

CONCERT IN THE PARK CANCELLED

Every year, we look forward to hosting the Concert in the Park event in Old Sauk Trails Park.

Given the concerns around COVID-19, we've made the difficult decision to cancel this event for 2020. This was a tough call to make. Concert in the Park is a treasured event for our community and provides an incredible opportunity to the young musicians with WYSO, but we need to prioritize the health and safety of our employees, musicians and contractors that support this event along with our community that attends the event.

As the world battles this virus and starts the healing process, we hope to return next year with a celebration event and will keep everyone posted.

Stay well, safe and at home as much as possible. We care about all of you.



The Gialamas Company, Inc.

INSIDE THIS ISSUE

2-3 OSTP BUSINESS UPDATES

- A heartfelt thank you from The Gialamas Company
- Work from home tips from The Digital Ring

4-5 HELPERS AND HEROES

- A new way of business for Iconica
- Sound Devices – Helping to Solve the PPE Shortage
- Book Donations Continue for Madison Reading Project

6-7 KEEPING CONNECTED

- Improving Cancer Care with Wellbe
- Making online connections at SwimWest

8-9 GIVING OPPORTUNITIES IN OSTP

- Rural Mutual Insurance Food and Farm Drive
- Feeding Wisconsin & Harvest of Hope



A message from The Gialamas Company, Inc.

Dear Tenants and Clients of The Gialamas Company, Inc.,

In an instant, COVID-19 reshaped our lives and businesses. We are beyond proud of the way our tenants, the businesses we work with, and their critical staff have responded to this unprecedented time in our lives. And, it is our honor to continue to support our community and all of you through this crisis.

The Gialamas Company would like to thank the heroes in our community fighting this world crisis. So many frontline and essential workers in all lines of business and community service have rose to the challenge and have found strength and resilience to help us through this initial, critical phase and we are forever grateful.

Many of you are facing the challenges of running your business and maintaining your staff during this unprecedented shutdown. As we all continue to maneuver through the obstacles posed by the COVID-19 pandemic, we want you to know that our priority at The Gialamas Company remains the same; to keep your business running and your employees and facilities safe. Our future will be different, we will need to be creative and reinvent many ways we handle everyday tasks, and we will be by your side to help with those challenges and opportunities.

As we work on reinventing our new normal, our service team is committed to keeping our buildings fully operational for our tenants in accordance with the latest public health guidelines. We are continuing to provide necessary services and support to all tenants and contractors to keep facilities running smoothly and safely. Early on, we closed shared conference rooms and exercise facilities, and added additional cleaning. We will continue to update you as other changes are made to building operations while we prepare to repopulate facilities and plan the journey ahead.

We are working with public health, city, and state officials on safe repopulation of building plans and will continue to communicate with all of you as we work through this process. Our focus, as always, will be to help keep your businesses operating smoothly in a safe manner.

To the businesses, families and friends so greatly affected, know that our hearts are with you and rest assured that we are here to support you now and in the future.

Thank you for your continued loyalty and business. We are here to help, and we will get through this together.

Dennis Sandora, President/COO, The Gialamas Company, Inc.



Working from home? We have a few tips:

These are strange times indeed. Our heart goes out to everyone suffering as a result of COVID-19.

Like everyone else, we're adjusting to a new normal. For us, this involves working from home, which certainly takes some getting used to. At TDR, we recently swapped our best work from home tips. Check 'em out if you could use a little help when it comes to WFH too.

- Tip #1: Get dressed each morning — even if it's just into "daytime" pajamas.
- Tip #2: Designate a work space, but don't be afraid to switch it up if you're in a mental rut.
- Tip #3: Stick to regular work hours, but schedule active breaks (we love a midday jaunt around the block).
- Tip #4: Set clear boundaries with those you live with — spouses, kids, roommates, and pets.
- Tip #5: Over-communicate with coworkers and clients, and practice patience.
- Tip #6: Keep a positive attitude by appreciating moments made possible by working from home, like having lunch with your kids every day.

