

BUSINESS LINKS

Published by The Gialamas Company

ASSOCIATED BANK MOVES TO OLD SAUK TRAILS PARK

Associated Bank is pleased to be the newest company to call the Old Sauk Trails Business Park home.

From its new regional headquarters at 8040 Excelsior Drive, Associated will work to continue the rapid growth it has experienced in Madison and surrounding counties. Associated now has 33 bank offices in the region, more than any other bank. In fact, Associated has more branches in the entire state of Wisconsin than any other bank.

“We are thrilled with our new headquarters,” said Gary Schaefer, CEO of Associated Bank’s South Central Wisconsin region. “This new building provides us with the ability to better serve the needs of our customers and our employees, and keeps us on the path toward growth in Madison.”



L to R: Associated Bank Excelsior Associates-Deb Dupont, John Duffy, Sue Heffner, Steve Hansen, Jim Baker, Joe Pieper, Kristen Wedeen, Tim Hazeltine, Mark Melum, Dan Pophal, Lisa Nelson, Dave Stein, Nate Keller, Kari Matthews, Carol Rosenstock, Jim West, Cindy Staude, Gary Schaefer, Robert DeBroux, Susi Miller, Jim Wilson, Stacey Boelter, Jaimes Johnson, Tom Dott, Katherine Heike Vieau, Jon Coffey, Lisa Barry, Kelsea Shottliff, Kelly Birkl, Tom Bernd, Laura Swadley

Besides being home to Associated’s regional executives, the new location in Old Sauk Trails Park provides a full range of financial products and services for residential and business customers. Associated’s residential customers may conduct transactions involving checking, savings and money market accounts, certificates of deposit, mortgage loans, safe deposit boxes and much more. Business and corporate customers can receive assistance with leases, financing, direct deposit services, international banking and other needs.

Associated offers insurance products and services through Associated Investment Services representatives located at Excelsior Drive, and investment options via Associated Wealth Management. Associated’s customers also enjoy access to their accounts with our world-class online banking service, eAccess and eManager+, and through its new supermarket offices in the Madison area.

Associated’s products and services go above and beyond. Take, for example, Associated’s Direct Advantage program. This program is a benefit offered to employees of

companies that bank with Associated, and makes available the convenience of direct deposit of payroll to an Associated checking account. But it offers other advantages, such as an Associated Bank Check Card, mortgage loan preapproval at no cost, a no-cost, no-obligation financial review by an Associated Investment Services representative, and better rates on certificates of deposit.

The Excelsior Drive office is open from 8:30 a.m. to 5 p.m. Monday through Thursday, 8:30 a.m. to 6 p.m. Friday, and 8:30 a.m. to 1 p.m. Saturday. The telephone number is (608) 259-3600.

OLD SAUK TRAILS PARK: POSITIONED FOR WISCONSIN'S BIOTECH FUTURE

By Tom Still, President of Wisconsin Technology Council

MADISON -- Beer, brats ... and biotech?

Judging by the latest statistics on the economic clout of Wisconsin's biotechnology industry, perhaps that phrase will become the state's unofficial motto for the first decade of the 21st century.

Biotechnology and other "life sciences" industries have surpassed beer – yes, that's right, beer – as an economic force in Wisconsin.

The state's biosciences industry, which now claims 338 companies, generates \$6.38 billion in revenue and attracts another \$582 million in research funding from outside the state.

That equated to a direct economic impact of \$6.9 billion in 2005, according to a recent report by the Wisconsin Association for Biomedical Research and Education. In the same year, Wisconsin's brewing industry had roughly a \$6.8 billion impact on the state economy.

Those 338 companies provide jobs for 22,300 employees, and their revenue has grown at the annualized rate of 16 percent over the past two years. Dane County, home to the giant research engine of UW-Madison, is home to 171 bioscience companies and 9,780 related workers – meaning nearly half of the state's bioscience cluster is located in the Madison area.

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While most of those companies are small, and some come and go depending on the strength of their technology and the depth of their business plans, the trend line for bioscience development in Dane County appears to be pointed up. Jobs in the biosciences sector pay above-average wages and attract younger workers – thus helping provide an antidote to the so-called "brain drain" and regenerating the community.

Location and quality of infrastructure and support services are often cited by tech companies as ingredients for success. It's no surprise, then, that Old Sauk Trails Office Park has become a leading destination for bioscience companies and other tech-based firms.

