

# Facilitations

News & features for facility professionals

Published periodically by



June 2011

## PRESIDENT'S MESSAGE

### Driver Change prior to next lap

It's June and another IFMA- Madison year is about to turn over. I reflect on how each month there has been some big, big deal to tell you about and always another big, big deal just around the corner this year, a testament to our unique model, your teams' passion for mission and all things IFMA-wonderful.

It's been such an honor and pleasure to serve a year as president. Your passion, professionalism and model are so unique and engaging, it's a real joy to watch from the drivers seat. Each of us can serve in this role and I urge you, if you share this passion, to do so in your future.

Rarely does any organization function as well, even in pay-to-play business and that is, if for no other reason, sufficient rationale to get involved and lead. *You are part of a truly unique, winning team.* OK, think of it as a supercharged Ferrari—even though you don't own it, if someone let you drive it, you should, just to know what it feels like. And yes, it feels like . . . *that.*

Gobs of personal thanks go to Karyn Biller and Matt Darga who, through their experience and deft helped me keep it on the road. Matt helped me navigate the year, and kept a sense of calm through the storm. Karyn closely watched the dashboard and served as our first talent scout, enlisting talent in tiny tidbits where needed. They both did their best to help me avoid potholes that throw one out of alignment. Dearest Cheryl Weisensel, without whom I could not function on a fiscal level, continues to do a stellar job with dexterity and calm, helping the board understand where the finances really are and what to expect through the year. Next year, we're scheduled to be in the black, thanks to her skill.

Next, let me host a toast to our teams, who represent the working parts of our high-horsepower engine.

Sponsorship Task Force, run by first-time directors

Barb Milan and Lorelle Micklitz, eclipsed our fundraising goal despite being challenged by too many roadblocks to list. I temporarily rename you the *"against all odds squad"*.

Member Squad, my alma-mater, run by Roberta Montague and Brian Hoffman, made excellence on chapter participation and ran great membership events, including University Square and Discover IFMA. They persevered through an economically trying time with innovative programs as career Bridge and IFMA Connect, engaging new members quickly toward long-term involvement. Kudos to you.

Show N' Go, directed by Jon Schneider and Ron Rowe kept the innovative programs and tours rolling along, touching the human side of FM and our core competencies while remaining flexible when other large events like the Pipeline Kickoff meeting changed their plans.

Lunch Bunch, directed by Robbie Kritz and Jim Burke, make all our lunch meetings smooth and trouble-free, responding to unanticipated overflow in many instances this year. I love a full house; which presents a challenge for lunch bunch to set up yet validates Show N' Go programs' gravity.

Team PR, directed by John Desens and Angela Brzowski handled two of the cooperative events this year and is working diligently toward our chapter's signature event of next year. Their charge is getting or word out to the public at large, where IFMA is recognized by the public and to that end, they've created our chapter's boilerplate and press release docs for regularized submissions to the news media.

Speaking of News Media, News Crew, directed by Vicky Statz and Jennifer Hardebeck has been a great herder of cats this year, reminding folks like me to get our submissions in on time. They represent our internal voice through the award-winning newsletter and let's not forget Chuck Foxes' Squadcasts.

Continued on page 3 . . .

