

# BUSINESS LINKS

*Published by The Gialamas Company*

## CONCERT IN THE PARK 2004— A GREAT SUCCESS

After many hours of - will it rain, will the sun come out, should the set up start, it was decided to go ahead and hold Concert in the Park. Because the decision of whether to hold the concert or postpone until the rain date was not made until 12:00 pm, set up for the concert had been delayed for 3 hours. Once the decision had been made to go ahead, the race was on. Sound, lighting, the stage, tables and chairs, and the fireworks display all had to be set and ready in 4 hours. The mission was accomplished, the clouds departed and the sun came out. People started arriving at 5:00 pm and soon everyone was ready for the music to begin. Well over 2,000 people attended this year's event.



With the set-up complete, guests begin to arrive at Concert in the Park 2004

The Wisconsin Chamber Orchestra performed music Franz Von Suppe – Light Cavalry Overture; Morton Gould – American Salute; Leonard Bernstein – West Side Melody and others. The encore presentations included music from John Philip Susa. The guest soloist was Paul Kowert, string bass from Madison.

After the concert was finished everyone was treated to a wonderful fireworks display which topped off the very special evening.

Concert in the Park continues to grow and become a wonderful event for everyone in the park. All of the underwriters and sponsors hope that you had a wonderful time this year and will continue to make this an event that is one of the summer highlights of working in Old Sauk Trails Park.



The fireworks display immediately following the concert was a great success.

### THANK YOU TO CONCERT IN THE PARK—2004 UNDERWRITERS AND SPONSORS

The Underwriters for the Concert in the Park –2004 were:

AAA – Wisconsin	Rural Insurance
AFSCME	Strategic Wealth Management
DeWitt Ross and Stevens	Suby Von Haden
E & S Electric	The Gialamas Company
Group Health Cooperative	Thompson Investment Management
Northern Capital Management	UW Health
R, S & K	Wisconsin Capital Management

Sponsors of the concert were:  
Gannett Fleming

## STRATEGIC WEALTH MANAGEMENT

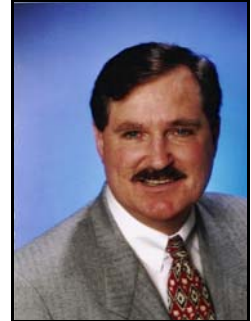
The central office for Strategic Wealth Management Group is located in the Old Sauk Trails Park at 8020 Excelsior Drive. Regional offices are located in Waukesha, Neenah and Rockford, Illinois. Fi-



Financial Advisors associated with Strategic Wealth Management Group are located in local offices around Wisconsin and Northern Illinois. Many of these Advisors have built their practices around a core specialty assuring clients they are receiving quality financial counsel.

With 4 Regional Offices and over 250 Financial Advisors, Strategic Wealth Management Group is well positioned to assist their clients in achieving financial security. Serving all of Wisconsin and Northern Illinois, Strategic Wealth Management Group provides client-centered strategies using custom designed financial products and services which include:

- \* Retirement Planning
- \* Business Continuation Planning
- \* Complete & Comprehensive Fee-Based Financial Planning
- \* Employee Benefit Products & Services
- \* Estate Analysis
- \* Investment Products
- \* College Funding Products
- \* Executive Fringe Benefits



Jack Kapinus,  
President and  
CEO Strategic  
Wealth Manage-  
ment

Equally active in the community, Strategic Wealth Management Group provides funding and support to the Madison Symphony Orchestra, the Madison Chamber Orchestra, Buckets For Hunger, the Family Business Forum and the Wisconsin Business Ethics Award. Support for the University of Wisconsin includes scholarships and internships for students majoring in Personal Financial Planning. Outreach to the community is demonstrated in the unique program, LifeBridge whereby free life insurance is offered to low income families.

For more information on Strategic Wealth Management Group visit our website at [www.swmglc.com](http://www.swmglc.com).

