

the alliance

always aligned with clients in mind

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Volume ONE
Issue THREE

SARA Investment Real Estate

it's what's on the inside that counts

More Than A Hobby

passion and pride at the pasture

Beyond The Conventional
reinventing traditional space



STRANG

EVER GRATEFUL

To our predecessors
who instilled a spirit
of discovery, rigor,
and creativity.



To our clients who
entrust us with their
vision and resources.



To our colleagues who
unify professional
passion with
expertise.

The Readers of *InBusiness Magazine* named
*Strang the 2015 winner of the Executive Choice
Award for Commercial Architectural Firm in Madison*
for the third consecutive year.

Your enduring support is sincerely appreciated.
We remain ever grateful.



ARCHITECTURE | ENGINEERING | INTERIOR DESIGN | PLANNING
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"How We Work, Interact And Engage Is Evolving Too Rapidly To Embrace Status Quo."



PROFILE

4. SARA Investments captures high design with equal parts form, function and yes, fun

PRACTICE

12. Imagine interior space that offers comfortable furniture, an open kitchen - the heart of social gatherings - and personal areas used for relaxation or conversation

15. What is your favorite...

PEOPLE

11. Our Executive Assistant does a lot of horse'n around - and we're good with that. Peggy Mooney shares the passion and pride of her equestrian side.

14. Welcome New Strang Colleagues

A Closer Look

Entirely New

From The Inside Out

In 2015, SARA Investment Real Estate made significant strides. They expanded their staff and leadership, opened two new offices - in Milwaukee and St. Louis respectively - made their first investments in the St. Louis market, expanded investments in Milwaukee and Minneapolis, and moved into a new headquarters. And they're just getting started.

Eric Schwartz knows the importance of honesty and reliability in the commercial real estate industry.

Ever since he started SARA Investment Real Estate, those principles have been his company's strength and have driven its growth. So even as the business speeds into the future, the company embraces the past.

All around SARA's newly renovated headquarters, the past and the future converge.

It starts with the new space at 1955 Atwood Avenue, a building that was designed in 1923 by local architect Frank Riley and built for Security State Bank. At the time it was constructed, the building was heralded as "a great



create
communicate
connect

stride forward for east side business and community development.”

SARA did more than rejuvenate the old bank building; they celebrated this

distinctive Madison landmark. During the renovation, historic vault doors and old bank equipment were incorporated into the main entry corridor.

Right: The conference room features a tapered meeting table allowing for better viewing angles of a smart board.



“WE CONTINUE TO MAKE STRIDES IN GROWING OUR INVESTMENTS WHILE MAINTAINING OUR CLIENT FOCUS AND CULTURE OF INTEGRITY AND HARD WORK.”

