

the alliance

always aligned with our clients in mind

8.2017
VOLUME TWO
ISSUE THREE

Strang's STEAM CAMP 2017 THE GENIUS TOUR

Find Out What
Happens When
Private Industry And
Non-Profits Come
Together And Give
55 Kids A Jump Start
On STEAM Careers

ALSO IN THIS ISSUE:

Our Interiors Staff
Attends NeoCon

Strang Breaks Ground
on Future Home

THE VIEW FROM HERE



“Curiosity. Wonderment.
Discovery. Confidence.”

These are just a few of the words parents and family members used to describe their child’s experience within Strang’s S.T.E.A.M. Camp 2017: The Genius Tour.

THE GENIUS TOUR



- 55 Teenagers
- Eight Businesses
- Three Non-Profits
- Two Public Institutions
- One Utility Company

From June 26 through June 30, 55 middle school youth from the Greater Capital Region traversed southern Wisconsin to experience career opportunities within S.T.E.A.M. disciplines: Science, Technology, Engineering, Arts and Mathematics. Our young campers programmed miniature robots, participated in medical school, developed household budgets, underwent bioluminescence genetic transformation (yes, they did), grasped the importance of renewable energy and saw what it takes to design, test and manufacture a world-class carbon fiber bicycle. They also explored the surprising correlations between art and science, participated in team-building exercises and consumed mass quantities of pizza – because our young geniuses cannot live on pie (π) alone.

We encourage you to take time and read through this special issue of the **alliance**. Curiosity, wonderment, discovery and confidence are just a page turn away.



IN THIS ISSUE

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STEAM: A TESTAMENT TO TEAMWORK

Read how three non-profit organizations came together to make STEAM Camp possible for our Madison-area youth.



THE GENIUS TOUR

For five days in June, our campers visited 10 locations throughout the Greater Capitol Region and southeastern Wisconsin. Here's what they did and what they learned.



STRANG NOTEBOOK

From an interiors conference to a fund-raising bike ride to an important groundbreaking, learn what the crew at Strang has been up to this summer.



Urban League of
Greater Madison
Educate | Employ | Empower



THREE NON-PROFITS MADE STEAM CAMP POSSIBLE

It was great seeing 55 young people introduced to Science, Technology, Engineering, Art and Math in a fun and exciting way. But what was truly amazing about STEAM Camp was to see how three

local non-profit organizations came together to make this happen. Hats off to the Urban League of Greater Madison, Girl Scouts of Wisconsin Badgerland and Big Brothers Big Sisters of Dane County. Each of those



**THANK YOU TO OUR
STEAM CAMP SPONSOR**



*Len Devaisher, CEO of Old National Bank's
Wisconsin Region, pictured with some of
Strang's STEAM Camp attendees.*



STRANG

organizations locked arms together to build awareness of educational pathways towards STEAM careers. Of course, the real thanks and appreciation must go to our camp's sponsors and hosts. You'll read more about them in the following pages.



And you cannot produce an experience like this without the countless volunteers, chaperones and behind-the-scenes personnel who kept the buses rolling, lunches coming and permission slips signed.

Special shout-outs to the Greater Madison Chamber of Commerce, Latino Professional Association and Madison Metropolitan School District. To all of you, thank you for sharing your time, talents and guidance in support of STEAM Camp 2017.



Help us to inspire literacy and provide children with their own books. For children living in poverty, two-thirds do not have books in the home. Our goal is to change that: for 2017 we hope to provide 25,000 books to children and families.

Our literacy based nonprofit focuses on providing books and programming for vulnerable children and families in SW Wisconsin. We partner with schools, nonprofits, social workers and community groups to reach as many children as possible. Help now: madisonreadingproject.org

OH, THE PLACES WE'VE BEEN!

To run a proper STEAM Camp experience, there must be exciting places to take the kids that are “outside” a traditional classroom setting. These should be places that touch their senses and resonate with their curious nature. Campers should visit science labs, operating rooms, and research facilities. They should get outdoors and inside a factory that make products they relate to – places that open eyes, minds and hearts.



STEAM Camp 2017 was fortunate to have community-minded partners to serve as hosts for “The Genius Tour.” These organizations not only gave us the use of their facilities, but they gave us their time and undivided attention. All served as great hosts whenever these 55 kids jumped off a bus and walked through their doors. Each organization allowed their staff to spend hours with the children, mentoring them and patiently answering their questions.





THE GENIUS TOUR

- Zendesk
- The Madison Central Library
- UW Hospital and Clinics
- Olbrich Gardens
- University Research Park
- Summit Credit Union
- Biopharmaceutical Technology Center Institute
- Madison Gas and Electric's Blount Generating Station
- Madison Gas and Electric's Training Facility
- Trek Bicycle Corporation



I DON'T WANT TO TELL MY TEACHER THAT I DON'T HAVE A REAL BED

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The power of many. Working for all.



