

Greetings IFMA Members

By: Patty Hendrickson, NEW IFMA President



In this Issue:

Letter From the President pg. 1
 Membership Spotlight pg. 2
 The Un-comfort Zone pg. 3
 Upcoming Events pg. 4
 Sept./Oct. Anniversaries pg. 5

It is with great pleasure that I am writing to you as the President of this outstanding organization. It has been a long and wonderful journey to get to this spot! I anticipate many wonderful years to come as well.

First I would like to thank all of you that have been of great resource to me and the Board. It is a breath of fresh air to have such great volunteers! As a board member of IFMA for the past 6 years, I have collected many instances of great involvement from so many of you! This is what makes this organization so much fun to be a part of!! From the smallest input to awesome brain storming meetings, the people of this organization have really shown great commitment.

I would like to be a part of this ever growing legacy by working with our board by continuing to offer great programs, tours, speakers & opportunities that assist in your facility management growth, for this upcoming year. As most of you know, this is our year to host the Tri-Chapter. Milwaukee knocked it out of the park with the Harley Davidson location this past May. We will be hosting the event at Lambeau in May of 2012. Most of us on the board are of a competitive nature, so we couldn't help but try to "one up" every chance we get!! We also have a full calendar for 2011/2012! Thank-you so much to all of the facility managers and facilities for hosting! See what I mean?? Awesome involvement!!

Please take a look at the calendar and put these dates down in yours! The more you stay involved, the stronger our organization becomes. I am looking forward to a fun-filled, educational, informative, new friendships made and old friendships continued kind of year!

With much anticipation to a great IFMA year!

Patty Hendrickson/RBSM

IFMA President



MEMBER SPOTLIGHT– Patty Hendrickson



Brief History of Work Experience:

I have worked in the Janitorial Business for the past 10 years. Prior to that I had worked in the Health Insurance World as a District Sales Manager in St. Louis, Minneapolis and Green Bay. Prior to that.. I was a Barber/Hair Designer/Platform Artist!! Bet you didn't know that!! I worked for many salons and was a trainer for S&L out of New York.

Family/Home Life:

I am married to Ken.. He is a Chef... We own a Cafe' in Bellevue called Mustardseed Café'/The Private Chef. Kids are Jarrett, 23.. lives in Milwaukee..trying to finish college at UWM! Haley and Kaleb.. 15 year old twins... They will be sophomores! Just got their driving permits.. Please drive safely if you venture thru DePere.

Hobbies/Interests:

When I do have a stray moment, I enjoy photography. I would read more.. but there is this "no time" thing... I also attend ZUMBA 2x a week. These people have way too much energy!! Great work out though!!

Most Interesting Facility Related Problem or Solution:

Being that I am in the janitorial business one solution that we encounter a lot in many high occupancy facilities is being able to cut down on labor and the cost associated to it, by evaluating the possibilities of centralizing trash, recyclables', etc.. Anything that helps to cut back on the need to visit each and every cubicle daily saves a lot of money!

Any Unusual Happenings on the Job?

Dave Gollata and I were doing a start up in Sheboygan Falls... out in the country.. We were walking between buildings and there was this strange noise coming from the wooded area..not to far from us. Dave decided to imitate the noise... The creature responded... It was not happy with whatever Dave "said"!! We ran for the next building!! (Turned out to be Minks)

The Thing You Appreciate Most About IFMA?

The incredible friendships that I have been privileged to make! I also appreciate the knowledge that our members have and are willing to share with all. Great group to be a part of. I am blessed!

Your Idea of a Dream Vacation:

I would love to go to Scotland. I have been told that it is an amazing country!

Do you have information that our membership would appreciate?

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

Thanks to Our Sponsors!

Gold Level

American Pavement Solutions
Green Bay, WI
Tim Helstad
(920) 662-9662
cymers@ameripavement.com

Clean Power

Green Bay, WI
Patty Hendrickson
(920) 749-9399
phendrickson@cleanpower1.com

Schleis Floor Covering

Green Bay, WI
Dale Dorn
(920) 469-4092
dale@schleis.com

Silver Level

BSI

Appleton, WI
Elizabeth Darinski
920-882-4201
edarinski@buildingservice.com

Emmons Business Interiors

Green Bay, WI
Dennis Baenen
(920) 738-7500
dennisb@ebiweb.com

Target Commercial Interiors

Green Bay, WI
Jean Roskams
(920) 884-0265 x207
jean.roskams@target.com

Bronze Level

A.R.M.S.

DePere, WI
Rick Griesser
(920) 339-0135
rickg@arms4rim.com

VerHalen Inc.

