



## Iron Block Building Wins Prestigious Driehaus Preservation Award

The National Trust for Historic Preservation awarded the Dental Associates Iron Block Building one of its four prestigious 2015 Driehaus Preservation Awards. Iconica was the co-recipient for outstanding construction work in restoring this magnificent building at the center of Downtown Milwaukee, Wisconsin. Jim Pientka, President, accepted the award on November 4, on behalf of Iconica at the National Cathedral in Washington D.C. during the opening plenary ceremony of the 2015 National Preservation Conference.

Dental Associates is a dental care organization with 12 clinics throughout the eastern part of Wisconsin and corporate headquarters in the newly preserved Iron Block Building. Iconica worked closely with their corporate architect, Mark Demsky, to complete design details and construction drawings, and subsequently complete the construction of the interior renovation. The project was complex and challenging from the standpoint of sequencing (one building tenant remained in operation throughout) and necessary drawing modifications. Any building of this age and history of renovations has hidden conditions and this was no exception.

In the words of the National Trust for Historic Preservation: "The Driehaus Preservation Awards recognize and celebrate the country's best preservation projects—projects that highlight cutting-edge preservation approaches or technologies. These exclusive awards serve to educate and inspire and raise the visibility of the preservation movement. The Iron Block Building is Wisconsin's last standing building with a cast iron facade. Despite its designation as a Milwaukee Landmark and its place on the National Register, the building suffered years of neglect until Dental Associates undertook a complete, meticulous, historically accurate renovation of the site, returning it to its former grandeur."

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**Welcome to Old Sauk  
Trails Park**

**Sapphire Health**  
8000 Excelsior Drive





## Leonardo Academy Supports Two LEED Gold Achievements

Two Wisconsin buildings with connections to Frank Lloyd Wright have earned prestigious sustainability awards with help from the nonprofit environmental consulting organization Leonardo Academy. Monona Terrace Convention Center and the Johnson Foundation at Wingspread Guest House have achieved Gold level status in the LEED® (Leadership in Energy and Environmental Design) green building program for existing buildings.

Leonardo Academy supported both organizations with the guidance needed to streamline achievement of the awards, providing consulting services on all plans, policies, performance audits, and best practices.

In 2007, Frank Lloyd Wright-designed Monona Terrace was the first convention center ever to earn LEED Silver certification for existing buildings. Now Madison's Monona Terrace has achieved the prestigious Gold level status by demonstrating even higher levels of sustainability in energy, water, waste diversion, and indoor environmental quality.

For Monona Terrace, LEED Gold certification supports the facility's commitment to the environment and green business, while helping to attract more green conferences and conventions. According to the industry's event impact calculator, environmentally conscious conferences and conventions held at Monona Terrace through 2014 represent almost \$17 million in estimated overall economic impact to the Madison area.

In Racine, The Guest House is part of the Johnson Foundation at Wingspread's conference center located on Lake Michigan. The campus includes the 1939 Frank Lloyd Wright-designed masterpiece, Wingspread. Designed to harmonize with the prairie style of Wingspread, the Guest House supports the conference and convening operations of the Foundation, allowing participants to stay overnight on the grounds.

Leonardo Academy worked with members of the Johnson Foundation team who were motivated to maintain and update the already "green" components and management practices of the Guest House, which was certified LEED Silver in 2010.

The LEED rating system, developed by the U.S. Green Building Council, is the foremost program for rating how buildings are designed, constructed, maintained, and operated for improved environmental and human health performance. Leonardo Academy Senior Project Manager Bill Rattunde says, "Both Monona Terrace and the Johnson Foundation have successfully embraced LEED for Existing Buildings as a management tool as opposed to just a certification system. The result is that they are driving continuous improvements in their operations that positively impact their environmental footprint, indoor human environment, and bottom line."



**LEONARDO ACADEMY**  
THE SUSTAINABILITY EXPERTS®



## New and Familiar Faces at 1241 John Q. Hammons Drive

The Gialamas Company is pleased to formally welcome National Guardian Life Insurance Company (“NGL”) to Old Sauk Trails Park. NGL acquired the individual life and annuity business, administrative operations and the associated information systems of Madison National Life in 2015. More information on this transaction is included below in an article submitted by NGL. Madison National Life Insurance Company will remain at 1241 John Q Hammons Drive and continue to focus on core business of Group Life and Disability products.

