

the alliance

always aligned with clients in mind

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Volume ONE
Issue TWO

A Site For Sight

M3's New Building Designed To See And Be Seen

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"A Fondness For Music Unites Us All"

**Mead Witter
Foundation**
Bestows Legacy
Gift To The
University Of
Wisconsin

Child's Play - Or Is It?

**A Special Visitor
On Career Day**

A Student With A Close
Connection To Strang
Learned From Our Staff



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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> A Site For Sight

M3's new building along the shore of Lake Monona in Madison rates pretty high on the "cool" scale. But this is much more than just a pretty office. It is a showcase of the company's philosophy, vision and service.



> A Fondness For Music

For the University of Wisconsin School of Music, there may be no sweeter tone than construction on its new building. The high-profile venue will give students an opportunity to learn and perform in a world-class facility.



What You See



S

everal steps into the room and you quickly realize this is no ordinary space - certainly not as far as conference rooms go.

You instinctively look past furnishings or interior design to take in the natural beauty that surrounds this building.

Expansive panes of glass usher the outside in or, conversely, give you the sense of being outdoors.

But trust us, on this cold

February day you're glad to be inside. Yet winter's austere landscape yields a beauty all its own. Framed by mature hardwoods, the windswept lakeshore sets your foreground perspective and the skyline is immersed within the water's edge.





Yes, winter's backdrop can be beautiful, but we must admit we're looking forward to spending time on the waterfront patio.

Look Closer

Not restricted to this conference room, this view traverses the entire office, a design opportunity realized to its fullest. Welcome to M3's new headquarters where insurance, benefits and financial experts thrive to the advantage of their clients, colleagues and communities.

The building's design is meant to showcase the company's philosophy of vision and service. As such, the design provides a unique setting for mobility and flexibility which in turn empower employees to share unmatched guidance and counsel with their clients.

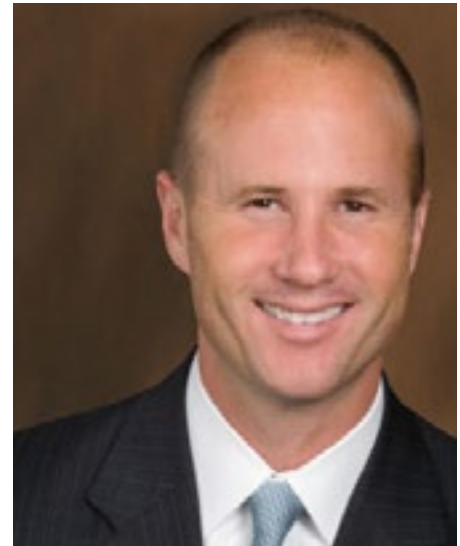
M3's focus goes beyond the clients it serves. It also focuses

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CATCHING UP WITH

Mike Victorson

President And Chief
Executive Officer, M3



"This building is a reflection of what M3 stands for. We want to nurture the creative spirit and encourage the concept of team. It's exciting to see how this space impacts our ability to keep these constituencies and partnerships at the center of our work."

on its employees, its industry and the community. This is how M3 makes its mark – by helping other companies, organizations and community groups succeed. By educating and advising clients on administrative, long-term planning or financial matters, M3 clients have the time to focus on their day-to-day business.

One example is M3's work with the Rhinelander School District. The team not only kept the Rhinelander School Board up to date on regulations, but helped explain exactly what needed to change to be compliant.



They also helped with safety issues by reviewing the district's chemicals and storage. M3 saved the District money by making sure its maintenance department wasn't spending unnecessary disposal fees.

Another example of helping a company succeed comes from Germantown, where M3 worked with plastics manufacturer L.T. Hampel to develop its comprehensive business plan. By offering creative ideas that fit with Hampel's unique needs, M3 helped the manufacturer focus on its work within its own industry.

Closer Still

M3's servant leadership qualities are also evident throughout the state. Some of the community organizations served by M3 include Domestic Abuse Intervention Services, Second Harvest Food Bank and the American Heart Association.

Because much of M3's work relates to helping employers and individuals manage their healthcare plans, it seemed especially fitting to help the American Heart Association.

"Giving my time to the AHA feels like a natural extension of my professional life," said Sean LaBorde, Executive Vice President of Sales and Marketing at M3.

M3 also donated \$50,000 to the Confluence Project performing arts center in Eau Claire – a project funded with a combination of public and private resources. The Confluence Project, scheduled to open in 2018, is designed by Strang in association with Holzman Moss Bottino Architecture of New York.