Green Bay, WI
Linnae Johnson
(920) 431-8900
ljohnson@verhaleninc.com

UN-COMFORT ZONE with Robert Wilson

Keeping The Ball Rolling

I know an advertising agency owner who never fully takes a vacation. He takes his family to fairly exotic locations, but never so alien that they are outside the reach of modern communication. In other words, he is never further than a cell phone call or email away. He checks in with the office several times a day – much to the chagrin of his family who want him to be fully engaged in the holiday at hand. So, he ends up sneaking off under the guise of visiting the restroom, or going to the bar for a cocktail, in order to connect with his staff, a client or a prospect. His wife and kids aren't fooled; they just sigh and accept the inevitable. I used to think he was a control freak – someone who couldn't let go and let someone else take over – until I came to understand the concept of Momentum.

In science, Momentum is equal to Mass times Velocity. Or just think of Indiana Jones in *Raiders of the Lost Ark* running as fast as he can out of the tunnel while that huge stone ball rolls faster and faster after him. In business, Momentum is the point at which success begins to come easily. Business veterans jokingly refer to it as having, "paid my dues." In short, Momentum is an accumulation of acquired knowledge, skill, experience and connections. And, those who understand it... also know it can be fragile and easily lost.

Sales professionals who have achieved Momentum will tell you that you must pursue a number of activities to generate sales leads: phone calls, emails, sales letters, networking events, etc. You keep it up building dozens, then hundreds of leads at a time. Then to convert those leads to sales you keep following up on each of them in a timely fashion. Meanwhile, you are still maintaining all the activities that continue to generate leads. So between generating leads, following up on leads, then turning leads into sales, you begin to feel like the guy in the circus who spins plates on top of poles – rushing from one plate to the next to keep them spinning.

No wonder these folks hate to take vacations – it breaks the Momentum they've spent months or years creating and they know it takes time to get it going again.

Years ago when I first started giving speeches, a seasoned professional speaker advised me, "It took me ten years to quit sweating cash flow, but even so, it is still all about non-stop marketing." In other words: maintaining Momentum.

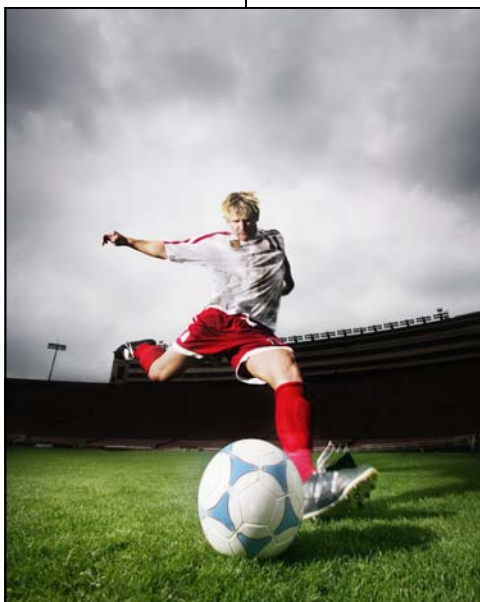
For a growing company, Momentum is the point where you have done enough advertising, marketing, public relations, networking, and so forth that business begins to flow. It is the point where you are garnering the precious and often elusive *word-of-mouth* referrals. Momentum is about building a reputation. Acquiring it, however, doesn't mean you can taper off on your efforts... but it does mean that your efforts will become easier.

The best thing about Momentum is that once you get it, motivation becomes self-perpetuating. Momentum is energizing. It keeps you on your toes. And, the rewards come quickly and regularly.

I have found this to true in all pursuits. Even when I am writing fiction there is always a certain point in a novel that it takes on a life of its own and demands my daily attention, energy and focus until it is complete. Unfortunately,

nothing quite puts the brakes on Momentum like finishing a book, or completing any other major task. The trick to avoid losing that Momentum is to begin another book or another task before you complete the first one. Then you just shift your energy over to the next project that is already under way.

Robert Evans Wilson, Jr. is an author, speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit <http://www.jumpstartyourmeeting.com>



EBi EMMONS
BUSINESS
INTERIORS
Your Space. Our Business.

Serving Wisconsin for over 70 years
1-800-324-1691
www.ebiweb.com



**Special Thanks to our
Newsletter contributors:**

**Melissa Schumacher,
Allsteel**

**Lynn Rickert-Steen,
Schneider National**

Elizabeth Darinski, BSI

www.ifmanewisconsin.org

Upcoming Events

Monthly Meeting Schedule for IFMA-NEW
(Dates and Times Subject to Change,
Please check the Website for Future Updates)

DATE	MEETING PLACE	EVENT
Tues. 9/20	Resch Center, Green Bay, WI	Kick-off Meeting Facility Speaker/Tour
Tues. 10/18	The Marq, De Pere, WI	Speaker Networking
Tues. 11/15	Thrivent, Appleton, WI	Speaker Tour
Tues. 12/20	Railroad Museum, Green Bay, WI	Christmas Luncheon/Tour
Tues. 1/17	City of Appleton, Appleton, WI	Speaker/Tour
Tues. 2/21	TBD	TBD
Tues. 3/20	JJ Keller, Green Bay, WI	Speaker /Tour (4:30-6:30 p.m.)
Tues. 4/17	TBD	TBD
Tues. 5/15	Lambeau Field, Green Bay, WI	Tri Chapter Mtg.
Tues. 6/19	Woods Country Club, Green Bay, WI	Golf Outing/Wrap-up Mtg.