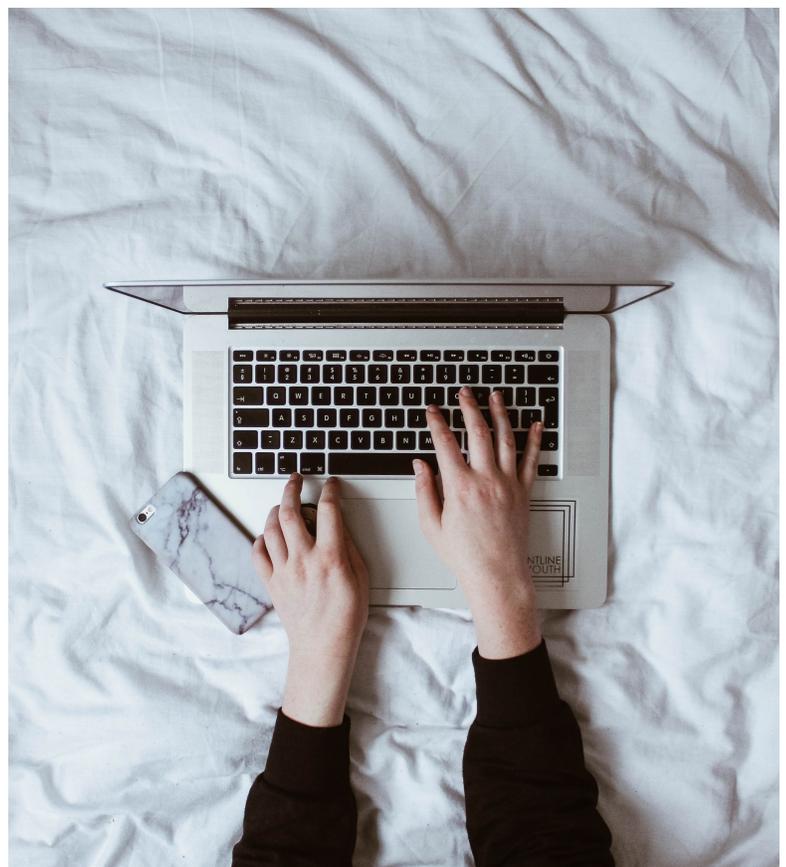
In other news:

A few more updates from the TDR crew.

- We won **12 American Advertising Awards**, many for our web design and development work.
- We welcomed **2 new interns**: Kathleen Peckham joined our digital advertising team and Andrew Ayetey became the newest member of our development team.
- We've been **updating the look and feel of our Instagram** to better reflect our team and culture (check it out at @thedigitalring).



8401 Excelsior Drive
Suite 104
Madison, WI 53717



How the Covid-19 crisis is Impacting Iconica and the clients we serve

Construction is considered an essential service in Wisconsin. Our field teams are continuing to build and renovate where it is safe and clients approve. Iconica's design team is supporting in the same way as many of our clients – remotely. Architecture and Engineering plans are evolving on new and continuing projects.

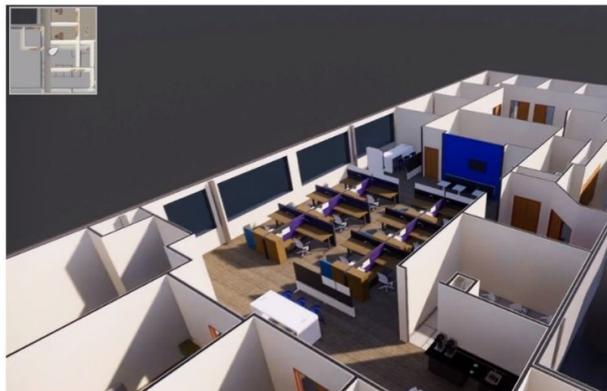
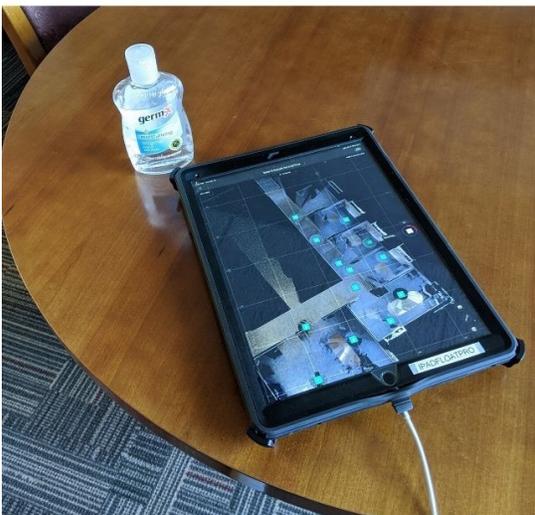
At the same time, we're thinking deeply about how to help others with some of the same problems we face:

- What changes will we need to make as we leave our sheltering-in-place lives?
- What long-term industry changes will occur in areas such as health care and senior living, but also in education, banking, food service, retail and offices in general?
- How can office space or workflow processes support the social and collaboration needs of employees in the immediate and long-term future?

Right now, good solutions are available to plan for known changes as well as unknown ones. 3D Scanning lets our clients virtually walk and talk through their space with us, pointing out things that work and things that don't. The process starts with only one person in a client's office, setting up a camera in multiple locations and scanning the entire space.