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8020 Excelsior Drive, Suite 300  
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Publishers:  
George and Candy Gialamas

Editor:  
Domenica "Mini" Schiro

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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## WINTER DRIVING SAFETY TIPS

Motorists who prepare now for the onset of colder weather will increase their safety during the winter-driving season according to AAA Wisconsin.

Motorists can increase their safety by doing the following:

- Improve visibility by operating the vehicle with headlights "always-on," using low-beam headlights only in fog, rain or snow.
- Be sure to signal your intention to turn well in advance.
- Clear all snow and ice from windows, the roof, the hood, the trunk, mirrors, head and tail lamps, wheel openings.
- Observe all speed limits and reduce speed whenever road conditions or visibility are compromised by foul weather.
- Avoid sudden starts, stops and hard turns, especially when roads are slippery or wet.
- Don't brake hard and use the proper braking technique for the vehicle you drive. Cars with anti-lock brakes require firm, continuous pressure to the brake pedal. Cars without anti-lock brakes may need firm pressure on the brake pedal just short of wheel lockup, and then easing off the brake slightly before reapplying pressure (refer to your vehicle owner's manual for correct braking techniques).
- Anticipate potential danger on the road such as icy bridges, snow-covered lane markings, ice-polished intersections or stalled cars. Decrease speed, increase distance between the vehicle in front of you, or change lanes in advance to avoid trouble.

## THE GIALAMAS COMPANY ANNOUNCES NEW BUILDING



View of 8040 Excelsior Drive from the drive way off of Excelsior Drive.

The Gialamas Company will begin construction of a new building at 8040 Excelsior Drive in Old Sauk Trails Park in November, 2004. It will be 95,000 square feet building.

The 8040 Excelsior Building will be 4-story glass and FormaBond (a metal composite panel) structure. It will include a 2-story atrium in the entrance.

The most energy efficient Low E glass available will be used allowing in natural light while reducing solar gain and heat loss. The 10-foot high ceilings with 7 feet of vision panel will let in more natural light thus reducing lighting cost. With reduced lighting loads, the cooling load is reduced on the HVAC system which will save energy.



View of 8040 Excelsior Drive traveling west on the beltline.

The building will have state of the art HVAC systems that include DDC (Direct Digital Control) VAV (Variable Air Volume) to allow for configuring zones to meet the tenants needs, which include hot water reheats at each zone and heat recovery systems. All this allows the best control and comfort level available while exceeding government standards for fresh air exchanges by over 25%. Included will be an exercise center and shower facilities for employee use.

The electrical systems include daylight sensors and automatic switching, generator backup power for critical IT systems and life safety systems.

A proximity card security system will be used to control access and provide security for our buildings. This system allows customization of access levels and time zones to meet the tenant's needs. The system also monitors all fire safety systems 24/7.

There will be convenient on-site and under-ground parking.

The building will have more green space and landscaping, allowing the use of rain gardens to filter storm water and reduce the impact on the lakes and sewer systems. Also located in the park are jogging and walking trails in woodland setting around the ponds.

The new addition to Old Sauk Trails Park is being built along the beltline between 8030 Excelsior Drive (USDA Building) and the Baymont Inn & Suites.

The building at 8040 Excelsior will be an extension of the Excelsior Financial Centre which includes 8000, 8010, 8020, and 8030 Excelsior Drive.

For more information please call 836-8000.

## TOMOTHERAPY SHINES AT ASTRO

TomoTherapy's award-winning booth at ASTRO's (American Society for Therapeutic Radiology) Exhibit Hall drew heavy traffic during the 5-day conference, and the hourly presentations on the main floor consistently drew standing-room only crowds.

"ASTRO was a phenomenal success for us," says John Hughes, TomoTherapy's Director of Sales and Marketing. "We have clinicians who are treating patients with Tomo every day, we're attracting a great deal of attention

with our integrated, dose-targeted IGRT solution, and people are catching on that TomoTherapy really delivers. We have arrived."

