

Facilitations

News & features for facility professionals

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July 2012

PRESIDENT'S MESSAGE

Importance of Social Media

Hello,

The buzz of social media has been going on for years, but what is social media and what are the advantages for facility managers. To put it simply social media can be defined as a medium + a platform + technology that drives it. Social media broadens the reach of the individual and their thoughts and expression. The implication for a business is that through this medium you can let your customers be your brand leaders. Conversations happen quickly, with more people, and are easier to track and act upon immediately.

Tools such as Twitter, Linked in and Facebook have transformed the way that individuals and businesses interact online. For Facilities Managers, this new technology provides significant opportunities to dramatically improve the visibility of the FM profession amongst customers and stakeholders.

Furthermore, social media allows facility managers to strengthen their personal and business brand, build a network of online contacts, develop new business opportunities, improve customer service via online communications channels, and communicate with a network full of industry experts willing to share advice.

Social media can be a very valuable tool for all of us. In the near future, we will be arranging educational sessions for LinkedIn.

Finally, please sign up for the golf outing if you haven't done so already. It is one of our chapter's best events. The golf outing is July 31st at the Stoughton Country Club. Please contact the Birdie Brigade directors if you wish to be a sponsor or have door prizes to donate.

Thank you!

Mike Schwartz, President

Chapter Monthly Luncheon

July 17, 2012

12 Noon - Sheraton Madison

This Month, IFMA is honored to have Shannon Barry, the Executive Director of DAIS. Along with general information, Shannon will provide an update on the current facility after the "home makeover" project, and give our group information about their new facility project. Some of the information will relate to details or challenges they had in the areas of financing and real estate.

Please join us for this special guest.

This Month's Tour

LaBahn Ice Arena at the Kohl Center

5:30 p.m., July 26, 2012

A three-level 66,850 ASF /102,800 GSF addition to the Kohl Center that includes a 92' by 200' ice sheet for men's and women's hockey practice and women's hockey competition, seating for approximately 2,400 spectators, men's and women's team locker rooms, a visitor locker room, women's hockey office suite, and associated support spaces. The project also will include locker and team room functions for the men's and women's swimming programs. These facilities will be connected by a skywalk to the Southeast Recreation Facility (SERF). Minor renovation work will occur within the SERF to accommodate the appropriate circulation between the pool and the swimming teams' new locker suites.

The LaBahn Arena is pursuing LEED silver certification. To read more about the project's sustainability efforts, please see the UW Builds Green - LaBahn Arena page.

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IFMA 2.0



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Carbon Crunchers



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Annual IFMAdison Golf Classic

Tuesday, July 31, 2012

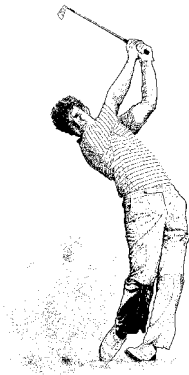
Stoughton Country Club

Registration @ 10:30 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 19, 2012

Early Bird Registration Deadline is June 14, 2012

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 @ \$125 per player* _____ for a total of \$ _____

Early Bird (by 6.14) @ \$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 \$150 per hole _____ \$ _____

I would like to be an event or beverage sponsor at \$350 each _____ \$ _____

(Maximum of 2 event and 3 beverage sponsors - please confirm your reservation)

Pre-payment by July 19 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: Kim Keister, kimk@conceptsinar.net or 800.969. 4484

For all other questions: Mary Evers Statz, Mary.Statz@UWMF.WISC.EDU or 608.287.2950

A Very Special "Thank You!!" to all of our Sponsors

GOLD



2012-2013
IFMAdison Officers



SILVER



Our Dashboard Queen



BRONZE





Welcome our New IFMA Madison Member

New member

David R. Bartels
Sebesta Blomberg
1630 Range Trail
Verona, WI 53593
dbartels@sebesta.com
Phone: (608) 215-5318

HOLD THE DATE!!!!

MEMBER SQUAD IS WORKING ON A NETWORKING/TOUR OPPORTUNITY WITH THE "MADISON MALLARDS". CURRENT PLANS INCLUDE THE POSSIBILITY OF A TOUR with TAILGATING AND A GAME THE AFTERNOON/EVENING OF JULY 19TH.

June Tour Recap

Jason Ilstrup and Tim Olsen of HotelRED, located at 1501 Monroe Street, hosted six IFMA members on a tour of their facility on 6-28-12.

HotelRED is a modern, independent boutique hotel built at one of Madison's premier locations – the corner of Regent and Monroe Streets directly across from historic UW Field House and Camp Randall Stadium.