# 2010-2011 OFFICERS & TEAM DIRECTORS

## President

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

## Vice President & President-Elect

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

## Secretary

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

## Treasurer

**Cheryl Weisensel**  
UW Credi Union  
232-9000 ext 2264  
CWeisensel@uwcu.org

## Immediate Past President

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

## Talent Scout

**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

## Lunch Bunch

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

**Jim Burke, Co-Director**  
The Bruce Company  
608-836-7041  
jim@bruceco.com

## Birdie Brigade

**Kim Keister, Director**  
Concepts in Art, LLC  
608-756-0333  
kimk@conceptsinar.com

## Sponsorship Task Force

**Barb Millan, Co-Director**  
Emmons Business Interiors  
608-441-8900 X21  
barbm@ebiweb.com

**Lorelle Micklitz, Co-Director**  
Shred-it  
608-222-6510 or 772-9123  
lorelle.micklitz@shredit.com

## Team PR

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

**John Desens, Co-Director**  
Westphal & Co. Inc.  
608-216-9554  
jdesens@westphalec.com

## News Crew

**Jennifer Hardebeck, Co-Director**  
Esurance  
608-234-9050  
jhardebeck@central.esurance.com

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

## IFMA 2.0

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

**Nathan Hanson Co-Director**  
CDP, Inc.  
608-832-6969  
nathancdp@charter.net

## Community Crew

**Chuck Fox, Director**  
Academy Service Group, LLC  
608-212-0508  
cfox@academysvcgrp.com

## Board of Education

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

**Kyle Roux, Co-Chair**  
UW  
608-262-8745  
kroux@chem.wisc.edu

## New School

**Larry Barton, Co-Director**  
Strang, Inc.  
608-276-9204  
barton@strang-inc.com

**Tom Riffle, Co-Director**  
Madison College  
608-243-4020  
triffle@matcmadison.edu

## President's Message from page 1

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IFMA 2.0, our team of change, directed by Dick Pearson and Nathan Hansen, have placed us on Linked in and delivered the new website, a three dimensional platform for chapter operations going forward. It represents A LOT OF WORK, particularly by Nathan recently, working out bugs and making our outward web appearance look great. There's more to come from them going forward, as technology and communication models change.

IFMA's Board of Education, directed by Patty Sweitzer and Kyle Roux has done a fine job of delivering great educational content through lunch n' learns, circles of excellence, interface to the tri-chapter and most importantly, our graduating 7 more FMP's from the Madison Chapter, along with a handful from Milwaukee and Green Bay.

New School, directed by Larry Barton and Tom Riffle, represents the new FM pipeline from high school to professional and is fulfilling that goal by designing the Madison College certificate program, expected to morph into a two year degree program going forward along with our Skills USA Liaison, designed to fill it. Thiers represents our profession and chapter's legacy through educational liaison.

Community Crew, directed by Chuck Fox, did a great job getting so many of us invested in great causes and particularly this last makeover, representing over 650 hours of labor on a scant weekend! Chuck, you and Doug Sutter did something so big and exciting at the DAIS shelter that there was actually a little tiff over credit being missed! Success has a thousand parents and to that, we all have to remember that it's the job we did and our positive impact on the community, not the medals awarded at a ceremony, that represent our legacy. This alone could have easily been any other organization's signature event of the decade, yet for us it was one of many. You eclipsed my Rotary club's local efforts over the last couple years in just one weekend, forcing them to reflect on their own mission's local effectiveness, literally elevating the playing field for all to compare—down-right incredible, it is. Did you know you would have this immense impact?

That brings us to Birdie Brigade, directed by Kim Keister and assisted by Mary Statz. They made our last outing a great event and raised funds toward or chapter's success. Kim, the Raffle Princess, has worked really hard as director to ensure the event goes great and the weather is always perfect. Our next Golf Outing is scheduled for Tuesday, July 26<sup>th</sup>.

Mary Statz, you helped remind me that there are often more causes and stories than a balanced scorecard can illuminate and to that end, I thank you. Times of immense change as ours oft create executive diaspora, to be collected by elder statespersons and you, as other great former presidents, helped illuminate the need for each new executive team to hear from the past ones to stay on course.

*You, we, our members at large, whether on a team or not*, all did so much this year, pulled the rope that much further than thought possible, I am amazed. You engaged, raised your hand and grabbed hold of what's next in light of the good that has been, and fostered a sense of community that I doubt one will ever find as here. You are the benchmark.

There are always some races we won't win, and that's really OK. Those represent initiatives that either don't move forward or cease to make sense as we roll down the road and that is what our strategic planning is about and for. If the work were all done, it might get boring and unchallenging, bad ju-ju for a bright folks like yourselves.

