

Facilitations

News & features for facility professionals

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October 2010

PRESIDENT'S MESSAGE



Welcome to IFMA – Madison's October 2010. This is OUR MONTH. It is going to be really big for our chapter including major events, each of which would stand quite well on their own. Thus far, there are 4, including:

- Show N' Go – Our C.O.Y. Celebration Continues at our next monthly lunch meeting
- Member Squad – 2010–An IFMA Odyssey Informational Member Mixer Event at U-Square on October 21st
 - Great location
 - Great food
 - Great People
 - A Great way to get involved in IFMA
- World Workplace in Atlanta, GA
 - Education
 - Networking
 - Professional Development
 - Expo Floor
 - After-Hours Entertainment
 - Madison's Small Chapter of the Year Award
 - Cows

Yep, Cows. Expect the Cows to overtake World Workplace again, just another interesting twist on the annual convention, inaugurated by Catherine Newmann in the late 90's.

There are currently 16 of us registered to attend World Workplace, a great representation. Better yet, we'll be sharing space with the other WI chapters to celebrate WI's domination at the awards banquet. The Northeast WI Chapter won the Newsletter of

the year award, another big, big deal for our state's delegation; 2 out of 3 ain't bad!

- Now, let me tell you about the last major event that, on both a marketing and operational level, is occurring, beginning this month. Don't worry; you won't have to mark your calendar for another engagement this time. After years of planning, budgeting and pacing, **IFMA 2.0 is creating our new IFMA- Madison web site.**

I told you about the IFMA-2.0 team a couple months ago, that they're really active, energized and helping to change our communication model as new technology trends help to evolve it. On the marketing level, our new web presence will give each of our teams their own page, logos, program sub pages where necessary and of course, a glossy, new IFMA-Madison-look. That's all great, but it's got to be more than just a two-dimensional page. It's got to have guts, or we've just put lipstick on a pig.

Looking beyond the basics, our website will become more a tool to our chapter than just a face, creating dimensional depth where technology leads us. The website will allow direct credit card transactions and reconciliation, event signup and a host of other functions that we'll tap, once we actually understand them. There is so much horsepower under the hood, ours may be more about the brakes than the gas pedal.

The platform is called Wild Apricot, written just for organizations like us to ride, as a marketing *and functional vehicle until the next great wave overtakes us!* **Beyond all the above, that is the biggest, quiet event of October.**

I hope that's enough for your palette this month; thanks for reading. Your chapter is moving so quickly, nimbly, resolutely. Maybe we'll rest. . . when we're dead.

This month's word—IFMAgical events in October. Halloween and all, it works!

Jim Zirbel, President

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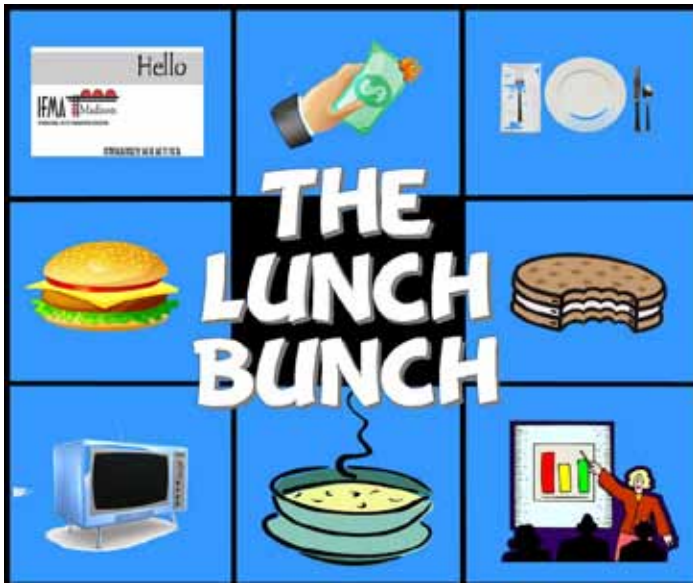
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A Word From The Lunch Bunch



Hello IFMA Madison Members,

Monthly lunch meetings are educational and great networking events and your Lunch Bunch wants all our members to bring guests. First time guest get a free lunch. 2nd visits they will have to pay for, but as we all know that is still a great deal.