The contemporary design is inspired after modern German and Japanese architecture. The minimalistic design is balanced by high-end contemporary fixtures and furnishings throughout the property, pleasing visitors who favor places and experiences that are one-of-a-kind. HotelRED has 48 guest rooms and suites on four floors with three meeting rooms that can be configured for up to 150 people.

Many of the rooms have balconies overlooking Camp Randall, Regent Street, or Monroe Street. The rooms have euro-style showers and bath with granite topped vanities. The meeting rooms contain state of the art digital projectors and large screens for presentations or watching the game.

There is also an open lobby with 20 foot windows opening toward Camp Randall, a fire place, and a bistro (The Wise) with adjoining bar. Valet parking in the underground parking structure is available. Challenges to building and operating HotelRED included getting the equipment to the location in the crowded section of Madison near Camp Randall and providing sufficient parking. The structure was constructed such that several additional floor could be added in the future. It was a great tour of HotelRED, demonstrating it is a world class boutique hotel with Wisconsin style. Additional information is available at the website <http://www.hotelred.com/>.

IFMA Madison Carbon Crunchers Sustainability Committee

Welcome to Carbon Crunchers!

Want to learn about practical ways to reduce 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. RSVP if you can to Matthew Darga.

Address:

10 East Doty Street, Suite 300
Parking available under building

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

Scope: To provide education, resources, and networking.

Directors: Leah Samson-Samuel and Matthew Darga

Schedule of events

Tuesday July 31st. "Exterior Site Management". Landscaping. Snow removal. Integrated Pest Management. Parking lots and storm water.

Tuesday September 25th. "Indoor Air Quality". Benefits, strategies, and HVAC impacts.



IFMAdison Green Corner

HEAT WAVE WATERING

Summer is in full swing! In this heat wave we need to be conscious of our precious water resource. Water treatment and delivery often account for 30-40% of municipal energy consumption making it important for civic responsibility as well as environmental protection¹.

There are many ways to conserve water in our daily lives and in the buildings we work in. Monitoring is a great way to start your water conservation. Over the next year, the Madison Water Utility will be installing SmartMeters in homes and businesses so that we can accurately monitor our water usage online on a daily basis instead of a bi-yearly bill.

During the summer months, water usage increases due to irrigation demands. Below are some suggestions to reduce our use:

- Choose a more efficient sprinkler system:
 - Typical sprinkler systems have an IE (Irrigation Efficiency) of .625 or 62.5%
 - Typical drip systems have a IE of .9 or 90%
 - Gray water from rain water can be used to irrigate landscaping using rain barrels
 - Look for WaterSense certified professionals to design or retrofit existing systems
- Water lawn, not pavement: Position sprinklers so that water lands on plantings and isn't lost to evaporation or the storm drain.
- Check weather reports, or buy a rain gauge to monitor whether watering is needed; most established lawn and garden plantings do well on an inch of water per week.
- During drought, turf grass plants need only 1/4 inch of water a month to survive. Consider printed lawn signs to inform passers-by of your drought awareness.
- A watering test could include stepping on the grass to see if it springs back up. If it does, you do not need to water it.
- Water before 8:00 a.m. and water slowly so the soil can absorb the water.
- If you have a sprinkler system, do not water on windy days to limit the evaporation of water.
- The University of Wisconsin-Extension publishes an excellent [lawn watering guide](#) (pdf).

If you employ some or all of these measures, you will improve your water efficiency, reduce government expenditure, and save yourself money. Conserving our fresh water today means being able to enjoy it in the future.



IFMA Madison Chapter Calendar of Events

July 2012

- 17 Luncheon Meeting
- 19 DiscoverIFMA Mallards Game
- 26 Tour - LaBahn Ice Arena
- 31 IFMA Golf Classic

August 2012

- 7 Executive Board Meeting
- 21 Luncheon Meeting
- TBA Tour

September 2012

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

October 2012

- 9 Executive Board Meeting
- 16 Luncheon Meeting
- TBA Tour

November 2012

- 13 Executive Board Meeting
- 20 Luncheon Meeting
- TBA Tour

December 2012

- 11 Executive Board Meeting
- TBA Annual Holiday Party
- TBA Tour

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Tilsen Roofing Company, Inc.
T. Wall Properties

August Newsletter Deadline
Wednesday, July 25, 2012

Please submit materials to Jennifer Hardebeck
jhardebeck@central.esurance.com

IFMA Madison
INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION
NEWS CREW

