

## February is American Heart Month!

Did you know that people who have close relationships at home, work, or in their community tend to be healthier and live longer? One reason, according to the National Heart, Lung, and Blood Institute (NHLBI), is that we're more successful at meeting our health goals when we join forces with others. NHLBI launched the #OurHearts movement to inspire us to protect and strengthen our hearts with the support of others.

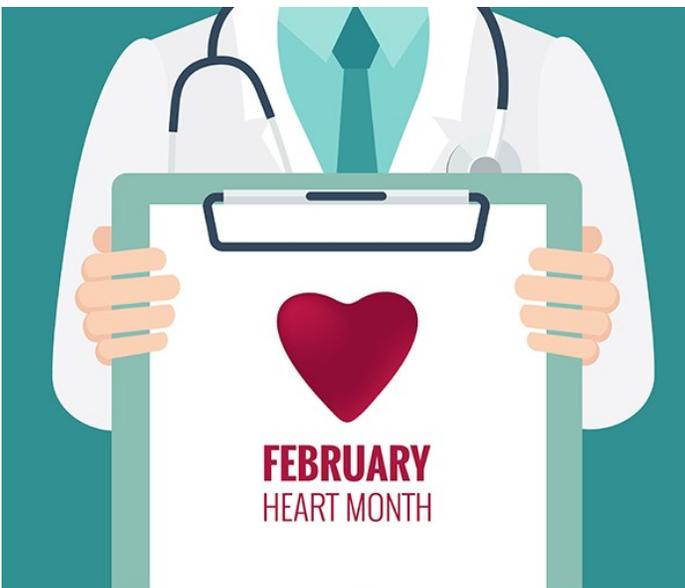
### Why Connecting is Good for Your Heart

Feeling connected with others and having positive, close relationships benefit our overall health, including our blood pressure and weight. Having people in our lives who motivate and care for us helps, as do feelings of closeness and companionship.

Follow these heart healthy lifestyle tips with your friends, family, coworkers, and others in your community and you'll all be heart healthier for it:

- Be more physically active.
- Maintain a healthy weight.
- Eat a nutritious diet.
- Quit smoking.
- Reduce your stress.
- Get enough quality sleep.
- Track your heart health stats.

You don't have to make big changes all at once. Small steps will get you where you want to go.



## INSIDE THIS ISSUE

### 2-3 OSTP Business NEWS

- InBusiness anniversaries to celebrate
- Combat Blindness celebrates 30 years
- Growing into a new space with AIQ Solutions
- Summer Camp signup with SwimWest

### 4-5 OSTP NEWS

- A new Director of Business Development for Iconica
- Hotel renovations Holiday Inn West
- Ringing in the New Year with The Digital Ring
- Midwestern BIOag's new flagship product debut

### 6-7 Financial NEWS

- A year of success for Savant Capital Management
- 2019 financial review with Associated Bank
- AAA's Tow to Go program

### 8-9 VOLUNTEER NEWS & EVENTS

- American Red Cross blood drives with AAA and Rural Mutual Insurance
- Madison Reading Project's annual Read(y) to Wear Event

### 10-11 EVENTS IN OSTP

- Madison College west campus open house
- Upcoming fundraiser hosted by Girls on the Run



### Relocations in Old Sauk Trails Park

- AIQ - 1111 Deming Way
- Milio's Corporate Office - 8030 Excelsior Drive



As noted in the January edition of InBusiness Magazine, 2020 marks some significant business anniversaries for several prominent companies who operate out of Old Sauk Trails Park. These leaders in business longevity have stood the test of time and we're proud to help celebrate their achievements.

- Stifel Financial Services - 130 Years
- BDO USA LLP - 110 Years
- Gannett Fleming Inc. - 105 Years
- Morgan Stanley - 85 Years
- Accuray, Inc. - 30 Years
- Forte Research Systems Inc. - 20 Years
- Thompson Kane & Co. LLC - 10 Years
- The Digital Ring – 5 Years



## Combat Blindness International Builds on 35 Years of Vision

Having marked several milestones in 2019, Combat Blindness International (CBI) is looking forward to reaching new heights in 2020. Last year, we celebrated our 35<sup>th</sup> anniversary of working to eliminate preventable blindness worldwide with some important achievements:

- CBI helped eliminate a backlog of 6,000 cataract cases in Botswana.
- We supported 15,570+ sight-restoring cataract surgeries.
- We helped provide vision screenings for more than 233,200.
- And, CBI has continued empowering hundreds of young women with ophthalmic paramedical training.