We would also like to remind you that our annual special luncheon pre-pay plan will be showing up in your emails in November.

The IFMA-Madison Community Crew committee seeks to establish a tradition of giving back. The Community Crew committee organizes events where IFMA members come together as a volunteer work force that will benefit a local worthy cause within our community.

We hope to organize 6 "outreach" events this year and have already completed 2 Habitat for Humanity days. Additionally, at our local lunches we spotlight these worthy causes with our "Charity of the Month" program.

Our 2011 calendar is waiting to be filled with events and worthy causes. For 2010, we are planning a "Ringers and Singers" event for bell ringing (benefiting the Salvation Army) with a few Christmas Carols along the way as well. We hope to put together one more event in the late October/November timeframe as well. The Community Crew Committee is also seeking a couple of new members. So if you can contribute your motivational, promotional, and organizational skills to the committee, there is a place for you!

Chapter Monthly Luncheon

October 19, 2010

12 Noon - Sheraton Madison

Special Presentation by Melissa Reyes,
International Facilities Management Association
Education Coordinator:

- Why and how to achieve the CFM or FMP designation
- Changes to the FMP program

September Tour Recap Team Technology HQ in Fitchburg



The tour was held on Sept. 23rd at Team Technologies headquarters in Fitchburg. If you couldn't make the tour and would like to see this facility contact Mike Wicker from Team Companies 800.728-8326 or email mike.wicker@teamnet.net





JOIN US for the last session of the FMP training series.

Course: Planning and Project Management
 When: November 11 and 12th (8am to 5pm)
 Where: Wisconsin Trade Center. 8401 Greenway Blvd., TDS Learning Center 4th floor, Fisher Room, Middleton, WI 53562 Registration Deadline: October 21, 2010 - Register today!

On September 21st -24th the education committee held the FMP course The Business of FM. The education committee would like to Thank Sheri Rose from T-Wall Properties for sponsoring the meeting room at the T-Wall Exchange Monona Room in Middleton and Telephone & Data Systems, Inc. for sponsoring the beverages for the students.



FMP students - pictured from left to right; Grant Horn SEW; Tom Crylen, SEW; Jeff Bedore NW; Perry Carrimon; Jason Willemarck Madison; Scott Wollenzien SEW; Brain Novinska Madison; Doug Haselwander Madison; Tom Green NW; Instructor Jon Martens; Kris Schuette SEW; Jean Barry Madison; Patty Sweitzer Madison; and Sadie Garvin, Madison.

Membership Update

There are currently no "new members" for September, but we'd like to take a moment to listen to what a couple of our newer members have to say about "why" they joined our award winning chapter!

Elizabeth C. Mylander
Facility Services Coordinator
Alliant Energy Corporation

- Am I a raisin or a grape? Though I've worked at a number of facilities-related jobs over many years, I'm as fresh as a grape in my new role. I look forward making good friends and learning a lot from the Madison Chapter of IFMA's well seasoned professionals.

Scott L. Sedlacek
Facilities Manager
Promega Corporation

- I joined IFMA looking to complete my CFM certification and meet new people who are engaged in the same profession as I am.

I've been involved w/ Facilities Management for over 10 years within the construction, manufacturing, hospitality and biotechnology sectors. All definitely have their challenges relating to FM that are unique to each trade but similar in fashion. I look forward to interacting and learning...

QuickConnect: Do you know of a Facility Manager that doesn't currently belong to the family of friends at Madison IFMA? If so, we'd love to contact them on your behalf and invite them to join us for a complimentary lunch at our monthly meeting! Please contact Brian Hoffman or Roberta Montague and you'll be automatically entered in our referral drawing.

2010 – An IFMA Odyssey!!!!:
Save the Date - October 21st at University Square – promises to be a VERY engaging event filled with valuable information and fun! Please invite guests who you think would enjoy learning more about IFMA and it's support of the Facility Management profession. Executive Management, Inc. has graciously donated the food court space, food and beverages! In addition, there will be a tour to top off this event – followed by wonderful door prizes....
Hmmm....a secret liquid beverage brewed by our very own Jim Zirbel

SEE FOLLOWING PAGE FOR DETAILS



Small Chapter of the Year!!!!



