



## 'Tis the Season to be Thankful

As 2024 comes to a close, it's been a year of challenges and growth, but through it all, one thing has remained constant: our deep gratitude for all of you.

At The Gialamas Company, our commitment to supporting your business and ensuring the safety of your employees and facilities has never wavered. We are truly thankful for the trust and partnership you've shown us throughout the year.

Thank you for your continued friendship, business, and generosity. We wish you a joyful, peaceful, and healthy holiday season.

Stay safe and well,  
Your friends at The Gialamas Company



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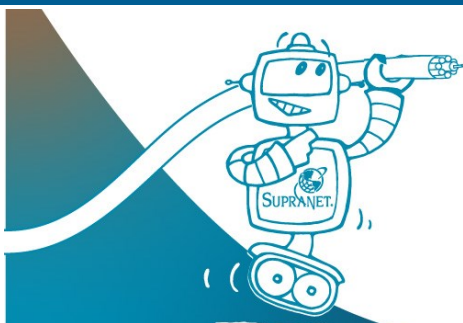
## WELCOME TO OSTP!

- **Mergence Health**  
8030 Excelsior Drive, Suite 308

## SupraNet Celebrates 30 Years



8000 Excelsior Drive  
Suite 101  
Madison, WI 53717



Can you get the best  
Internet service?

CHECK NOW!



SupraNet Communications, Inc. | Helping Everyone do more on the Internet since 1994

SupraNet Communications, Inc., a Madison-born and based Internet service provider (ISP), celebrates their 30th anniversary this year, marking a significant milestone in its journey of connecting the city to the ever-evolving world of the Internet. Founded in 1994, SupraNet witnessed firsthand the transformational power of the Internet, growing alongside its users as the online landscape exploded from its infancy to the ubiquitous presence it is today.

### A Look Back at 30 Years of Internet History in Madison

Established the same year as the release of the first web browser, Mosaic, SupraNet connected Madison businesses to the Internet with dial-up connections and witnessed the start of early websites like Yahoo! and Amazon. Back then, Internet access could cost upwards of \$50 per month (equivalent to about \$95-\$100 today), and was considered a luxury compared to the necessity that it is today.

See more Internet history and nostalgia [here](#) on our interactive "vintage" Internet timeline. Fast forward to the present, SupraNet now offers fiber-optic Internet plans to multifamily developments and businesses with speeds exceeding one gigabit per second, a far cry from the early days. The cost of Internet access has also decreased dramatically, with SupraNet offering competitive plans that make broadband available to a wider audience. An ongoing project includes the high profile Bayview development, now in Phase 3.

"The support provided to our residents by SupraNet has been exceptional. Many of our residents are experiencing Wi-Fi for the first time, allowing them to connect with the world and communicate in ways they couldn't before", said Xong Vang, Bayview Housing Coordinator.

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## Celebrating 30 Years and Looking Ahead

As Supranet celebrates three decades in this business, the company remains committed to providing not just fast and reliable Internet, but also offering affordable options that enable individuals and communities to thrive in the digital age. Supranet actively participates in programs that bridge the digital divide and advocates for policies that promote universal access to the Internet.

## Affordable Internet Access: A Gateway to Opportunity

In today's digital world, access to the Internet is no longer a luxury, it's a necessity. From searching and applying for jobs to completing online coursework and participating in virtual classrooms, an affordable Internet connection unlocks a multitude of opportunities for individuals and communities.

Research from [pewtrust.org](https://www.pewtrust.org) indicates that Internet access significantly enhances student performance and health outcomes, while also providing essential educational opportunities and promoting healthy aging. The opportunity for broadband connections that SupraNet provides to low-income developments is crucial. It levels the playing field by connecting residents to job opportunities. Connection to broadband has proven to increase employment rates in affordable housing properties.

"SupraNet was born out of a passion for technology and a belief in the democratizing potential of the Internet," says Bryan Chan, Founder and CEO of Supranet Communications. "Over the past three decades, we've seen the Internet evolve from a niche tool for academics and tech enthusiasts to an essential part of everyday life for individuals, businesses, and communities alike."

## Season of Giving: Second Harvest Food Bank



**SECOND  
HARVEST**  
**FOODBANK**  
OF SOUTHERN WISCONSIN





## Breathing Life into a Former Big Box Store

Amidst the ever-changing retail landscape, former big-box stores are transforming into blank canvases with untapped potential for creative reinvention. Located on Madison's west side, the former big box store SteinMart, initially crafted by Iconica, drew the interest of Madison School & Community Recreation (MSCR). The location, ample parking, and central accessibility to the communities it caters to influenced their decision to reinvent this 30,000 SF space.