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"A building, no matter how cool, is still just a building. The humble action of people willing to think about themselves less in order to put other people first is what makes an impact and leaves a legacy."

Mike Victorson, President and Chief Executive Officer, M3



Those successes – with clients and community members – are possible because M3 puts its

employees in a position to do their best work. The company offers healthy lunches, access to an in-house fitness center and has built a work culture of mobility and flexibility.



>>> Please consider joining Strang in support of The Boys and Girls Club of Dane County.

Now You Get The Picture

Last year, M3 received a “Best Places to Work” award by *Madison Magazine*, and was again named a “Best Practices Agency” by the Independent Insurance Agents and Brokers of America.

Madison Magazine said its winners cultivated environments where people wanted to come to work each day because it’s “challenging, supportive, freeing and fun.”

M3 has always operated under the philosophy of putting its employees in a position to do their best work. It was the way the company ran its business long before moving into the new building.

And Victorson is quick to point out that putting employees in a position to do their best work is not about the building, but about an attitude.

UNDER CONSTRUCTION

Summit Credit Union



Comes
To Life In
Muskego

Construction of Summit Credit Union's Muskego Branch moves along despite the snow and cold of a Wisconsin winter. A steel frame provides the basis for the rooftop prow – the most prominent feature of the building. In the rear of the structure, tall, brick fins, normally designed for elevator towers, are added as an architectural feature. Inspecting the progress of the project (above) are Chris McHugh, Summit Portfolio Project Manager, Jeremy Eppler, Summit Director of Risk Management, and Strang Project Architect Brandon Halverson. The project is expected to be completed in May.



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

the gift of music



The University of Wisconsin – Madison School of Music’s current facilities have served the basic needs of students well, but as the program grew, pedagogy evolved and technology advanced. The buildings have become an ever-challenging instructional and performance environment.

Think of it this way: a renowned collegiate music program existing within an aging facility is analogous to a world-class violinist playing on a rummage sale instrument. Now, thanks to the generous contributions of passionate donors, the School of Music is about to receive its Stradivarius.



Designed to reflect the world-class stature that is uniquely UW-Madison, the new facility will showcase a performer's talent, becoming an extension of their instruments and voice. The new facility will create an enriching environment where students, faculty and visiting performers can (re)discover and refine their talents. In this way, they will bring richness, diversity, and absolute joy to their music for the campus, regional citizenry and the entire state.

From Dreams To Vision To Reality: Incredible Generosity

This musical destination is entirely funded by the thoughtful generosity of numerous donors. Among them, Pamela O. Hamel, a member of the School's Board of Advisors, and her husband, UW-Madison alumnus George Hamel (BA, '80), donated the \$15 million lead gift. In 2014, the UW Board of Regents announced it would honor them by naming the building the Hamel Music Center.

The Mead Witter Foundation stepped forward with a \$25 million gift. In honor of that generosity, the University designated the department as the Mead Witter School of Music and called the 662-seat concert hall the Mead Witter Foundation Concert Hall.

The Board of Regents also titled the 319-seat recital hall the Collins Recital Hall in honor of

Paul Collins who presented a gift of \$5 million and has also endowed fellowships and professorships within the School of Music.

Most of the donors have had a strong history with the University even if they were not all directly

connected to UW-

Madison's music program. George W. Mead II, whose father, George served on the UW Board of Regents in the 1930s, now serves as chairman of the Mead Witter Foundation.

"Though none of our family studied music at UW, a fondness for music unites us," Mead said. "Everyone needs music. It is an inspiration point for all areas of creativity and learning."

This Is Seriously Exciting

The new Hamel Music Center will raise from a "dream location" along University Avenue



*Barriers Must Not
Exist Which Say
To Aspiring
Talents,
Thus Far And
No Farther*

~ Ludwig van Beethoven

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STRANG



where the campus meets the city and where the burgeoning East Campus Arts District and adjacent East Campus Mall converge.



“The new performance space will be a jewel of our campus, not only for the students, but also for the community at large.”

Rebecca Blank
UW-Madison Chancellor

social connections between working musicians and the public – a key priority for the school. This is not just a physical connection, but a metaphorical connection – a

As you approach the building, you will be drawn to a transparent lobby, clerestory windows in the recital hall and a dramatic glass corner of the rehearsal hall, providing visibility to and from the street. That visual transparency creates

place where the arts on campus begin their influence on the city, the region and the state. It’s an embodiment of **The Wisconsin Idea** – a principle coined in 1904 by then-University of Wisconsin President Charles Van Hise – that the



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

University should improve people's lives beyond the classroom.