A 3D model is created that can be modified in unlimited ways to test how a space could be modified. Iconica has assisted The Gialamas Company for many years, working with tenants to expand, contract or simply shuffle the parts to make their space fit their current needs. We're finding that body of knowledge very helpful today.

We see this time as a great opportunity for businesses to get some office refreshing done while there is nobody in the office to disrupt. At the same time, we understand hesitation in some industries without knowing what our new normal will be. When will businesses feel comfortable making capital investments to modify their physical space? If you want to have a conversation on this topic, we welcome your thoughts. Please reach out to Jim at 608-575-7529 or jim.pientka@iconicacreates.com.



Sound Devices steps up to help solve PPE shortage

Two months ago, Sound Devices was strictly known for making audio equipment in their Reedsburg, WI location. But now, amidst the COVID-19 crisis, they're known for doing much more.

Sound Devices has stepped up to help meet the need for personal protective equipment during the COVID-19 pandemic by switching their production into making face shields. They've dedicated 50% of their current workforce to making the face shields. Sound Devices started manufacturing the face shields on March 25, and currently they're able to produce about 100,000 each week.

Sound Devices has a second location in Madison, located in Old Sauk Trails Business Park, at 1111 Deming Way.



1111 Deming Way
Suite 102
Madison, WI 53717



Keep Madison Reading Project in mind for your book donations

Like all of you, Madison Reading Project is changing its 'business as usual' model to ensure we all stay safe and healthy. We've restricted our Book Center hours and postponed community visits. We're still collecting books and getting them to kids in a new way: We are working with Reach Dane -- a home visiting social services agency. We're packing up bags of books for their counselors to bring to the families they visit.

They tell us that so many of those homes have few books. Hopefully, families will have some time and read together. If you're at home squeezing in spring cleaning chores between conference calls, and you have gently used children's books you no longer need, save them for us!

When businesses are up and running again, please consider hosting a book drive to help fill our shelves.



8030 Excelsior Drive
Suite 306
Madison, WI 53717

Improving cancer care with connected technology from Wellbe

Patients undergoing chemotherapy treatments frequently experience side effects like nausea, headaches or diarrhea. Those symptoms usually appear hours or days after a visit at the clinic when patients are at home and not under the supervision of a medical professional. Knowing which symptoms are a normal reaction to the treatment and which require medical attention, often proves a challenge for people and can create anxiety. In addition, treatments like chemotherapy weaken the immune system and make cancer patients an especially vulnerable population during the current COVID-19 pandemic.

Commonly, patients live with worsening symptoms until the next scheduled clinic visit or seek help from an Emergency department although timely interventions could help. The Oncology team at a local healthcare facility thought that this is an unsatisfactory patient experience and was seeking Wellbe's help. In close collaboration with this cancer team, Wellbe has released an automated Oncology Symptom Tracker, currently being used by patients.

This online service, based on Wellbe's ConnectedCare platform, sends an automated easy-to-use self-assessment to monitor chemotherapy symptoms. Patients are given guidance to identify which symptoms they are experiencing and how it affects their daily life. All information is recorded by the program and systematically presented to the Oncology care team. If patients report severe symptoms, the care team is alerted and can initiate appropriate interventions timely and without patients having to wait for the next appointment or to the point where a visit to the Emergency Department is necessary.

With this Wellbe-powered online system, patients can now share how they're doing with their care team: at their fingertips, on a daily basis and in a structured fashion. With this information, the oncology care team is being kept in the loop and can intervene if necessary. This will reduce anxiety and improve the care experience for patients with cancer. Being diagnosed with cancer is already enough of a burden. With connected technology from Wellbe, at least the burden of managing cancer care can be reduced.

**Self-Service for Patients.
Automated for Care Teams.
Great for the Bottom Line.**

Patients and providers do better together with Wellbe's ConnectedCare™ solutions.

wellbe

8040 Excelsior Drive
Suite 402
Madison, WI 53717

SwimWest FINN-tastic Online Connections

SwimWest Swim School is excited to present online family-friendly activities through our SwimWest FINN-tastic Online Connections! This platform contains fun, engaging content created by SwimWest staff to be enjoyed by SwimWest families and the community. Our FINN-tastic Online Connections provides swimming homework tips and drills, entertaining staff videos, storytimes, our very own SwimWest coloring book, and much much more! Be sure to check it out today at <https://www.swimwest.com/swimwest-online/> to see what the hype is all about!

SwimWest also mailed out personalized, heartfelt postcards to each of our families currently enrolled in lessons. We hope our notes brought our families a smile. To stay in touch with parents, we also sent a survey asking if they had questions and invited them to give shout outs to our staff members that we then shared with our employees.