We are delighted to have both incredible companies residing at our 1241 John Q. Hammons Drive location.

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### About National Guardian Life

Founded in 1909, National Guardian Life Insurance Company is a mutual insurance company located in Madison, Wisconsin. Licensed to do business in 49 states and the District of Columbia, NGL markets preneed and final expense life insurance as well as group market products through independent agents. At NGL, caring for our community is an important part of doing business and we proudly support over 70 causes and non-profit agencies on an annual basis. At NGL, it’s about people. To learn more, please visit [NGLIC.com](http://NGLIC.com).



National Guardian Life Insurance Company is not affiliated with The Guardian Life Insurance Company of America a/k/a The Guardian or Guardian Life.

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## National Guardian Life Acquires Individual Life and Annuity Business of Madison National Life

Madison, WI: As of July 31, 2015 National Guardian Life Insurance Company (“NGL”) located in Madison, WI acquired the individual life and annuity business of Madison National Life Insurance Company (“MNL”), also located in Madison, WI. The acquired business consists primarily of ordinary life, universal life and annuities totaling approximately \$260 million of reserves representing 280,000 policyholders. Also transferred as part of the transaction was MNL’s individual life and annuity administrative operation and the associated information systems. Upon closing, NGL offered employment to most of the MNL employees associated with the acquired business. The Madison office where the acquired MNL employees currently reside will be maintained by NGL.

Mark Solverud, President and CEO of National Guardian Life stated, “This transaction is very exciting for us. This helps us achieve the growth and operational goals we have established, not only through the existing business we will acquire, but also through the talented employees that now will become part of our organization. The location of both companies in Madison makes this transaction ideal for our companies as well as the community.”





## BWBR Earns National Award for Documentary Short Film

Madison, Wis. – BWBR employees Matt Gerstner and James Lockwood received recognition late last year in a film competition designed to celebrate architecture and its impact on people and communities. Their documentary short, “Hometown Care: Designing Better for Rural Health,” was one of seven films nationally to be recognized in the 2015 Look Up Film Challenge.

Spotlighting the recently opened Crossing Rivers Health hospital that the firm designed in Prairie du Chien, the film explores the impact great design can have on a rural community, especially in an area where health care organizations have significant impact on both the local economy and individual lives of area residents. Jurors recognized “Hometown Care: Designing Better for Rural Health,” with a special award for Design and Health.

“When people think of great design, most times their minds immediately go to cities and tall buildings or reclaimed public spaces,” said James Lockwood, a communications manager at BWBR. “We wanted to show that, in addition to great design happening outside our urban areas, design has a great impact, maybe even more, in the rural communities where it’s occurring.”

The documentary short film focuses on the new replacement hospital that opened in June 2015 in Prairie du Chien, a southwest Wisconsin city where the Wisconsin and Mississippi rivers meet. A city with a population of almost 6,000 people, Crossing Rivers Health is one of the large employers in the area.

The Look Up Film Challenge was a national competition that gave filmmakers 16 days to produce a 3-to 5-minute documentary short film on design. Sponsored by the American Institute of Architects, the competition focused on the built environment.

“There is so much that goes into a building – vision, desires, needs. Every architectural project whether a building or landscape has a great story behind it. Listening to those stories, you realize design really is life-changing, not simply aesthetic,” said Matt Gerstner, a technical designer and filmmaker at BWBR.

“Hometown Care: Designing Better for Rural Health” was one of 13 finalists named in the competition. Overall winners of the Look Up Film Challenge will have their documentaries featured at the 2016 SXSW Film Festival. To see “Hometown Care: Designing Better for Rural Health” go to BWBR’s YouTube channel at [youtube.com/BWBRsolutions](http://youtube.com/BWBRsolutions). To see all of the winners in the 2015 Look Up film Challenge, go to [lookupfilm.squarespace.com](http://lookupfilm.squarespace.com).

