

# BUSINESS LINKS

*Published by The Gialamas Company*

## RURAL INSURANCE AND FARM BUREAU MOVE INTO THEIR NEW BUILDING

The start of the New Year was special for Rural Mutual Insurance Company and the Wisconsin Farm Bureau. Over New Years weekend the companies moved into new office space at 1241 John Q. Hammons Drive. Rural Mutual is located on the second and third floor of the building. The Wisconsin Farm Bureau Federation and the FFA Foundation are located on the second floor in adjacent space.

Wisconsin Farm Bureau and Rural Mutual are long-time occupants of Old Sauk Trails Park. They first moved to the park in 1995. But changes in the space and technology needs made the move to the new location a good business move.

“We are pleased and excited with our new space,” said Peter Pelizza, Rural Mutual’s Executive Vice President and CEO. “We were already familiar with the advantages of being in Old Sauk. Our new space is designed to increase efficiency as Rural moves from being paper intensive to paperless.”



**Rural Mutual** is deeply rooted in Wisconsin’s heritage. The services it provides—and the values it operates by—set it apart from other insurance companies. In fact, members of the Wisconsin Farm Bureau Federation founded Rural Mutual Insurance in 1934 to provide auto insurance to federation members who often couldn’t find affordable insurance elsewhere simply because they were residents of rural Wisconsin. Although times have changed and the distinction blurs between Wisconsin’s rural and urban environments, Rural Mutual has never outgrown its rural values.

Rural Mutual is proud of the fact that the way it does business hasn’t changed much since those early days. Back then, being there in person to give your word and a handshake meant something. In today’s world, with a growing reliance on advanced communication technology, that kind of personal service is becoming increasingly rare. Rural Insurance, while utilizing all the latest technology, is at its best when face-to-face with customers. Establishing a comprehensive policy that protects who you are and the life you’ve made requires more than the latest interactive software; it takes real people with experience and commitment who will sit down with you and cover the details. As more and more farms evolve from small family operations to expansive commercial operations, Rural Mutual has developed the expertise to provide competitive insurance and loss control programs to commercial businesses reaching from Old Sauk Trails Park to the borders of Wisconsin!

Rural Mutual Insurance Company is located at Suite 200, 1241 John Q. Hammons Drive, Madison, Wisconsin 52717. The phone number is 608-836-5525. Office hours are 8:00 am to 4:00 pm. The Website is: [www.ruralins.com](http://www.ruralins.com).



**Peter Pelizza, Rural Mutual’s Executive Vice President and CEO**

*Continue from Page 1—Rural Mutual & Wisconsin Farm Bureau*

The **Wisconsin Farm Bureau Federation** is a grassroots member organization working as an effective and respected voice for agriculture. The new location on John Q. Hammons Drive provides an ideal visible location and serves as a resource as it goes forward with membership growth and its mission.

Its mission: “Lead the farm and rural community through legislative representation, education, public relations, and leadership development.”



Farm Bureau is one of the most effective lobbying organizations in Wisconsin because Farm Bureau members set policy for the organization and work with local and state leaders.

**Local affairs.** County Farm Bureaus work with school, town and county boards on issues right at home.

**State affairs.** Farm Bureau’s professional staff monitors bills, resolutions and regulations. They work with legislators and agencies to protect the interests of farmers and families.

**National affairs.** Our affiliation with the American Farm Bureau assures that your voice is heard in the nation’s capital working on environmental, tax, and farm issues.

**Policy Development.** Farm Bureau members discuss and vote on all policy, giving members a direct voice in the organization’s policy. Volunteers for Agriculture. The VFA is Farm Bureau’s political action arm that surfaces and endorses candidates for state offices. State legislators who measure up to Farm Bureau positions receive the VFA’s “Friend of Agriculture” endorsement.