Tri-Chapter: Call for Presentations

The three Wisconsin Chapters of IFMA, Madison, Northeast, and Southeast, are in the preliminary planning phase for our Tri-Chapter Event to be held in Green Bay, Wisconsin May 15, 2012. The Tri-Chapter Symposium is an all day seminar that focuses on the needs and interests of Facility Management.

If you are interested in offering your presentation for consideration please send: Your Name, Contact Information and a 2-3 paragraph synopsis of your presentation to ne_ifma@ifmanewisconsin.org by October 1st, 2011.

Questions please contact, Melissa Schumacher, schumacherm@allsteeloffice.com
920-284-8858



Patty Hendrickson
phendrickson@cleanpower1.com
920-749-9399

Quality janitorial, specialty and green cleaning solutions.
www.cleanpower1.com

SCHLEIS



FLOOR COVERING

COMMERCIAL
FLOORING
SPECIALISTS

www.schleis.com

Contact Dale Dorn for more
information, 920-469-4092



SEAL COATING

We are certified to apply JENNITE - the sealer with a 2-year warranty

CRACK FILLING

ASPHALT REPAIR

Full-depth patching
Infrared patching

LOT STRIPING

COVERING

Parking Lots,
Driveways, and
Roads

Offering free estimates,
bonded and insured.

1-800-236-7404

Northeast Wisconsin's largest locally-owned asphalt maintenance business, serving the area for over 20 years.

Facility Management core competencies

Communications

Finance

Human and
Environmental Factors

Leadership & Management

Operations and Maintenance

Planning and Project Management

Quality Assessment and Innovation

Real Estate

Technology

Upcoming Events

Product Information Show with CEUs

Sheraton Madison Hotel 703 John Nolen Drive Madison, WI 53713
 Wednesday September 28, 10:30 – 3:30

Emmons Business Interiors and Office Supplies 2U invites you to attend our 7th Annual Product Information Show including Continuing Education Courses, Lunch and Vendor Exhibits. **RSVP Required**

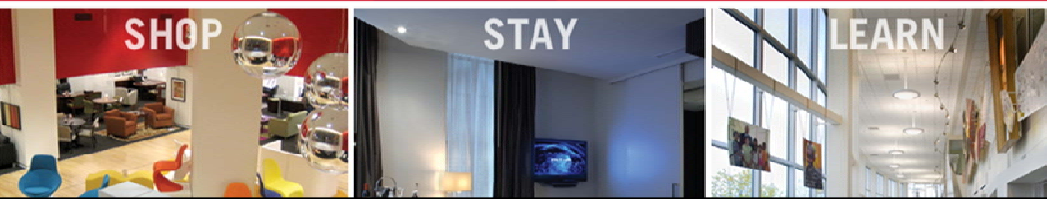
For more information and to register please visit the website at www.ebiweb.com or contact Sherry Lillge at 715-254-1120 sherryl@ebiweb.com

September Program: State of the Chapter/Tour of the Resch Center

1901 South Oneida St., on the 2nd floor in the Oneida Club Room.
 Tuesday, September 20th, Registration & Networking: 11:00-11:30, Lunch and Program: 11:30 - 12:15, Tour of facility will follow from 12:15 - 1:00

- ◆ A State-of-the-Chapter Overview
- ◆ Presentation with Brad Foytik, PMI Director of Food & Beverage will discuss the day to day operations from his perspective.
- ◆ Presentation with Kevin Wagner, Operations PMI Kevin will present an overview of how facilities manages the many ins and outs of such a diverse facility.
- ◆ www.reschcenter.com

Member Registration is \$15/Non-Member Registration is \$25
 To Register Please Visit: www.ifmanewisconsin.org



September/October Anniversaries

William Dowell
 Patrick Danforth
 George Hoppen
 Jeff Fessler
 Anne Baeten
 Jeffrey Lau
 Lewis Pullen
 Jeffrey Schweitzer

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.

Newsletter Change!
 IFMA-NEW is changing the frequency of its newsletter. It will now be published every other month.
 See you in November!

2011-2012 EXECUTIVE COMMITTEE MEMBERS

POSITION	NAME	PHONE	EMAIL
President	Patty Hendrickson	920-749-9399	phendrickson@cleanpower1.com
President-Elect/Communications	Melissa Schumacher	920-284-8858	schumacherm@allsteeloffice.com
Past President/Sponsorship	Ty Wagner	920-592-3953	wagnerty@schneider.com
Treasurer	Lydia Bessert	920-491-9955	lbessert@baylake.com
Secretary	Melissa Goldschmidt	920-338-6737	melissa.goldschmidt@staples.com
Programs	Mike Danelski	920-628-3356	michael.danelski@thrivent.com
Membership	Elizabeth Darinski	920-882-4201	edarinski@buildingservice.com