For more information:  
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# 2015 In Review - The Digital Ring 334 Days Later

Wow. What a year. At the end of last year, The Digital Ring didn't even exist. In February of 2015, we made the biggest business decision of our lives and stopped working at our cushy corporate jobs and put all our time, energy, talent and money into a dream of starting a digital marketing agency. The New Year typically brings on a lot of reflection, and while we'd love to take you on an in-depth stroll down memory lane, that would take forever. So, here's a snapshot journey of our 334 days of existence.

## Office Space

In March, we officially moved into our first office, a small room with no furniture, at 8030 Excelsior Drive. After a coat of orange paint, a white board, and a conference table from a friend, we were up and running. After just 4 months, we outgrew our digs and moved into our current location in the AAA building next to Fishidy (our startup business crush). We not only got grown-up office cubes, but also welcomed a small kitchen and, more importantly, a conference room!

## Team

The Digital Ring team went from 0 to 10 team members in 334 days; pretty darn good for year one. The team consists of:

3 Partners: Mason Kemp, Matt Kemp, and Nick Ring

3 Techies: John Kingelhotts, Cory Powers, and Jesse Jacobson (Developers)

4 Marketers: Brianna Purvis (Director, Creative Marketing), Lauren Simonis and Katherine Gramann (Digital Strategists), and Zach Amiri (Intern)

2 "Braintrusts" (a.k.a advisors): Jason Weaver (Founder and CEO of Shoutlet/CEO of Spendsetter) and Zaw Thet (Entrepreneur, Investor, and Philanthropist)

Read up on the team by visiting: [thedigitalring.com/about](http://thedigitalring.com/about)



## Digital Ring Client Snapshot

## Clients

The Digital Ring was very fortunate in 2015 to work with not only our core customer base – local and regional businesses, many in this very business park – but also expand our client base nationally.

## Work

Our work has expanded beyond our original core services, and we have moved into a "centering" role to fully integrate marketing to help with the day-to-day chaos, which means our services now include: Brand Strategy & Identity, Drone & Video Production, Media Buying, Graphic Design, Copywriting, Promotions, Social Media, Paid Digital, Partnerships, Software Development, Website Development, Technology Consulting, Special Events, and Email Marketing.

Hopefully you learned a little about what we do, got inspired in some way, or became curious enough to call or email us. Thanks for helping us on our journey this last year!



THE DIGITAL RING





quality | experience | service

## The Gialamas Company Celebrates 40 Incredible Years

*The Gialamas Company is excited to be celebrating 40 years of business in 2016. It has been an honor to provide the highest quality commercial real estate products and services throughout four decades in Madison and Dane County and we look forward to providing the same for many more to come.*

*This year we will be featuring stories in each issue of Business Links on the past, present and future of The Gialamas Company and we look forward to celebrating this milestone with everyone.*

*We know none of this would have been possible without our tenants, clients, friends, family, employees, contractors and so many others that we have had the opportunity to work with over these years.*

**Efharisto para poli!  
(thank you very much)  
We are forever grateful.**

*George Gialamas  
Founder and CEO*





# The Gialamas Company, Inc.

commercial real estate | development | brokerage | leasing | property management

[gialamas.com](http://gialamas.com) | 608-836-8000

## About Gialamas

George Gialamas and his wife Candy founded the commercial real estate company bearing their name in 1976 on the foundation of supporting community and business growth through the development of innovative, sustainable Class A office buildings.

After graduating from Marquette University, George worked around the United States in Sales and Marketing at IBM, finally settling in Madison, Wisconsin. "After almost 14 years at IBM, I wanted to make a career change. So, I called my wife, had lunch and said 'I think we are going to start a new career for ourselves.' And so we did."

40 years later, The Gialamas Company has been instrumental in several major commercial developments in Madison and a driving force in the promotion of Madison, Dane County and the state of Wisconsin. The company's largest development, Old Sauk Trails Business Park, began in 1984 and is the state's premier business and research park. It offers an enriched working environment in a beautiful, natural setting for all types of businesses, providing the best elements of city and country. Located on 486 acres of Wisconsin countryside, its peaceful, campus-like design preserves much of the natural terrain in close proximity to shopping, restaurants and housing. The "Park" itself has grown to over 60 buildings, containing over 300 companies, occupying three million square feet.

The Gialamas Company is a fully integrated development company providing leasing, brokerage and property management in the Madison Metropolitan area and south central regions of Wisconsin. The company has strived to build and maintain excellence by providing quality commercial real estate with sustainable design.

