

Settlers Bank Founders named InBusiness Executives of the Year

Settlers Bank is proud to announce that Dave Fink, President, and Tom Spitz, CEO, the leading founders of Settlers Bank, have been recognized by InBusiness Magazine as Executives of the Year. Tom and Dave are one of seven business and community leaders and the only leadership team receiving recognition for their innovation and company success. While a tandem honor is unusual, they attribute the success of Settlers Bank to the structure of collaboration that is the foundation of their leadership values.



Dave Fink



Tom Spitz

Sb Settlers bank



8010 Excelsior Drive
Madison, WI 53717

**Welcome to Old
Sauk Trails Park**

Great Wolf Resorts
1255 Fourier Drive

INSIDE THIS ISSUE

2-3 OSTP BUSINESS NEWS

- ICONICA TEAM EXPANDS
- BUSINESS ANNIVERSARY RECOGNITION
- NATIONAL GUARDIAN LIFE WELCOMES NEW PRESIDENT & CEO
- MORTGAGE LOAN LIMITS WITH ASSOCIATED BANK

4-5 OSTP NEWS

- BWBR PROJECT EARNS DESIGN AWARD
- RINGING IN THE NEW YEAR WITH THE DIGITAL RING

6-7 FINANCIAL NEWS

- SAVANT CAPITAL MANAGEMENT NAMED A TOP RIA FIRM
- EDUCATION OPPORTUNITIES IN OSTP

8-9 HEALTH NEWS

- FEBRUARY IS HEART HEALTH MONTH
- AAA BLOOD DRIVE— RED CROSS

10-11 EVENTS IN OSTP

- MADISON READING PROJECTS READY TO WEAR EVENT
- SWIM WEST—SWIM & GYM SUMMER CAMP REGISTRATION OPEN
- BENVENUTO'S FISH FRY

February Heart Health Month



Iconica Welcomes Joe Swanton and Hector Rivera to the team

Joe is our new Process Manager. He brings more than 20 years of experience implementing new projects and process improvements along with providing fiscal, strategic, and operations leadership to achieve organizational goals, savings, and profitability. He is a dynamic and results-oriented leader with a strong track record of building high-performing teams. Joe has a BS in Accounting from the University of Kansas and an Executive MBA from the University of Wisconsin-Madison.

Hector is our new Field Operations Manager. He will leverage his prior work experience in managing field teams in steel studs, drywall and painting as he assists Matt Wellenkotter, Director of Field Operations, in running our 20-person carpentry and field labor crew. Hector will also provide estimating, scheduling, and problem-solving for our growing commercial renovation division.



901 Deming Way
Madison, WI 53717

Welcome, new employees!

Joe Swanton



Hector Rivera



As noted in the January edition of InBusiness Magazine, 2019 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.

- AAA of Wisconsin – 90 Years
- Rural Mutual Insurance – 85 Years
- Baird – 75 Years
- Northern Capital Management – 40 Years
- SupraNet – 25 Years
- NSI – 20 Years
- Thompson Investment Management – 15 Years



New President & Chief Executive Officer to lead National Guardian Life Insurance Company

We are excited to share that the NGL Board of Directors selected Knut A. Olson as its next President and CEO, effective January 3, 2019, succeeding Mark L. Solverud who announced his retirement for the end of April 2019.

“The Board conducted a nationwide search and established specific criteria to identify a leader who could build upon NGL’s growth, financial strength and connection with its customers and marketing partners. Olson is eminently qualified and has an outstanding reputation in the insurance industry. His many accomplishments and experience will provide NGL with strong leadership to guide us into the future,” stated David G. Walsh, Chairman of the Board.

Most recently, Olson was President of the North American Life and Annuity Division of Foresters Financial, and President of Foresters Life Insurance and Annuity Company, where he oversaw Forester’s life insurance business in the U.S. and Canada and also had responsibility over annuities, investment products and insurance operations.

Prior to Foresters, he worked at Thrivent Financial for more than 25 years, beginning as an insurance agent and advancing to General Agent, Managing Partner, Divisional Vice President, and then to the home office position of Chief Distribution Officer and ultimately Senior Vice President of Mission Advancement.

“I share the values that drive NGL’s mission and am impressed with the company’s past achievements. While remaining committed to its primary markets and policyholders, the Board is looking to expand NGL’s marketing and product focus in order to continue its path of growth. I have a background and passion for that challenge, and I look forward to working with the Board and management staff toward that goal,” said Olson.



Knut A. Olson



1241 John Q. Hammons Drive
Suite 401
Madison, WI 53717

Associated Bank News

MORTGAGE LOAN LIMITS INCREASING!

2019 CONFORMING FIXED RATE LOAN LIMITS

- 1 UNIT NOW \$484,350
- 2 UNIT NOW \$620,200
- 3 UNIT NOW \$749,650
- 4 UNIT NOW \$931,600

Are you qualified?
Ask about our Pre-Qualification Program.