The park, which offers 1 million square feet of space on Madison's far West Side, includes about a dozen tech companies – including some that rank among the fastest growing in the state.

A prime example is **TomoTherapy**, which makes specialized radiation machines to treat cancer. TomoTherapy moved to Old Sauk Trails Park in the spring of 2002 when it was still an early-stage company with less than 50 employees. Today, TomoTherapy has outgrown its home at 1240 Deming Way and has begun construction of a \$9-million, 66,000-square-foot building at 1209 Deming Way



(Continued on Page 3)

Wisconsin Technology continued . . .

to accommodate expansion. A third building, also close to the current site, could follow in a few years. The company has 350 employees and expects to add more.

“I’m very pleased that (TomoTherapy) chose to stay in Old Sauk Trail Office Park, and particularly in Madison,” George Gialamas, President of The Gialamas Co., told the Wisconsin State Journal in late 2005. “It’s a fantastic commitment to the city of Madison.”

GE Health Care-Lunar, 726 Heartland Trail, is another example of bioscience breakthroughs in Old Sauk Trails Office Park. The former GE Medical Systems bought Lunar in 2001 and has since made it a mainstay of its \$15 billion global health care company. GE-Lunar developed bone densitometers and scanning machines that measure bone density as a way of diagnosing osteoporosis and other metabolic bone diseases. It now markets those products worldwide – including its iDXA device, which won federal Food and Drug Administration approval in late 2005.

The past year was also a successful one for **EraGen Biosciences Inc.**, 918 Deming Way. The firm exclusively licensed rights to its test for cystic fibrosis, a genetic lung disease, to Bayer Healthcare. EraGen is updating its manufacturing facility, a \$1 million project, to meet the increased demand.



Other tech-based companies in Old Sauk Trail Office Park include many in information technology or related services, such as **Artesyn Communication Products, Inc.**, 8310 Excelsior Drive; **NameProtect Inc.**, 918 Deming Way; **Automated Vision LLC**, 918 Deming Way; **Navitus Health Solutions**, 999 Fourier Drive; **Business Filings Inc.**, 8025 Excelsior Drive; **Genome International Corp.**, 8000 Excelsior Drive; **Renaissance Learning**, 901 Deming Way; and **SupraNet Communications**, 8000 Excelsior Drive.

The rapid growth of Wisconsin’s biosciences industry will mean companies will continue to locate near leading research institutions, in cities that have the right amount of talent and financial support systems, and in office locations that offer a “critical mass” of people and companies like themselves. Old Sauk Trails Office Park fits the description on all counts.

The Wisconsin Technology Council is the independent, non-profit science and technology adviser to the Governor and the Legislature, and the leading catalyst for tech-based economic development in Wisconsin. To learn more about the Tech Council or its membership subsidiary, the Wisconsin Innovation Network, visit www.wisconsintechologycouncil.com



Upcoming events in Old Sauk Trails Park:

- * American Diabetes Tour de Cure - May 20, 2006, see Page 5 for details
- * Old Sauk Trails Park Golf Outing - Monday, August 7, 2006
- * Concert in the Park, - Wednesday, August 23,, 2006
- * Spring - April or May (We prefer April)

If you have an item ie: new business in the park, etc or an announcement you would like to see included in Business Links, please email them to Barb@gialamas.com by March 28, 2006. Please include any pictures you may have.

SUSTAINABILITY AND YOUR BUSINESS SUCCESS

By : Bill Rattunde, Senior Design Architect, LEED Accredited Professional
PLANNING Design Build, Inc.

A growing trend in Wisconsin, across the U.S. and throughout the World is a movement towards sustainability. Sustainability addresses the fact that we are currently consuming the earth's resources faster than they can be replenished, and we are polluting the biosphere quicker than it can be absorbed. Sustainable Design attempts to achieve a win-win balance where business owners, building owners, building occupants and the wider world all thrive.



To move towards a more sustainable future, businesses, product and building designers and facilities managers are beginning to adopt new modes of thinking based on "Systems Thinking", "Industrial Ecology", "Triple Bottom Line" and "Cradle To Cradle (C2C)" strategies to insure their long term success. In short we must try to break our cycle of "take, make, waste" if we are to become sustainable.

Guidelines have been created for evaluating both new building designs and existing facility operations. The U.S. Green Building Council through their LEED (Leadership in Energy and Environmental Design) rating system offers the most widely accepted measure of building "sustainability". A quick read through the LEED Scorecards for new construction and existing buildings available at www.usgbc.org will give an overview of all the topics and strategies now being considered in sustainable design.

