



The conference room at Hiebing Group's office opens up to Wisconsin Avenue in Downtown Madison.

CRAIG SCHREINER

BUILDINGS MATTER:

AN INSPIRATIONAL WORK PLACE

Marketing company's creativity stimulated in former city church

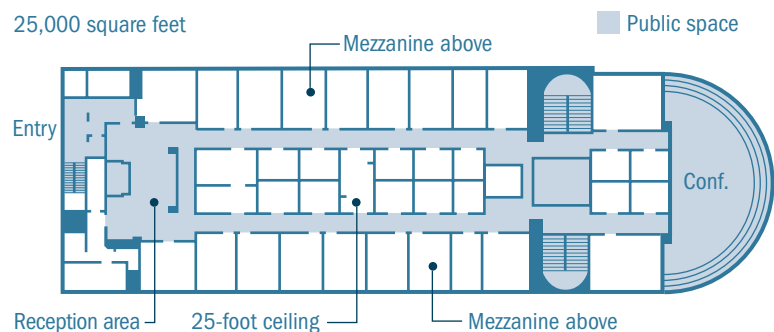
“We trade in ideas,” says Dave Florin, president of the **Hiebing Group**. In Hiebing's business, creativity can't wait. Success hinges on how their work space gently leads people with different skills, experience, and styles to find the next great idea.

Hiebing, a national marketing firm, occupies the three-level **Christian Science Church** two blocks west of the Capitol.

Please see **HIEBING**, Page 30

The Hiebing Group

25,000 square feet



Derrick Van Mell

is principal of Van Mell Associates, management consultants specializing in strategic facility decisions.

Steve Steinhoff

is executive director of the Neighborhood Design Center, helping communities become great places.

Wisconsin Ave.



Old Sauk Trails Park

1241 John Q. Hammons Drive

Avail Sq. Ft: 5,400 RSF
Rate Sq. Ft: \$16.00 - \$18.00 NNN

New 5 story with only one space remaining on first floor, secure building with key card access. Fitness center, free on site parking with convenient access to hotel and restaurants.



Old Sauk Trails Park

8040 Excelsior

Avail Sq. Ft: 1,500 RSF - 9,900 RSF
2nd floor and 18,712 RSF 4th floor
Rate Sq. Ft: \$16.00-\$18.00 NNN

New 4 story and great views with Beltline visibility. Free on-site parking and fitness center. Five year lease term with \$30 TI allowance. Easy access to hotels and restaurants. Secure building with key card access.



Old Sauk Trails Park

8000 Excelsior Drive

Avail Sq. Ft: 1,500 RSF - 6,000 RSF
Rate Sq. Ft: \$15.00 NNN

Prime West Beltline and Old Sauk Road location. Four story, Class A building. Ample free surface parking, fitness center and shared conference room nearby. Secure building with key card access. Five year lease term. Park-like setting with walking and jogging trails.



Old Sauk Trails Park

8010 Excelsior Drive

Avail Sq. Ft: 4,300 RSF - 4,900 RSF
Rate Sq. Ft: \$14.00 NNN

First floor lobby entrance, Class A office space with perimeter offices and open space free on site parking. Fitness center next door, key card access, storage and underground parking available.

PROPERTY TIPS

Lease should cover who owns improvements

By Ralph Kamps

Ownership of tenant improvements in a leased space can become a sticky situation when your lease comes to an end.

Can you remove property and take it with you to your new space? The best way to protect yourself when considering what belongs to whom is to spell it out in the lease or use an addendum when you make improvements.

Permanently attached structures such as walls, partitions, light fixtures and electrical almost always belong to the owner of the property or the landlord.

Even if you purchase them and have them built in at your own expense, they may become the prop-

erty of the landlord.

Don't forget that many leases call for the space to be restored to its original move-in condition. This may mean you have to remove certain improvements once your lease expires.

Certain fixtures such as ceiling fans, hanging lights, bathroom cabinets and fixtures could belong to either party. Oftentimes it depends on who purchased the item.

One example would be a landlord giving a tenant a certain allowance for a ceiling fan and then paying for the fan and installation. An addendum could be drafted to cover this and spell out who was responsible for maintaining the fan and who would own and remove it at the end of the lease and bring the ceiling back to its original condition. This is the

best way to handle the situation.

Spell it out and agree on who owns what and who's responsible for each step of the improvement.

Office furniture, window treatments, files, cabinets and display shelves for retail businesses usually belong to the tenant even if electrical hookups are needed since they are not permanently attached to the space and hard-wired to the space.

Addressing these items in your lease can alleviate most problems down the road. If you did not do so when the lease was signed, have an addendum drawn up. ■

Ralph Kamps is publisher of commercial real estate listing service Cirex/PropertyDrive.



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Haifley

Continued from Page 11

change their career direction, sometimes radically. At that point in Haifley's career, I would frankly have been unable to help him get interviews, because employers ask me to send them candidates with relevant work experience.

What impresses me about Haifley is that he was determined to do whatever it took to succeed, even if it took years, and he persisted in the face of all the roadblocks that career-changers encounter.