TRACI J. DALSIN, PRESIDENT

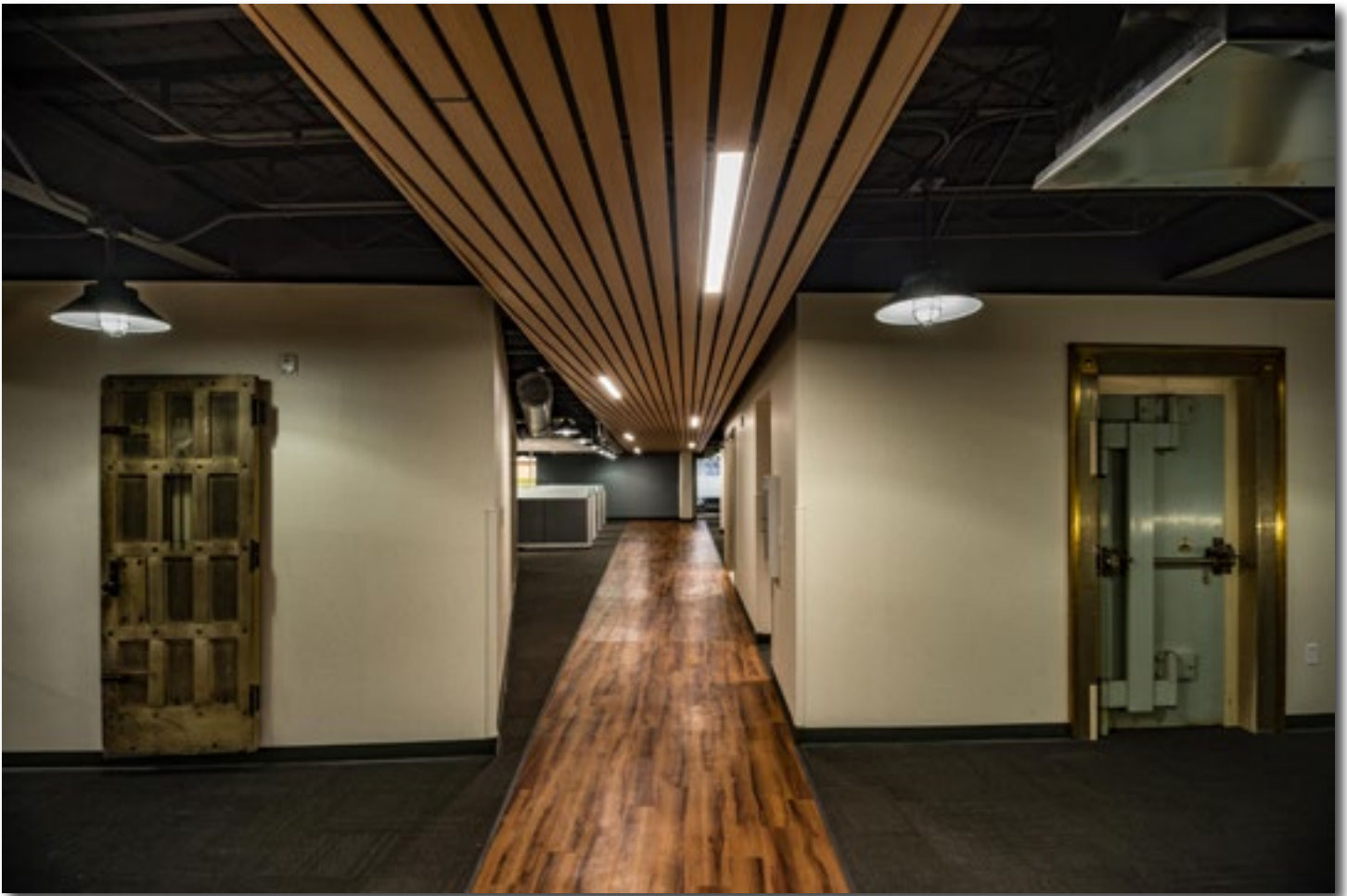
The design team juxtaposed old and new wood “clouds” hovers just below the ceiling. It balances the divergent look of dark carpet tiles and black painted plenum which defines the circulation path.

The warm combination of luxury vinyl tile and

The result is a creative office that sparks the imagination.



Left: A great room provides an informal, fun environment to rejuvenate. It allows employees to socialize in a relaxed setting.



Top: In the main entry corridor, heavy historic vault doors balance the neatly painted gypsum walls.

Above left: The reception area features LED lighting recessed into the walls.

Above right: The luxury vinyl tile floor tapers to a point and widens as it moves down the hallway.

Employees have made the space their own with some personal touches. On one wall hangs a framed SARA Opoly game (Monopoly designed for SARA). The game board, a gift to Eric from his staff, celebrates the company's place in Madison. Instead of Boardwalk and Marvin Gardens, it includes a number of properties featured in SARA's past and present portfolio.

SARA staff took the game theme one step further, creating several 4-by-6-inch property cards replicated from SARA Opoly and displayed them throughout the office. The conference room is called Monona Terrace. Another office is Gilman Street. Even the restrooms are aptly labeled with a plaque for Water Works.

Making the space fun and personalized fit Eric's vision of being focused on his most important asset, his employees. The staff helps carry out his plan for maintaining a client-centered business.

Eric is committed to building ongoing, successful relationships with tenants, investors and business associates in which all profit, grow and succeed.

"Tenant needs are our first priority," Eric said. "Our folks do not work on commission. If the tenant wins, everyone else wins. We talk about this every day."

SARA provides single-point accountability to its



Please consider joining Strang in support of The American Cancer Society.

