



**Eastern Iowa Chapter  
International Facility Management**

**March 2010**

**Celebrating 20 years 1989-2009**

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Phone: 319-368-4770

[theresa.chapel@usbank.com](mailto:theresa.chapel@usbank.com)

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Phone: 319-364-5467

[tbishop@tmservices.net](mailto:tbishop@tmservices.net)

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[joan.lorge@vangent.com](mailto:joan.lorge@vangent.com)

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[helen-dailey@uiowa.edu](mailto:helen-dailey@uiowa.edu)

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Phone: 319-358-8448

[dellamcgrath@qwestoffice.net](mailto:dellamcgrath@qwestoffice.net)

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Phone: 319-361-4653

[quebeja@msn.com](mailto:quebeja@msn.com)

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Phone: 319-665-7794

[lynnel.thomas@vangent.com](mailto:lynnel.thomas@vangent.com)

**Chapter Administrator**

**Tracy L Parizek**

Phone: 319-627-4468

[tracyparizek@gmail.com](mailto:tracyparizek@gmail.com)

Date: Tuesday March 9, 2010

Time: 5:30 – 8:00

Location: UI BioVentures Center  
2500 Crosspark Road  
UI Research Park  
Coralville IA, 52241

**Agenda:**

5:30 – 8:00 Please note: Program and tour will begin promptly at 5:30 p.m. followed by dinner and the meeting.  
Dinner will include a taco bar catered by Iowa Memorial Union

Ryan Companies owns the building that is used by the UI BioVentures Center. Diane Galagher, from UI BioVentures Center along with Connie Chapman and Matt Hansen, Ryan Companies will be the program presenter and tour guides.

(UI Press Release January 2009)

The University of Iowa Research Park has opened its BioVentures Center, a business incubator that will house both start-up companies commercializing UI biotechnology research as well as life science ventures wanting to locate near the university and use its research capabilities.

The 35,000-square-foot business incubator facility, located at 2500 Crosspark Road in Coralville, Iowa, provides 20 "wet laboratories" and 16 offices for start-up and early stage biotech companies. Wet laboratories are specially constructed areas with appropriate plumbing, ventilation, and equipment to allow for hands-on scientific research and experimentation.



**Directions:** From I-80 take exit 240 for Coralville Ridge Ave. toward US-6/North Liberty. Merge onto Coral Ridge Mall. Turn left at 27<sup>th</sup> Ave./Coral Ridge Ave./IA-965. Continue to follow Coral Ridge Ave/IA-965. Take the 3<sup>rd</sup> right onto Oakdale Blvd. Turn left at Crosspark Road. Destination will be on your left.

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 10:00 a.m. on Thursday March 4<sup>th</sup>**

# Communicating Your Value ---It's more than just a Resume

Article from FMJ Magazine  
By Richard Zeoli

## CALENDER

The term "self-promotion" often carries a negative connotation – and with good reason. No one enjoys associating with someone whose solution to every problem start – and ends – with the letter "I". At the same time, unless others know what you do and are capable of doing, chances are they will never realize they need your services. Instead of approaching this topic as "Me: 101," take a different approach and focus on how to communicate your value.

Particularly in these tough economic times, making yourself memorable to employers, potential employers, clients, and business and networking associates is more vital than ever. You might know that you are ideally qualified for certain positions and opportunities, but with countless other qualified professionals jockeying for these same positions, it's not what you know that counts; it's what others know about you.

How can you advertise "you" to the world? Simply put; communicate a comprehensive value package of which you are one component.

The following outlines the three communication components constituting this approach, and the good news is that it works whether you are searching for a job, hoping to move ahead I your current position, soliciting new business clients or working to expand your network of business and professional relationships.

Turn self-promotion into value-communication while advancing your career with the steps that follow:

### 1. Communicate your capabilities

This is more than providing a laundry list of education, skills training, and professional experience. Anyone can type up a resume—and have it subsequently trashed because it looks exactly the same as 1,000 other resumes. A better way to communicate your capabilities is to do so in terms of achievements and accomplishments.

For example, if your vocation is information technology (IT) sales and you closed a multi-million dollar deal with a major corporation, you might say you had the opportunity to work with a leading corporation to provide needed IT capabilities while also helping your company set a new sales records (if, indeed, this was the case). If you made the sale as part of a team, be sure to give credit where credit is due. Facts melded with humility form a powerful combination.

### 2. Communicate your vision – in terms of others

Perhaps your goal is to be the top-producing IT sales representative in the region. While saying as much might impress some people, it probably will do little to separate you from the hundreds of other ambitious sales representative with the same goal who may be in direct competition with you. A far better way to communicate your vision and make your qualifications more appealing in the process is to convey your goals in terms of others. For example, if you know the way to achieve your goal is to sign on a certain number of major companies and/or corporations as new clients, you might say your vision is to help 20 (or however many) leading corporations maximize their IT capabilities by implementing the systems, software and equipment that you can offer. In this case, you've shifted the direct focus away from you while still maintaining your role – demonstrating your value in producing the desired results.

### 3. Communicate to your audience

This step builds on the previous two by focusing your communication specifically on your target audience. In other words, pretend you are now interviewing directly with the hiring manager of an IT sales corporation, or maybe you are having lunch with that prospective client whose business would skyrocket your sales figures. You could tell the prospective employer you've sold millions of dollars in IT services and can do it again, and you could tell the client you've installed and configured IT networks for various complex companies. But the real question the employer or client is asking isn't "What you can do?" It's "What can you do for me?"

A better way to communicate your value is to find out first what your audience's goal is than share how you can help them reach that goal.

For instance, if you are speaking with the head of an IT sales company, use your past sales success to demonstrate how you can help him or her grow the company's market share and expand its sales territory. Or, if you are chatting with a potential client, illustrate how you can help increase that client's business productivity and profitability.