## History

In the beginning, George had handled property management with one other employee while Candy was in charge of finances. Their first commercial development was in 1980. In 1988, George took a development risk by building 8000 Excelsior Drive, a 56,000 square foot building with only one tenant. Later in the decade, the company grew exponentially.

From 2000 to today, the company has added over a dozen more buildings with a team of 13 employees and is responsible for the development of over five million square feet across the state of Wisconsin. A solid reputation and proven track record for service have kept The Gialamas Company growing and the plan is for it to continue on this path for generations to come.





## Retirement Facts

Although a bit dated, back in May of 2015, a report by AARP found that nearly half of Americans, age 50 and over, have \$25,000 or less saved for retirement. In the survey, they found that 44% are planning to work part-time after they reach retirement age and one-third are delaying retirement. Although many have fully rebounded from the 2008 financial crisis, income and retirement savings of the middle class have not yet recovered. Remember the rule of thumb is to save 10% of your income and more if you are able. Then invest it wisely. If you or anyone you know needs assistance or advice on financial matters, we at Wisconsin Capital are always happy to help.

Wisconsin Capital Management, LLC is an investment advisory firm located at 8020 Excelsior Drive, Suite 402. All investments involve some risk of loss of principal.



## When to Buy a Home

Buying a home is most likely the biggest investment you'll ever make, whether you're considering a starter home or moving up to something bigger than your current house. The big question, though, is whether or not you can afford something new. There are so many loan options available that you may be surprised what you can afford. Park Bank is here to help. Financial forecasters agree that it currently is a good time to purchase. We can offer four reasons to consider making a move:

- Interest rates are not going down anytime soon. Interest rates are currently hovering slightly below 4% for a 30-year fixed-rate mortgage. However, Zillow is expecting interest rates to rise to 5% by the end of the year, which is a huge difference from the nearly 4% interest rate we are currently experiencing.
- There are cheaper mortgage insurance premiums in effect. Back in January, 2015, the Obama Administration directed, via executive action, the Federal Housing Administration to reduce annual mortgage insurance premiums by 50 basis points.
- Home values are expected to increase. Home prices are said to be increasing and they are only expected to keep increasing in the future. Inventory is down and is expected to shrink further, homes are being sold above asking price, and interest rates are climbing.
- Rent prices are increasing month after month in the U.S. In many areas, including Wisconsin, you may even find yourself paying a higher amount towards rent each month than you would if you had a monthly mortgage payment.

Park Bank's Mortgage Advisor, Jessica Duren, located at our Old Sauk Business Park branch, can help you decide whether buying a home is right for you. Park Bank has many loan options, and she will come up with the one perfect for your financial situation. Also, Jessica can fill you in on the details of our current mortgage offer that can save you money.

Whether you're buying, building or refinancing, Park Bank can help. Give Jessica Duren a call today or visit her website for more information.

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Website: [jessica.parkbank.com](http://jessica.parkbank.com)





# Meet The Gialamas Company — Michael Boland

Michael Boland works for The Gialamas Company as a Facilities Maintenance Coordinator. He is responsible for the operation, maintenance, and repair of building systems. When obstacles arise, Michael is there to help troubleshoot the situation. He enjoys discovering new technologies and incorporating them into The Gialamas Company buildings. He takes pride in the quality of his work and using quality products. If you see Michael working in your building, make sure to say hello!

**Facts:**

- Grew up in Winona, Minnesota
- Graduated from Madison Area Technical College with a degree in Industrial Maintenance
- Lives in the Madison Area
- Married to Kati and has a one-year-old son, Henry
- Has an energetic Vizsla named Dice

**Hobbies and Interests:**

- Enjoys the outdoors
- Hunting
- Camping
- Motorcycle Riding
- Hiking/Swimming



## REACH-A-Child's 2016 Goal



In 2015, REACH-A-Child, Inc.™ helped First Responders comfort 6100 children-in-crisis thanks to supporters like YOU. Help us reach our goal of comforting 9500 children in 2016!



