

Color and Its Physical Effects on the Human Body

By: Elizabeth Darinski



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Recently I was at a seminar on “Using Color to Create Healing Environments”. It is extremely interesting to learn that based on numerous studies, color may be more scientific rather than aesthetic in nature. Studies of light wavelengths show that the rods in the human eyes respond differently to different wavelengths. For example, the wavelength that produces red requires the eye to adjust to catch it. Therefore, in purely physiological terms, red is an agitating color. Blue and Green wavelengths are easier for the eye to perceive and therefore, these colors are physiologically restful. Kurt Goldstein, a pioneer in modern neuropsychology, and many others have demonstrated that a person’s autonomic nervous system is stimulated on nearly a universal basis in relation to color perception.

The following is what studies have found based on light wavelengths (color) and human response:

RED: Physical—being the longest wavelength, red is a powerful color. It is stimulating and lively, very friendly. At the same time, it can be perceived as demanding and aggressive.

BLUE: Intellectual—blue affects us mentally, rather than the physical reaction we have to red. Strong blues will stimulate clear thought and lighter, softer blues will calm the mind and aid concentration.

YELLOW: Emotional—the yellow wavelength is relatively long and essentially stimulating. In this case the stimulus is emotional, therefore yellow is the strongest color psychologically. The right yellow will lift your spirit and self esteem. Too much and in the wrong tone can cause self esteem to plummet, giving rise to fear and anxiety.

GREEN: Balance—green strikes the eye in such a way as to require no adjustment whatsoever and is therefore, restful. Being in the center of the spectrum, it is a color of balance—a more important concept than many people realize.

VIOLET: Spiritual—the shortest wavelength is Violet. It is highly introverted and encourages deep contemplation, or meditation. Being the last visible wavelength before the ultra-violet rate, it has associations with time, space and cosmos.

GREY: Psychologically neutral—pure grey is the only color that has no direct psychological properties. Unless the precise tone is right, grey has a dampening effect on other colors used with it.

BLACK: Black is all colors, totally absorbed. Black is essentially an absence of light, since no wavelengths are reflected. As it absorbs all energy coming towards you and can be perceived as menacing. Many people are afraid of the dark.

Color, as light therapy, is used in hospitals all over the world. Newborns with jaundice are placed in blue light. Seasonal Affective Disorder is treated with full-spectrum light. X-rays are at the extreme end of the light spectrum with use of ultraviolet light.

The purpose of this article is to be thought provoking. Next time color comes into play in relation to your building, hopefully this gives you a little insight on how color can affect those who use the space.

January Program

Presenter: Johnson Diversey

Date: January 19th, 2010

Time: 12:00



Description:

With Johnson Diversey's expertise and innovations, building service contractors and in-house cleaning managers can improve their efficiency and productivity in cleaning buildings. One of their infection control specialists will be joining us to discuss products, procedures and resources available to help customers address influenza transmission and internal preparation.

We are in the process of securing CFM credits, we are hopeful we will be able to offer credits for this program.

Location:

**Liberty Hall
Banquet & Conference Center**
800 Eisenhower Dr
Kimberly, WI 54136
Phone: (920) 731-0164

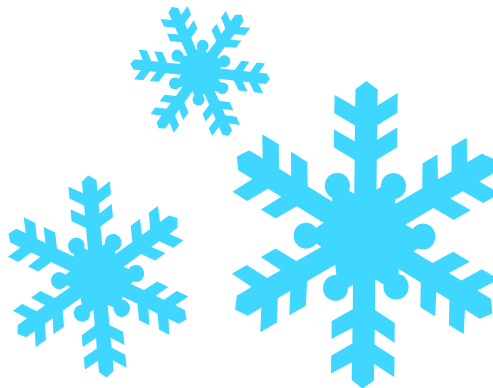
Holiday Party Recap

The IFMA Holiday Party was hosted at Tom, Dick & Harry's on Tuesday, December 15th. Everyone who attended had a great time. Food and prizes were provided;

Anyone who did not attend missed out on the evening's entertainment—bell ringers!!



We hope everyone had a safe and happy holiday season!



Stay in Touch!
Any changes in your contact information?

If you need to make a change, please contact Elizabeth Darinski at membership@ifmanewisconsin.org

Thanks to Our Sponsors!

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dale@schleis.com

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phendrickson@cleanpower1.com

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dan.mahlik@duetresourcegroup.com

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Mission Statement

The Northeast Wisconsin IFMA Chapter is an Association of Facility Management Professionals with the common goal of advancing their profession and promoting individual career development through education, networking and information-sharing.

ANNIVERSARIES

Jamie Blom 1/7/09
Gail Witthuhn 1/14/92
Mark Rowe 1/17/06
Greg Runnoe 1/20/09
Paul Pinkston 1/21/03
Patricia Soma 1/23/01
Paul Petersen 1/31/92

Member Focus on Steve Parent

Brief History of Work Experience:

I am the Director of Corporate Facilities for Schneider National, Inc. In this role, I have overall responsibility for Facility Maintenance, Construction Management, Real Estate, Security, Interior Design, Corporate Purchasing, Mail/Print Services, Travel Services and Retail Services. Like with many of you, Facility Management covers a broad area of responsibility.

I have been with Schneider National for over 31 years with a degree in Electrical Engineering from Michigan Technological University. My entire career has been in Facility Management.

Family/Home Life:

I just celebrated my 25th anniversary with my wife, Cindy. We have 2 sons. Brad is a sophomore at the University of Minnesota in the Carlson School of Management and is a high jumper on the U of M track team – GO GOPHERS! Greg is a senior at Preble High School involved in football and track. My wife and I really enjoy watching the boy's sporting events.