But our story doesn't end there. Looking ahead, we plan to expand our programs in India, The Gambia, Paraguay, Brazil and the United States. You can help us make a difference by donating to CBI, or by attending our fun and inspiring events. Visit [CombatBlindness.org](http://CombatBlindness.org) in the coming months for details!



8030 Excelsior Drive  
Suite 308  
Madison, WI 53717



1111 Deming Way  
Suite 105  
Madison, WI 53717

**AIQ Solutions Grows into New Space**

In December, AIQ Solutions Inc. moved into their new office located at 1111 Deming Way in Madison. The move was a much-needed upgrade for this growing company which added ten employees in 2019, after raising \$3.5 million in their series A funding round.

AIQ was incorporated in 2015 and founded to design and develop a medical software platform that shows how patients are responding to disease treatments. AIQ's software gives physicians and pharma companies a better tool to understand the effectiveness of the treatments and how patients are responding. AIQ's disruptive technology has potentially far-reaching effects on how therapies are delivered to patients, which can lower their costs significantly, as well as help determine the best treatment for certain types of diseases such as cancer and Acute Myeloid Leukemia (AML).

AIQ is proud to be working in close partnership with the University of Wisconsin – Madison as well as serving the Madison community while working to answer questions to some difficult challenges in the medical community. To learn more about the AIQ team and how they are working hard to equip physicians with state-of-the-art treatment response technology, visit the AIQ website at [www.aiq-solutions.com](http://www.aiq-solutions.com).

**Swim&Gym Summer Camp**

SwimWest swim school celebrated 30 years in business this January. The event was marked with an open house celebration in early January. Registration has now opened for Summer 2020 Swim&Gym Summer Camp. Each week of the Swim&Gym Summer camp is based on a theme. From Treasure Hunt to Star Wars and Super Heroes, we've got it all this summer.



Sign up options are varied -- choose from a single week, multiple sessions, or the whole Summer -- find the plan that's right for you!

1001 Deming Way  
Madison, WI 53717



## Iconica hires Kevin Carey - Director of Business Development

Iconica is excited to welcome Kevin Carey, Director of Business Development to the team. Kevin is responsible for supporting customers with his knowledge and experience as they begin to identify and clarify their business space needs. "Kevin has a great deal of experience and success in working with companies and demonstrating his knowledge of commercial building, real estate transactions and development," says Jim Pientka, President and CEO of Iconica. "Kevin is quickly becoming a valued resource for our clients and our team."

Kevin is well-respected within the Madison and greater Dane County area. He brings over 20 years of sales and business development experience to Iconica as a commercial real estate broker, developer, tenant representative and former client of Iconica.

Feel free to reach out to Kevin to have a conversation about what your business needs are for 2020 and beyond.

You can contact Kevin via:  
Email: [kevin.carey@iconicacreates.com](mailto:kevin.carey@iconicacreates.com)  
Phone: (608) 664-3525  
Website: [iconicacreates.com](http://iconicacreates.com)