SPARK
CURIOSITY



BUILD
FRIENDSHIPS



A DAY OF SOFTWARE, BOTS AND PIZZA

For a program featuring venues throughout the Greater Capitol Region, the week's events began, fittingly, at the Wisconsin State Capitol where they gathered in the rotunda and viewed the special display of the building's centennial celebration.

The group then walked to the nearby offices of Zendesk, a global software company that develops web-based "help desk" software for customer service issues. Jillana Peterson and other volunteers from Zendesk gave an overview and tour of their company while the kids enjoyed breakfast. Campers then participated in fun, interactive drills that exemplified teamwork, networking and problem-solving skills.

In the afternoon, our kids walked across the Capitol Square again, this time to the Madison Central Library on Mifflin Street. They enjoyed lunch donated by Ian's Pizza before settling into programs on Chibitronics Circuit Art and Ozobots Robotic Programming. This portion of the afternoon was presented by Allison Martinson, program manager of STEM for the Girl Scouts of Wisconsin Badgerland.

The circuit art was a lesson in electronics involving paper, copper tape and a small bulb that lit up within a drawing when the circuit was correctly completed.



MONDAY'S HOSTS

- **Zendesk**
- **Madison Central Library**
- **Ian's Pizza**

The kids learned sequential thinking, logical reasoning and coding concepts while having fun with robotics and drawing pictures. Not a bad way to spend a summer afternoon.

Thank you to:

- Jillana Peterson and colleagues, Zendesk
- Tom Karls and colleagues, Madison Central Public Library
- Allison Martinson, Girl Scouts of Wisconsin Badgerland
- Staci Fritz and colleagues, Ian's Pizza

EXPERIENTIAL LEARNING



BLENDING SCIENCE AND THE ARTS

On Tuesday morning, campers had a chance to simulate the education of doctors at the University of Wisconsin Hospital and Clinics in Madison.

Volunteers from UW Health led small groups of campers throughout the complex, introducing them to various health care careers. The kids tried out medical equipment from stethoscopes to ultrasound machines. They even donned hospital masks and hair coverings to work in a (simulated) operating room. Everything was identical to what real medical students use – the lights, equipment and beds. Even the lungs expanding and contracting with the help of a ventilator were real – they once belonged to a pig!

A morning filled with science easily transitioned into an afternoon of art, thanks to Peter Krsko, an artist-in-residence at the UW-Madison Arts Institute. During his residency at UW, Krsko taught University of Wisconsin students “Zoethica: Bioinspired Art and Science,” and developed lesson plans for STEAM camps. On this day, he walked our campers through Madison’s Olbrich Gardens, showing them a series of sculptures built by the UW students which mimic natural

structures and forms ranging from ant hills to spider webs. The group then headed to the University Research Park where Krsko helped campers create geodesic sculptures from paper and wood.



TUESDAY'S HOSTS

- **UW Health**
- **Olbrich Gardens**
- **University Research Park**

Tuesday's lesson was about the integration of art and science. Moving from medical science to a study of the many shapes evident in the natural world exemplified the connections between art and science.

Thank you to:

- Veronica Cox and colleagues, UW Health and Health Occupations and Professors Exploration (HOPE)
- Peter Krsko, UW Arts Institute



TRUE
DISCOVERY



FINANCIAL
SMARTS



FROM CALCULATORS TO TEST TUBES

On Wednesday morning, students walked inside an airplane, sat in an English pub and saw the Leaning Tower of Pisa.

Okay, so those were only theater-set replicas at the Summit Credit Union Inspiration Branch in Fitchburg. But these visual cues prepared campers for their morning program – working out a real-life budget to save for their dreams.

With mustaches and silly hats to spark their imagination, the household budget drill was both fun and educational. It also gave the kids an important lesson in fiscal literacy and responsibility.

In the afternoon, campers were welcomed to the BioPharmaceutical Technology Center Institute, also in Fitchburg. Videos and short lectures prepared them for time in the laboratory where they donned lab coats, goggles and gloves to run a series of experiments.

Professional science researchers taught campers basic lessons in lab safety and technique so they could run accurate tests safely. They gave a lesson on bioluminescence, and

helped the kids perform a simulated genetic transformation, producing a bioluminescent liquid in test tubes. They followed up the experiment by taking the tubes into a dark room where they glowed like fire flies.



WEDNESDAY'S HOSTS

- **Summit Credit Union**
- **BioPharmaceutical Technology Center Institute**

Some campers may one day start a career as a research scientist. If they do, they will do it with a basic understanding that the money from their paychecks must be carefully saved and budgeted.

Thank you to:

- Amy Crowe and colleagues, Summit Credit Union
- Barbara Bielec and colleagues, BioPharmaceutical Technology Center Institute



CARE
ENOUGH TO
SHARE



POWER
IMAGINATION



A POWER-PACKED DAY AT MGE

Steam campers saw both the past and future of the rapidly changing field of energy generation during a trip to Madison Gas and Electric's Distribution Operations Center.

The trip included a visit to the century-old Blount Generating Station which still burns natural gas to power the community. The kids saw how MGE manages and controls the electric wires and gas pipeline system.