For existing buildings:

- Give your building a tune up by performing operation and maintenance reviews of HVAC and lighting systems. Are building controls working properly or could new ones be added to provide greater efficiencies? This could be done using internal staff or an outside "commissioning agent".
- Look for synergies where multiple benefits can be achieved with one solution. A classic example is the use of daylight, which not only reduces the energy use at the fixture, but also reduces the heat in an office, requiring less energy for air conditioning. People are known to be more productive, happy and healthy in daylit work places.
- Review your organizations purchasing to utilize materials that are both recyclable and contain recycled content. Looking both "upstream" and "downstream" from your activities is key.
- Reduce water usage through high efficiency fixtures, flow limits on faucets and reviewing how landscape irrigation is used.
- Review or create policies that reduce consumption, (Does your computer network automatically shut down unused machines at night? How efficient are your monitors and lighting fixtures?)
- Review how your firm disposes of old computers and fluorescent lamps that contain mercury and other toxins.
- Plant shade trees along east and west building elevations. A single shade tree has the cooling effect of 4 room size air conditioners running flat-out.
- Considered the "embodied energy" in a material or service. It takes gasoline and several industries to get that bottled water to you.

If a new facility is being considered:

- Create a team of consultants who can work collaboratively using sustainable design principals to optimize your site, building and operations.
- Invest in your future. Consider life cycle costs, operation and maintenance costs and the return on investment when making economic decisions.
- Consider flexibility and adaptability for extending the life of a building.

Contact Bill Rattunde at PLANNING Design Build, Inc. (608) 664-3561 or bill.rattunde@planningdesignbuild.com for more information.

TOMOTHERAPY INC. EXPANDS; GROUNDBREAKING FOR ADDITIONAL BUILDING

TomoTherapy Incorporated held a groundbreaking Friday, November 18, 2005 at 3:30 p.m. for a new facility that will expand its manufacturing space. The new building will be located in the Old Sauk Trails Park at 1209 Deming Way, across the street from TomoTherapy's main headquarters, 1240 Deming Way. TomoTherapy will lease the planned 66,000 square foot building from The Gialamas Company.

Dr. Thomas "Rock" Mackie, TomoTherapy Co-founder, sees this as an opportunity to keep TomoTherapy on the cutting edge. "Being able to bring prospective customers to TomoTherapy's world-class facility has been a factor in our rapid growth. We expect that our new manufacturing facility, developed by George Gialamas and executed by PLANNING Design Build, Inc., will provide us with unrivaled manufacturing capability." TomoTherapy previously teamed up with The Gialamas Company and PLANNING Design Build Inc for their current headquarter building.



Dr. Fred Robertson, CEO, and Dr. Thomas "Rock" Mackie, TomoTherapy co-founder at the site of the new TomoTherapy building.

Dr. Fred Robertson, TomoTherapy CEO, sees this expansion as necessary to support TomoTherapy's future growth, "Our vision is to take the TomoTherapy technology to as many cancer patients worldwide as possible. We've got a platform that allows us to effectively compete in a \$2 billion global market and the opportunity is ours. Half of that market opportunity is outside the U.S. and there is an opportunity for us to grow internationally as well as domestically." Dr. Robertson estimates that, this year, over half of TomoTherapy's business will come from overseas markets.

The anticipated completion date for the new manufacturing building is June 30, 2006. The building will also accommodate further expansion as TomoTherapy continues to grow in the future and will include additional space for assembly and testing of the TomoTherapy HIART System[®]. TomoTherapy currently employs over 300 people.

Tour de Cure

- What:** Tour de Cure-a bicycle ride to benefit the American Diabetes Association
- Where:** The moderately hilly ride starts at American Family Insurance on Madison's East side. You will ride through the gently rolling hillsides of the Kettles northwest of Madison. This is a ride for beginners and expert cyclists alike. Breakfast, lunch and entertainment are provided.
- When:** *May 20th, 2006*
100K- 6:45 AM registration
50K- 7:30 AM registration
25K- 8:15 AM registration

To register: Visit www.diabetes.org/tour or call Jen and Sabrina at 608-833-1060.