901 Deming Way  
Madison, WI 53717

## Holiday Inn & Suites Undergoing Renovations

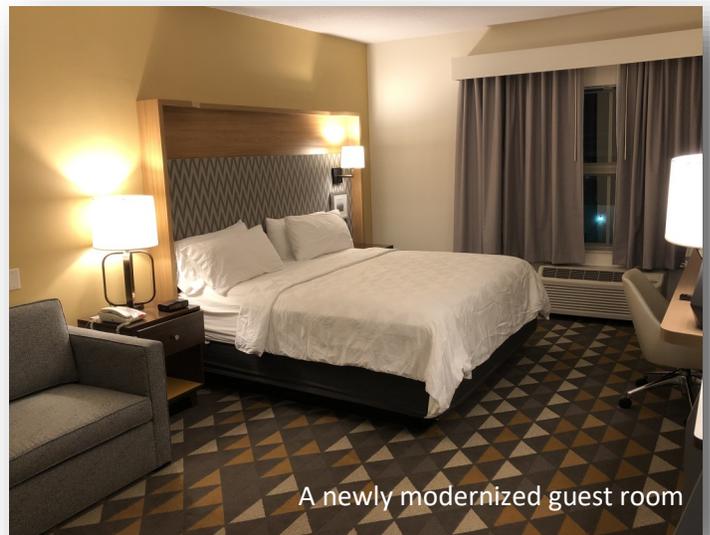
Holiday Inn & Suites Madison West is proud to announce that we have begun our multi-million dollar renovation project. The renovations began in October 2019 with upgrades to all of our guest rooms. Once guest spaces are completed, we will move our renovation focus into the lobby area, meeting space and restaurant areas.

We are excited to be able to give our guests a better experience than ever before. Whether you are traveling for business, leisure, or hosting an event, the modernization will compliment your stay in the Madison/Middleton area.

We anticipate all renovations and updates to be completed in the Fall of 2020 and look forward to welcoming you to our newly refreshed space.



1109 Fourier Drive  
Madison, WI 53717



A newly modernized guest room

Happy New Year from TDR

Happy New Year! 2019 was a big year for us — we're welcoming the new decade with enthusiasm, marketing insights, and a completely renovated office space. We're so thankful for our incredible clients and the greater Madison community that make all this possible.

We kicked off 2020 with some new office digs, and we couldn't be more excited. Our renovated space is bigger, better, and entirely more orange than ever before. We're already feeling the boost to our creativity! Here are a few highlights:

- Three new conference rooms.
• Beautiful murals painted by our very own crew members.
• So much natural light (maybe we can actually get some plants to grow now?).

We love connecting with fellow small businesses. We've refreshed our blog with helpful marketing tips about SEO, website accessibility and more! Learn a thing or two to apply to your business at www.thedigitalring.com/blog.

Our crew continues to grow. This winter, we welcomed:

- Ryan Kibbe: He brings years of marketing experience to our PDA team and has gotten his hands dirty in everything from web development to copywriting to SEO.
• Elizabeth Beardmore: She's a recent UW grad with a huge repertoire of marketing skills to grow on our Account Management team.
• Our PDA intern, Mikaela, also graduated in December. We're thrilled to officially welcome her as a full-time member of the TDR family!



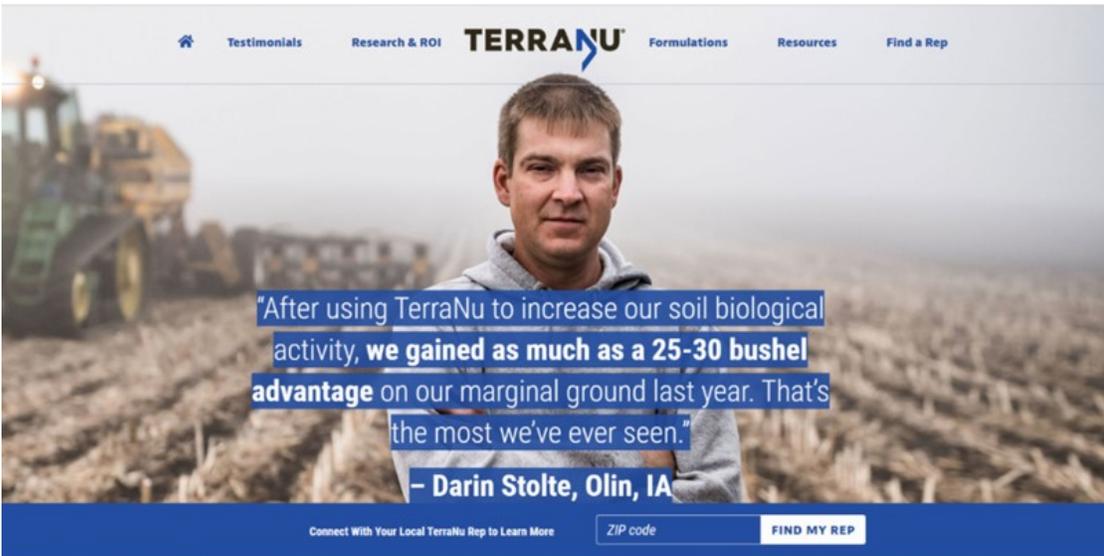
8401 Excelsior Drive
Suite 104
Madison, WI 53717

