



**Eastern Iowa Chapter
International Facility Management**

October 2009

Celebrating 20 years 1989-2009

2009 Executive Board

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Date: Tuesday October 13, 2009

Time: **5:30 – 8:00**

Location: Rockwell Collins
5450 C-Avenue NE
Cedar Rapids, IA.

Agenda:

5:30 – 6:00 Registration

6:00 – 6:45 Dinner

6:30 – 6:45 Business Meeting

6:45 – 7:30 Speaker: David Landsverk – Rockwell Collins – LEED
Certification process

7:30 – 8:00 Building Tour

David Landsverk is a Sr. Environmental Engineer with Enterprise Environmental Safety and Health. He has over 25 years of ES&H experience at Unisys Computer Systems (5 years), Texas Instruments (12 years), Lucent Technologies (5 years), and Rockwell Collins (4 years). Throughout his career he has reported through the Facilities organizations, and has been involved in new construction from design of Life Safety Systems to equipment installations. His exposure with LEED began with Texas Instruments in Richardson Texas, before relocating to Iowa and Rockwell Collins. The work at Rockwell Collins was a Team effort with the Enterprise Facilities Services Organization, local Design and Build Contractors, and Enterprise ES&H.

Directions: [Click here for map and instructions](#)

[Click here for the Gold LEED Certification Press Release](#)

[Click here for additional LEED information](#)

Remember Carpooling:
Use as much as you can & let Kay Volz know if you would like to do so; she can make others in your area aware.

**RSVP to Tracy @ tracyparizek@gmail.com
before noon on Friday October 9th**

IFMA Councils and Communities Webinar Calendar

Date	Time (Central)	Council	Topic	Speaker/Moderator	Length
8/18/09	1 p.m.	Manufacturing Council	Roundtable	Kari Stein	60 minutes
8/25/09	TBA	Religious FM Community	Stewardship of the visual presentation of the church facility, HVAC controls, Organizational relationships	Steve Lealos	60 minutes
9/1/09	1 p.m.	Research & Development Council	Energy Efficiency	Gordon Sharp	60 minutes
9/2/09	11 a.m.	Corporate Facilities Council	First Wednesdays	Paul Heflin, AIA	60 minutes
9/3/09	12:30 p.m.	Banking Institutions & Credit Union Council	Paint – What Makes My Paint Green	Bob Schrock	60 minutes
9/15/09	1 p.m.	Manufacturing Council	Roundtable	Kari Stein	60 minutes
9/16/09	1 p.m.	Legal Industry Council	Vendor/Contract negotiations	Rob Connolly	60 minutes
10/28/09	12 p.m.	Academic Facilities Council	Renewable Energy in a "Down" Market	Elliot Easton	60 minutes
11/4/09	11 a.m.	Corporate Facilities Council	First Wednesdays	Michael Redding	60 minutes
11/5/09	11 a.m.	FM Consultants Council	Paying Attention to the Soft Skills	Kit Tuveson, Mark Sekula, Becky Beilharz	60 minutes
12/3/09	12:30 p.m.	Banking Institutions & Credit Union Council	LEED Accreditation (requirements for a person to become LEED certified – tentative).	TBA	60 minutes

Date: September 8, 2009

Anniversary Celebration

Location: United Fire & Casualty Co.
Cedar Rapids, IA
Time: 5:30 – 8:00

Date: October 13, 2009

**Location: Rockwell Collins
Cedar Rapids, IA**

Date: November 10, 2009

Location: HON
Muscatine, IA

Date: December 8, 2009

Location: Design Engineers
Cedar Rapids, IA

Date: January 12, 2010

Networking Meetings

Location: TBA
Iowa City/Coralville, IA

Time: 11:30

Location: Biaggi's
Cedar Rapids, IA

Time: 5:30

Date: February 9, 2010

Location: Mount Mercy College
Cedar Rapids, IA

Date: March 9, 2010

Location: University of Iowa Research Park
Coralville, IA

Date: April 13, 2010

Seminar

Location: ACT
Iowa City, IA
Topic – TBA

Date: May 11, 2010

Location: Kirkwood Community College
Cedar Rapids, IA

October Membership Anniversaries

Joseph Abdo – 6 years
Phillip S. Bonifazi – 4 years
Eric A. Brasel – 2 years
Connie Chapman – 11 years
Andrew Dibbern, AAE – 11 years

David P. Donovan – 5 years
Jon R. Ellstrom – 4 years
Debra A. Macke – 2 years
Julie Mitchell-Craig, IIDA – 5 years
Mary Segriff – 5 years
Terry Shields, CFM – 21 years

Congratulations!!

twitter



Join IFMA's Online **Social Network**

“**Tweet**” IFMA: <http://twitter.com/ifma>

- “Follow IFMA” and keep track of all the latest news.
- Engage in discussion about various facility management topics.
- Receive responses and tips from IFMA to your own questions.
- Meet and network with other IFMA members.
- Choose to receive text message updates directly to your cell phone.

Social Networks and How to Use Them

(from *Midwest Meetings*, Summer 2009)



LinkedIn (www.linkedin.com): Exchange information, ideas and opportunities.

