



## Wednesday, August 7th

**Wednesday, August 7th**  
**Pre-Concert Activities: 5pm**  
**Concert: 7pm**  
**Fireworks: Dusk**

The Gialamas Company, Inc. is pleased to announce that Wednesday, August 7, 2019, will mark the 18th annual Concert in the Park. For the eleventh consecutive year, the talented musicians of the Wisconsin Youth Symphony Orchestra (WYSO) will amaze and inspire you with their musical performance.

Located at 1200 John Q. Hammons Drive in the Old Sauk Trails Business Park, this beloved tradition is fun for all ages, and free for all to enjoy! Tables are available for purchase by contacting [office@gialamas.com](mailto:office@gialamas.com) or 608-836-8000. Food and beverages will be available for purchase through Benvenuto's and Milio's with menus and order forms available at [www.gialamas.com](http://www.gialamas.com). We are pleased to add Madison Children's Museum to our event as host of the pre-concert Ice Cream Social. Madison Reading Project will have their "Big Red Reading Bus" onsite for kids to enjoy before the concert also.

Arrive around 5:00 p.m. to enjoy pre-concert activities, socialize and picnic. Set up lawn chairs and blankets for your viewing enjoyment. Enjoy beautiful music, watch the sun set in the West and stay for the incredible fireworks display immediately following the concert.

### INSIDE THIS ISSUE

#### 2-3 OSTP NEWS

- WHAT'S NEW WITH ANDERSON & SHAPIRO
- A JOURNEY TO ENERGY EFFICIENCY WITH SWIM WEST

#### 4-5 OSTP NEWS

- BLUETREE BREAKS A SWEAT FOR CHARITY
- GIRLS ON THE RUN - RECORD BREAKING SPRING SEASON
- SUMMER UPDATES FROM THE DIGITAL RING

#### 6-7 FINANCIAL NEWS

- SUMMER UPDATES WITH SELECT ONE MORTGAGE
- SVA ANNOUNCES NEW LEADERSHIP TEAM

#### 8-9 OSTP NEWS

- ICONICA ANNOUNCES LEADERSHIP CHANGES
- BIG RED READING BUS SUMMER STOPS

#### 10-11 EVENTS IN OSTP

- MADISON COLLEGE WEST FALL SCHEDULE
- AAA MEMBER APPRECIATION EVENT



### Old Sauk Trails Park

Thompson Investment Management is relocating to 1255 Fourier Drive in August.

## What's New with Anderson and Shapiro?

As of May 2019, Anderson and Shapiro were graced with the honor of being nominated for the Wisconsin Family Business of the Year! We are incredibly thankful for all of the hard work our staff and clinicians put in to serving our community with utmost excellence. We've also added two new additional exam lanes here at the clinic to serve our patients' needs.

This past spring, we had the privilege of volunteering at the Wisconsin Council of the Blind. There, our amazing staff Sam, Emily, Miranda, Ellen and Danielle, braved the cold to help clean up the garden out in front of the Council's office building. We appreciate our staff going out to serve in the community!

There are a few new faces around the building! We are so excited to welcome to the team, Danielle, Brittney and Lexa! Danielle will be serving as our Office Assistant. Give her a call to book an appointment! Joining our tech staff is Brittney who will be a huge help in working with our patients. And as an Administrative Intern, Lexa will be with us for the summer to gain experience in how a clinic runs!

We had a lovely night cruise to celebrate a "new season" of Anderson and Shapiro! The team embraced Lake Monona on the Excellabella Yacht thanks to Betty Lou Cruise. We celebrated the new staff of A&S, including Dr. Kirkpatrick who is quickly settling into his growing practice, thanked Dr. Anderson for his years of hard work, and enjoyed the company of our staff, families and friends.

We are excited to share that we will be expanding our services and opening a remote clinic in Sun Prairie to offer surgical consults to serve the East side! Stay tuned for more details to come!

If you or a loved one are in need of eye care services, stop by our clinic in Sauk Trails Plaza, give us a call at 608-827-7705, or visit our website to schedule an appointment today! [www.be2020.com](http://www.be2020.com)



---

1200 John Q. Hammons Drive  
Suite 100  
Madison, WI 53717



## A Journey to Energy Efficiency with Swim West

For Karen Clay, the energy efficiency projects at her business last year were not only much-needed upgrades, but also research. Clay knew the boiler at Swim West in Madison was inefficient and did not work well, but she also knew she was no expert in boilers or energy efficiency; so, she made some calls.