The SwimWest leadership team continues to come up with interesting ways to stay in touch with our swimmers and the community. Be sure to check out our facebook page and see many other exciting things happening from Staff Art Contests to Yoga!

We hope to see you all back at the pool soon!



1001 Deming Way
Madison, WI 53717



**BREWERS™ FANS!
JOIN AAA FOR JUST \$49.**

Must present this coupon or use Promo Code: **BREWERS**

800-236-1300 | AAA.com | Visit your Local AAA Office

Rural Mutual Insurance supporting the community - Find out how you can help at:
www.ruralinsurance.com/about/donations/

Wisconsin Strong is supporting the community

Anyone can do business in a community. It's what you give back that counts.

Your community is our community. As a Wisconsin only company, Rural Mutual strives to make Wisconsin a better place to live. From our home office in Madison and locations throughout Wisconsin, corporately and individually we are involved with several organizations to give back to our communities. Learn more about our [community involvement](#) and how you can help at www.ruralmutual.com/about/donations/

— WISCONSIN — FOOD AND FARM SUPPORT FUND

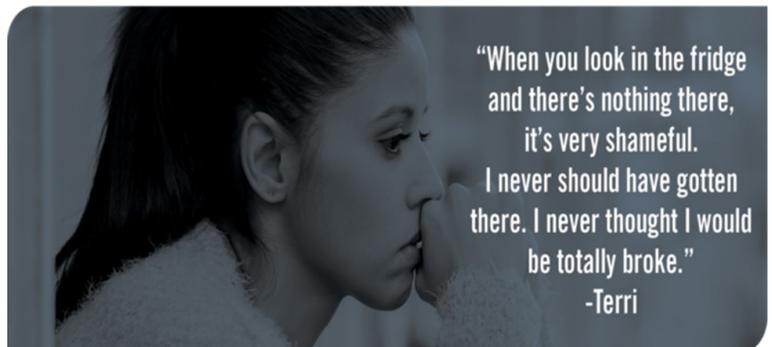
In partnership with [Feeding Wisconsin](#), [Dairy Farmers of Wisconsin](#) and [Wisconsin Farm Bureau Federation](#), we are proud to create the Wisconsin Food and Farm Support Fund to benefit the state's farmers and help feed residents in need. The Wisconsin Food and Farm Support Fund aids the movement of milk to processors and distribution of dairy products to food pantries.

Wisconsin's Dairy and Agriculture Industry Current State

- Sudden loss of business in schools and restaurants that account for nearly half their market
- Food processing plants have a reduced market where they can distribute their products
- Processing plants must turn down supply from farmers resulting in milk disposal
- Food banks have seen an increase in demand but are left with short supply
- Grocery stores need to keep their own shelves stocked and are unable to donate to food pantries
- With processing facilities closed down or unable to accept milk or livestock, farmers have no way to market the food they raise

The Wisconsin Food and Farm Support Fund is partnering with Feeding Wisconsin and Harvest of Hope to supply food to those in need and support our hard working farmers.

"You have a lot of power in determining whether we are successful in achieving our vision – by donating time, money and especially by donating your voice."





FEEDING[®] WISCONSIN

[Feeding Wisconsin](#) is the statewide association of the Feeding America food banks that sources warehouses, and provides food to over 750 affiliated agencies and 1,000 local food programs throughout the state. Feeding Wisconsin assists food banks to raise statewide food and funds, increase awareness about hunger in Wisconsin, strengthen public and private solutions to hunger and food insecurity, and catalyze the statewide public-private partnerships so that we can all stride forward together toward a hunger-free Wisconsin. They value that every child, every senior, and every adult who is dealing with tough times should have access to a safe, consistent, adequate source of healthy and nutritious meals so that they have the energy to learn, be healthy and work.

Rural Mutual will be donating \$10,000 to Feeding Wisconsin in support of the Wisconsin Food and Farm Support Fund.



The [Harvest of Hope](#) is a resource for farm families that are struggling financially. It was created in January 1986 to respond to the farm crisis of the 1980s and was intended to be short-term but never really ended. Harvest of Hope has given out over 1,650 gifts totaling more than \$1,070,000 over its 34-year history as an organization.

To spread the money among farm families, grants are limited to two gifts of \$1,500 over time. The range of farm crisis situations is extensive: climatic conditions (floods, drought, hail, frost), electric power cut-offs, medical or veterinary bills, house or barn fires, feed for cattle, machinery repair, supplies for spring planting or basics like putting food on the table or fuel in the fuel tank.

The mission of the Harvest of Hope is simple: to provide financial help –and hope—to Wisconsin farm families in difficult financial situations. Their goal is to keep Wisconsin family farms in the hands of family farmers.



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** to stay
up-to-date with events in Old Sauk Trails Park!

www.gialamas.com