OK, Let's Go Inside

The architectural team from Strang, in association with Holzman Moss Bottino, envisioned, then designed a world-class teaching facility distinguished by clarity, natural timbre and ever abundant liveliness...in sound and experience. The design team explored a multitude of site layouts

and building configurations before arriving at the recommended solution. Each option was compared in terms of its ability to meet program requirements, functional adjacencies, noise isolation requirements and the exacting configuration for optimal flexibility.

"Though none of our family studied music at UW, a fondness for music unites us."

George Mead II
Chairman, Mead Witter Foundation

To create spaces that will enhance sound throughout, designers first made sure to keep the unwanted

noise out. Lobby and other spaces will act as buffer spaces between performance rooms

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STRANG



and bustling University Avenue traffic. The engineering systems will be concealed from

both sight and sound.

Next, they seamlessly integrated acoustics with technology. In the concert hall, heavy wall, floor and ceiling materials will reflect low-pitched sound, creating the sense of warmth of sound.

Two full-height reverberation chambers to either side of the stage are linked to the hall through large apertures.

Optimal Flexibility

From a tenor soloist, jazz quartet or gospel choir, to a children's chorus or symphony orchestra, all artists will experience excellent sound quality plus a stage that suits its size and arrangements.

Seating and stage in the Mead Witter Foundation Concert Hall is designed as a unified whole of independent parts. For the largest ensembles, the stage seats 86 musicians.

On the other end of the spectrum, small ensembles will be well-served by the use of movable acoustical

THE BEST TEAM BUILDING ACTIVITY IN THE GALAXY: **END HUNGER, HAVE A BLAST.**



Design & build a structure made entirely from canned and packaged foods and after the public event, all food is donated to help end hunger in the community through the MOM Food Pantry, one of the largest in Dane County. [Register Today!](#)

WEST TOWNE MALL
APRIL 18-24, 2016
CANSTRUCTIONMADISON.ORG



Congratulations to **Strang**, who with **CUNA Mutual Group**, won the Structural Ingenuity and People's Choice Awards in 2015 for their structure, **Spidey Spins his Web to End Hunger**.



Please consider joining Strang in support of the Middleton Outreach Ministry



shell reflectors. In the Mead Witter Foundation Concert Hall, seating can be arranged to allow different presentations for different size audiences.

The Collins Recital Hall will have a modest sized stage, with room for 20-25 musicians for smaller performances.

Both the Collins Recital Hall and the Mead Witter Foundation Concert Hall will allow for live-stream concerts and high quality digital recordings.

A Note For Thought

At its greatest, music creates a particularly concentrated, gripping and all-enveloping experience... for the performer and audience alike.

That is why the new Hamel Music Center was designed with a presence and personality that inspires and empowers performers to produce – and audiences to embrace a signature “*Madison Sound.*”

Fact Sheet: UW-School of Music

LOCATION: University Avenue, Madison, WI

SIZE: 80,000 square feet, **RECITAL HALL:** 319 seats, **CONCERT HALL:** 662 seats

CONSTRUCTION SCHEDULE: Fall 2016 - September 2018

AGENCY
UW System Administration

CLIENT
State of Wisconsin
Division of Facilities Development

INSTITUTION
University of Wisconsin - Madison

ARCHITECTURAL
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Holzman Moss Bottino Architecture
Ken Saiki Design Landscape Architects
ForeSite Facility Planners

SUSTAINABILITY, MECHANICAL AND ELECTRICAL ENGINEERING
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PLUMBING ENGINEERING
Thunderbird Engineering

THEATRE CONSULTANT
Fisher Dachs Associates

ACOUSTIC AND AUDIO/VISUAL CONSULTANT
Talaske

COST ESTIMATOR
Vermeulens Cost Consultants

LIGHTING DESIGN
Essential Light Design Studio, LLC

> High School Freshman Visits Strang On Career Day



Strang architect Brandon Halverson explains the business to Alex Henige.

Blueprint To A Career

Alex Henige sat down, looked at the blueprint and studied it with the intensity of a true problem-solver. The passion for architecture and engineering was evident in his eyes. About the only thing lacking was experience – and age.