"I knew that I was way out of my comfort zone," Clay said. "I run a swim school really well. I don't know a lot about energy." Those calls led to a collaboration between Karen and Energy Advisor Mark Lydon with FOCUS ON ENERGY®, as well as expertise from Focus on Energy Trade Ally contractors NAMI, PKK Lighting, and Edison Energy, LLC. "And then a floodgate of knowledge just opened up. I was taking in so much. There was so much I didn't know. And then the more questions (they) asked, the more you realize you have a lot more to learn."

Karen installed three energy-efficient boilers and she recently installed LED exterior lighting fixtures and replaced 92 Interior bulbs with LEDs. Those upgrades earned her a \$7,913.60 financial incentive through Focus on Energy's Small Business Program to help offset the initial cost of the investments in energy efficiency – not to mention the estimated \$60,000 she will save on future energy bills over the lifecycle of the lights and boilers.

"Through this work, my small company is on the path to lowering its utility bills by several thousand dollars annually, with a collective payback on my investments of less than three years," Clay said. Still, her energy efficiency journey isn't done. Karen wrote the winning submission for a U.S. Swim School Association grant, which will fund upcoming research trips to Amsterdam and Germany.

"We picked Amsterdam because we did our research on where is the best pool in the world... They would have sent me anywhere, but we found out Amsterdam has the best in the world in terms of energy efficiency." Clay will present her findings at the Association's annual conference in Milwaukee this September. She is also writing articles for the Association about what she has learned while working with Focus on Energy and others when upgrading her facility. "The information I have gathered will be very helpful in spreading the work [Focus on Energy does] well beyond Wisconsin. Thank you!"

Swim West is a natural gas customer of MG&E and an electricity customer of Alliant Energy, two of the 107 Wisconsin utilities that fund the Focus on Energy program. Customers of those utilities are eligible for the energy expertise and financial incentives Focus on Energy offers. A recent independent evaluation found every \$1 invested in Focus on Energy programs creates more than \$5 in benefits for Wisconsin, including economic benefits, reduced energy costs, and reduced pollution.



1001 Deming Way  
Madison, WI 53717

## Bluetree Breaks a Sweat for Charity

We're taking advantage of the warm temperatures at the Bluetree office! We've partnered with Tri4Schools, a non-profit devoted to encourage healthy, active kids and schools in Wisconsin, and we are encouraging our own Blueleaves to get active. For every race that an employee participates in from May until September, Bluetree is donating \$25 to the Tri4Schools organization. Our end goal is to reach a total of \$2,500 in donations. Track our progress on our social media handles!

Facebook: @bluetreenetwork  
Twitter: @bluetreenetwork  
LinkedIn: @bluetree-network

bluetree

1255 Fourier Drive  
Suite 101  
Madison, WI 53717

## Girls on the Run Enjoys a Record-Breaking Spring

Girls on the Run of South Central Wisconsin had another record-breaking spring. We were thrilled to help nearly 1,100 girls on 68 different teams cross the finish line at our largest-ever season ending 5K event in Middleton on June 1<sup>st</sup>. Nearly 300 volunteer coaches delivered our powerful curriculum over the ten-week season that began in March. Through their community impact projects, our girls also offered their time, energy, and resources to organizations that support the homeless, our veterans, the environment and animals in need.

If you are interested in helping 3-5<sup>th</sup> grade girls to become joyful, healthy and confident through running, please consider becoming a volunteer coach. Coaching positions are available throughout Madison and South Central Wisconsin. Coaching applications are due on August 14<sup>th</sup> and the fall 2019 season will begin on September 9<sup>th</sup>. Learn more and apply today at: <https://www.girlsontherunscwi.org/Coach>.

If Girls on the Run is not yet offered in your school or community, learn more about how to start a site (with lots of help from us) here: <https://www.girlsontherunscwi.org/Start-Site> or email us at [info@girlsontherunscwi.org](mailto:info@girlsontherunscwi.org).