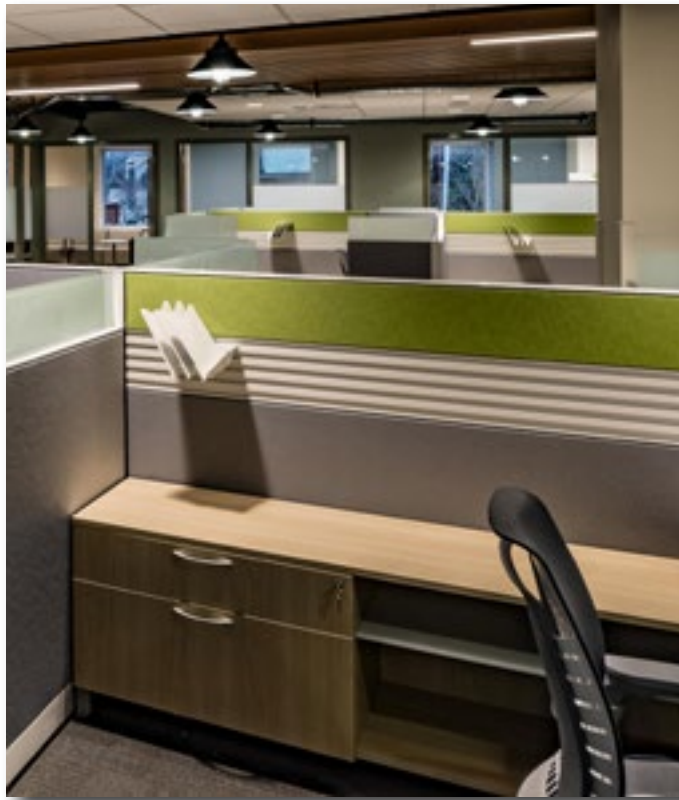
clients. The company's divisions include in-house property management, development, accounting, investor relations, and asset management.

With so many parts, it's vital that staff is able to have plenty of room to work together.

The newly refurbished space offers what the former headquarters did not – both formal and informal collaboration areas. These foster teamwork and communication without interrupting work.

Fresh, contemporary breakout space draws people into a social working environment for spontaneous meetings.

While collaboration is vital in the real estate business, deadlines are vital too, and it is important that SARA employees have time to themselves when needed. So they developed a system: To work uninterrupted, team members post laminated pictures by their workspace to signify if they are free to talk, or



The office design allows for a mix of privacy and collaborative space.

if they are working on a deadline.

When employees want a break from the routine of work, a great room provides an informal, fun environment to rejuvenate. While it has a sink and a microwave, it's not a standard break room. Comfortable furniture and a foosball table make it feel more like home. Employees can socialize in a more relaxed setting and get away from work without going too far.

The bright new office parallels the state of business these days. It's an exciting time in commercial real estate and investors are focusing more on the Midwest, President Traci Dalsin said.

"They are attracted to the great stability we have in the Midwest. We have stability and we still have great growth. That's a good combination for investors. There is quite a bit of opportunity for investors in our market today," she said.

The St. Louis office that opened in January will also serve Kansas City, Omaha and even parts

of Iowa. Those markets are similar to Wisconsin and Minnesota, Dalsin said.

SARA's new logo symbolizes this growth. The company's name, a tribute to Eric's wife, Sara, is set in a bold, uppercase font representing the steadfast dedication of its professional staff.

The two colored icons on the left side of the logo combine the familiar with the future.

The burgundy is a reflection of the original logo; the blue represents the firm's future and signifies the fundamental qualities of trust, security, integrity and loyalty.



"We continue to make strides in growing our investments while maintaining our client focus and culture of integrity and hard work," Traci said.

"We are proud to present a logo that represents SARA as we move into the future."

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Please consider joining Strang in support of The Madison Region Economic Partnership and The Urban League of Greater Madison.

FREE SPIRITS

Q: Do You Know The Difference Between A Hobby And A Passion?

A: About 1,300 Lbs.

Ask our Peggy Mooney the difference between a hobby and a passion and she'll tell you all about her race horse, Fermi's Wish.

Fermi, who just turned 10, is really more of a pet than a race horse – a 1,300-pound pet who stands 17.1 hands (5'9 at the shoulder).

Pet or not, she's still a Thoroughbred. Peggy purchased her as a yearling and together they experienced the ups and downs of professional



Peggy Mooney
Senior Administrative Specialist



horse racing. Fermi raced for two years in Illinois until she fractured a bone in her ankle.

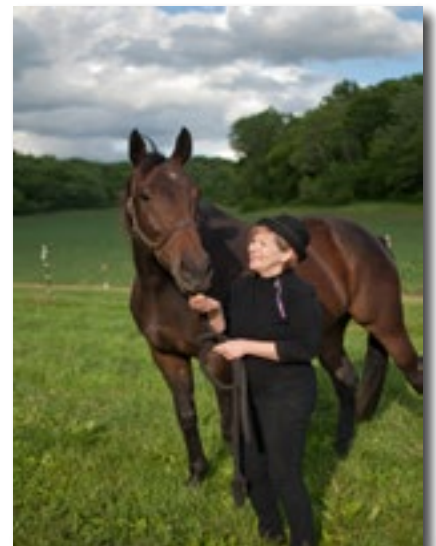
Peggy retired her and brought her to a stable near Madison and rehabbed her back to health. A horse lover since watching her first Kentucky Derby as a five-year-old, Peggy's wish really is Fermi's Wish.