Mortgage loan options:

Knowing your choices gives you the power to make good decisions, and Associated Bank offers a full range of home loan programs and sensible financing structures designed to meet your short-term needs and long-term goals.



Jason S. Smith, AVP
Residential Loan Officer | Residential Lending
Office: 608-259-3774 | Cell: 608-576-7067
8040 Excelsior Dr. | Madison, WI 53717
Jason.Smith@AssociatedBank.com
NMLS ID: 762823
Apply Online: <https://www.associatedbank.com/jsmith>



**LEADING LENDER
IN THE MIDWEST***

BWBR-designed Brookview Elementary Earns Design Award

Brookview Elementary School, part of the Stillwater, Minnesota Area Public Schools, received AIA Minnesota's highest recognition for design at the association's annual Conference on Architecture in November. The newly opened school was one of only four projects to be recognized this year with the Honor Award.

"The way students are taught has evolved dramatically in the last several years. With Brookview, we were able to create an environment that does more than enhance teaching. It elevates students to learn in different settings beyond the classroom," said Steve Berg, AIA, BWBR's project manager for the school. "The school district embraced Brookview's innovative design and planning, and we're honored to see such effort be rewarded by the AIA."

Serving students in pre-kindergarten through 5th grade, BWBR designed the 74,000-square-foot school with collaboration as its central focus. The distinctive solution splits the school into smaller learning communities utilizing three pods that feature a Learning Commons where students find an identifiable space to gather and grow and teachers can expand learning opportunities beyond the formal classroom. High ceilings, bright colors, and abundant daylight enrich the student experience and stimulate both the academic and social aspect of the space.

Layers of spaces are the hallmark of Brookview Elementary. A central zone houses shared student spaces, including a learning resource center, gymnasium, cafeteria, and special education, music, and art classrooms. Bright circulation corridors connect the shared spaces to the learning communities.

As a place of community, culture, socializing and learning, the school entrance was envisioned more as a front porch to welcome and invite students and families into an active and inspiring environment. In the cafeteria, the expanse of segmented glass windows provide views to the play areas outside, making the connection between structured and unstructured activities while adding visual interest to the space.



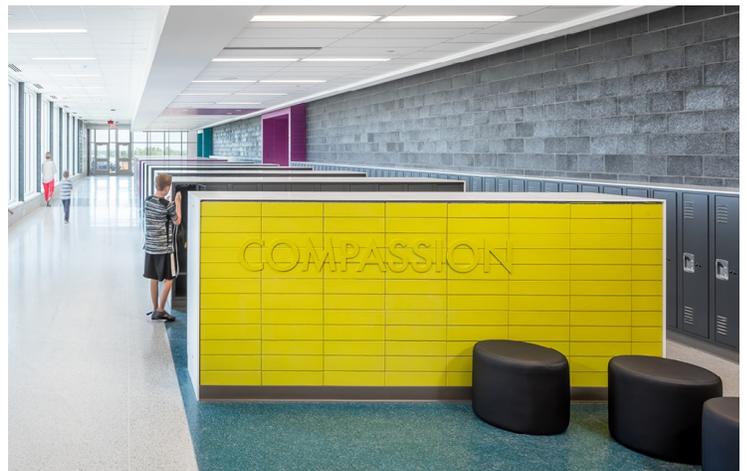
B | W | B | R

1241 John Q. Hammons Drive
Suite 503
Madison, WI 53717

Judges cited the design team's constraint in creating a facility that is playful but not childlike and appropriately scaled and expressive where children can grow.

"The goal was to design an environment that would make students excited to be at school and give teachers and staff spaces that could make learning a more active experience," said BWBR's Laura Flynn, a designer on Brookview. "Design provides an opportunity to shape how children experience their surroundings. With Brookview, these students get to experience something uplifting and positive."

Brookview Elementary is the first new elementary school to be built in the Stillwater school district since 1998. Located in Woodbury, Minn., the school has the capacity to serve approximately 450 students in a growing part of the district.



HOW IS IT ALREADY 2019?

Happy 2019 from your friends at The Digital Ring! As we approach our 4th birthday (cue the confetti) and reflect on this past year, we feel immensely grateful for our crew, our clients, and our Madison community.

POP THE CHAMPAGNE

We ended 2018 with a bang, winning a few awards that speak to our commitment to being the best we can be — for our clients and for each other.

- We won **two Best of Small Business awards**: “Best Workplace” and “SB100,” which honors the top 100 small businesses in the country. (Thanks Small Business Expo!)
- We received an **Executive Choice Award** from InBusiness Magazine in the category “Social Media Consulting Company.”
- We competed for the **Most Innovative Company (MIC) Award**, presented by the Greater Madison Chamber of Commerce. While we didn’t come home with the gold, we were honored to be recognized as one of seven finalists.