And that brings me to thank our future executive leaders, in Dani Michels, our next president, Mike Schwartz, upcoming vice president and Patty Sweitzer, who is moving up to the secretary position along with Cheryl, our diligent treasurer are all revved up and ready to lead with years of IFMA director experience to further our cause. Dani, Mike and Patty, along with all our incoming directors and members, you're going to do great in your new roles and I can't wait to see IFMA - Madison race again! *Hold on tight and fasten your seat belts, it's a heck of a ride.*

- Jim Zirbel, honored to have served as  
President in 2010-2011

**Annual Awards Luncheon**  
**June 21, 2011**  
**12 Noon - Sheraton Madison**

Our Annual Awards Luncheon is at noon on Tuesday, June 21 at the Sheraton Madison Hotel. If you have not already done so, you will need to register via the IFMA Madison website. ***It is important that you log-in (upper right corner of the home page) before you begin your registration.***

If you have any questions, email the webmaster at [ifmamadison@gmail.com](mailto:ifmamadison@gmail.com).



## IFMAdison's May Meeting Thanked our Generous Sponsors

Below are photos from the May 17th Luncheon was IFMA Madison's Sponsor Appreciation Event, held at Coliseum Bar.

The event, run by our Sponsorship Task Force, brought Sponsor and the chapter together in a fun, festive atmosphere. Lorelle Micklitz and Barb Milan provided entertainment via Wii Dance competition.

**Thank you to all IFMA-Madison Sponsors! We raised \$17,500! See list elsewhere in Newsletter.**



## May Tour Recap



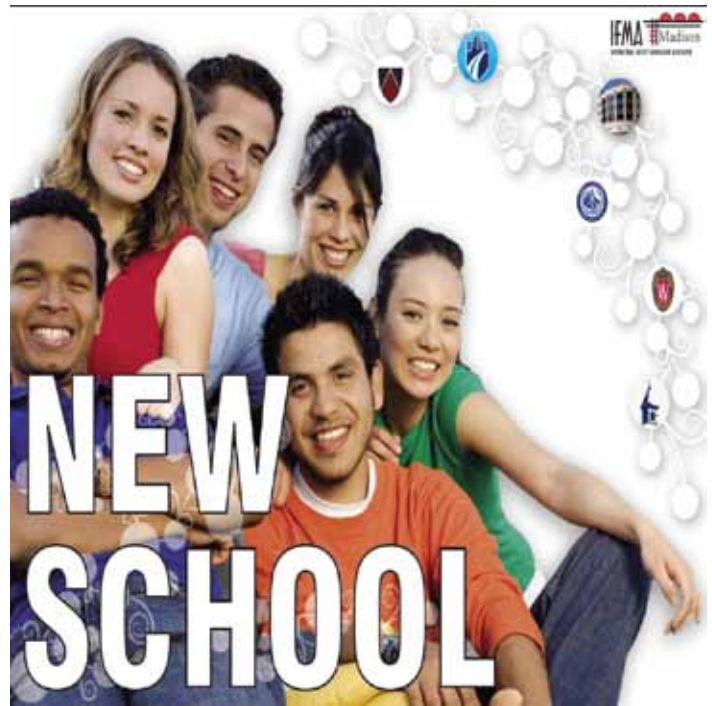
May's facility tour was the WI DNR's Nevin Fish Hatchery, 3911 Fish Hatchery Road, Fitchburg, WI 53711. Mike Aquino and Jason Himebauch led an enthusiastic group of IFMA members and guests through the Nevin property and buildings. Ask one of the tour attendees about what they call the HOC (house of cheese)!

The tour demonstrated in detail how they go about hatching and rearing over 400,000 brook, brown and rainbow trout annually to stock Wisconsin's lakes, streams and rivers. We also learned about the techniques and equipment that the fishery managers use to ensure the future of trout fishing, how the facility is adapted to supports that goal, and how they protect the fish from native raccoons, heron, muskrat and hockey teams. Special thanks go to our tour guides who stayed past 8:00 pm answering our questions!