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**Publishers:**  
George and Candy Gialamas

**Editor:**  
Mary Fritsch

**Editorial Assistant:**  
Barb Coulson

**Business Links welcomes submitted articles and photographs.**  
Submit articles via e-mail to [barb@gialamas.com](mailto:barb@gialamas.com)  
or mail to:  
**The Gialamas Company**  
Attn: Barb  
8020 Excelsior Drive, Suite 300  
Madison, WI 53717

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To learn more about Wisconsin Farm Bureau Federation, Wisconsin agriculture, or how to become a member, just visit us online at [www.wfbf.com](http://www.wfbf.com) or call us at 1-800-261-FARM (3276) .

### Upcoming events in Old Sauk Trails Park:

- \* **Park Bank Grand Re-Opening**  
May 11, 2006
- \* **American Diabetes Tour de Cure -**  
May 20, 2006
- \* **Old Sauk Trails Park Golf Outing -**  
Monday, August 7, 2006
- \* **Concert in the Park, -**  
Wednesday, August 23, 2006

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](mailto:Barb@gialamas.com) by March 28, 2006. Please include any pictures you may have.

## MCGLADEY & PULLEN CELEBRATING 80TH ANNIVERSARY

RSM McGladrey and McGladrey & Pullen, LLP are joining Old Sauk Trails Park during the first week in May 2006. The new address will be 8040 Excelsior Drive.

Dedicated to serving mid-sized companies, McGladrey & Pullen, LLP is celebrating its 80<sup>th</sup> anniversary in 2006. As one of the nation's leading providers of audit and attest services, McGladrey & Pullen serves companies and organizations in a variety of industries and offers clients the expertise and focus that they need in a business advisor. McGladrey & Pullen has an alternative practice structure with RSM McGladrey, Inc., a provider of financially focused services. When considered together, McGladrey & Pullen and RSM McGladrey rank as the fifth largest provider of audit, tax and consulting services in the U.S. Though separate and independent legal entities, the two firms work together to serve the business needs of our clients.



While we have the depth and breadth of a national and international organization, our staff offers the attention of a local firm. Personally, we have chosen to live and raise our families in this community. Professionally, we believe it is important to be an integral part of the local communities in which we practice. In Madison, McGladrey & Pullen and RSM McGladrey work with organizations such as Downtown Madison, Inc., Business and Education Partnership, United Way of Dane County and Ronald McDonald House of Madison, just to name a few.

The accounting and business services industry, like most others, is evolving. Our goal is to continually add value to our clients and provide rewarding and challenging careers to our people. We accomplish this by creating the alignment of a future geared toward comprehensive business solutions for our clients. This alignment coupled with expertise, innovation and leadership helps our clients and our people reach their goals and experience success.

For further information on McGladrey & Pullen and RSM McGladrey, please visit us at [www.mcgladrey.com](http://www.mcgladrey.com).

### CONCERT IN THE PARK—WEDNESDAY, AUGUST 23, 2006

### SAVE THE DATE!!










*Underwritten by The Gialamas Company  
and sponsored by Old Sauk Trails Park businesses*

The stories on Pages 1, 2, 3, 4, 5, 6, and 7 are a series of articles featuring businesses in Old Sauk Trails Park. Watch for your business in upcoming issues.

## SUPRANET PARTNERS WITH AIDMATRIX FOUNDATION TO HELP PROVIDE GLOBAL DISASTER RELIEF

SupraNet Communications held a ribbon cutting ceremony to kick off a recent partnership with Aidmatrix Foundation on February 1, 2006. In response to the unprecedented series of natural disasters Aidmatrix teamed up with SupraNet to fight for those suffering from world disasters. Aidmatrix' CEO & President Governor Scott McCallum joined SupraNet CEO Bryan Chan at the ceremony in Madison.

"I'm sure Aidmatrix and SupraNet working together can help bring relief where and when it is needed. Katrina, Rita, Vince, and Wilma, the Pakistan earthquake, and the Central American mudslides, illustrated Aidmatrix' innovative use of supply chain technology. By mobilizing the right aid for the right people and connecting companies and businesses with excess goods to give, and individuals who want to help many organizations, and even governments who want to do their part with those first responder organizations working on the ground, Aidmatrix ensures aid gets to people who are suffering" McCallum said. SupraNet CEO Bryan Chan said, "We are proud to contribute to the success of such a good cause that brings relief to people around the globe. The Internet plays a very important role in connecting the 35,000 charitable organizations and SupraNet is pleased to provide the Internet connection and on-going support. All of us at SupraNet are passionate about our partnership with Aidmatrix because together we can make a positive impact in our community and around the globe."