The TomoTherapy booth won the award for "Best Large Commercial Exhibit." The art at the booth was dedicated to all the clinicians who were represented by having a panel featuring their clinical examples of Image Guided Dose Targeting, never before seen in the industry.

Three TomoTherapy clinicians took part in the main presentation event: Katie Harmon, RTT at Southeast Regional Cancer Center in Tallahassee, FL; Lane Rosen, MD, Director of the Radiation Oncology Department at Willis-Knighton Cancer Center in Shreveport, LA; and Chester Ramsey, PhD, Medical Physicist at Thompson Cancer Survival Center in Knoxville, TN, all presented their clinical experience with IGRT on the TomoTherapy Hi·Art System. The three centers combined have treated over 400 patients since the first clinical use of the Hi·Art II system in Knoxville, TN over 15 months ago.



TomoTherapy exhibit at ASTRO 2004



TomoTherapy presentation at ASTRO 2004

TomoTherapy was also well-represented in ASTRO's Scientific Sessions, with several TomoTherapy clinicians presenting their latest clinical Hi·Art data, covering thousands of TomoTherapy IGRT procedures.

## RAIN DELAYS START OF ELEVENTH ANNUAL OLD SAUK TRAILS PARK GOLF OUTING

Despite rain that postponed the start of the Eleventh Annual Old Sauk Trails Park, August 2, turned into a warm and sunny day. One hundred-eight golfers took to the course at Bishop's Bay and enjoyed the day. The winners were 1<sup>st</sup> Place – RealTime Utility Engineers; Jim Zamborni, Bob Strycharske, Scott Piernot, and Dave Conklin, 2<sup>nd</sup> Place – Automated Vision; Anbu Anbalagan, Karthik Anbalagan, Anand Anbalagan, and Eric Varady, and, 3<sup>rd</sup> Place – The Gialamas Company; Aris Gialamas, Scott Edwards; Brenda Miller; and Eric Miller (Team 2).

Thanks to the many donations from these businesses: George's Chop House, Holiday Inn & Suites, AAA Wisconsin, Auto Glass Specialists, Swimwest, Group Health Cooperative, Houlihans, Ginos, Steve's Liquors, Damons, and Gannett Fleming, there were many raffle prizes given out at the dinner following the golf outing.



Despite the rainy morning, the afternoon turned out sunny and warm at Bishop's Bay Country Club for the Old Sauk Trails Golf Outing.

## HOLIDAY RECIPES FROM GEORGE'S CHOP HOUSE AND HOULIHANS

### CHEF ADI GEORGE'S CHOP HOUSE APPLE CRANBERRY PIE

1 raw piecrust

2 pounds of fresh apples  
6 ounces of frozen cranber-  
ries  
1 cup granulated sugar  
1 teaspoon Cinnamon

Cook apples, cranberries,  
sugar, and cinnamon on top  
of the stove until mixture is  
boiling.



Chef Adi

4 tablespoons corn starch plus 4 tablespoons water,  
mix well until smooth.

Add the starch mixture to the boiling apple mixture  
while stirring constantly for 1 minute.

Fill pie shell with filling and top with streusel. Bake  
at 350 degrees for 30- 40 minutes.

Streusel topping for 1 pie.

1 cup flour  
1/2 cup brown sugar  
1/2 teaspoon cinnamon  
1/2 teaspoon nutmeg  
1/4 cup butter

Mix in mixer with paddle attachment until mixture



### GRANNY SMITH APPLES

**Usage:** Very good for eating  
fresh, cooking & salads.

**Selection:** Good-quality Granny  
Smith apples will be firm with smooth and clean skin.  
Granny Smith apples are a deep green with an occasional  
pink blush of the cheeks. Test the firmness of the apple  
by holding it in the palm of your hand. (Do not push with  
your thumb). It should feel solid and heavy, not soft and  
light. These apples may be less attractive, but the flesh is  
still good to eat after cutting.

