



### Envision IT Celebrating 20 Years in 2021!

*Envision was recently highlighted in Madison's InBusiness Magazine to share their journey as a group of curious and compassionate people growing a soulful company. Here's just a glimpse...*

What does it take to earn 100% employee engagement and consistently delighted customers? The answer is 20 years of putting purpose before profit. While Envision IT works hard to successfully navigate the quickly and everchanging technology landscape, Envisioners work equally hard serving a greater good in our communities. This conscious business is exemplifying that business-for-good is indeed good business.

Since its inception, Envision has been a purpose-driven company. Founder Beau Smithback was a young entrepreneur who delivered solid outcomes for clients. Organically, profits accompanied his dedicated work. In 2013, Smithback expanded the leadership team with experienced industry executives passionate about conscious business. Together they articulated Envision's higher purpose — enriching the lives of their stakeholders — and grew the business serving it. This common goal is shared by the entire company and has fostered an innovative culture and thriving employees positively impacting their clients' business, and moreover, meaningfully bettering society.

Envision is known for delivering IT services that harmonize security, end-user experience, and value. As cyber threats mount and employee engagement is more important than ever, Envision clients experience how technology can empower people to do their best work even with tightened security controls. It's a win/win. While some clients look to them for fully outsourced IT, others are simply looking to complement their reliable in-house IT expertise and toolsets. Regardless how organizations engage Envision an IT partner, those clients recognize that technology can simultaneously enable employee engagement and drive business success.

Envision has been locally awarded for contributions to the economy and community. In the technology industry, Envision has been globally lauded for innovation, engineering excellence, project delivery, and customer satisfaction. And among worldwide organizations active in the conscious business movement,

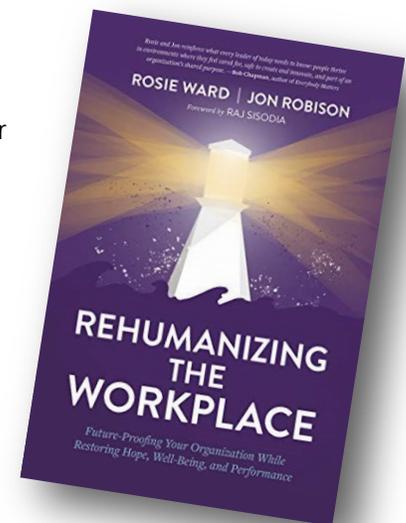
Envision has been recognized for marrying noble purpose, stakeholder orientation, and healthy business. In 2020 Envision was profiled in the book, [Rehumanizing the Workplace](#), as an anomaly in the sharp-elbowed technology industry and affectionately referred to as purpose-full geeks.

Envision has learned that cared-for-people, in turn, care for people. It's a recipe for success that has positioned the company to thrive for the long-term as Envisioners diligently work to enrich the lives of their stakeholders.



ENVISION®

999 Fourier Drive  
Suite 101  
Madison, WI 53717





### Swim & Gym Camp, LLC Pivots into a Year-Round Camp!

A skill we practice at summer camp, is to learn to pivot and be ready for change. This past year we have exercised that skill to its fullest.

With the schools going to online learning, Swim&Gym changed its business operations to a year round camp. We were able to extend our state license to year round, keep the same amazing counselors employed, and serve the community in ways we never dreamed a year ago.

We have seen a lot of personal and professional growth from our Swim&Gym team as they reach and learn new skills to operate a camp in the fall and winter months. We have a GAGA Pit, which is a favorite for all our campers, and have brought in new games and activities to do with the colder weather and snow. SwimWest also cleaned out an entire office space for the camp to have an indoor designated space as well as a private locker room. Every day we offer our campers a swim lesson and a fun splash and play.

We feel that we are making a difference in the campers that we are serving. They are creating lasting strong friendships, and staying active for strong physical and mental health. To witness the joy and laughter they bring to the swim school each day is very heartwarming as a business owner. An added bonus is that Swim&Gym Camp helps parents with daycare needs.

We are operating Swim&Gym all year and you can join any day that fits your schedule. [Visit our website](#) today to learn more about our new extended winter camp, with the same core values we have had since 2003. Our summer registration is open for enrollment. Sign up today to secure your spot.



1001 Deming Way  
Madison, WI 53717

Managing Social Media? We've got your back!

2020 is over, and we're all looking ahead to a smoother year! We're excited to grow alongside the Madison community we're so fortunate to call home.

During this time, many small businesses have found themselves taking control of their marketing communications in house — and we're here to help.