### Overcoming Design Challenges:

Big box stores present a unique design challenge with high ceilings, expansive interiors, and a lack of natural daylight. Our designers embraced these difficulties by employing several tricks to minimize the impacts. They played with the scale and direction of the flooring and lined the way with seating areas and colorful "brims" that distinguish their location.

Introducing interior windows in the meeting spaces and studios allows blind corners to be mitigated. It offers tantalizing glimpses of what is happening inside, creating a sense of connection and overall cohesiveness to the facility.

Interior clerestory windows were also introduced in the lobby to bring the natural light and sky views from the existing glass vestibule into the administrative suite. Their colorful drywall frames also serve as a welcoming graphic punch to the space.

### Community-Centric Design:

MSCR-West's lobby and corridors serve as a living testament to their mission. Photo murals unfold like chapters, showcasing the richness of MSCR's programs and the vibrant tapestry of communities they embrace. Along with the bold, textured carpeting and dramatic pendant light clusters, the murals play a significant role in taming the large lobby size, creating defined sitting "rooms."

As we witness the rebirth of these once-commercial spaces, it becomes evident that the art of adaptive reuse is not only about transforming buildings, but also about revitalizing the spirit of the neighborhoods they inhabit.



# ICONICA

## Thompson Investment Hosting a Holiday Book Drive

Thompson Investment Management is excited to partner with Madison Reading Project for a book drive this year! We will have a book collection bin set up in our reception area November 6<sup>th</sup> through December 6<sup>th</sup>.

We will be collecting new or gently used books for young children and teens in the community on behalf of Madison Reading Project's 5<sup>th</sup> annual Book Drive.

