



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 continued concerns around COVID-19, we've made the difficult decision to cancel this event again for 2021.

The Concert in the Park is a treasured event for our community and provides an incredible opportunity to the young musicians of Wisconsin Youth Symphony Orchestras, 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 continues to battle this virus and starts the healing process, we hope to return next year with a celebration event and will keep everyone posted.



NEW OSTP NEIGHBORS:

Michels Corporation
8000 Excelsior Drive

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Happy Spring!

Spring: A lovely reminder of how truly beautiful change can be!

What's New at Wisconsin Mutual Insurance?

Wisconsin Mutual has been writing insurance in Wisconsin for almost 120 years and was one of the first businesses to build in Old Sauk Trails Park back in 1990. We pride ourselves on providing best-in-class customer service and claims handling because our policyholders are also our community. We value long-term partnerships with our agents and insureds, and price for consistency to avoid premium increase surprises!

This winter and spring, WMI held productive roundtable meetings that included both staff and agents (virtually of course). These meetings resulted in new product and coverage offerings. We are excited to announce that we now offer coverage for recreational vehicles on our Auto policy and offer Mechanical Breakdown on Homeowners.

Insuring a recreational vehicle on the Auto policy, as opposed to the Homeowner policy, allows for uninsured and underinsured motorist coverage as well as coverage of an insured person under medical expenses. Recreational vehicle coverage on an Auto policy will also allow the policyholder to carry auto ID cards, which some counties are now requiring when used on public roads.

Additionally, we recently added a credit for EPIC Systems employees. Qualifying employees will receive an additional 10% credit on both their WMI Auto & Home policy, along with any other discounts that they may qualify for. If you or your spouse work for EPIC, contact your local WMI agent to see how this discount could apply to you. At Wisconsin Mutual, we are always working to stay on top of our policyholder's evolving insurance needs. To find an agent near you, visit www.wiins.com



8201 Excelsior Drive
Madison, WI 53717



ICONICA: Supporting Customers, Community and Employees



Iconica is committed to our customers, our community and our employees. Sometimes we support in very tangible ways. Other times, the work we do is behind the scenes.

CUSTOMERS – Remodel Action Plans

After a year of scrambling, adapting and remote work, businesses are ready to move into the next phase of recovery. For many of our clients, business needs have changed because of the impacts of COVID-19. Deciding whether to shrink or grow physical space can be stressful with potentially substantial capital expense and long-term lease commitments. We are helping customers work through options and costs to determine the best solution for their situation. Remodels have been a particular strength of Iconica for many years and we like to be of service to those wanting to understand the cost ramifications of their options.

COMMUNITY – Food Truck Event

April is Sexual Assault Awareness Month (SAAM), an annual campaign to raise public awareness about sexual assault and educate communities and individuals on how to prevent sexual violence. The Rape Crisis Center (RCC) held a fundraising and educational program on April 9th to support SAAM. RCC hired a local catering business to make lunch for attendees and Iconica helped package and distribute the lunches via our Food Truck.

EMPLOYEES – Supporting Mental Health

Experts are warning of increasing numbers of mental health challenges across the nation, in part due to the ongoing pandemic. Taking a proactive stance, Iconica arranged for Mental Health First Aid training for the majority of our management staff. The training will help managers and coworkers initiate conversations using supportive language aimed at destigmatizing mental health issues and identifying avenues to get help.



ICONICA

901 Deming Way
Madison, WI 53717

Cybersecurity Threats on the Rise

Cybersecurity threats continue to increase and become more costly to organizations that suffer a data breach; the FBI showed an increase of almost 70% of reported attacks in 2020. We often hear about the big business breaches in the news, but small and medium sized businesses are not out of the woods. In fact, of all reported ransomware attacks in 2020, more than 55% were targeting SMBs with less than 100 employees.

A layered approach to security is a must, and here are four essential areas to start:

Human Firewall – 91% of successful data breaches start with spear phishing attacks, and so end user education is an essential piece of an effective cybersecurity threat protection strategy. SMBs must prepare their front line of defense: their employees!