Former Governor Scott McCallum, Aidmatrix CEO and Bryan Chan, CEO of SupraNet .

SupraNet provides server support for Aidmatrix, contributing over \$120,000 a year. Aidmatrix solutions help more than 35,000 charitable organizations globally. These systems helped Aidmatrix to orchestrate more than a billion dollars in aid in 2005 alone. For many years SupraNet's tag line was "The connection that lets you capture the world" and now today, in a very real sense, SupraNet's contribution to Aidmatrix is connecting Wisconsin to the world in need.

### Old Sauk Trails Park Businesses On The Move And Growing

Tomotherapy	66,000 SF	1209 Deming Way
Wells Fargo	7,211 SF	1241 John Q Hammons
Dean Health Systems	18,574 SF	1200 John Q Hammons
Information House	1,838 SF	8401 Excelsior Drive
MRI Sales Consultants	2,685 SF	8000 Excelsior Drive
Madison National Life	27,450 SF	1241 John Q Hammons
Jellyfish.com	4,481 SF	8010 Excelsior Drive
Associated Bank	18,255 SF	8040 Excelsior Drive
RSM McGladrey	19,913 SF	8040 Excelsior Drive
Rural Insurance and Wisconsin Farm Bureau	40,781 SF	1241 John Q Hammons
and more to come		

Over 150,000 sq. ft. of office space has been leased by The Gialamas Company sales team in the new year! We are available to help support your business incubator and also meet your expansion needs. Our signature trademark is to provide innovative, high quality buildings that foster productivity and project strong corporate images.

Our services include site selection, tenant representation, facilities, developments, and commercial brokerage. For more information about The Gialamas Company and what we can offer your business and your future, contact us at 836-8000 or visit our website at [www.gialamas.com](http://www.gialamas.com)

## OLD SAUK TRAILS PARK WELCOMES WELLS FARGO

Taking care of your financial needs will be more convenient starting in June, when Wells Fargo becomes the latest company to take up residence in the Old Sauk Trails Park.

Located at 1241 John Q. Hammons Drive, Wells Fargo will occupy over 6,000 square feet of new office space. A team of approximately 20 Wells Fargo team members representing several of Wells Fargo's financial services groups will join under one roof to offer clients financial solutions.

Wells Fargo Business Banking, Private Client Services (Investments, Trust and Private Banking), Commercial Real Estate, Private Banking Home Mortgage and Commercial Banking representatives all will be available to serve customers. Wells Fargo already has four Community Banking stores in the Madison-Stoughton area. Expanding into the Old Sauk Trails Business Park gives Wells Fargo the ability to serve the needs of Private Client Services and business customers in an area, which is fast becoming the center of financial services in the Madison community.

"We are excited to be in this new space and expanding in Madison," said Nancy Meadows, Wells Fargo Community Banking president in Madison. "Wells Fargo is dedicated to serving our customers' needs when, where and how they want to be served, and this office demonstrates our commitment and continued growth in the community."

"Our most important priority is meeting our customers' needs," said Doug Erlacher, senior vice president and regional sales manager for Wells Fargo Private Client Services in Wisconsin. "The new office makes us more accessible to our customers and allows us to create complete financial solutions for our customers through partnering with the entire team."

The new Wells Fargo office will be open in June. For further information please contact Craig Hansen at (608)827-2847.