Midwestern BioAg Launches New Website for Its New Flagship TerraNu® Product Line

Midwestern BioAg is excited to launch a brand-new product website, TerraNu.info. TerraNu® is a carbon-based fertilizer that increases crop performance by stimulating soil biology and increasing nutrient uptake in crops.

The site features various customer testimonial videos, product trial data and more about TerraNu's trial research findings. Hear firsthand from growers and retailers about Midwestern BioAg's latest product success, TerraNu carbon-based fertilizer.

To learn more, visit TerraNu.info or contact Midwestern BioAg.
marketing@midwesternbioag.com | 608.841.1615 | www.midwesternbioag.com



918 Deming Way
Suite 101
Madison, WI 53717

### A year of Success for Savant Capital Management

Savant Capital Management has been ranked by InvestmentNews as one of the Top 10 Registered Investment Advisors (RIAs) in the Midwest. The ranking was based on total assets under management (AUM), with Savant earning the No. 6 spot with \$6.1 billion in AUM.

*"Team Savant works every day to deliver on our mission to help build ideal futures for our clients,"* said Brent Brodeski, CEO of Savant. *"Recognitions like this are a reminder of the important work we do for so many individuals and families."*

Savant was also ranked by InvestmentNews in 2019 as one of the leading RIA firms of the year. The firm ranked #32 on the comprehensive list of more than 2,200 firms. The list was based on total AUM and is the 12th time Savant has been recognized on the nationwide list.

Savant Capital Management is pleased to announce that CEO Brent Brodeski is among an esteemed group of financial advisors to receive the *Barron's* Advisor Hall of Fame award. *Barron's*, one of the world's premier investing publications, established its Hall of Fame to shine a spotlight on the nation's best financial advisors, with an eye toward raising standards in the finance industry. Each of the 145 Hall of Fame members, or one percent of all advisors in the industry, also have appeared in 10 or more of *Barron's* annual Top 100 Advisor rankings.

#### About Savant Capital Management

Savant Capital Management is a leading independent, nationally recognized, fee-only firm serving clients for 30 years with more than \$6 billion in assets under management. As a trusted advisor, Savant Capital Management offers investment management, financial planning, retirement plan and family office services to financially established individuals and institutions. Savant also offers corporate accounting, tax preparation, payroll and consulting through its affiliate, Savant Tax & Consulting.



1200 John Q. Hammons Drive  
Suite 101 A  
Madison, WI 53717



### A review of 2019 with Associated Bank

Spring is just around the corner and many of us are looking forward to trees blooming and snow melting. Associated Bank is also growing, with the recent acquisitions of Huntington and Bank Mutual as well as First National Bank which is expected to close February this year.

Looking back in 2019, our economy and markets roared across asset classes and sectors. The S&P 500 concluded its fourth best decade on record with a total return of 250%. Interest rates declined during the year producing investment-grade bonds' highest rate of return since 2009. The stock market had a tremendous year. For example, the S&P 500 gained more than 25% for just the 19th time since 1928.

Recent housing news shows median home values in Wisconsin is \$202,029 while home values have gone up 5.1% over the past year and experts are predicting that they will rise 2.8% within the next year. In Madison, a single-family home priced up to \$250,000, was on the market for an average of 10 days compared to a national average of 103 days. What does this mean to buyers?