**Avoid:** Avoid product with soft or dark spots. Also if the  
apple skin wrinkles when you rub your thumb across it,

### ALFREDO HOULIHANS AUTUMN APPLE CHEESECAKE

Serves 12

For best taste, let the flavors develop by covering and  
chilling the cheesecake at least 4 hours before serving.  
A sprig of white currant adds a festive touch.

Crust

1 cup graham cracker crumbs  
3/4 cup finely chopped pecans  
3 Tbs granulated sugar  
1/2 tsp ground cinnamon  
2 Tbs unsalted butter, melted

Filling

16 oz. Low-fat cream cheese, softened  
1/2 cup granulated sugar  
1 tsp vanilla extract  
2 large eggs

Topping

4 cups peeled and thinly sliced Jonathon or Granny  
Smith Apples  
1/2 tsp ground cinnamon  
1/3 cup granulated sugar  
1/2 cup chopped pecans  
Confectioners Sugar for dusting

1. Preheat oven to 325 degrees. Spray 8-inch spring  
form baking pan with nonstick cooking spray.
2. To make Crust: Mix all ingredients in bowl, and  
press onto bottom of pan. Bake 10 minutes, remove  
from oven and let cool. Leave oven on.
3. To make Filling: Beat cream cheese, sugar and va-  
nilla on medium speed until well blended. Blend in  
eggs one at a time. Scrape down sides of mixing bowl  
with rubber spatula, and pour mixture over crust.
4. To make Topping: Put sliced apples in bowl, and  
toss with cinnamon and sugar. Spoon apple mixture  
over filling, and sprinkle top with pecans.
5. Bake 1 ¼ hours, or until center is set. Let cheese-  
cake cool before removing it from spring form pan.
6. Transfer cheesecake to serving plate. Dust with  
confectioners sugar before serving.

the apple has probably been in cold storage too long or has  
not been kept cool. Grannies occasionally show  
"russetting," a , " a brownish network at the stem end.

## SUSTAINABLE DESIGN—BUILDING FOR THE FUTURE

In recent years, there has been an increasing level of interest in the design and construction of buildings which not only lessen the environmental impact but also minimize the use of our natural resources. Sustainable Design benefits building owners and building occupants.

Sustainable design creates buildings that minimize the use of natural resources as well as being better places to work. Features are built in; abundant natural light and fresh air, quality glare-free lighting, and highly efficient HVAC systems. Rain gardens and other strategies are used to reduce storm water runoff to our lakes and streams. Additionally, building materials are selected to have the least disruptive impact on the environment as well as enhancing indoor air quality.

Today's sustainable design buildings offer several advantages to building owners and developers, including reduced life cycle and operating costs, increased energy and water efficiency, decreased environmental impacts, and occupants' increased comfort and quality of life. Each of these benefits addresses the building owner's and tenant's bottom lines.

*Increased Comfort.* Numerous national and international studies conclude that work spaces designed with sustainability in mind are great places to work and result in improved productivity and higher employee retention rates as well as reduced employee absenteeism.

*Reduced Liability.* Sustainable design creates a healthy indoor environment for building occupants, offsetting the trend toward increased insurance claims related to poor indoor air quality and sick building syndrome. Increasing fresh air intake, improving air filtration and ventilation effectiveness, and carefully selecting materials and finishes creates a healthier environment for building occupants.

*Lower Operating Costs.* Technological advances during the last 10 years in areas such as glazing, lighting and HVAC help improve performance and lower buildings' operating expenses for energy, water use, and maintenance.

If you would like to learn more about Sustainable Design and the benefits to your business, please contact Ken Pientka or Anita Carrel at Planning Design Build, Inc. (608) 836-8055.

### FALL LEAF COLLECTION

Fall has arrived and winter is not far behind. As the leaves turn colors and change the landscape around us, they are also falling from the trees and every year homeowners contend with piles of leaves and what to do with them. Here are some answers from the City of Madison web site ([www.ci.madison.wi.us](http://www.ci.madison.wi.us)).