With each participant, we get closer to achieving our vision of a world where every girl knows and can activate her limitless potential and is free to boldly pursue her dreams. Help us change the world by empowering our youth – opportunities are available to coach, volunteer, donate or sponsor our programs and events. And new this season, we're seeking program supply donations through our Amazon Charity List – while you're doing some shopping, pop over to [tinyurl.com/GOTRsupplies](http://tinyurl.com/GOTRsupplies).



901 Deming Way  
Suite 11  
Madison, WI 53717



**Here's to an Amazing Summer!**

And just like that... summer in Madison is coming to an end and we're gearing up for fall (bring on Badger football). Per usual, we're having a grand old time here at The Digital Ring. Read on to find out what we've been up to.

**THE STEVIE AWARDS**

Earlier this summer, we were honored to be named a Company of the Year in the Advertising, Marketing & PR category at the Stevie Awards. The judges gave us some stellar reviews, like this one: "Impressive production and quality value for a small agency — the quality of the work speaks to its success. A dynamic agency with ongoing potential for growth." (We're blushing.)

**LENDING OUR SOCIAL MEDIA EXPERTISE**

When *In Business Madison* approached us to chat about social media, we were happy to oblige. In an article that debuted last May, our partners discussed our social media philosophy, including the importance of building meaningful connections and relationships. Visit [ibmadison.com](http://ibmadison.com) and search "The Digital Ring" to see what else they said.

**MORE NEW FRIENDS**

Only one newbie since last time, but we're still actively growing our crew!

*Emily > Account Coordinator*

This summer, we welcomed Account Coordinator Emily to the family. With multiple years of agency experience under her belt, Emily is a wiz when it comes to SEO, social media, web content, and client management. A proud grad of UW-Whitewater, Emily is "cat mom" to Ashes and Oliver, and loves biking, hiking, and soaking in that gorgeous Wisconsin sunshine.

In other news, we continue working hard to help our clients leverage marketing to achieve their business goals. While we might have outgrown our "startup" status, we still embody that scrappy, go-getter spirit. Visit [thedigitalring.com/our-work](http://thedigitalring.com/our-work) to see what we've been up to. And have a wonderful end to your summer!



8401 Excelsior Drive  
Suite 104  
Madison, WI 53717



## Summer Updates with Select One Mortgage

A lot has been happening in the mortgage business! Select One Mortgage is able to offer a secure and easy online application that makes applying for a mortgage a breeze. You are now able to complete an application and upload documentation at your own convenience, freeing up your time for what matters most to you.

Your current or new home may also qualify for an appraisal waiver. This can save hundreds of dollars on the appraisal fee as well as avoiding the hassle of meeting an appraiser at your home.

Give us a call today to see if you qualify! 608-826-5626



1111 Deming Way  
Suite 205  
Madison, WI 53717

### Meet our loan officers!



Jason Buckley  
*President*



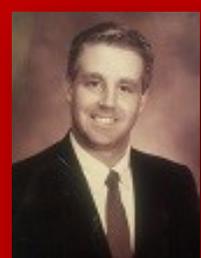
Dan Mattes



Scott Smith



Don Griffin



Andy Bacon





## SVA Announces New Leadership Team

SVA, a Professional Services Company, has announced its new leadership team led by CEO John Baltes. After the planned retirements of key leaders, Baltes (who is also stepping into the role of interim President of SVA Certified Public Accountants), alongside Bryan Bechtoldt (President of SVA Consulting), Maureen Hansen (President of SVA Wealth Management) and Tammy Koester Parks (President of SVA Trust Company), is poised to lead the company into a new era of growth. On the eve of SVA's 45<sup>th</sup> anniversary, they are committed to the values their predecessors have set forth – to remain an independent local firm, in order to provide the highest level of service to clients, business partners and the community, and to be their clients' most trusted business and financial advisor.

### [John Baltes](#)

John is CEO overseeing the family of SVA companies. He is a tenured member of SVA's Board of Directors where he has served as Chair. In John's years of service, he is credited with founding SVA Consulting and has been instrumental in leading many firm-wide growth initiatives around business development, change and innovation.

### [Bryan Bechtoldt, MS, EdD](#)

Bryan is the President of SVA Consulting, LLC, a member of the SVA family of companies. In his role, Bryan works with SVA's clients to help them prepare their organization for transformation through shaping vision and development of implementation strategies, technologies and data.