Formal preapprovals have become a necessity and is critical for a successful accepted offer. We are committed to finding the right loan for your individual financing needs. We've been helping people reach their dreams of homeownership for over 150 years. Is your heart set on an exclusive property? Add the buying power of a jumbo loan from Associated Bank with loan amounts from \$510,400 to \$3 million and loan terms from 10 to 30 years. Depending on your income, we also offer low down payment loans as little as 0-3%. Meet with your mortgage lender at Associated Bank to find the loan that is right for you.

Associated Bank also offers a full range of financial products and services, including private banking, investment management, trust and estate planning and preferred rates on certificates of deposit, checking, accounts and more!



8040 Excelsior Drive  
Suite 100  
Madison, WI 53717

The *Tow to Go* program helps to prevent impaired drivers from getting behind the wheel and endangering themselves and others on the roadway. A program of AAA – The Auto Club Group, it reminds party-goers of the importance to plan ahead by choosing a designated driver, staying where you are celebrating, or arranging for another form of safe transportation such as AAA's *Tow to Go* program.

The *Tow to Go* program operates on most major holidays and offers a free, safe ride to any driver\* who is alcohol or drug-impaired – AAA member or not. Over the past two decades, the *Tow to Go* program has been instrumental in preventing more than 25,000 impaired drivers from getting behind the wheel.

*Tow to Go Service Areas	Toll Free Phone Number
FL, GA, IA, MI, ND, NE, TN, WI and IN (Fort Wayne/South Bend)	(855) 2-TOW-2-GO or (855) 286-9246

Free confidential ride available to AAA members and non-members.

The AAA tow truck transports the vehicle and driver home or somewhere safe within 10 miles.

Holidays	Date (Day) of Holiday	Days/Times Tow to Go is Provided
Super Bowl	February 2 <sup>nd</sup> (Sunday)	6:00PM Friday 01/31/2020 TO 6:00AM Monday 02/03/2020
St. Patrick's Day	March 17 <sup>th</sup> (Tuesday)	6:00PM Monday 03/16/2020 TO 6:00AM Wednesday 03/18/2020
Memorial Day	May 25 <sup>th</sup> (Monday)	6:00PM Friday 05/22/2020 TO 6:00AM Tuesday 05/26/2020
Independence Day	July 4 <sup>th</sup> (Saturday)	6:00PM Thursday 07/02/2020 TO 6:00AM Monday 07/06/2020
Labor Day	September 7 <sup>th</sup> (Monday)	6:00PM Friday 09/04/2020 TO 6:00AM Tuesday 09/08/2020
Halloween	October 31 <sup>st</sup> (Saturday)	6:00PM Friday 10/30/2020 TO 6:00AM Sunday 11/1/2020
Thanksgiving	November 26 <sup>th</sup> (Thursday)	6:00PM Wednesday 11/25/2020 TO 6:00AM Monday 11/30/2020
Christmas through New Year's	December 25 <sup>th</sup> (Friday) January 1 <sup>st</sup> 2021 (Friday)	6:00PM Thursday 12/24/2020 TO 6:00AM Monday 01/04/2021

Important *Tow to Go* guidelines:

- Tow trucks can usually transport up to two people in the cab of the truck. If there are more people in your party, you will need to make other arrangements to get them home safely.
- You can't make an appointment to use *Tow to Go*. It is designed as a safety net for those that did not plan ahead. Always choose a Designated Driver before celebrating.
- In some situations, AAA may need to make other arrangements to get an impaired individual a safe ride home.
- *Tow to Go* may not be available in rural areas or during severe weather conditions.



8401 Excelsior Drive  
Madison, WI 53717



AAA of Wisconsin will be hosting an American Red Cross Blood Drive on **Tuesday February 18th from 9:00 a.m.-3:00 p.m.** in their Leadership Room located at 8401 Excelsior Drive, Madison, WI 53717.

For an appointment please call 1-800-RED-CROSS (1-800-733-2767) and provide the sponsor keyword: *Old Sauk Trails*

Rural Mutual Insurance Co. will have a American Red Cross Blood Drive on **Monday, April 6 from 10:00 a.m.-2:30 p.m.** in their office meeting room located at 1241 John Q. Hammons Drive, Suite 200, Madison, WI 53717.