The Board of Education partnered with Steelcase to bring an educational session on: **Wellness in the workplace**. It was held on May 25th at the Wisconsin Trade Center. Click on links below for session highlights. (12 people were in attendance)  
<http://www.steelcase.com/en/resources/design/ceus/documents/wellness.pdf>

<http://www.steelcase.com/en/products/documents/wellness%20minisite/index.html>



## No Summer Break for New School!

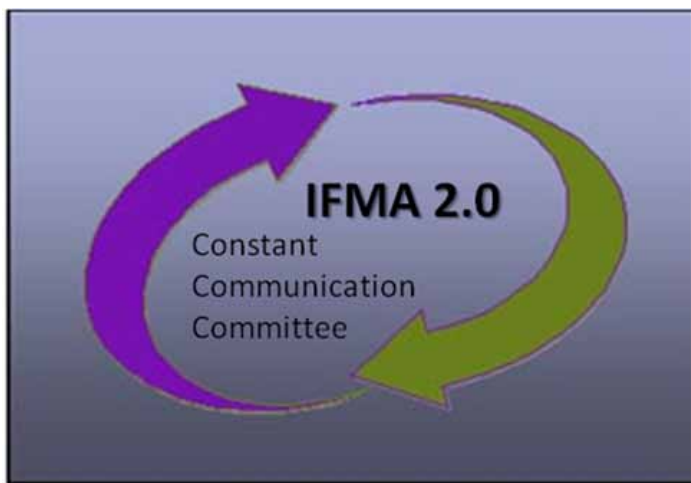
The New School initiative continues to gain momentum and is making great progress. A special subcommittee comprised of Tom Riffle, Tim Bliefert, and Todd Reynolds have conducted a series of meetings with the Deans at Madison College. They are very close to defining the initial facility management certificate offering having predefined a list of classes that align well with IFMA's core competencies.

The college is responding by creating a draft of the certificate for committee review and comment; the last step before the College can submit the certificate for approval and eventual implementation. Special thanks to the subcommittee for keeping the pressure on this initiative and seeing it through.

New School is also planning a "Next Steps" visioning session for Monday, June 20<sup>th</sup> at 4:30 p.m. at the Ale Asylum, 3698 Kinsman Blvd. in Madison. We've had many people express interest in helping New School build sections of the educational pipeline and this will be a fun gathering to assemble the volunteers and define specific ways that we can make best use everyone's talents.

Of course any IFMA members that want to get involved are welcome and encouraged to attend. RSVP to Larry Barton at [barton@strang-inc.com](mailto:barton@strang-inc.com) if you will be joining us. We hope to have a big group!





The new IFMA website is fully operational and a few tweaks have been made to make registration for events easier! Please make sure to log in before registering for an event. If you are not sure how to log in or never have before, simply click the "forgot password" link in the top right hand corner of the home page and enter your email when prompted. You will then be emailed a password.

Please be sure to check out the rest of the site and visit our LinkedIn page by clicking on the LinkedIn logo at the bottom of the home page. We thank you all for your feedback on our new site and patience as we do our best to make this website elegant yet simple to use.

## BIRDIE BRIGADE



## Golf Outing

It's your opportunity to sign up and support your favorite annual IFMA event. Thanks in advance! Sign up form is on the following page.

Please direct your sponsorship request to:  
[kimk@conceptsinnart.net](mailto:kimk@conceptsinnart.net).

Please direct other questions to:  
[Mary.Statz@UWMF.WISC.EDU](mailto:Mary.Statz@UWMF.WISC.EDU).