Remote connectivity – Remote work...works! But now we need to manage and secure it. Gartner states, 74% of businesses will offer permanent work-at-home arrangements and environments to employees post-pandemic. It's time to reevaluate our WFH strategies to optimize security without compromising user experience. Check out our webinar: [Is RDP-alone cutting it?](#) to learn more on securing your remote employees.

Business Continuity – 91% of organizations with Business Continuity Backup Recovery solutions in place are less likely to experience significant downtime from ransomware. The cost of downtime is nearly 50x greater than the ransom requested.

Cyber Insurance – Invest in cyber insurance if you haven't already. It can assist in the timely remediation of cyberattacks and incidents and help cover the financial losses that result from these events.

At Envision, we maintain the health of your technology environment, strengthen your security posture, and help prepare you for a cybersecurity incident. Many clients credit us for peace of mind. We offer Tabletop Exercises at no charge where we walk through a possible cybersecurity scenario that enables you to identify if your organization's current response plan has any missing links and help prepare you to implement necessary changes. You can also request access to our webinar: "Inside a Ransomware Attack", that details one of the largest security breaches in 2019. Reach out to learn more at <https://envisionitllc.com/pages/contact.php> or directly to Addie, addie.peper@envisionitllc.com.



ENVISION®

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Savant Wealth Management Releases Evidence-Based Investing Learning Center

Savant Wealth Management announced it has developed a suite of multi-media education tools on the concept of Evidence-Based Investing (EBI) to help investors become more educated on the topic. Given the rise in internet and video consumption this past year, Savant is launching this initiative to reach and help more people through virtual connections.

The e-learning content features an academic white paper, blogs, and videos about the importance of using evidence and research for investments. *"In our new socially distanced world, there is still opportunity for connection by embracing technology to give people the tools they need to be more savvy investors,"* said Phil Huber, Savant's chief investment officer. *"We believe EBI is a well-organized investment approach that uses historical data, research, and our collective knowledge of risk and return."*

This EBI platform helps explain why consumers should apply evidence to investing over approaches like timing the market and active stock-picking. The content is divided into bite-sized pieces, and Huber is the author of the blogs and main speaker featured in the videos, which average in length from four to eight minutes each. To access the EBI Learning Center, [click here](#).



1200 John Q. Hammons Drive
Madison, WI 53717

SwimWest celebrates 30 years!



We'd like to offer our sincerest congratulations to SwimWest swim school as they celebrate their 30 year business anniversary. As one of only three Wisconsin swim schools for children approved by the United States Swim School Association, SwimWest has been providing an essential safety and educational service to the Madison area for three decades and counting.

SwimWest offers students a proven approach to water safety and has set the standard for swim education from an infant age onward. They offer developmentally appropriate learn-to-swim courses for all ages and ability levels. SwimWest's goal is to create happy swimmers while raising the standard for safer swimming within our community.

Aside from their offerings of learn-to-swim classes, SwimWest also has adult and senior water exercise classes, lap swimming, recreational swimming, homeschool PE classes, and a [Swim & Gym summer camp](#).



SwimWest Swim School is a Year-Round, Child Friendly Aquatic Safety Program in the Madison area. Their pool water is a warm 90 degrees and the air temperature is 92 degrees to keep swimmers warm in and out of the water. For over 30 years, this local, family owned and operated business has provided a top quality, internationally recognized, Learn-to-Swim Program to thousands of children and adult swimmers. Swim lessons build confidence, teach water safety skills, and allow children to build physical, social and mental benefits for a lifetime of fun.