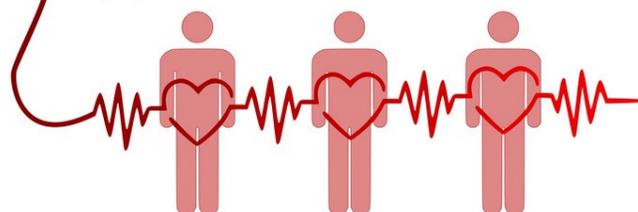
To book an appointment, please visit <https://www.redcrossblood.org/give.html/drive-results?zipSponsor=Ruralmutualins>



**American  
Red Cross**



**1 pint  
can save  
3 lives**



## Get involved to bring 60,000 books to kids this year

Madison Reading Project provides enriching literacy opportunities celebrating the identities and interests of young readers by providing free books and engaging in outreach partnerships affirming and reflecting the cultural and linguistic diversity of our communities. All of our work is to close opportunity gaps and ignite a love for reading.

Ways to help:

- Sign up to host a book drive at your business.
- Attend or sponsor our events and fundraisers.
- Volunteer with your team at our donation center in the business park.
- Donate funds to help us sustain our nonprofit organization.

Visit [madisonreadingproject.com](http://madisonreadingproject.com) for details on how to get started now!



## Gearing up for Annual Read(y) to Wear Event

Join us next month at Read(y) to Wear and get ready to take a stand for literacy! This fun-filled event helps us fund our nonprofit with quality books, our Big Red Reading Bus, professional staff and our donation center, all working together to provide our literacy offerings and outreach to thousands of children in our area.

Read(y) to Wear is our annual paper inspired benefit fashion show. This exciting event brings together lovers of reading, fashion and fun to see how creative the design teams can get with paper as the main material of their design.



Madison Reading Project  
Presents:

*Read(y)*  
to Wear

A paper inspired benefit fashion show.

February 8, 2020 | 7 pm - 10 pm  
The Madison Concourse Hotel and Governor's Club