The Best of Small Business Awards™ is America’s most prestigious honor that recognizes and celebrates the BEST Small to Mid-Sized Business Visionaries.

With over twenty notable “Best of Small Business” categories to choose from, The Best of Small Business Awards™ is the largest Annual Business Recognition Program in the US.

AND THEN THERE WERE 22...

This winter, we welcomed Alex to the crew as an Account Manager of our newly formed Client Success Team. Alex hails from Michigan and is a proud Michigan State University alum. Hobbies include traveling (most recently to Spain), learning to cook (Italian, Mexican, and “brunch” foods are her favorite), reading, and listening to music. Fun fact: despite refusing to watch horror movies, Alex has been an extra in one.

WHAT’S LIFE WITHOUT A LITTLE LASER TAG?

As always, we still managed to have just a *little* bit of fun at the end of 2018. In November, we decided to hold our town hall meeting at Ultrazone, and round out a serious discussion of company values, financials, and goals with a rowdy round of laser tag (naturally). And, thanks to the Ronald McDonald House, a few amazing kids visited Ultrazone to join the fun (don’t worry — they went easy on us).

All in all, we’re grateful for a fantastic 2018 and we can’t wait to see what the new year has in store. Again, from our crew to yours — wishing you a wonderful start to 2019.



8401 Excelsior Drive
Suite 104
Madison, WI 53717

Savant Capital Management Recognized as a Top 10 RIA Firm in the Midwest

Savant Capital Management, an independent, nationally-recognized, fee-only wealth management firm headquartered in Rockford, Illinois, with additional locations in Madison and Park Falls, has been ranked by InvestmentNews as one of the Top 10 Registered Investment Adviser firms in the Midwest, based on total assets under management (AUM).

Savant earned the No. 6 spot with a total AUM of \$5.62 billion. InvestmentNews' analysis was based on data reported to the Securities and Exchange Commission as of Nov. 1 and did not include asset management companies or firms with broker-dealer relationships.

"For more than 30 years, Team Savant has been delivering comprehensive wealth management services to our clients," said Brent Brodeski, CEO of Savant. "It's an honor to be recognized as being a top RIA firm and we are thankful to our clients for the opportunity to grow and expand our business."

Earlier this year, Savant also was named by InvestmentNews in its 2018 nationwide ranking of leading RIA firms. Savant ranked No. 45 on the comprehensive list of more than 2,100 firms. The list was based on total AUM and is the 11th time Savant had been recognized on the nationwide list.

About Savant Capital Management

Savant Capital Management is a leading independent, nationally-recognized, fee-only firm serving clients for 30 years with over \$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.

Savant is regularly recognized among the top wealth managers in the United States. Savant was the recipient of the 2015 Best-in-Business IMPACT Award™, part of Schwab's IMPACT Awards® program to recognize excellence in the business of independent financial advice. Savant has consistently received other industry recognitions including recently being featured on the Forbes' top 200 financial advisors list, the Barron's top 20 independent advisory firms list, being named the #9 rated RIA firm by Financial Planning magazine, and included in additional top advisors lists by Financial Advisor magazine and InvestmentNews.



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





Madison College School of Professional and Continuing Education

ADVANCE your
career and **ENRICH**
your life!



Improve and expand your performance in your current position, or prepare for career advancement and change through professional development programs. Madison College offers affordable, high-quality professional development continuing education courses. **Haven't you waited long enough?**

Contact us TODAY

608-258-2301, Option 2, or 855-473-2301, Option 2
madisoncollege.edu/professional-development-courses

Powered by  **Madison College**

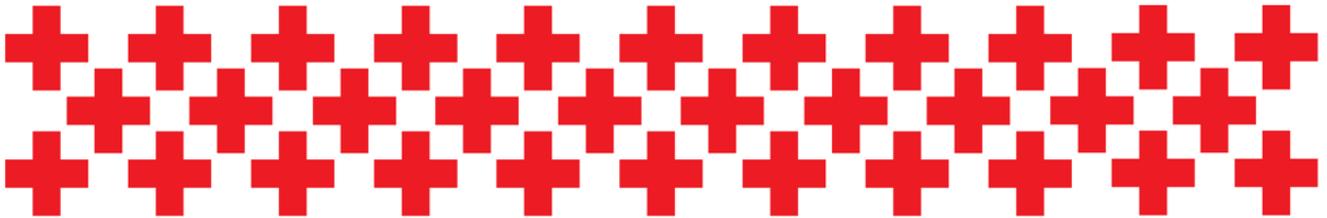
February is Heart Health month, so there's no better time to start making choices that support a healthy heart. Here are some tips to help keep your hard working ticker in tip-top-shape:

1. Aim for at least 7 hours of sleep each night on average
2. Keep your blood pressure in check
3. Choose lean cuts of meat to cut down on saturated fats
4. Move your body more
5. Don't drink your calories—instead stay hydrated with water and fuel your body with real food
6. Stop smoking
7. Do things that you love
8. Take a yoga class— not only is the stretching and movement relaxing, yoga has been linked to improved heart health
9. Reduce your salt intake
10. Reach for dark chocolate
11. Reach for a cup of black or green tea
12. Take the stairs
13. Oral health is directly linked to heart health, so brush and floss as directed by your dentist



American Red Cross

Give blood. Help save lives.