Hobbies/Interests:

I enjoy all sorts of outdoor activities. My favorite season is fall because I am an avid whitetail deer hunter. I enjoy both bow hunting and gun hunting with my sons. I also maintain a large yard and garden in the summer months and golf whenever I get the opportunity.

Most Interesting Facility Related Problem or Solution:

My most interesting project was building a data center in Olomouc, Czech Republic. While the project was pretty straight forward, the language barrier made it extremely complex. It required many early morning and late night meetings because of the difference in time zones. We utilized a number of large multi-national service providers because of their overall

capability and experience in translating technical specifications and contracts. The end result was a successful project and a great learning experience.



Any Unusual Happenings on the Job?

For 9 years, part of my job was to manage a 6,000 acre hunting/fishing facility on the Michigan/Wisconsin border. What a neat distraction from the "normal" Facility Management responsibilities. The property included a main lodge, 6 cabins, skeet and trap shooting, a sporting clay range and 6 private lakes. We fished, hunted deer, elk, buffalo, pheasant and ducks. On a day-to-day basis I worked with deer and elk herd counts, fish counts, and repaired whatever the herd of buffalo destroyed. HOW COOL IS THAT?!

The Thing You Appreciate Most About IFMA:

I am a huge supporter of IFMA. I had the pleasure of serving as the "chartering" president of the NEW IFMA Chapter. Along with several other visionary Facility Professionals, we chartered the NEW Chapter on February 17th, 1992. Our Team recognized the value in creating a group with common business issues. While I have met many extremely intelligent facility professionals in my career, none of them are smarter than all of us together. I have also learned that you get out of IFMA what you put into IFMA. Get involved!

Your Idea of a Dream Vacation:

My first thoughts go to a special hunting trip out west or in Canada with my boys. But to truly be a "dream vacation", I would need to have Cindy along and "trust me", she is not going hunting. So my dream vacation is to have my wife at my side doing whatever she wants, wherever she wants to be.

Upcoming Training Opportunities



Demand Control: Your Action Plan to Savings

Presenting faculty: Steve Schaefer, Impact Facility Solutions

December 8, 2009—La Crosse, WI
December 9, 2009—Eau Claire, WI
January 12, 2010—Appleton, WI
January 13, 2010—Madison, WI

Register now at www.ecw.org/university

Discover how to manage your loads to minimize electric demand costs. This half-day workshop will examine the fundamentals of monitoring, analyzing and managing electrical demand in facilities to take advantage of electric rates including time-of-use with demand charges and peak pricing demand response programs. This training is designed to serve customers who have a time-of-use rate with demand charges. Commercial, institutional and industrial businesses will learn innovations in reducing costs and saving energy.



Understanding and managing electrical power quality

Presenting faculty: Greg Stark, PE

January 28, 2010—La Crosse, WI
January 27, 2010—Eau Claire, WI
January 28, 2010—Greenfield, WI

www.ecw.org/university

Electrical power quality is critical to every facility's operation. Learn about common power quality disturbances and problems and how to improve power quality supply, immunize the equipment, control the disturbance and more.

This full-day training will provide a solid understanding of electrical power quality. Participants will learn what constitutes power quality and why it is important, common disturbance types and sources, effects on different types of equipment and the various types of solutions to power quality problems.

Register online for both of these at

www.ecw.org/university

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Program Schedule (Dates subject to change)

1/19: A Johnson Diversey Infection Control Specialist, Liberty Hall, Kimberly

2/16: St. Norbert College, DePere

3/16: Energy Efficient Lighting, Case Study at Schneider National, Green Bay

4/20: Tour of the Warch Campus Center, Lawrence University, Appleton

May Tri-Chapter Hosted by the Madison Chapter

6/15: Golf Outing

July/August: Possible Networking Event

Special Thanks to our Newsletter contributors:

Melissa Schumacher, Allsteel

Lynn Rickert-Steen, Schneider National

Elizabeth Darinski, BSI

Accessing the "Members Only" Section



IFMA members are encouraged to log in to the IFMA Web site each time they visit. The login button is at the top of the IFMA homepage. For assistance or to find out your login credentials, contact +1-713-623-4362 or e-mail ifma@ifma.org.

Know of an event or have information that our membership would appreciate?

Please send details to info@ifmanewisconsin.com to have your information posted on our website, or included in our newsletter.



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Upcoming Events

January IFMA Meeting

Date: January 19th, 2010, 12:00

Location: Liberty Hall, 800 Eisenhower Dr., Kimberly, WI 54136

Phone: (920) 731-0164

Description:

With JohnsonDiversey's expertise and innovations, building service contractors and in-house cleaning managers can improve their efficiency and productivity in cleaning buildings. One of their infection control specialists will be joining us to discuss products, procedures and resources available to help customers address influenza transmission and internal preparation.

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Admission:

\$15.00 Members, \$25.00 Non-Members

To Register:

Go to www.ifmanewisconsin.org, click on [January Program](#) in Events. Please RSVP by 1/14. Don't forget you can pay by Credit Card online.

Wisconsin Green Building Alliance-December meeting

Date: Thursday, January 28, 11:30-1:00PM

Location: ThedaCare, Encircle Health, 2500 E Capitol Drive, Appleton, WI 54911
920-738-4600

*RSVP by January 21st, lunch hosted by August Winter & Sons, Inc.



2009-2010 EXECUTIVE COMMITTEE MEMBERS

POSITION	NAME	PHONE	EMAIL
President	Lydia Bessert	920-491-9955	lbessert@baylake.com
President-elect/Programs	Ty Wagner	920-592-3953	wagnerty@schneider.com
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Communications/Programs	Melissa Schumacher	920-284-8858	schumacherm@allsteeloffice.com
Membership	Elizabeth Darinski	920-882-4201	edarinski@buildingsservice.com

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