#ReadyToWear

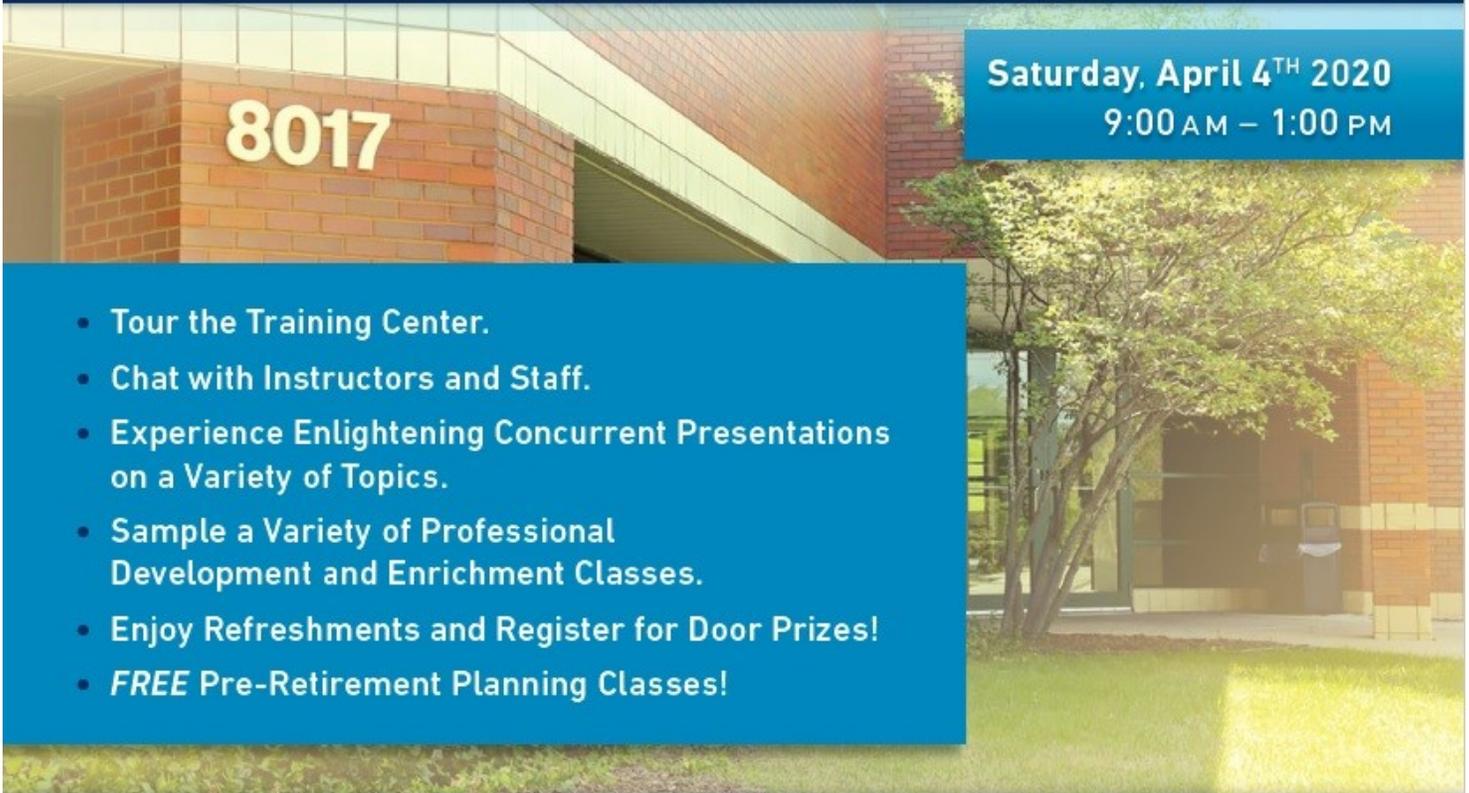


8030 Excelsior Drive  
Suite 306  
Madison, WI 53717



MADISON COLLEGE  
**PROFESSIONAL & CONTINUING EDUCATION**

# *West Campus Open House*



**Saturday, April 4<sup>TH</sup> 2020**  
9:00 AM – 1:00 PM

- Tour the Training Center.
- Chat with Instructors and Staff.
- Experience Enlightening Concurrent Presentations on a Variety of Topics.
- Sample a Variety of Professional Development and Enrichment Classes.
- Enjoy Refreshments and Register for Door Prizes!
- **FREE** Pre-Retirement Planning Classes!

**Madison College - West Campus | 8017 Excelsior Drive, Madison WI**



8017 Excelsior Drive  
Suite 125  
Madison, WI 53717

**Interested in attending the open house in April?**

Register today at:

<http://madisoncollege.edu/events-and-seminars>

## UPCOMING EVENTS IN OSTP

### Girls on the Run Hosting Annual Fundraiser at Estrellón on February 24

Girls on the Run of South Central Wisconsin is pleased to announce that their premier fundraising event, the Sneaker Soirée, will take place on **Monday, February 24<sup>th</sup> from 6-9pm at Estrellón in Madison**. The fun begins at 6:00 pm with hors d'oeuvres and beverages. Chef Tory Miller will curate a menu of delicious Spanish-influenced small plates and tapas.

The event is open to the public and will feature a silent auction, cash raffle and the announcement of the 2020 recipients of the Girls on the Run Alumni College Scholarship. Supporters can also purchase raffle tickets and bid on auction items without being present to win. More information and links to register, purchase raffle tickets and explore the auction are available at: [www.girlsontherunscwi.org/sneaker-soiree](http://www.girlsontherunscwi.org/sneaker-soiree).

Proceeds from the Sneaker Soirée inspire local girls to find joy, health and confidence through running. Nearly 30% of Girls on the Run participants require a scholarship to participate in this empowering and transformational after-school program. With each contribution, there is progress towards a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. Help change the world by empowering our youth! Learn more about opportunities to coach, volunteer, donate, or sponsor programs and events at [www.girlsontherunscwi.org](http://www.girlsontherunscwi.org).



901 Deming Way  
Suite 11  
Madison, WI 53717



**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)