Alex, a freshman at Middleton High School, is just 14. A bit young to be spending the afternoon at Strang, Inc., maybe. But he had good reason to be here. Alex's step-mother, Julie Henige, is the granddaughter of the late Allen J. Strang, the architect who started this company 81 years ago.

Alex has expressed interest in engineering and is taking an engineering graphics class offered for freshmen. He visited with Strang architects Brandon Halverson and Jacob Ziomek, who offered some insight into the industry. "He loves computers and doodling," said Julie. "He spends hours creating things. He even does some 3-D drawings."

For Alex and Julie, the experience was more than a step toward a future career, but a unique chance to learn about family history. "I just thought it's a great opportunity to explore what he loves and for us both to learn about the company my grandfather founded," Julie said.



Larry Barton
AIA, LEED AP, ID+C
**President
and CEO**



Joss Hurford,
LEED AP, BD+C
**Director of Energy
Modeling and
Conservation**



Alice Clark
LEED AP, ID+C
**Associate IIDA
Interior Design
Specialist**



Curt Norton
LEED AP, BD+C
**CSI, CCS
Director,
Specifications**

Strang Designers Receive Sustainable Status

Four members of the Strang team recently added to their LEED sustainable credentials. LEED (Leadership in Energy & Environmental Design) is a federal green building certification program that recognizes best-in-class building strategies and practices.

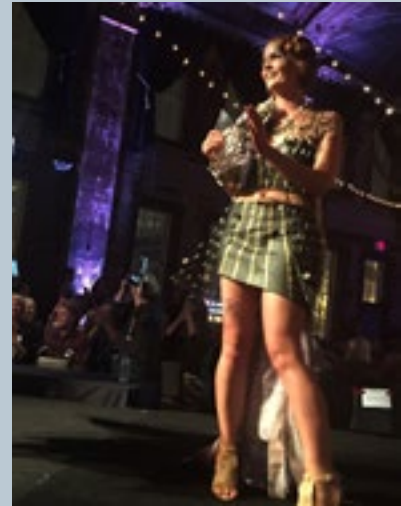
Curt Norton, Director of Specifications and Joss Hurford, Director of Energy Modeling and Conservation, both received the LEED AP for Building Design and Construction (BD+C). Larry Barton, President, and Alice Clark, Interior Design Specialist, both received the LEED AP for Interior Design and Construction for Commercial Interiors (ID+C).

LEED for ID+C enables project teams, who may not have control over whole building operations, the opportunity to develop indoor spaces that are better for the planet and for people. LEED for BD+C provides a framework for building a holistic green structure, with the means to nail down every sustainability feature, maximizing the benefits.

NOTEBOOK

> Interiors Team Struts For Charity

Strang took home the Best Representation of Theme award at the 2015 STRUT competition, the International Interior Design Association's fashion event benefitting the Ronald McDonald House. Designers created garments from interior products and showcased them on the runway. Thanks to our partner DL Couch for providing an assortment of window sheers, wallcovering and upholstery fabric.



> Learning The Ropes

Strang employees enjoyed a day of team-building activities at Madison's Kennedy Park. Team challenges and physical activities were related to leadership, communication and teamwork as part of Strang's strategic planning initiative. Thirty employees participated in activities including a high challenge course in which teammates helped each other climb, swing and jump on ropes and platforms 30 feet off the ground. Thanks to the Madison School and Community Recreation Department for facilitating the program.



Some of us at Strang, along with many others in Wisconsin, embrace the cold and snow of winter. This month, we asked our colleagues about their cold-weather hobbies.

What's Your Favorite

Winter Activity

In The Madison Area?



David Hoffman, Operations:

"Ever since I bought an older snowmobile a couple of years ago, I look forward to winter and actually hate to see it end."



Alec Hembre, Architecture:

"I enjoy the thrill of competitive speed skating. It's a fun opportunity to challenge my mental focus and physical endurance."



Rick Gilbertsen, Architecture:

"There's nothing like downhill skiing in the mountains. But I'm happy to ski here in Wisconsin if I'm not able to travel."



Ivo Rozendaal, Architecture:

"I enjoy getting out to cross-country ski. Recently I've started skijoring to add a bit of speed and canine company to the fun."

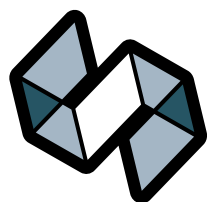
Let us know your favorite winter activity. We'll run some of the responses in a future issue. Visit our website or email pgill@strang-inc.com.



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