“2010 — An IFMA Odyssey”

YOU'RE INVITED!!!

INVITE A FACILITY MANAGER GUEST!

**OUR NEXT INFORMATIONAL/NETWORKING EVENT IS
AT THE U-SQUARE BUILDING—FOOD COURT AREA**

October 21st - 5:00 pm—7:30 pm

**PLEASE R.S.V.P. NO LATER THAN October 18th by replying
to this email**

MemberSquad promises to mix things up a bit—Our goal for this event is to engage our **entire** membership, create additional awareness of IFMA through Guest invitations and local PR, and provide everyone with a fabulous venue for networking. This iconic building in the heart of Madison is a showcase of forward thinking and development.

Networking with
members and
guests!!

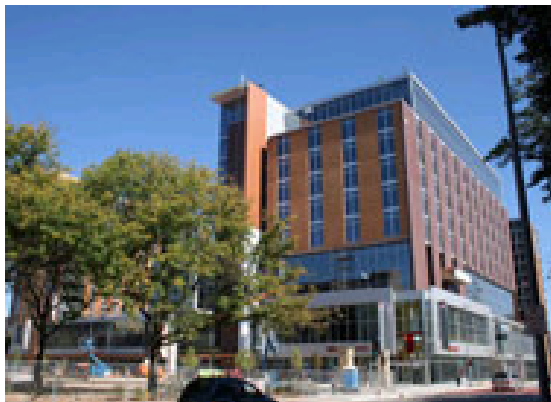
***What makes IFMA Madison
qualified to be named Small Chapter of the Year?***

***How does our chapter assist those in the Facility
Management field achieve their professional goals?***

Find out how IFMA
Madison is gaining
even more “steam”
and taking our
chapter to the next
level.

***What can IFMA Madison do for you?
And.....what can you do for IFMA?***

Thank you to the Executive Management, Inc.
organization for their generous support of this event!



**U-Square is
conveniently
located at 365 E.
Campus Mall.
Food Court is on
the 2nd floor.**

**Underground
parking is
accessed from
Lake Street—
then take
elevator to 2nd
floor Food Court**

This event will
Conclude with a mini
tour of the U-Square
building, drawings for
fabulous door prizes
and additional
networking and
socializing
afterwards



IFMAdison Green Corner

10 Ways to Make Your Message Resonate with Green Consumers

So many businesses want to jump on the green bandwagon -- but too often there's a lot of room for improvement in the ways they focus their messaging.

Effective green messaging successfully combines education with marketing. For the consumer who is already green-aware, it provides proof that your company is "walking the walk" in going green.

But for the consumer who may not yet be fully aware of all the ramifications, you must play an educational role. Your messaging has to show why the points you raise are important, what they mean for sustainability, and how consumers can feel part of the solution by choosing you.

Here are 10 guideposts for formulating those dual-purpose messages.

1. Combine Appeal to Consumer Self-Interest with Appeal to a Higher Good

Consumers feel really great about supporting companies that not only have a social and environmental mission, but also deliver the goods: low prices, high quality, healthy ingredients or other benefits. Here are two examples from completely different industries:

Ice cream maker Ben & Jerry uses packaging, advertising, its website, and pretty much every other communication channel to combine a message of superior product quality with social and environmental messaging, starting right from its very public mission statement.

Household paper manufacturer Marcal is also very good at this. On its website, you can see an emphasis on the environment, starting with saving one million trees -- recognition that the company switched to recycled fibers all the way back in 1950 -- and plenty of information about consumer-focused features like hypoallergenic qualities, non-chlorine whitening and "just the right combination of strength, absorbency and softness to handle every job."

This message would be even stronger if retooled to focus not on the features, but on the benefits. For instance, non-chlorine whitening reduces both water pollution and skin irritation.

2. Acknowledge -- and EXPLAIN -- Your Green Certifications

Have you taken the time, trouble and expense to get Fair Trade and/or organic certification? Is your building LEED certified? Do you use Forest Stewardship Council certified paper? Do you have some other seals of approval from recognized authorities, or endorsements from famous environmentalists? Be sure to mention these achievements in your messaging -- and take a moment to say what they mean and why they're important.