**The team will include: Craig Hansen, Kevin Huff, Brian Bauer, Angela Bitner and Megan Sexton from Wells Fargo Business Banking; Kim Meadows with Commercial Real Estate; Chuck Salzwedel and Erica Kundert with Private Banking; and Dan Frazier with Commercial Banking.**

## TURN AROUND TEEN MOVES TO OLD SAUK TRAILS PARK

Old Sauk Trails Park welcomes "Turn Around Teen" Counseling Services in Park Centre I, located at 8025 Excelsior Drive. Turn Around Teen is a registered nonprofit organization, which helps youth develop their full personal, vocational, and educational potential. Working primarily with middle and high school youth and young adults, the experienced staff of five professionals creates focused, high impact action plans to meet individual needs and goals. Services include addressing academic underachievement, improving family dynamics, administering and interpreting career interest inventories, and assistance with post-secondary planning.

The Turn Around Teen staff is composed of Laurie Mullen, Founder and President, and co-counselors Nick Burrows, Rob Lombardo, Shannon McDonough and Tom Browne. They each have assisted many families in finding practical solutions to a wide variety of problems, working from a foundation of unconditional positive regard and building on existing strengths. They also are available to give presentations to interested school and community groups on topics such as: techniques for building self esteem; keeping youth drug-free; motivating children to achieve their potential; and successful parenting tips for adolescence. Also, there is a series of "Study Skills Clinics" being offered this summer for middle and high school students, covering such areas as determining the student's strongest learning modalities and developing the most suitable study habits, teaching skills such as outlining and research strategies, and improving motivation, organization and time management.

The Turn Around Teen staff is delighted with the very attractive and functional office suite created by The Gialamas Company, and looks forward to serving an ever-growing number of families at this location. For more information, call their office at 829-2031, email them at [turnaroundteen@tds.net](mailto:turnaroundteen@tds.net), or visit [www.turnaroundteen.org](http://www.turnaroundteen.org).



**Park Centres I & II**

## VERIZON YELLOW PAGES ENTERS MADISON MARKET

Verizon Yellow Pages, located at 8017 Excelsior Drive, has entered the Madison market. Verizon is offering Madison businesses a trusted resource to reach consumers, through their yellow pages, and SuperPages.com products.



Advertisers looking to expand their business by reaching more potential buyers can also benefit with VIS' sales and Web site development services. Verizon's SuperPages.com and SuperPages.com/ espanol is the nation's most advanced Internet yellow pages with more than 16 million U.S. businesses listed, and receiving up to 17 million unique visitors per month to find and compare goods and services before contacting local and national businesses.

For cellular phone users there's SuperPages Mobile information directory specifically for consumers on the go. The directory is offered through Verizon Wireless Get It Now downloadable services and through other wireless carriers.

Tom Vesper, General Sales Manager for Wisconsin and northern Illinois is excited about the opportunity to finally offer advertisers what they have been asking for. "It's all about providing advertisers an affordable yellow pages product that offers powerful brand recognition at a better price. We're committed to offering competitive rates so both large and small business owners can reap the rewards of yellow pages advertising."

The new Greater Madison directory will begin distributing in September 2006. With a total circulation of 300,000, the directory will cover all of Madison and Dane county including: Middleton, Verona, Waunakee, Sun Prairie, DeForest, Maple Bluff, Monona, McFarland, Fitchburg, Oregon, Stoughton, Lodi and Sauk City. VIS now provides sales, publishing and other related services for the state of Wisconsin, Northern Illinois and nationwide with a total circulation of approximately 121 million directories nationally.

To find out more about how your business can benefit from Verizon Yellow Page print and on-line advertising, contact the Madison office at 608-831-0700 and ask for Chris Kratochwill.

Wrench Auto Service is pleased to announce free pick-up and drop-off services for all tenants in the Old Sauk Trails Park area.



The staff at Wrench Auto Service

"We're really excited about offering this free service to local-area businesses," said Ben Beere, owner of Wrench Auto Service. "It's one of the ways we like to go above and beyond our customers expectations to help make their vehicle maintenance less of a hassle."

The pick-up and drop-off process works like this: First, the employee drops off their car keys at the front desk of their office. Then, the customer calls Wrench Auto Service at (608) 831-5557 to let them know that their vehicle is ready to be serviced. Lastly, the vehicle is picked-up by Wrench Auto, serviced, and returned to the parking area by 5 pm, ready to be driven home. All repair work is pre-approved by the customer, via phone, before any services are conducted.