1001 Deming Way
Madison, WI 53717

Alliant Energy Work Continues in OSTP

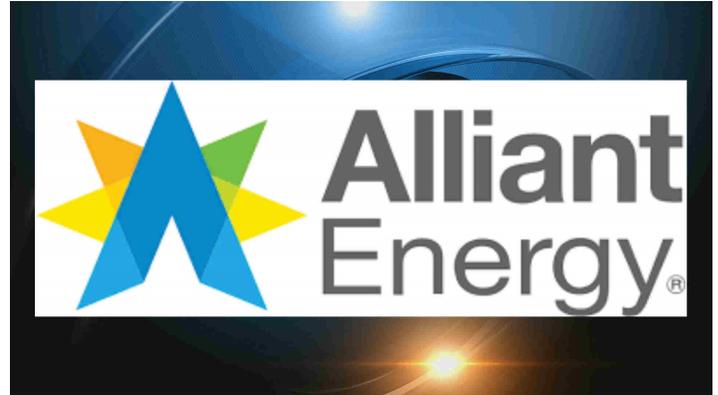
Information from Alliant Energy:

Alliant Energy is in the process of replacing the electric system in OSTP. Construction is scheduled to begin this spring/summer, with the majority of the cable and aboveground equipment to be replaced in its existing location. Construction techniques will include directional drilling and trenching, along with excavations at the aboveground equipment locations. In doing so, there will be areas that will need to be cleared both in the road right-of-way and at the location of the new aboveground equipment. If you have any landscaping in the utility easement, you may want to move them in advance. Alliant Energy will provide restoration of lawn areas due to our construction, however, we will not restore or assume responsibility for replacement of trees, plants or shrubs within the utility easement.

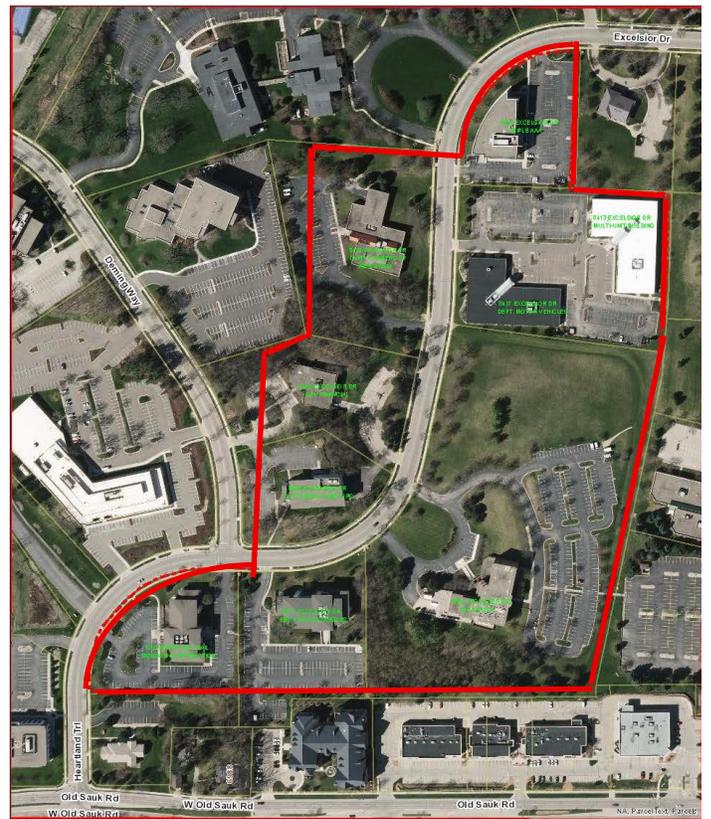
During the transition from the existing electric system to the new, you should expect short electric service outages. Infrastructure work will happen before any outages. The planned outages will begin in late April. We will keep the outages as brief as possible to minimize inconvenience and do our best to communicate times and durations of these planned outages. Please note that during the project, there will be additional traffic and construction vehicles, so please be aware of your surroundings and drive safely.

Alliant Energy wants to ensure that you have reliable electric service. Please be patient and open-minded during this process so that we can provide you with improved service in the future. Thank you in advance for your cooperation and feel free to call us with any questions or concerns regarding this project.