"I always knew I'd have a Thoroughbred," said Peggy, Senior Administrative Specialist at Strang. "She was meant to be with me."

Peggy doesn't ride Fermi much – she's only learning to be a

saddlehorse – but spends time with her on nights and weekends.

"It's so therapeutic to go out to the barn and brush her, walk her around, feed her treats and just talk to her."



ONE SPACE



ENDLESS OPPORTUNITIES

Imagine Interior Space That Offers Comfortable Furniture, An Open Kitchen - The Heart Of Social Gatherings - And Personal Areas Used For Relaxation Or Conversation. Sounds Like Home, Right? Well Actually, You're Half Right. This Is What The Newest Office Spaces Will Look And Feel Like - A Space Where Work, And Residential Dwellings Converge, Then Integrate Technology To Support Infinite Connectivity Through Mobile Devices, Electronic Project Boards, And Even Wearable Technology.

As interior designers then, we must transcend conventional definitions and a one-space-fits-all approach. Clients not only want space that is unique to their needs and brand, but also desire to work from home or live comfortably at work. At Strang, we employ our project development protocol of Listen, Discover, Design to best understand the right mix of functional, aesthetic, and cultural desires of our clients.

One of the challenges of creating various space types is ensuring that square footage will be utilized fully and efficiently. Too often, spaces that serve one purpose - such as a fitness room - become dead areas that can be difficult to activate unless the space truly reflects the ethos of the employees.



Alice Clark, LEED AP, ID+C
Strang Interior Design Specialist
aclark@strang-inc.com



Mobile furniture and integrated technology solutions will maximize the capability of these spaces, converting even the most casual areas into successful work zones or vice versa.

We believe workspaces of the future will shun staid, intractable configurations; how we work, interact and engage is evolving too rapidly to embrace status quo.

Strang's design approach aligns your productivity, culture and creative energy within beautiful, multipurpose space that empowers everyone within to perform at their professional best.

IMAGES ARE FROM A RECENT CAFE RENOVATION. OWNERS VIEW THIS SPACE AS AN ENVIRONMENT FOR COLLABORATION, ENHANCED PRODUCTIVITY AND SOCIAL INTERACTION. MORE ON THIS PROJECT IN A FUTURE ISSUE OF THE *Alliance*.

Alternatively, we aim to design spaces that have multi-function characteristics such as a work cafe. Such places transcend dining functions alone to also support work and impromptu meetings throughout the entire day. This approach allows people to occupy the space as their needs change, often multiple times during a single day. Additional flexible spaces can include open collaboration, closed meeting rooms, quiet zones, or active, playful spaces.



Photography

■ Mike Rebholz Photography ■ Mike Libby, Strang, Inc.

NOTEBOOK

> Strang Staff Keeps Growing

Strang added serious talent and depth to our staff with the recent addition of six colleagues. Please join us in

welcoming this new group

of experts to Strang. Seated from left to right are: Clark Solowicz, PE, Director of Site and Civil Engineering; Joseph Leisner, Senior Electrical Engineer; Hana Al-Tabbaa, Senior Architectural Designer; and Katie Lowery, LEED AP, HVAC Control Specialist. Standing from left to right are: Matt Long, AIA, CDT, CSI, Senior Project Director; and Drew Martin, Architectural Designer.



> Employees Pitch In To Improve Kitchen

Strang staffers pooled their talents to install new LVT (luxury vinyl tile) flooring in the company's kitchen.

Thanks to the good folks at Sergenian's Floor Coverings for their training and assistance in getting the project started right. They even recycled the old carpet for us!



WE ASKED OUR STAFF...

WHAT DO YOU LIKE BEST ABOUT BEING INVOLVED IN UW-MADISON'S NEW SCHOOL OF MUSIC?



Strang, Inc., in association with Holzman, Moss Bottino Architecture, LLP



Andy Geurts, Engineering:

“It’s an opportunity to be a part of the design of a state-of-the-art facility at my alma mater. This type of project makes me proud to tell people what I do.”



Mark Bastian, Architecture:

“I really enjoy working with a fantastic client group.”



Mike Libby, Engineering:

“It’s a special project and I look forward to seeing all of the systems come together in one cohesive design.”



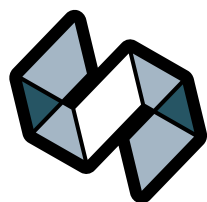
Jacob Ziomek, Architecture:

“Working on a project that will become a positive addition to the arts, and which will be a work of art in its own way, has been inspiring to me.”

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Questions or comments, please contact Randy Banks at RBanks@strang-inc.com

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