Wrench Auto is a full-service auto repair facility, capable of servicing all luxury European, Asian, and Domestic cars, trucks, and SUVs. Located just off the new beltline via the Airport Road exit in Middleton, Wrench Auto is dedicated to providing top-notch repair work and customer service. All of Wrench Auto's service technicians are ASE-certified and all repairs are backed with a 12-month/12,000 mile parts & labor warranty.

For more information on Wrench Auto Service, please contact Ben Beere at 608.831.5557 or log on to [www.wrenchauto.com](http://www.wrenchauto.com).

## DEAN HEALTH SYSTEM JOINS OLD SAUK TRAILS PARK

Dean Health System Hematology/Oncology will be moving to Old Sauk Trails Park from their clinic location at 1313 Fish Hatchery Rd. to Sauk Trails Plaza located at 1200 John Q. Hammons Drive. Dean will occupy 18,600 square feet, which is the entire fourth floor at Sauk Trails Plaza. The move is targeted for late June or early July 2006. Their new space will include approximately 12 exam rooms, two procedure rooms, 40 chemo/infusion chairs as well as lab and general radiology services.



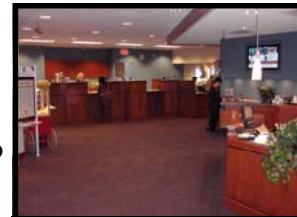
Sauk Trails Plaza,  
the new home of  
Dean Health

Dean Health System is a multi-specialty integrated healthcare delivery system providing medical services, insurance products, and ancillary services to patients and other customers. The Dean organization has approximately 500 physicians providing care at 55 locations throughout southern Wisconsin. Dean's insurance component, Dean Health Plan, serves approximately 230,000 members. Dean has been serving the community since 1904.

## PARK BANK OLD SAUK RENOVATION COMPLETE

Park Bank renews its commitment to clients who live and work in and around the Old Sauk Business Park with an expanded and renovated branch offering full service banking services.

While expanding its branch area to nearly 3,500 square feet, Park Bank has also improved the layout of its space to enhance client interaction. In addition to improving traffic flow within the branch with a larger, conveniently accessible teller line, Park Bank has added a reception area and increased office and meeting space to accommodate recent and future growth. New fixtures, trim, carpeting and wall treatments add to the branch's redesign.



The new lobby of Park  
Bank in Old Sauk  
Trails Park

In celebration of the completion of its Old Sauk branch's renovation, Park Bank will be hosting a "Grand Re-Opening" event featuring hors' oeuvres, drinks, and music. Details of the event are as follows:

### PARK BANK OLD SAUK GRAND RE-OPENING

May 11, 2006  
5:00 p.m. – 7:00 p.m.  
Park Bank  
8001 Excelsior Drive

Business neighbors are welcome to attend. Please R.S.V.P. to Darren Paul at Park Bank: 278-2862.

## SUPRANET ANNOUNCES NEW PRODUCT

SupraNet Communications is proud to announce that they have recently connected the Old Sauk Trails building at 8401 Excelsior Drive with SupraNet SecureOn service. SecureOn is ideal for customers in multi-tenant office buildings and provides a total solution for business Internet needs. It is fast, highly secure and very reliable. Many of The Gialamas Company tenants already enjoy the benefits of SupraNet SecureOn service, which is provided in many of the Old Sauk Trails Park buildings. Please contact SupraNet Communications for information at 836-0282 and ask for Bryan Chan or Britta Hoffman.





The Gialamas Company, Inc.

commercial real estate development brokerage leasing

excelsior financial centre 8020 excelsior dr. madison, wi 53717-1998 (608) 836.8000



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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](mailto:barb@gialamas.com) or mail it to The Gialamas Company, Attn: Barb, 8020 Excelsior Drive Suite 300, Madison WI 53717.

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THE GIALAMAS COMPANY  
8020 EXCELSIOR DRIVE, SUITE 300  
MADISON WI 53717