### [Maureen Hansen, CLU®](#)

Maureen is the President of SVA Wealth Management, LLC, the Registered Investment Advisory affiliate of SVA Financial Group, LLC. With over 30 years of financial experience, Maureen specializes in three primary areas of practice including asset management, divorce consulting and retirement planning.

### [Tammy Koester Parks, JD](#)

Tammy is the President of SVA Trust Company where she administers trusts and other fiduciary accounts for high net worth clients and their families. She has over 25 years of experience in the areas of estate planning and trust either as a trust officer or as an attorney in private practice.

"The new leadership team is excited to continue building on the 45 years of success," states John Baltes. "This event exemplifies SVA living out its mission of remaining independent by offering growth opportunities to every member of our team. The transition is being used as an opportunity to validate and align our services to what brings the highest value to our clients. Truly exciting time for us and our clients."

## Iconica Announces New Leadership Team

After 25 years sharing leadership duties for the first full-service design-build architecture and construction company in the area, CEO and President, Jim Pientka announces a new executive team. Going forward, Jim will serve as President, CEO, and sole owner of Iconica along with Susan Sowatzke as Chief Financial Officer, Kathy Pientka as Chief Operating Officer, Mike Walters as Vice President, and Matt Wellenkotter as Vice President Field Operations. Their focus will continue to be taking the stress out of building projects by providing full-service architecture, engineering and construction in whatever quantities are needed.

Iconica will continue to help commercial clients grow their businesses by solving their space needs. Jim thanks his brother Tom for having faith 25 years ago to go into business together, and the belief in his abilities to continue operating and growing Iconica successfully for the years ahead. Tom will lead Tukka Properties as CEO, and President. The firm develops senior housing throughout Wisconsin offering quality care and facilities for seniors seeking independent living, assisted living and memory care.

### ABOUT ICONICA

Iconica provides clients with the best spaces possible for their businesses. Architects, engineers, superintendents and project managers work together to give clients everything they need in one place, cutting down on stressful experiences, and freeing up time for their own business needs. Iconica can build, remodel and design any commercial space you need. Based in Madison, WI, the company employs 90 associates and has worked on thousands of projects since inception and over millions of SF across the Midwest.

Iconica's current projects within Old Sauk Trails Business Park include BDO, Dean Office Building, Erdman Parking Structure, GHC Sauk Clinic, and Thompson Investments Group. For more information, visit [www.iconicacreates.com](http://www.iconicacreates.com).



901 Deming Way  
Madison, WI 53717



## Big Red Reading Bus Summer Stops

Why do children read less during the summer? For some, it may be a lack of motivation or interest, but for others, the reason is they don't have any books to read or access to them. Too many children, disproportionately children of color in urban and rural communities, live in book deserts without access to books at home or school (Neuman and Celano, 2012). Madison Reading Project hopes to help fill the need for quality programs and books, giving children a wide selection to choose from on our Big Red Reading Bus.

This summer we have been filling our days welcoming children onto the bus to select books they want to read for themselves and their siblings. Many of our summer stops are scheduled for repeat visits, some as often as once per week to once per month for consistent access. When you support Madison Reading Project, you are helping us provide quality literacy programming and helping place thousands of books into children's hands and minds. Since the bus roll-out at the end of May, we have made 41 stops at community centers, food pantries, schools, and parks throughout Dane County. During those stops, we provided 6,623 quality books to 4,599 children.

### Our Impact Year-to-Date

- Books given: 16,485
- Children impacted: 11,240
- Programming events provided: 85



8030 Excelsior Drive  
Suite 306  
Madison, WI 53717

For more information about Madison Reading Project, to help, donate, or volunteer, visit [madisonreadingproject.com](http://madisonreadingproject.com)



## Madison College West

*Home of Continuing Education  
& Corporate Training!*



Madison College is pleased to announce that its first ever **Continuing Education and Corporate Training Center is NOW OPEN!**

Your new workforce training resource is located at **8017 Excelsior Drive.**

**Don't wait for the Fall Open House... call 608-258-2301, Option 2 or stop in TODAY!**

### **WE OFFER:**

- » State of the art "**SMART**" classroom and meeting space rentals designed to fit your needs.
- » A wide variety of online (self-paced and instructor led) and in-person classes, designed to improve your performance and advance your career.
- » Customized employee professional development education solutions that deliver **Proven Results**
  - **Analyze:** We learn the current conditions and goals and assess current and future needs.
  - **Design:** We design practical, hands-on, cost-effective solutions customized to meet employer and employee needs.
  - **Apply:** We deliver customized training and professional services utilizing best practices in adult learning and experienced professionals.
- » Personal Enrichment courses that will inspire and enrich your life!