ANDERSON & SHAPIRO - A DREAM REALIZED

In 1998 Dr. C. Joseph Anderson and Dr. Michael B. Shapiro realized their vision for the future of comprehensive and specialized eye care by opening Anderson & Shapiro Eye Care in Madison, Wisconsin. The doctors combined their expertise, dedication, enthusiasm, and compassion to build a medical practice that embodies their I Care philosophy. With an emphasis on cataract and refractive surgery, glaucoma, corneal, and retinal disease, and an uncompromised commitment to excellence, Anderson & Shapiro treats each and every patient as a partner with friendly personalized service.



Sauk Trails Plaza, 1200 John Q Hammons, the home of Anderson & Shapiro

Anderson & Shapiro Eye Care opened its doors on May 1, 1999, at 1200 John Q Hammons and have been providing the highest quality of eye care for thousands of patients ever since. Dr. Anderson and Dr. Shapiro are noted for their excellence in the eye care field and are prominent members of the Wisconsin medical community. Both doctors lecture nationally and internationally and have published numerous articles and book chapters on their specialties.

The Optical Shop at Anderson & Shapiro Eyecare offers an extensive selection of quality eyeglasses and contact lenses in a comfortable setting adjacent to the clinic reception area.

From designer eyewear to task-specific glasses (computer, music and sun) their knowledgeable staff can assist you in choosing the right products to suit your lifestyle.

For more information contact John Roberts at 827-7705 during business hours M -T -TH - F - 8:30am-5pm, Wednesday - 8:30am-7pm.

Bring in a copy of this article and receive a 20% discount on a complete pair of glasses. (Offer expires 3/31/06)

MUSICNOTES.COM SELECTED AS TOP 50 RETAIL WEB SITE FOR 2006



Musicnotes, Inc., the market leader in downloadable sheet music, announced it has been selected as one of the Top 50 Retailing Web Sites by *Internet Retailer Magazine*.

Musicnotes.com joins other leading retail web sites such as Amazon.com and BestBuy.com in *Internet Retailer's* 7th annual "Best of the Web" list. **Musicnotes.com** was one of three music web sites selected for the distinction, along with audio music download leader, **iTunes** and independent CD store, **CDBaby.com**.

"We are pleased to recognize The Top 50 for 2006. They reflect the best of what retailers can do online," says Kurt T. Peters, editor of *Internet Retailer*. "Musicnotes.com stands out for its technology that allows sheet music shoppers not only to hear the actual piece of music they are considering but also to follow along as it is played. Retailers in our Top 50 aren't necessarily the biggest, the most profitable or the best known—they are the sites that innovate to take online retailing to the next level."

Musicnotes, Inc. has an impressive catalog of nearly 45,000 digital sheet music titles that has been built on the strength of content agreements with Alfred Publishing, BMG, Famous Music, Peer Music, Word Music, EMI Christian, Bug Music and others. They also carry a complete catalog of over 260,000 mail-order items in their online catalog. The Musicnotes multi-genre catalog includes everything from Josh Groban and Coldplay to George Gershwin and Beethoven.

8040 EXCELSIOR DRIVE AND 1241 JOHN Q HAMMONS ARE COMPLETED AND OPEN THEIR DOORS

Wisconsin Farm Bureau and Rural Mutual Insurance now occupy their new space at 1241 John Q Hammons. They are very pleased with their state-of-the art new facility. It is a very open floor plan with ample day lighting and a two story atrium entrance with wood ceiling and stone floor. The building has underground parking and a fitness room for the building tenants and a patio area on the east side to enjoy our great summers. Other tenants are scheduled to move-in by June 2006.



1241 John Q Hammons completed in December 2005. For more information contact The Gialamas Company.



8040 Excelsior Drive exterior is completed. All that is waiting is some warm weather to finish the landscaping.

Associated Bank moved into their beautiful new home and was open for business on December 19, 2005. When spring arrives we can complete the landscaping and the tenants can enjoy the great patio area. Planning Design Build will begin the tenant build-out for RSM McGladrey mid-January with a move-in date of May 1, 2006.

The 8040 project included major site work on the adjoining properties to the north and south to provide site drainage and connection of the parking lots. The Gialamas Company, would like to thank our neighbors for their help and patience during this process.



The Gialamas Company, Inc.

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FOR ALL OF YOUR BUSINESS REAL ESTATE NEEDS

All of the articles or upcoming events were submitted for publication in Business Links. If you are interested in having an article in the next newsletter please email it to barb@gialamas.com or mail it to The Gialamas Company, Attn: Barb, 8020 Excelsior Drive Suite 300, Madison WI 53717.

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