Their collection crews began collection on Monday, October 4 in the Monday refuse collection district. Once Monday's area is completed they will move to Tuesday's refuse area, then Wednesday's district, followed by Thursday and then Friday's districts. Once Friday's collection is completed they will begin the cycle again until the first significant snowfall of the season (over 3 inches).

The leaves should be piled on the terrace area between the sidewalk and the street. Putting leaves in the streets or in the gutters can cause them to be washed into the sewers and the nutrients are carried into the lakes and streams where the nutrients contribute to algae growth.

If you must bag your leaves, the bags should be left open at the top so that the collection crews can identify what is in the bags. Bagging the leaves does slow down the collection system, so it is strongly recommended that the leaves be piled loosely on the terrace.

There will be updates provided on the website starting on Saturday, October 16. Just go to the City of Madison webpage and click on Leaf Collection. You can also call 267-2088 for more information. A recorded message is available 24 hours a day on the latest leaf collection updates as well as information on brush collection and yard waste drop off sites.



## WE'RE OFFERING A LITTLE NEIGHBORLY HELP!

AAA Wisconsin is pleased to announce its "Good Neighbor" policy of providing courtesy emergency road service this winter for our colleagues working in Old Sauk Trails Park.

As one of your corporate neighbors in Old Sauk Trails Park, we want to provide you with some help when you find your vehicle disabled in a parking lot or on a street within the park through the coming winter season. AAA courtesy emergency road service (ERS) will be provided free-of-charge to our Old Sauk Trails colleagues who use this program through March 2005. The services provided are the following:

1. Battery-boost service (*rapid recharging of your drained-but-rechargeable battery*)
2. Flat-tire service (*removing the flat tire and replacing it with your good spare*)
3. Out-of-gas service (*delivery, at cost, of enough fuel to get the vehicle to a gas station*)
4. Lock-out service (*help in gaining entry when vehicle keys are locked in or missing*)
5. Towing (*removal free-of-charge to a place of repair within a 5-mile radius*)

When you need these courtesy services while in Old Sauk Trails Park, please call AAA at:

# 828-2609

Please tell the counselor who answers that you want to use AAA Wisconsin's courtesy ERS program for Old Sauk Trails Park. Our counselor will ask you a number of questions about the nature of the problem and your precise location within the park, and will provide you with an estimated time of help's arrival. (*Please note that this courtesy offer does not apply to vehicles in need of service outside the boundaries of Old Sauk Trails Park.*)

If you are already a AAA Wisconsin member (thank you!), and you use the Old Sauk Trails program for courtesy ERS within the park by calling the special number, the service will not be counted as one of the calls provided free under your membership benefits. You won't need to provide your membership number for this service. For more information about AAA Wisconsin's Good Neighbor courtesy emergency road service program for our Old Sauk Trails colleagues, call us at 828-2486 during normal business hours. (*But please don't use this number to try to arrange for service.*)

*Also, remember that as an employee working in Old Sauk Trails Park, you are eligible for exclusive group-membership rates through AAA Wisconsin. Enjoy the many benefits of AAA membership, including 24-hour, year-round, pre-paid emergency road service; AAA Travel Agency member-only pricing; free maps, TourBook guides and TripTik routings; discounted auto and home insurance; and exclusive Show Your Card & Save discounts at thousands of retailers nationwide!*

**Call (800) 434-8903 today and mention Group #809.**

◆ AAA Wisconsin ◆ 8401 Excelsior Drive ◆ Old Sauk Trails Park ◆ Madison ◆

THANKS TO AAA WISCONSIN FOR SPONSORING  
THIS PROGRAM FOR THE EMPLOYEES OF  
OLD SAUK TRAILS PARK



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commercial real estate development brokerage leasing

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DISTINCTIVE  
*solutions*

**SEE THE GIALAMAS COMPANY FOR ALL OF YOUR BUSINESS REAL ESTATE NEEDS**

All of the articles 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. Next publication date - February 2005.

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