



**Eastern Iowa Chapter  
International Facility Management**

**February 2010**

***Celebrating 20 years 1989-2009***

**2009 Executive Board**

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**Tracy L Parizek**

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Date: Tuesday February 9, 2010

Time: 5:30 p.m. – 8:00 p.m.

Location: U.S. Bank  
222 2<sup>nd</sup> Avenue S.E.  
Cedar Rapids, IA 52401

**Agenda:**

5:30 – 6:00 Registration and Networking, Emil's Deli, basement of U.S. Bank building

6:00 – 6:45 Dinner, Emil's Deli

6:45 – 8:00 Program – Tour and discussion of 2008 Flood Rebuild of Historic U.S. Bank Building in downtown Cedar Rapids.



**Directions:** From I-80 take exit 239B to merge onto I-380 N/IA-27 N/US-218 N toward Cedar Rapids/Waterloo. Take exit 19C for 1<sup>st</sup> St W. Turn right at 1<sup>st</sup> St NW. Take the 1<sup>st</sup> left onto 1<sup>st</sup> Ave. W. Take the 3<sup>rd</sup> right onto 3<sup>rd</sup> St. SE. Take the 1<sup>st</sup> right onto 2<sup>nd</sup> Ave SE

REMINDER – If you RSVP for a meeting and don't attend you will be sent an invoice for the amount of the meeting. We are still responsible to the caterer for the cost of your meal. If you have questions please let Tracy know.

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

**RSVP to Tracy @ [tracyparizek@gmail.com](mailto:tracyparizek@gmail.com)  
before noon on Friday February 5<sup>th</sup>**

EASTERN IOWA CHAPTER OF IFMA CELEBRATES 20 YEARS

CALENDER

The Eastern Iowa Chapter of IFMA held their 20<sup>th</sup> Anniversary meeting on September 8, 2009 at United Fire and Casualty at 118 2<sup>nd</sup> Avenue, Cedar Rapids, Iowa.

The event was held in the large cafeteria and meeting room on the building's second floor level. Frank Rainbolt, Facilities Manager for United Fire and Casualty, and this year's Chapter Treasurer, hosted the event. During the celebration, Frank graciously shared a slide show of the Flood of 2008 and how the building was affected and has been restored to its current state.

Approximately 30 attendees started the evening off with a social and networking time, followed by dinner catered by The Class Act. Following dinner, Theresa Chapel, this year's Eastern Iowa Chapter President, facilitated a discussion of attendees sharing their memories of the history of the Chapter. Charter members in attendance included Della McGrath, Cathy Eisenhoffer and Mary Segriff. Thank you to our Charter members who started our Chapter 20 years ago.



This year's Board members then gave an update on the current status of the Chapter.

The Programs for the year are well under way. This year the Chapter is actively seeking sponsorships for meetings and events. Our Membership is holding steady at slightly over 70 members. No CFM Study groups are currently formed as there are not currently members that have expressed interest in pursuing this certification. If you are interested in serving on the Chapter Board to help ensure the continuation of the Chapter, please contact Theresa Chapel for more information. This is an excellent opportunity to become a future leader of the Chapter to take us into the next 20 years.



A big Thank You to all Current and Past Board Members for all of their dedication and hard work in making the Chapter a success.

The Chapter marked the 20 Year Anniversary with a special anniversary cake and by giving all attendees a stone coaster with the IFMA logo. These coasters will continue to be handed out at meetings throughout the year to members.



A table of memorabilia was available to attendees to look through and add to. Should you have pictures or other memorabilia and would like to donate to the chapter (copies are welcome), we would greatly appreciate

your kind gestures since the majority of our archives were lost in the flood waters of 2008.

More networking and catching up with previous and current members continued throughout the evening before adjourning for the evening. A Big Thank you to everyone who helped put the 20 Year Celebration together and for all attendees for taking time to come and celebrate!

*Please welcome our new Eastern Iowa IFMA Chapter Program Chair  
Julie Quebe*

Eastern Iowa IFMA  
2009/2010 Programs

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: The Hon Company  
Muscatine, IA

Date: December 8, 2009 - CANCELLED  
Location: Design Engineers  
Cedar Rapids, IA

Date: January 12, 2010  
Networking Meetings  
Location: Coralville Public Library  
Coralville, IA  
Time: 12:00

Location: Biaggi's  
Cedar Rapids, IA  
Time: 5:30

**Date: February 9, 2010**  
**Location: U.S. Bank**  
**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 – Operations and Maintenance  
Building Systems Overview

Date: May 11, 2010  
Location: Kirkwood Community College  
Cedar Rapids, IA

EASTERN IOWA MEMBERS ATTEND IFMA  
WORLD WORKPLACE ORLANDO 2009

This year's IFMA World Workplace was held in the Orange County Convention Center in Orlando, Florida from October 7-9. The event hosted an estimated 3,800 attendees from nearly 35 countries.

Eastern Iowa members attending the conference were Frank Rainbolt, Lynnel Thomas, Tom Kueny and Rick Adrian. If you are interested in information about this year's event, please contact one of these members.

