating competitive advantage is still quite difficult. "These companies might put out a sustainability report, and then competitors look at them and do the same thing," says Lavery. "They might only be 12 months ahead of their competition."

No company has achieved everything in terms of sustainability, and there's always room to improve, he says. "Some people say it's a linear journey from compliance to leadership, but it doesn't work that way," he says. By describing common hurdles and strategies for overcoming them, Lavery hopes he can help companies remain one step ahead.





## 2nd Annual Sponsorship Drive Community Shred

Sponsored by: Shred-it

Protect yourself while  
supporting IFMA

**Mitigate your risk for identity theft.  
Improve your working environment by recycling  
unneded documentation.**

Date: March 20, 2012  
Time: 11:00 AM to 12:00 Noon  
Location: Sheraton Hotel Parking Lot  
706 John Nolen Drive  
Madison, WI 53713

Benefit: Bring up to five trash bags or archive boxes per person of files, papers, CD's, etc., for secure shredding and recycling. Ring binders must be removed in advance

Costs: Recommended \$5.00 donation per bag/box.  
Proceeds to benefit IFMA Madison



### **Get Ready for Tri-Chapter XXI at Lambeau Field in Green Bay** **Save the Date-May 15, 2012**

Join the Northeast, Madison, and Southeast Wisconsin chapters of the International Facility Management Association on Tuesday, May 15, 2012 for a full day of educational sessions at Tri-Chapter XXI at Lambeau Field in Green Bay, WI.

Our keynote speaker is Linda Edgecombe, CSP an internationally renowned, award-winning humorous speaker, trainer and consultant. She is a bestselling author who energizes every room as she leads people to loosen up, lighten the load and laugh. Her audiences are motivated and show how they can shift their perspectives on life, work and themselves. Change has never been this painless!

She will be presenting: "BOOST! Resilience, Energy and Engagement in today's workplace"

# Employment Opportunity 1

## ***Director of Residential Property Management / Urban Land Interests***

### **About the Position:**

Reporting to the Principals of the firm, The Director of Residential Property Management is responsible for leading the financial and business operations of Urban Land Interests' residential portfolio. Job duties include managing staff and oversight of all residential services activities across all properties including general residential services and administration, financial and operational reporting, marketing and leasing, resident retention, financial controls, tracking and management, large-scale maintenance and upgrade activities/developments.

### **Additional duties/functions:**

- Participating with senior management in the long-range financial and business planning for the overall business; providing specific insights from the Residential Services perspective.
- Building and enhancing relationships with residential property owners for business development purposes.
- Monitoring market conditions and establishing rents.
- Developing an organizational structure of the residential team and defining general objectives and goals.
- Providing regular and ongoing advice and counsel to direct reports, ensuring that their responsibilities, objectives, and goals are accomplished and fully align with the company's strategic plan.
- Maintain a relationship with customer that demonstrates a strong advocate tied to common goals, along with achieving positive results.

### **Ideal Experience**

- Bachelor's Degree in Business or related field.
- At least 7 years of residential property management experience at a senior management level and 3-4 years sales/marketing and residential leasing experience.
- Previous experience must include responsibilities for property operating budgets, financial planning, analysis, tracking and solid financial results; previous experience with Yardi system preferred.

Interested parties should view entire posting on the IFMAAdison website for additional requirements.

To apply, please contact **QTI Professional Staffing, 608-232-2650** or [www.qtigroup.com](http://www.qtigroup.com).

*Urban Land Interests is a real estate development firm specializing in the adaptive reuse of existing structures and the development of new office, retail, and multifamily properties. Urban Land develops for its own account, and holds and manages property long term.*

*Urban Land Interests was organized in 1974 by Thomas Neujahr and Bradley Binkowski and currently manages over 20 commercial and residential properties, nearly all of which are downtown or urban locations. The Company is committed to high quality urban development and architectural design, and providing services that exceed tenants' expectations.*



# Employment Opportunity 2

## **Technical Maintenance Manager / Urban Land Interests**

### **In this role you will:**

- Coordinate the facilities technical maintenance operations and project management for the organizations one million+ square feet of commercial and residential properties
- Provide leadership to the technical maintenance staff while supporting the company's mission, vision and values
- Prepare, negotiate and administer contracts
- Prepare budgets, review invoices and authorize payments
- Oversee project execution, resolve issues and prepare and deliver progress reports
- Lead Energy management initiatives and support sustainable objectives

### **Qualified candidates for this position will possess and demonstrate:**

- Ability to coordinate and supervise an effective facilities technical maintenance program
- Knowledge of engineering, maintenance, and repair related to MEP systems
- Knowledge and understanding of federal and state laws and regulations relating to installing, operation and maintenance of building systems
- Experience with OSHA regulations, safe work practices, the principles of human resource management, supervision and budgeting
- Skills in using technology and technical systems such as computers, smart phones and network controlled systems

Interested parties should view entire posting on the IFMAAdison website for additional requirements. To apply, please contact **QTI Professional Staffing, 608-232-2650** or [www.qtigroup.com](http://www.qtigroup.com)

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*For more information, please visit: <http://www.uli.com>.*



## IFMA Madison Chapter Calendar of Events

### March 2012

- 13 Executive Board Meeting
- 20 Luncheon Meeting
- 29 Tour - Reynolds Recycling

### April 2012

- 10 Executive Board Meeting
- 17 Luncheon Meeting
- TBA Tour

### May 2012

- 8 Executive Board Meeting
- 15 Luncheon Meeting (Tentative)
- TBA Tour

## Our 2011-2012 Sponsors

### Gold

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### Silver

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Schroeder Solutions  
ServiceMaster Restoration Services  
of Madison &  
Superior Construction Services  
Shred-it  
Strang, Inc.  
Tilsen Roofing Company, Inc.

**April Newsletter Deadline**  
Wednesday, March 28, 2012

Please submit materials to Jennifer Hardebeck  
[jhardebeck@central.esurance.com](mailto:jhardebeck@central.esurance.com)



**NEWS CREW**