Facebook (www.facebook.com): See how others promote events and invite them to attend yours.

Twitter (www.twitter.com): Communicate and stay connected through the exchange of quick, frequent answers to one simple question.

UStream.tv (www.ustream.tv): Live interactive video broadcast to a global audience.

MySpace (www.myspace.com): Share photos, journals and interests with your network

Plaxo (www.plaxo.com): Use to see what the people you know are creating and sharing all over the web.

Imeet (www.imeet.com): Marketplace where meeting planners and suppliers, specifically, connect.

MeCo (www.meetingscommunity.org): Meeting professionals connect to learn, job search, network, discuss and exchange ideas about the meetings industry.

PlannerMix (www.plannermix.com): Visit to stay up-to-date on industry news and chat live with other meeting professionals.

8 Ways to Stronger Business

What to do when business gets slow.

(by Dan Beaulieu/Midwest Meetings)

Now that Wall Street has delivered us an economic version of 9/11k what will this mean to your business? Will the mess on Wall Street hurt us the 9/11 did, when some markets dropped almost 30%? If this happens again will your industry collapse and die?

Of course not. Yes, it could slow things down for a while. Our industry may endure a vigorous session of PAC-MAN – but in the words of Gloria Baynor – I/it/we will survive. But you can do more than just survive in hard times. You can use them to your advantage.

I saw a piece on television the other night that said when things are down, good companies move forward. Competent companies find ways to grab more of the market share. I firmly believe this is true. Those who strive to get better when times are hard, get better.

Here are eight ways to make this happen for your company:

1. Fire up your sales effort. We've seen it time and time again when times get tough advertising budgets are slashed, travel is postponed and sales people are laid off. What a great time to hit the road and visit the customer of those companies. Show

- strength by talking about a positive future for their company, customers and potential customers. You will find that they'll prefer to do business with your company, rather than those that are cutting back.
2. Capitalize on your company's strength. If your company is doing well, then use that to your advantage. If you've been successful enough to not worry about your line of credit now is the time to point that out. Let your customers know you are financially strong.
 3. Build your team. I still cannot figure out how companies can justify letting good sales people go when they are worried about business. But they do, so take advantage of it. Make your company stronger and snap up the good sales and operations people now available.
 4. Buy some equipment. During times like these your vendors tend to get worried. Equipment vendors in particular can be hurt by a shaky economy. Consequently, they will be ready to make some great deals. There is never a better time to buy equipment than in a down economy. The discounts will fly and payment plans will be favorable.
 5. Cut new deals on consumables. The more Wall Street scares the populace, the more companies you do business with will want to make deals. There's never a better time to re-negotiate that raw materials contract than during a down economy. Actually it's good for vendors as well. At least it's better than the alternative which is not selling anything at all. So work with them for your mutual benefit.
 6. This is also a good time to cut deals with customers. Now is the time to win new business away from the other guy. Offer strategic pricing to win over that customer you've been after for so long. But first, make sure you do this with companies that have the kind of business you want and that will help your company.
 7. Develop a new marketing plan. Craft a strong, positive message about your fiscal strength and vision for the future. This kind of message stands out in a sea of despair. It will also help position your company as the one that's doing well while others are faltering. This will help attract new business,

because you will represent the company that's going to be around for a while.

8. And finally, show great confidence (not cockiness) in everything that you do. You want people to know that you are in this race for the long haul and they can count on you. And let's face it; it's not that much of a risk to be confident, because if you have done everything right you have everything to be confident about.

What's interesting about so many of the industries that took a pounding during the post 9/11 economic decline is almost all of them have come back. Just a few years later they're doing much better than they were before 9/11. In fact some markets grew because of 9/11!

Remember, markets cannot be measured in days, weeks or months; they need to be measured in years. If history repeats itself – which it usually does – then the next few years will also show strong growth.

So tomorrow morning get to work, make it happen and view the future with clear-eyed optimism and confidence. You and your company will be just fine.

IFMA Calendar of Events

2009

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|---------------|---|
| Sept. 15 – 18 | The Business of FM Course
Houston, TX |
| Sept. 17 – 18 | CFM Exam Review
Palo Alto, CA |
| Oct. 3 – 6 | IFMA's 2009 Fall Symposium
Orlando, FL |
| Oct. 7 – 9 | World Workplace Conference & Expo
Orlando, FL |
| Nov. 10 – 11 | Operations and Maintenance Competency Course
Houston, TX |
| Nov. 12 – 13 | CFM Exam Review
Houston, TX |

2010

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| Jan. 19 – 22 | The business of FM Course
Houston, TX |
| Feb. 9 – 10 | Leadership and Management Competency Course
Houston, TX |
| Feb. 11 – 12 | Planning & Project Management Competency Course
Houston, TX |
| Mar. 23 – 24 | Operations and Maintenance
Houston, TX |
| Mar. 25 – 26 | Sustainable FM: A Practitioner's Guide to Greening Your Facility
Houston, TX |

The IFMA education department is offering you *even more* opportunities to achieve your professional education goals.

See our website for more details
<http://www.ei-ifma.org/resources.html>

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