Blood Drive Old Sauk Trails Park

AAA of Wisconsin
Leadership Room
8401 Excelsior Dr
Madison, WI 53717



Monday, February 25, 2019
9:00 AM to 3:00 PM

For an appointment, call 1-800-RED CROSS
(1-800-733-2767) or visit redcrossblood.org
Enter Sponsor Keyword: OldSaukTrails

You can save up to 15 minutes when you donate blood
by using RapidPass! Visit
redcrossblood.org/RapidPass for more information.
Sponsored by AAA Wisconsin



READ(y) to Wear
A paper inspired benefit fashion show.
#READYtoWear

PURCHASE TICKETS

February 9, 2019 | 7 pm - 10 pm
The Madison Concourse Hotel and Governor's Club

READ(y) to Wear is Madison Reading Project's annual paper-inspired fashion show benefit. It's an exciting event that brings together lovers of reading and fashion. Come join the fun and see the incredible paper creations of the participating teams.

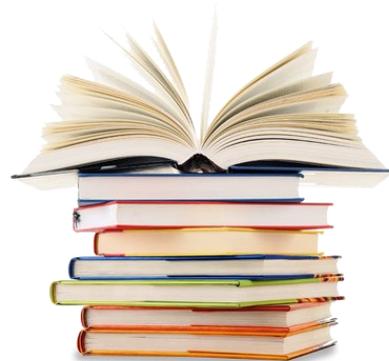
The night will be full of energy, complete with a DJ, cash bar, snacks, wine pull, a craft table supplied by Mohawk and sponsored by Suttle-Straus, and, of course, the runway.

Connoisseurs of style and literature from a range of Madison's professions and pursuits will form our panel of six judges. Teams compete for "Best" in show. Join us for all of the fun to raise funds and awareness for Madison Reading Project.

Purchase your tickets online today:
www.madisonreadingproject.com



8030 Excelsior Drive
Suite 306



Madison Reading Project's Mission:

Madison Reading Project is a nonprofit organization that works to provide books and literacy programming to underserved children in south central Wisconsin.

In order to reach our goal, we provide a variety of services to local schools, agencies, and children, distributing books and offering literacy programming to as many children as possible.

Our services include book giving, literacy programming, and small-library curation. Our focus is on providing quality books and literacy programs to children who may not have books in their own homes or who lack easy access to books.

EVENT OPPORTUNITIES IN OSTP



About Swim & Gym Summer Camp

Started in 2003 as a partnership between SwimWest Swim School and Badger Gymnastics Academy, Swim&Gym Summer Camp was created for parents looking for a fun, active, and memorable summer experience for their children. Since that time, Swim&Gym has grown into the most popular summer camp in Madison; all weeks were sold out last year!

Though sports play a role in our camp, children don't need to be athletes to enjoy it. Our objective is to guide and teach every camper according to their ability while making the activities fun and rewarding. Our counselors work hard to coach, educate, and motivate each camper on an individual level. Co-ed camp is open to children five to thirteen years old. Composed of eleven, one-week sessions (you may sign up for one, multiple, or all sessions). Activities include swimming, gymnastics, field sports, soccer, karate, and more!



1001 Deming Way
Madison, WI 53717

Registration is now open!

Brought to you by SwimWest Swim School and Badger Gymnastics Academy, Swim&Gym Camp is a summer camp in the Madison area for children ages 5 to 13 who love being active, trying new things, and making new friends. Sound like your kids? Sign up today!

SwimWest Swim School has on-going enrollment for their School Year 18-19 Session and their Summer 2019 schedule will be coming out soon!

Swim Safer, Swim Smarter, SwimWest.
www.swimgymcamp.com

WISCONSIN BREWING CO.
FISH FRYs
for Lent
Every Friday • 4pm-10pm

\$3.00
12oz

\$4.00
23oz

Badger CLUB
All Day Every Friday

Benvenuto's
ITALIAN GRILL

Prices Valid
Feb. 22nd - April 19
Middleton Location Only

The Gialamas Company, Inc.

8040 Excelsior Drive, Suite 200

Madison, WI 53717

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

Editors: Bridget Mooney & Kaitlin Jenkins

To subscribe to BUSINESSLINKS or to submit articles and photos,
please e-mail 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