SMALL BUSINESS SOCIAL MEDIA TIPS

Our crew has put together some go-to advice for anyone managing a business Facebook, Instagram, or other social media account right now. Here's a sneak peek!

Tip #1: Quality Over Quantity

It's tempting to post, re-share, and catalogue everything that happens to your business on your social media. This is especially true in our "go go go" world — it seems big brands and influencers constantly have something to say!

You don't need to feel pressured to update your profile every single day though. When it comes to social media (just like all communications), quality matters more than quantity. It's better to share a single post each week that provides real value to your audience than to inundate their feeds with superficial content. [Check out the full list on our blog!](#)

As always, we are so thankful for our Madison community — and we hope you're having a successful start to the year.



8401 Excelsior Drive  
Suite 104  
Madison, WI 53717



FEBRUARY IS HEART HEALTH MONTH - TAKE CARE OF YOU AND SOMEONE YOU LOVE

7 Days of Self-Care

<p><b>#MindfulMonday</b></p>  <p>Know your <b>blood pressure numbers</b> and other heart stats</p>	<p><b>#TastyTuesday</b></p>  <p>Try a <b>tasty, heart-healthy recipe</b></p>	<p><b>#WellnessWednesday</b></p>  <p>Put your <b>heart</b> into your wellness routine</p>
<p><b>#TreatYourselfThursday</b></p>  <p>Treat your heart to some <b>relaxation and fun</b></p>	<p><b>#FollowFriday</b></p>  <p><b>Share who inspires you</b> to show your heart more love</p>	<p><b>#SelfieSaturday</b></p>  <p>Post about your favorite way to take care of <b>your heart</b></p>

**#SelfcareSunday**



Create your **self-care checklist** for the week



#OurHearts



### Meet ACE, the Iconica Food Truck!

Tough times often help us refocus and rearrange our priorities. The team at Iconica spent a good number of months in early 2020 thinking about our Vision, our Mission and our Values. Like most people we know, we believe the relationships we build as we complete our work are just as important as the offices, apartments and clinics we build. We strive to create cooperative partnerships where we can provide the greatest positive impact on our clients' businesses.

As we thought about things we like to do such as celebrating a business anniversary, saying thank you to a client for trusting us to design their new office, or taking lunch to our team and subcontractors at a jobsite, we began to see a pattern. Most of these activities involved food and cheery gatherings (remember those?). Then we realized, what better way to ramp up those activities and bring our Vision, Mission and Values to life than with a food truck?

To be clear, we haven't really done much (any) cooking in our truck yet. Rather we've partnered with some past clients to provide safely boxed food for us to hand out while distancing outside. But, hey, it's still social and we love it!

As the weather gets warmer and more group events and gatherings open up, watch for more outings with the big blue truck. We even see the possibility of ACE out supporting local community missions and events. So, whether you are a past, present, or future client, a partner, or a subcontractor with Iconica, we hope to see you around!



901 Deming Way  
Madison, WI 53717

## Erdman Hosts Virtual Design Workshop

In November 2020, ERDMAN hosted its first virtual design workshop in collaboration with Building Opportunities for Student Success (BOSS). This program connects industry professionals with high school students from the Madison Metropolitan School District.

The goal of this workshop is to not only offer an introduction to the Architecture/Engineering/Construction (A/E/C) industry, but also to educate and empower the next generation on how to solve challenges through the built environment. Led by ERDMAN's Nikole Self, this event involved a design charrette and ERDMAN staff sharing their industry experiences.

Shout out to BOSS Founder Megan Simmons and ERDMAN's Rustin Becker, Maya Mockert, Isaac Wallace, Cathy Salwin, Andrea Hopkins, and Kevin Morgan for participating in the workshop. Your involvement plays a big part in shaping our industry and community.

**ERDMAN**

---

1 Erdman Place  
Madison, WI 53717



# Sneaker Soiree - Save the Date

## March 11, 2021



901 Deming Way  
Suite 11  
Madison, WI 53717

### Girls on the Run Hosts Annual Fundraiser Virtually on March 11, 2021

Girls on the Run of South Central Wisconsin is pleased to announce that their premier fundraising event, the Sneaker Soirée, will take place virtually on Thursday, March 11, 2021. The event begins at 6:00 pm and we expect it to be a night of joy and inspiration!

The event is free and open to the public. It will feature a silent auction, cash raffle, and a sneak peek of our new *GOTR for Grownups* programming. 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). Opportunities to support the event as a sponsor or auction item donor are still available. Contact us at [info@girlsontherunscwi.org](mailto:info@girlsontherunscwi.org) to learn more.

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).

---

**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

**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)