Please join MemberSquad in welcoming the following new member to IFMA Madison:

Mr. Stuart D. Walker  
 Air Filter Sales  
 CL Bensen Co, Inc.  
 494 Hyland Drive  
 Stoughton, WI 53589  
 (608) 772-6119  
[stuartwalker@clbensen.com](mailto:stuartwalker@clbensen.com)

Discover IFMA WI Institutes for Discovery Event  
*Over 60 IFMA members and guests attended the Discover IFMA event held at the WI Institutes for Discovery on April 28. The evening started with networking time featuring appetizers and a cash bar. Next the group heard from Pete Heaslett from UW Capital Planning and Development. Pete told us the inside story about the great facility we were in.*

*Jim Zirbel emceed the rest of the presentation which consisted of short "elevator speeches" from the Directors of our committees.*

*Mortenson Construction and Westphal then led small tour groups throughout the WID building. IFMA was treated to seeing the areas not open to the public, including research labs, mechanical rooms, and the WARF executive area.*

*Our group reconvened for cake and door prizes. A great time was had by all.*

*A special thanks to the University of WI, Mortenson Construction, and Westphal for the great presentation and tours. Thanks also to Capital Fire and Security, Creative Business Interiors, J.F. Ahern Co., J.H. Findorff, Mortenson Construction, and Schroeder Solutions for donating door prizes for the evening.*

# Annual IFMAdison Golf Classic

Tuesday, July 26th, 2011

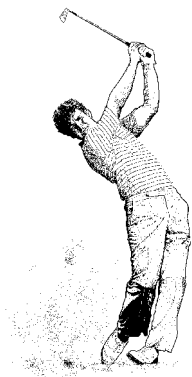
Stoughton Country Club

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 8, 2011**

**Early Bird Registration Deadline is June 10, 2011**

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 6.10) @ \$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 8 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@conceptsinarart.net or 800.969. 4484

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



# IFMAdison Green Corner

## Why Solar Is Looking Better for Commercial Buildings

From GreenBiz.com (<http://www.greenbiz.com>)

By Leslie Guevarra

In two years, the prices for solar photovoltaic panels have plunged as a result of greater efficiencies in manufacturing and in the technology itself. Increasing competition among a growing number of suppliers has also helped reduce costs.

The forces are expected to drive prices further down in coming years, making solar PV installations a brighter investment prospect for commercial buildings, according to Greg Sheppard, the chief research officer for photovoltaics at market intelligence firm IHS iSuppli. Sheppard explored the reasons why in a webinar for GreenBiz.com this week with Clean Edge Senior Editor Clint Wilder.

Solar power applications are “transitioning from the world of pretty showcases into actual, practical, functional uses on buildings,” Sheppard said in the webinar, “Solar Powered Buildings: Worth Another Look as Prices Fall.”

Currently, though the market has grown significantly, solar power supplies less than 1 percent of the electricity used in the United States. A capital-intensive proposition, like most renewable energy technologies, payback periods on the high end tend to range from 20 to 25 years.

So, why consider solar now? Sheppard offer six reasons:

- Prices have dropped enough to be financially advantageous.
- Your business can lock in lower electricity costs.

- Your business can then have more predictable electricity costs.
- You might not need any upfront capital.
- Many utilities need to hit RPS (renewable portfolio standard) goals and, in some cases, lower “peak time” generation costs.
- Doing so can help your company achieve sustainability goals.

Clean Edge’s recent annual report on clean energy trends, released earlier this spring, found that the global market for solar photovoltaics ballooned from just \$2.5 billion in 2000 to \$71.2 billion in 2010.

Last year, “the market just exploded,” Sheppard said, and now the PV market worldwide is poised to double in by 2015. The U.S. market is expected to grow steadily throughout the period despite a likely blip next year as a result of fee and tariff changes abroad.

What’s expected to happen with costs in the meantime? “Basically, we’re seeing prices plunging,” said Sheppard.

In 2009, the cost per watt for a PV solar panel was approaching \$2.50. By 2015, the cost per watt is expected to near \$1 with the panel price closing in on roughly \$200. “A dollar per watt is on the horizon,” Sheppard said, because the industry is “enjoying tremendous economies of scale, efficiency breakthroughs and more efficiently manufacturing.” All of which help to also lower material costs.