Please provide Alliant Energy with your current contact information. Your new information will be updated in our system, so we are able to successfully notify you with outage information. Please contact our Customer Service Center at 1-800-ALLIANT (1-800-255-4268) with updated contact information.



AREA OF WORK FOR 2021



May 5, 2020

Dane County Mask

- Dane County Mask
- Primary Address
- Unit Number
- Preliminary Address
- Road Names
- Parcels

WR # 4173894: RIK PROPERTY WEST MADISON 25KV UG CABLE REPLACEMENT
 CITY OF MADISON-PROJECT OVERVIEW WORK BOUNDARIES (PHASE 4)
 ALLIANT ENERGY/MF&L 2021 CONSTRUCTION DISTRIBUTION REBUILD PROJECT

----- = SCOPE OF WORK BOUNDARIES & IMPACTED BUSINESSES OF UPGRADE PROJECT (PHASE 4)

0 115 230 460 Feet

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Farmers Markets Return!



Greenway Station Farmers Market

Greenway Station makes it easy to enjoy farm fresh goodness throughout the growing season. Shop the Greenway Station Farmers Market rain or shine every **Thursday from 8 a.m. – 1 p.m., from May 6 – Oct. 7, 2021**, for locally grown fruits, vegetables and flowers, plus homemade baked goods, jams, cheeses, meats and more!

RECOMMENDED SAFETY PRECAUTIONS FOR GUESTS:

- Wear a mask and gloves, and bring antibacterial hand gel. We will have hand gel placed throughout our Market as well.
- Respect the 6 feet apart rule for both our vendors and other customers.
- Re-usable bags cannot be brought to Market. Our vendors will have packaging for your purchases.
- Please shop with your eyes and do not touch any items. Our vendors will help select and package up your purchase.
- Wash your fresh items before eating.
- Exact change is requested, or purchase by card when offered by the vendor.
- We love dogs, but we must ask customers to restrict their attendance at our Market.



Streets Division's Plastic Bag Recycling Program Ends

City of Madison residents should no longer place plastic film and plastic bags into their recycling carts. Residents should not bring plastic film to the Streets Division drop-off sites, either.

Instead, residents who accumulate plastic bag and film, should [return them to the retailers](#) that offer plastic bag and film recycling programs.

Residents are also encouraged to avoid creating plastic bag and film waste whenever possible by refusing unnecessary bags for purchases, choosing reusable bags, or choosing readily recyclable paper bags.

Why did the program end?

Plastic bag recycling has long been problematic for recyclable sorting systems.

Plastic bags and film are a common source of recycling equipment problems throughout the entire industry. This material gets tangled in sorting equipment, leading to system shutdowns.

The Madison program functioned only because the bags were bundled, and because there was a market for Pellitteri Waste Systems to sell these materials that it received from city collections.

Unfortunately, the ability to sell the plastic film collected from our collection carts has hit a dead end.

We will continue to work with our recycler to try to find an alternative way to provide plastic bag recycling. However, bundled bags are not likely ever to return to the collection carts.

Why should bags be returned to retailers?

Plastic bags collected at retailers are preferred by the end users that can recycle plastic film.

Bags and film from retail takeback programs are cleaner and more consistent than that recovered from curbside collection carts.

What can you do about plastic bag and film waste?

Current [state law prohibits municipalities from banning plastic bags](#). Therefore, the best choice would be for you to avoid creating this waste whenever possible.

Choose other options, such as reusable bags, which can be anything from canvas totes to reusable mesh produce bags to other reusable, durable containers. You can also choose paper bags for their ease of recycling.

If you have plastic bags, look for ways to extend their useful life so they are not single-use, such as drying and reusing freezer bags.

Additional Information

More information about what can, and cannot, be placed into your recycling cart can be found at www.cityofmadison.com/recycling.



NO BAGS
IN YOUR
BIN

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The Gialamas Company, Inc.

COMMERCIAL REAL ESTATE | DEVELOPMENT | BROKERAGE | LEASING | MANAGEMENT

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