Campers then went fast-forward into the emerging field of alternative energy to learn about wind and solar. They crafted model wind turbines, testing their blades in front of a fan. The kids also got a close-up look at two electric cars, learning how they operate without a fuel tank and produce no tailpipe emissions, making them a greener option.

After lunch, the group traveled to MGE's new training facility in Fitchburg. MGE volunteers taught them about the kind of training needed to work both overhead electric wires and underground gas lines. They demonstrated training techniques, including "rescuing" a

mannequin from the top of an electric pole. Campers even tried out some equipment and wore the protective rubber gloves and suits used by real pros.



THURSDAY'S HOST

■ **Madison Gas and Electric**

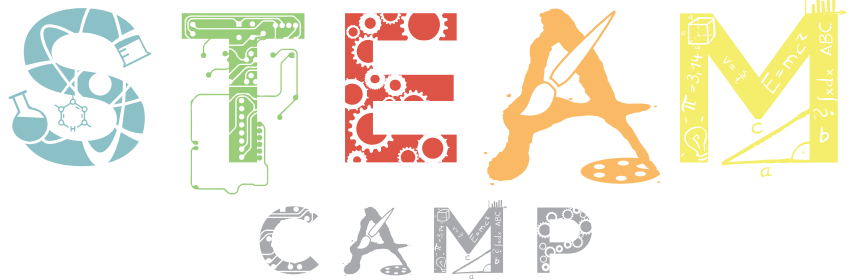
As these kids grow into adults, the world of electric cars and alternative forms of energy will be a normal part of their lives. To have a glimpse of the past and current forms of energy certainly gave them a better perspective on that future.

Thank you to Madison Gas and Electric:

- Jim Jenson, Jeff Newman, David Benforado, Kent Elliot and Dana Brueck.



WORLD CLASS
INNOVATION



CREATE
CREATE
CREATE



Engineering, Art

COMPLETING THE CYCLE

Friday's program took the group the farthest it had been from Madison – 33 miles east to Waterloo, the home of Trek Bicycle Corporation. Like so many other program hosts, the fine folks at Trek welcomed the campers in style, giving them a factory tour and feeding them a healthy lunch made in Trek's kitchen.

The kids learned about Lean manufacturing practices and set up their own assembly lines. They were asked to make simple Lego models of bikes using just six pieces for each model. The trick was to determine how to produce as many "bikes" as they could as quickly as possible. The drill turned into a competition and the competition into a game, ending in smiles and laughter with all of the kids winning.

Lastly, campers met with Trek's design team, learning about different types of bikes and what goes into designing new models. From TREK's fastest hand-built carbon race machines to their refined aluminum models,

the kids got an inside perspective on bicycle design. They drew pictures of their own prototype bikes and discussed their ideas with professional designers.



FRIDAY'S HOST

■ **Trek Bicycle Corporation**

This behind-the-scenes look at how bikes are made was a microcosm of the week: it was both interesting and fun. Sitting on top of the outdoor cyclocross flyover ramp, it was clear these kids had a new perspective on STEAM careers after a full week of camp.

Thank you to Trek Bicycle Corporation:

- Jason Mountford, Lindsay Roach and colleagues

NOTEBOOK

> Interiors Staff Attends NEOCON

Strang's interior designers spent time in Chicago at the Merchandise Mart for the annual contract furnishings show known as NeoCon. So what's next in commercial interior design? Our team saw the modern office continuing to evolve alongside increased connectivity and improvements in mobile devices. New technology including mobile apps are helping the next evolution of furniture become smarter.



> Strang Rides for Boys and Girls Club

Strang was well-represented in this year's Bike For Boys and Girls Club fundraising ride in July. Team Strang collected donations to support the cause. Thanks to more than 1,000 riders and numerous participating companies and organizations, the Boys and Girls Club of Dane County reached its goal of raising \$500,000. The funds will help pay for both a new dental clinic and renovation of the kitchen at its Taft Street location.



NOTEBOOK

> Breaking Ground At Our Future Home

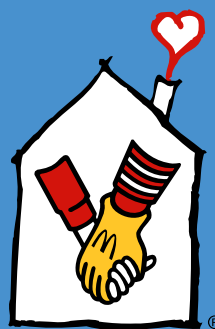
This summer, Strang participated in the groundbreaking of the Gebhardt Building for two companies – Gebhardt Development and Frank Productions. The eight-story high-rise at 800 East Washington Avenue, Madison, WI, will include 125,000 square feet of retail and commercial

office space. It will also be Strang's future home! The south half of the building will feature "The Sylvee," a new 2,500-seat music venue for Frank Productions.



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Madison



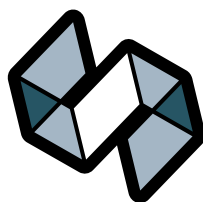
InBusiness Magazine readers
named Strang the top commercial
architectural firm in Madison.

From Best Practices To Next Practices
www.strang-inc.com

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