The IFMA Wire e-newsletter provides Highlights from Orlando at the event at the following link

[http://www.ifma.org/tools/monthly\\_media/wire/2009/21p.html#1-1](http://www.ifma.org/tools/monthly_media/wire/2009/21p.html#1-1)

**February Membership Anniversaries**

**John f. Chenoweth – 1 year**

**David D. Dennis – 11 years**

**Sue Heeren – 1 year**

**Gregory C. Martin – 1 year**

**Martin D. Schadel – 3 years**

**Congratulations!!**

Ask the Expert

Your pressing questions...

Social media in the meetings industry.

(from Midwest Meetings Magazine)

(by Shadia Cook, a veteran of the hospitality industry experienced in coordinating conferences with corporate, government and association meeting professionals.)

**Q:** It seems like everyone is talking about Facebook, LinkedIn, MECO and Twitter. How and why are meeting professionals using them?

**A:** A few months ago a friend told me to get on Facebook ([www.facebook.com](http://www.facebook.com)), primarily for social reasons like seeing photos of old classmates and reconnecting with friends. She didn't mention the great professional networking and marketing opportunities. Shortly after I signed up, I received numerous "friend requests" from people I'd not seen or heard from in years, including numerous customers and industry peers. In addition to personal pages, businesses and events are also setting up Facebook pages to build their brand and inform people about their organization and marketing their services and/or events. By becoming a "fan" of these pages you will receive their updates, RSVP for events, and be privy to their latest news. You can also post items on your page ("your wall") such as, "Looking forward to ABC Meeting,

**IFMA Calendar of Events**

**2010**

- 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
- April 13 – 15 IFMA FACILITY FUSION  
Philadelphia, PA
- May 18 – 21 Business of FM
- June 1 – 2 EFMC 2010  
Madrid, Spain
- June 2 Integrate 2010  
Hong Kong
- June 15 – 16 Leadership and Management Competency Course  
Houston, TX
- June 17 – 18 Operations and Maintenance Competency Course  
Houston, TX
- July 12 – 14 CFM Exam Review Course  
Germany
- Oct. 27 – 29 World Workplace 2010 Conference & Expo  
Atlanta, GA

**2011**

- Oct. 26 – 28 Work Workplace 2011 Conference & Expo  
Phoenix, AZ

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>

**New Members**

**Kent D. Odefey**  
**Ken J. White**

**Welcome!!**

would love to get together with anyone who is attending.”

LinkedIn ([www.linkedin.com](http://www.linkedin.com)) is similar to Facebook, but geared more toward professional networking. This powerhouse-networking tool allows you to make connections through your friends and peers. You can post your work experience, interest, as well as requests and share professional recommendations.

MeCo ([www.meetingscommunity.org](http://www.meetingscommunity.org)) is a meeting professionals Google group. There are industry moderators to make sure that the content posted falls within the site’s guidelines. It is intended to connect meeting professionals from around the world. People can post questions, experiences, and advice, all of which are shared on a daily basis to its members. There are rules in using this site, no marketing or solicitation are allowed, however, this has proved to be a valuable tool for both suppliers and meeting professionals in keeping touch with trends, finding new business partners, etc.

Tanna McTee, National Sales Manager, Reno-Tahoe, American’s Adventure Place uses all of the new social media tools and is a fan of MeCo. “The information I learn from meeting planners and suppliers from our community is invaluable. The MeCo community has allowed me to make connections across the country that might otherwise have been impossible. One of the biggest benefits to the on-line part of Me Co are meet-ups at industry events...these allows face-to-face conversations and I have been fortunate to make friends who not only have brought me business but have referred others to me. From a sales perspective, these tools are invaluable when managed correctly,” said McTee.

Twitter ([www.twitter.com](http://www.twitter.com)) is a site where people follow other individual’s or organization’s daily exploits. People can post brief messages as to what they are doing, thinking about, etc. People who are “following” you on Twitter will see your messages and are able to reply to you privately or post something for everyone to see. For example, let’s say you are at a tradeshow, you could post or rather “tweet”, “Come see us at the ABC Tradeshow, we are in booth 123.”

My advice: check out all of the sites, set up your account (did I mention, they re all free), and spend some time with them to maximize their many benefits.

**Make Audiences Care**  
**Four Quick tips for speakers.**  
(from Midwest Meetings Magazine)  
(by Kare Anderson, MA)

In today’s time-starved, relationship-diminished world, audiences crave attention and connection with each other, want ready-to-use ideas, *and* still expect to be entertained.

These goals are often at odds when preparing a presentation that will make people rave about one’s program long afterwards. Consequently, successful presenters need gut instincts – basic insight into how to grab and hold their audience’s attention.

**1. Get specific sooner.**

Since vivid, specific details prove the general conclusion, not the reverse, address the issue early. Most educated adults are taking longer to get to the point and are inclined to use generalities more than their literal-minded children, who are full of great word pictures.

**2. Honor and surprise attendees by name.**

Be a hero to your audience by citing audience members by name as positive examples of the points you are making. How? Interview the meeting planner, sharing your main points and gathering examples he or she has heard or can discover involving diverse people in the audience.

**3. Avoid patterned clothing.**

It will cause attendees to go on even more “mental vacation” than they otherwise would.

**4. Walk and talk.**

Your movements can evoke interest, reinforce the emotions of your stories and punctuate a change of pace or topic.

# Thank You

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