[www.reachachild.org](http://www.reachachild.org)

YouTube





8401 Excelsior Drive

## AAA Wisconsin Food Drive

The AAA Wisconsin branch and HQ located at 8401 Excelsior Drive will be conducting a food drive from March 1-11 to benefit the Middleton Outreach Ministry (MOM) Food Pantry. If any area businesses or staff would like to help fill boxes to deliver to MOM, please feel free to stop by and drop off any donations Mon-Fri, 8:30-5 p.m., in the AAA branch on the 1st floor.

### Donation Guidelines

We accept all food, household cleaners and detergents, diapers, paper products and personal hygiene products. Please, no home prepared food, open containers, glass containers or expired food.

MOM is always in need of food for the Food Pantry. MOM's Food Pantry allows individuals and families to self-select food and personal hygiene items.

- Over half the food distributed through the Food Pantry programs is donated through Food Drives and everyday donations.
- There are over 13,000 household visits to the pantry each year.
- During a single day, over 200 grocery bags of food head out the door to feed insecure people living on nearby streets in your community.
- MOM has seen an increase in use of services, distributing more than 1 million pounds of food in 2014, enough to fill nearly 25 semi-trucks.
- Nearly 45% of people served at the Food Pantry are children.
- People who use the Food Pantry live in either west Madison, Middleton or Cross Plains (or have children going to one of these school districts).



## Supranet Chosen as 2015 Executive Choice Award Finalist

SupraNet Communications, Inc. is honored to have been chosen as a 2015 Executive Choice Award Finalist in the category of IT Consultant. Chosen by a select group of Greater Madison business executives, the winners of the InBusiness annual Executive Choice Award program represent the top business-to-business vendors in Greater Madison. Thank you to our clients, partners and friends for your continued confidence and support.





## Form Your Race Team Today

Looking to strengthen more than your muscles this year? Join us on Saturday, June 4th for our Komen South Central Wisconsin Race for the Cure® and strengthen breast cancer resources for women and families in our community.

Money raised stays here in our community and helps pay for breast health and breast cancer services. It also pays for "barriers," including rent, utilities, transportation to and from treatment, food, childcare and cell phone bills for women in active treatment for breast cancer.

Participate individually or form a team in the 5K run/walk, 1.25 mile walk or Sleep in for the Cure®. The concept is easy: a minimum of 10 members from a company, organization, school, government agency, etc. can run or walk together. You're strengthening muscles and local support services in your community.



### Komen Race for the Cure®

June 4, 2016

First Heat Starts at 8:20 a.m.

Willow Island at  
Alliant Energy Center

For a Team Packet or for more information, visit:  
[www.komensouthcentralwi.org](http://www.komensouthcentralwi.org)  
8030 Excelsior Dr, Lower Level  
608-836-1083  
Heather Sonley  
Race for the Cure Manager



## Swim&Gym Summer Camp

Looking for something active for your kids to do this summer? Check out a summer camp! Camps are a great way for your kids to have fun, stay active, and learn new games and activities!

Brought to you by SwimWest Swim School and Badger Gymnastics Academy, Swim&Gym Camp is a summer camp for children ages 5-13 who love being active, trying new things, and making new friends. Enjoy swimming, gymnastics, basketball, soccer, tennis, field trips, and much more at Swim&Gym Summer Camp!

In addition to sports, campers also get to experience a new theme each week of camp. Treasure Hunters, Harry Potter, and On Wisconsin are just a few. Let your imagination soar with each new theme and activity! We also incorporate field trips into each week's theme, traveling to such places as state parks, the State Capitol, Boulders Climbing Gym, and Camp Randall!

At Swim&Gym, our focus is to give each camper a fun, exciting, and truly rewarding summer experience they'll never forget. Camp begins June 13th and runs through August 26th. Pick one week or join us for the whole summer! Swim&Gym camp is state daycare licensed and also has extended care hours. Please call 608-831-6829 with any questions and check out our website for more information: [www.swimgymcamp.com](http://www.swimgymcamp.com)





## The Gialamas Company, Inc.

COMMERCIAL REAL ESTATE | DEVELOPMENT | BROKERAGE | LEASING | MANAGEMENT

VISIT OUR WEBSITE AT [WWW.GIALAMAS.COM](http://WWW.GIALAMAS.COM) FOR ALL YOUR BUSINESS REAL ESTATE NEEDS

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