After graduating, Haifley worked hard to land his first job as an investment research analyst. Even with his MBA, an education that gave him the skills for an entry-level job in investments, he found employers reluctant to consider someone with a "non-traditional" career background.

I helped Haifley get an interview at a Madison fund that was recruiting a junior research analyst. Haifley showed rare initiative: When they mentioned a particular statistical analysis software package they use, Haifley found a contact who had it, spent a couple of days learning how to use it, built an analytical model and demonstrated it for them.

The key point that I impressed upon him during this process was that, for both his resume and his interviews, it was important to understand the likely hesitancy of an interviewer toward a career-changer, and to answer all questions about his past work with a strong emphasis on relevance toward the new career.

This approach carried Haifley through several rounds of interviews with my client, but they ulti-

mately passed him over and hired someone they felt had better work experience.

Throughout his several-years-long career shift process, Haifley persisted.

He secured an internship at a Madison investment firm during graduate school, but it did not turn into a full-time position.

He stayed in touch with his business school professors and alumni, who helped him get informational interviews with investment managers, and he arranged many such interviews, both with and without introduction from a contact.

His unusual background garnered attention that converted into interviews with several companies, but repeatedly employers found it difficult to "take a chance" on a smart candidate with a background that seemed foreign.

To bolster his investment skills and to demonstrate resolve, he took the

Level I exam toward certification as a Chartered Financial Analyst. This is a demanding all-day test covering dozens of complex equations.

Some investment firms help their junior staff by sending them to extensive test-prep courses. Haifley studied for it on his own, and passed.

I like Haifley's story because he did everything career-changers need to do. He educated himself. He networked. He sought out and took advice on resume writing and interviewing techniques.

And earlier this year, after nine interviews, he was hired as an equity research analyst at the **State of Wisconsin Investment Board**. Haifley now helps SWIB manage its pension fund portfolios as a stock analyst on the international equities team. ■

Hiebing

Continued from Page 29

The eclectic mix of this 1929 building's Roman columns, Deco light fixtures, vivid colors and funky pipe organ screen stimulate thinking and curiosity everyday.

Talent pool

"We absolutely must find and keep the brightest people, and our commitment to Madison has paid off," says Florin. The best way to keep great people is to help them do great work; the space is a standout recruitment tool. The location is quintessential Madison, centrally located and near the Capitol, the university and State Street.

Fluidity and collaboration

The informal, so called "third spaces" are made both accessible and private through the careful placement along sight lines between offices and corridors. These nontraditional spaces are the secret to sparking nontraditional ideas.

The semi-open work pods and the strategically placed breakout

spaces and kitchenettes are where ideas are born, to be funneled through technology into finished products. For some unknown reason a tucked-away elevator vestibule is a particularly creative place.

Atmospherics

Light and sound are also essential to healthy productivity. Technical, color-correct work requires one kind of light, creative collaboration another, and professional client presentations yet another.

The high, frosted windows of the church nave provide a certain feel, augmented or corrected with high-tech ambient and task lighting.

The tall, thick walls provide a pleasant sound profile. Team creativity takes on an energetic, but not disruptive buzz. Partition height is a matter of serious debate; too many loud voices in one place can drown out an emerging idea. The entire space is a gallery of Hiebing's work, cues to fresh ideas for all clients.

Fine-tuning

The space is always a work in process. Hiebing is now in the second phase of a renovation to cli-

These nontraditional spaces are the secret to sparking nontraditional ideas.

ent and shared spaces, correcting some leftover workflow problems and bringing back the warmth of the 1929 design. The third phase will adapt the garden level into expansion space. Working together on their shared space builds staff excitement, acceptance and momentum.

Payoff

The huge doors of the first-floor conference room, set in the semi-circular vestibule, open to Wisconsin Avenue. People love the story of how the 80-year-old building has evolved from church to state-of-the-art office.

Many clients come from drab, beige corporate offices and love the stimulation and change of environment.

Even local clients prefer to travel to Hiebing's offices: Bringing clients back is, of course, everyone's goal. ■

UTILITIES DIGEST

Utility headquarters uses solar power

Wisconsin Public Power Inc. (WPPI) is the first electric utility company in Wisconsin whose headquarters are lit, in part, with solar power.

WPPI has installed two 2.8 kilowatt photo voltaic solar panels on its Sun Prairie building. The panels provide enough electricity to power three "energy-conscious homes," WPPI said.

The regional power company, which provides electricity to 49 customer-owned electric utilities, gets the rest of the power for its headquarters from renewable power sources, such as wind and biogas, purchased as part of its power supply, spokeswoman Anne Rodriguez said.

BRIEFLY

Wisconsin Power & Light has completed a \$300 million public debt offering, at a 6.375 percent interest rate, due Aug. 15, 2037. The \$296 million in net proceeds will be used to repay short-term debt, to finance utility construction projects, to issue a common stock dividend to parent company, **Alliant Energy Corp.**, and for working capital.

Alliant Energy Corp. of Madison has completed its \$400 million stock repurchase program. Alliant repurchased approximately 10 million shares, of which approximately 1.6 million shares were repurchased in the third quarter of 2007. ■