Installation prices for commercial systems also are expected to fall, decreasing about 10 percent a year, said Sheppard. The current average installation price for a PV system, now roughly \$5 per watt (and down from \$9 per peak watt in 2000 according to the Clean Edge report), is expected to sink to slightly more than \$3 per watt by 2015, he said.

Installation prices, which include labor, margin and soft costs associated with permitting, inspection and interconnection, have been a challenge for the industry. As the Rocky Mountain Institute’s Kelly Vaughn wrote in a post last fall, balance of systems costs (the upfront costs for a PV system except for the module) have been a sticking point.

*See Green Corner on following page*



## Green Corner continued from previous page



As the cost of PV panels drops precipitously, both RMI and IHS iSuppli research contend that driving out the waste and inefficiencies related to installation will bring total systems costs down, cut the length of time for return on investment and bring solar power sys-

tems within reach of more companies. Sheppard said he expects that area will see increased efficiencies in the coming years.

Overall, such anticipated improvements would bode well for internal rates of return (which businesses use in capital budgeting to compare profitability of investments) for solar PV and help strengthen the industry. And as a result, the possibility of "the market standing on its own without incentives" would become a reality, Sheppard said.

He also noted the ways that companies can derive benefits from having solar power on their property -- usually on the roof for the most efficient use of space -- with little or no upfront costs:

**Power Purchase Agreements.** Companies can enter into power purchase agreements in which the installer pays the costs to acquire, permit, install, finance and usually maintain, monitor and service the solar power system. The installer owns the system, has rights to the electricity generated and enjoys the tax benefits and rebates, if any. The company that owns the host property negotiates a set rate for electricity, typically a rate below current market, from the installer and gets the benefit of lower and more predictable energy bills.

**Leasing Roofs.** Owners with eligible properties, usually those of a certain size with roofs that are relatively new, may also lease their roofs to utilities.



## Our Generous Sponsors for 2011-2012

### Gold

Capital Fire & Security  
Coakley Brothers  
CUNA Mutual Group  
Kraemer Brothers  
Pearson Engineering  
Team Technologies  
UGL Services

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Alliant Energy  
AVI Systems  
C. Coakley Relocation Systems  
J.H. Findorff & Son  
Madison Gas & Electric Co.  
Monona Plumbing & Fire protection  
Schroeder Solutions  
ServiceMaster Restoration services of Madison  
Shred-IT  
Strang, Inc.  
Tilsen Roofing Co., Inc.

### Bronze

Access Information Management  
Commercial Interior Contractors  
Coyle Contract  
Creative Business Interiors, Inc.  
Emmons Business Interiors  
Flad Architects  
Foremost Farms USA  
Interior Investments  
J.F. Ahern Co.  
JBM Patrol & Protection  
Lerdahl Business Interiors  
Madison Environmental Group  
Mortenson Construction  
Pelliteri Waste Systems  
Per Mar Security Systems  
Target Commercial Interiors



## IFMA Madison Chapter Calendar of Events

### June 2011

- 14 Executive Board Meeting
- 21 Annual Business Awards Luncheon
- TBA Tour: Chazen Art Museum (tentative)

### July 2011

- 12 Executive Board Meeting
- 19 Luncheon Meeting
- 26 Annual Golf Classic
- TBA Tour

### August 2011

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

### September 2011

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

### October 2011

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

### November 2011

- 8 Executive Board Meeting
- 15 Luncheon Meeting
- TBA Tour

## Our 2010-2011 Sponsors

### Gold

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Alliant Energy  
AVI Systems  
Creative Business Interiors  
Flad Architects  
H & H Electric  
J. H. Findorff & Son, Inc.  
Madison Gas & Electric Company  
ServiceMaster Building Maintenance  
Strang, Inc.  
T. Wall Properties  
Target Commercial Interiors  
Tilsen Roofing Company, Inc.

## June Newsletter Deadline

Wednesday, June 29, 2011

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

or

Vicky Statz  
[vstatz@ofr-inc.com](mailto:vstatz@ofr-inc.com)  
(as an attached WORD document)

IFMA Madison  
INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION  
NEWS CREW