3. Stand Tall with Your Values

The person who said "nice guys finish last" was a liar! Don't hide your light. Caring about the planet, about ethical business practices, about your customers' and stakeholders' well-being is good for your integrity, and also good for your bottom line. Tell your story honestly and well, and the market will reward you.

4. Embrace the Big Picture

If your business is forward-looking and moving on big-picture issues like zero waste/cradle-to-cradle, or if you've installed solar or wind and slashed your carbon generation by 80 percent, help build consciousness about why you took those steps, and why that commitment makes you an excellent choice. Don't underestimate your audience; a big chunk of them will be eager to know what you're doing. Get some ideas from carpet giant Interface Carpets.

Continued on following page . . .

Green Corner

Continued from Previous Page

5. Make Sure Your Messages Use Environmentally Friendly Media

I once received a book of green tips from a well-known financial guru. The tips were good, but the book jarred me. It used extensive full-color printing throughout the book, and was obviously done in a

very large run. I couldn't help wondering just how green this book really was, even if it was printed on recycled paper.

If you're creating a full-color marketing piece such as a brochure, consider distributing it as a PDF. It's cheaper for you, much better for the environment, and consistent with the green message you want to convey. If you're trying to build sustainability cred, don't wrap each part individually, then bag the whole thing, then box the bag, then shrinkwrap the box.

6. Know Your Market

Take the time to find out what's important to your customers, and how you can advance their goals. Survey, observe, or just plain ask. And commit to implementing changes based on the responses.

7. Engage Your Customer

Once a one-way street called "push," marketing is now much more effective when it creates dialogue, participation and engagement. Social media, user feedback sites, campaigns for social and environmental agendas are just a few ways to get your customers talking to you -- and eventually talking about you, very positively.

8. Consider Cause Marketing Partnerships

Working with the right charity partners can advance everyone's goals. You can funnel money toward a deserving cause, get promoted actively to their contact list and use your commitment to generate all sorts of benefits from free media attention to customer goodwill.

9. Meet Challenges the Right Way

Too many companies are so afraid of criticism that they engage in cover-ups -- and do they ever get criticism when they're found out! Much better to learn from British department store chain Marks & Sencer, which took criticism of its environmental practices as a challenge to do better, and now measures its progress, publicly, on 100 different sustainability indices.

10. Be Honest ... Don't greenwash

All the green messaging in the world won't build your credibility unless it's true. If you say you're using nuclear power (a very un-green technology) to avoid burning fossil fuels, you've lost any shred of respect among those who've studied the issue. If you're an oil company that claims to be "beyond petroleum" and then you kill 11 people on a defective oil rig that spews vast quantities of goo into the water for the next four months, don't expect the marketplace to cut you any slack.

Adapted from green and ethical marketing strategist

IFMA's October Anniversaries

1 Year

Richard Sell

Mahler Enterprises

2 Years

Melissa Lubich

Oakwood Village

5 Years

Rebecca Brown

Creative Business Interiors, Inc.

Lisa Humphrey

Grubb-Ellis, Inc.

Susan Matiak

9 Years

Jason Willemarck

Foremost Farms USA

13 Years

Robert Finley

Coyle Contract

David Kramka

Covance Laboratories

21 Years

Paul Schams

Dairyland Power

23 Years

Tim Lerdahl

Lerdahl Business Interiors, Inc.



IFMA Madison Chapter Calendar of Events

October 2010

- 12 Executive Board Meeting
- 19 Luncheon Meeting
- 27-28 World Workplace / Atlanta, Georgia

November 2010

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

December 2010

- 14 Executive Board Meeting
- ?? IFMAdison Holiday Party

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ServiceMaster Building Maintenance
Strang, Inc.
T. Wall Properties
Target Commercial Interiors
Tilsen Roofing Company, Inc.

September Newsletter Deadline

Wednesday, October 27, 2010

Please submit materials to Jennifer Hardebeck
jhardebeck@central.esurance.com
or
Vicky Statz
vstatz@ofr-inc.com
(as an attached WORD document)

IFMA Madison
INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION
NEWS CREW