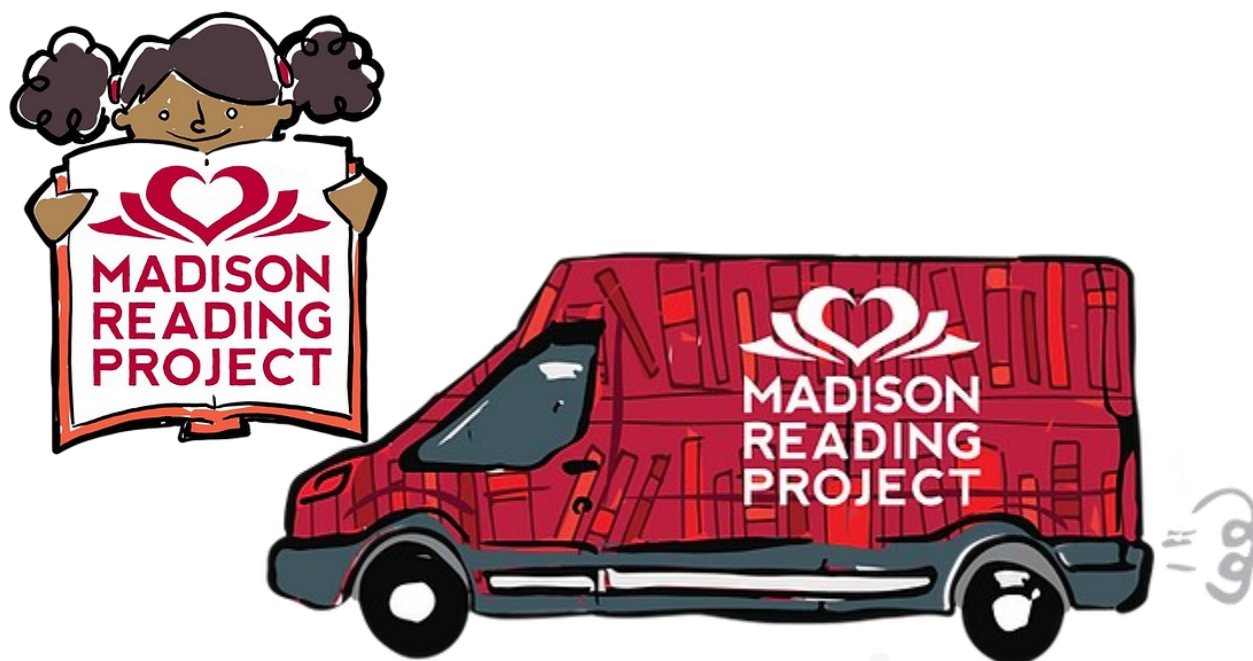


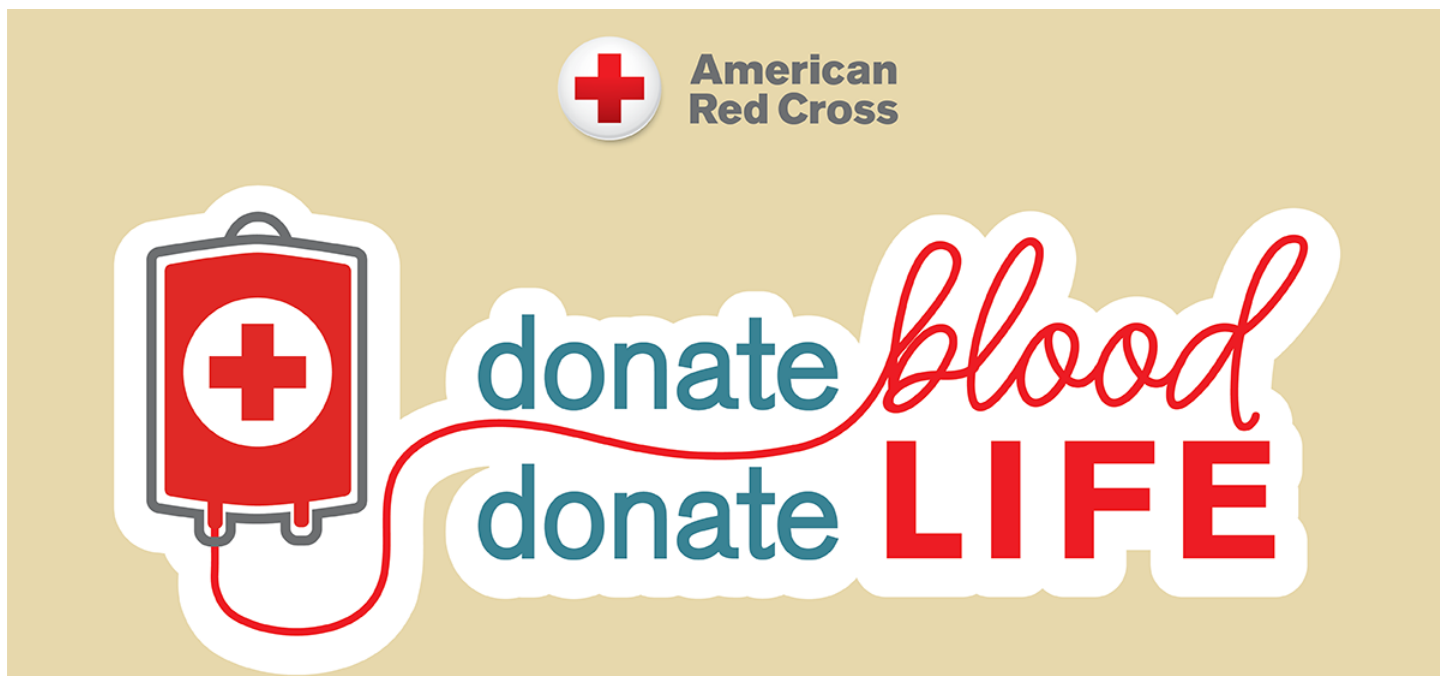
1255 Fourier Drive  
Suite 200  
Madison, WI 53717

# Help give kids that #NewBookFeeling this holiday season!



Join us in igniting a love for reading  
from November 6<sup>th</sup> to December 6<sup>th</sup>





Rural Mutual Insurance's next Red Cross Blood Drive is coming up soon!

The blood drive is open to the public, so you and those you know who are interested, are invited to participate and get the drive promo: 2 pairs of groovy socks!

[Click here to make an appointment](#)

**Site:** Rural Mutual Insurance Company  
**Address:** 1241 John Q. Hammons, Ste 200, Madison, WI, 53717  
**Room Name:** M & W rooms on 2<sup>nd</sup> Floor  
**Date:** Tuesday, Nov 19, 2024  
**Time:** 09:00 AM - 01:30 PM  
**Blood Program Leader Name:** Julie Salt  
**Blood Program Leader Phone Number:** 608 828-5408



All who come to give blood on the November 19th blood drive will receive two pairs of custom FRIENDS + Red Cross socks, while supplies last.

Keep a pair, gift a pair!







**Old Sauk Business Park  
Blood Drive  
Athena Building**

**Training Conference Room  
901 Deming Way  
Madison, WI 53717**

**Tuesday, December 3, 2024  
9:00 a.m. to 1:00 p.m.**

For an appointment call 1-800-RED CROSS (1-800-733-2767) or visit [RedCrossBlood.org](https://RedCrossBlood.org) and enter Sponsor code: OldSaukTrails

Sponsored by Iconica

You can save up to 15 minutes when you donate blood by using RapidPass! Visit [RedCrossBlood.org/RapidPass](https://RedCrossBlood.org/RapidPass) for more information.

Walk-ins welcome!



**Give Nov 18 to Dec 8 for two pairs of custom FRIENDS  
+ Red Cross socks, ltd qty. Keep one, gift one!**

**Schedule your blood donation appointment today!**

**1-800-RED CROSS | [RedCrossBlood.org](https://RedCrossBlood.org) | Download the Blood Donor App**

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