### **Fall classes begin September 3, 2019.**

*See class snapshot below.*

				PROFESSIONAL DEVELOPMENT COURSES			
START	END	CLASS TITLE	CLASS #	MEETING TIME		DAYS	*FEE
9/18	10/30	Research Fundamentals	34241	6:00 PM	9:00 PM	W	\$299
9/23	10/21	Project Management Skills	34137	6:00 PM	9:00 PM	M	\$399
	10/9	Social Insurance Programs Update	34475	1:00 PM	5:00 PM	W	\$59
	10/25	Leadership Essentials	34448	8:30 AM	12:00 PM	F	\$99
	11/1	Cyber World Legal Liability	34478	1:00 PM	5:00 PM	W	\$59
	11/8	CliftonStrengths Discovery	34154	8:30 AM	4:30 PM	F	\$129

				PERSONAL ENRICHMENT COURSES			
START	END	CLASS TITLE	CLASS #	MEETING TIME	MEETING TIME	DAYS	*FEE
9/3	12/3	Figure Drawing	33770	6:00 PM	9:00 PM	T	\$343
9/3	10/22	Yoga-Flow	33764	4:45 PM	5:45 PM	T	\$67
9/3	10/22	Japanese 1	33719	6:00 PM	8:30 PM	T	\$155
9/4	9/4	The Essential Instant Pot	34315	6:00 PM	9:00 PM	W	\$48
9/9	10/14	Guitar 1	33756	6:30 PM	8:30 PM	M	\$95
9/19	10/3	Genealogy Intro	33739	6:00 PM	9:00 PM	R	\$80

*\*Fees are approximate and subject to change.*

**Watch your mail for our Fall 2019 Class Schedule...mail date, August 9, 2019.**

Register online: [madisoncollege.edu/ce](http://madisoncollege.edu/ce)



## Save the Date!

### 2019 Forward Festival

August 22-29, Madison  
8 Days —  
50+ Events

Join fellow entrepreneurs, nerds, geeks, hackers, foodies and creatives from the Midwest in an 8-day celebration of innovation and entrepreneurship.

See the full schedule and register today  
[www.forwardfest.org](http://www.forwardfest.org)



## Join us for a Member Celebration

It's our way of saluting our members, getting to know one another and helping you learn about all your membership has to offer. We're a club — not just another company — and our members are the focus of all we do.



Monday, September 23rd - Friday, September 27th  
AAA Office  
8401 Excelsior Drive, Madison

#### AAA Member Celebration Events Include:

- Enter to Win: 2 Green Bay Packer ticket to December 8, 2019 Game
- Member gift

No need to RSVP — we're looking forward to seeing you!  
Friends and family welcome.

Stop by or give us a call for more information.

AAA Wisconsin  
608-828-2400

Must be 18 years old to enter. No purchase necessary to enter. A purchase will not improve an individual's chances of winning with this entry. The collected information will not be sold or given away to any other company. It will be used solely for AAA Product Development.

16PRM-100001

**The Gialamas Company, Inc.**

8040 Excelsior Drive, Suite 200

Madison, WI 53717

[www.gialamas.com](http://www.gialamas.com)



**The Gialamas Company, Inc.**

COMMERCIAL REAL ESTATE | DEVELOPMENT | BROKERAGE | LEASING | MANAGEMENT

BUSINESSLINKS is published quarterly by:

**The Gialamas Company, Inc.**

8040 Excelsior Drive, Suite 200

Madison, WI 53717

**Phone:** 608.836.8000

**Fax:** 608.836.7863

**E-mail:** [office@gialamas.com](mailto:office@gialamas.com)

**Editors: Bridget Mooney & Kaitlin Jenkins**

To subscribe to BUSINESSLINKS or to submit articles and photos,  
please e-mail [office@gialamas.com](mailto:office@gialamas.com)

Like us on **Facebook** @[thegialamascompany](https://www.facebook.com/thegialamascompany)  
to stay up-to-date with events in  
Old Sauk Trails Park!

[www.gialamas.com](http://www.gialamas.com)