It's been said that the key to success is finding a need and filling it. In the same way, the key to communicating your value to others is identifying their goals and demonstrating how you can help achieve them.

### The Benefits of self-promotion

Self-promotion does not have to be about self-aggrandizement. It is possible to advance your career while maintaining humility. In fact, not only is it possible but it is also beneficial.

People want to associate with individuals who are confident, who want to help others achieve their goals and who possess the necessary skills and qualifications to do so. Don't be timid to let others see what you can do. Choose to transform self-promotion into value-communication by sharing your capabilities, vision value with your audience.

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 16, 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

## March Membership Anniversaries

**Brett A. Hulme, Pigott, Inc – 9 years**  
**Tammy A. Speidel, Scott County – 7 years**

**Congratulations!!**

The following is a job opportunity at Pearson in Iowa City for a Facilities Data Center Supervisor. If interested you can contact Robert Wetherell at robert.wetherell@pearson.com

Pearson is an international media company with market-leading businesses in education, business information and consumer publishing. Pearson's education business represents about two-thirds of the company, and Penguin publishing and the Financial Times make up the balance. With more than 30,000 employees based in 60 countries, we are a family of businesses that draws on common assets, processes and shares a common purpose: to help our customers live and learn.

Pearson is an Equal Opportunity Employer M/F/V/D, and a member of E-Verify.

Under the direction of the Facilities Director, the Facilities Data Center Supervisor shall provide facilities supervision for the day-to-day facilities operations of the Iowa City North Dodge Campus Data Center mechanical/electrical plant & essential and critical infrastructure, while ensuring that the highest levels of reliability and availability and energy efficiency are maintained. In addition, the Facilities Data Center Supervisor shall have a thorough understanding of building automation systems that assist in the operation and control of the mechanical plant infrastructure. Provide supervision, oversight and evaluate the work of assigned maintenance technicians and outside contractors. Coordinate activities with applicable Data Center staff, inspect and troubleshoot maintenance work and perform other related work, and shall schedule, coordinate and participate in all significant planned and emergency maintenance for the data center, as required.

This position exists to provide the Iowa City North Dodge Data Center with a physical environment that meets functional, safety and quality needs of the Iowa City North Dodge Campus Data Center occupants. The Facilities Data Center Supervisor will have very frequent interaction with Data Center Operations staff and management. Requires very minimal instruction/guidance and draws on diverse experiences from many years of data center experience.

The position also requires contact with vendors to negotiate the purchase and arrange for delivery and installation of equipment and supplies, maintaining accurate building and departmental information on Facilities software is required.

Supervisory responsibilities

Directs and supervises activities of Facility Staff and contractors to ensure that customer (employee) requests and other Facility-related issues are promptly addressed.

## IFMA Calendar of Events

### 2010

- 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

**Teresa A. Nelson, Roof Top Sedums, LLC**  
**Garth B. Parker, Iowa City IA FM Group**  
**Trevor L. Watkinson, Pearson**

**Welcome!!**

Project Management & Supervision ' Prepare scope documents and requests for proposals for facilities services including vendor contracts, capital improvement, building or maintenance projects. Use tools such as AutoCAD and MS Project to develop layouts, schedules, budgets and other activities involved in the build out of data center & critical infrastructure facilities related items. May participate in or lead cross-functional teams for major facilities projects. Ensure that IC ND Data Center facilities activities are executed in a controlled and proven method that ensures the uninterrupted integrity of the IC ND Data Center. Developing and updating preventative maintenance programs for the IC ND Data Center.

Formal education or equivalent experience

'Five or more years experience supporting a large scale Data Center's mechanical & electrical service, fire suppression and security/access control systems.

'Bachelor degree from a technical school or equivalent experience of 7 years in the Data Center facilities field.

Skills/knowledge/abilities

'Must exhibit honesty, integrity, and courtesy in all interactions

'Must possess strong work ethic in supporting customer needs, responding promptly and consistently

'Able to prioritize multiple, conflicting, urgent needs

'Able to work independently with minimal direction

'Effective communicator with all levels internally and externally, written and verbal

'Excellent Project Management Skills

'Able to maintain control in difficult situations or when responding to unreasonable requests

'Able to negotiate 'Win ' Win' solutions

'Proactively looks for ways to improve the work environment

'Proficient in Microsoft Word and Excel

'Must have knowledge or willing and able to learn Computerized Maintenance Management Software, AutoCAD, Microsoft Project; able to read and interpret blue prints, equipment data sheets, bid documents, plans and specification.

'Develop service agreements and contracts, analyze bids and make recommendations for contract award.

'Meet with and direct supervisors of contracted services as needed to ensure adherence to Pearson specifications.

'Coordinate vendor services with Pearson internal customers to ensure uninterrupted services.

'Review and ensure accuracy of invoices relative to contract services. Monitor budgets and continually evaluate facilities contracts and services for cost effective and efficient operations.

'Assist in the preparation of requirements document to facilitate implementation.

'Design and utilize tools and measure of both vendor performance and internal customer satisfaction.

'Develop plans and specifications to administer contracted services.

'Develop and recommend solutions to vendor issues.

'Knowledgeable with card reader systems and security procedures.

'Must process strong skills in vendor contract development and leadership ' results oriented.

'Able to work with vendor management financial information concerning cost control.

Other duties, as assigned by the Supervisor:

'Special projects as assigned by the Facility Director.

'Maintain a clean and safe work environment.

'Provide information on a continuing basis to the Facility Director regarding systems/equipment that need to be replaced, repaired or updated.

'Comply with and support the requirements of the security program and report observed security violations to your assigned director, security staff or Site Security Team.

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**International Facility Management Association**

**Eastern Iowa Chapter Presents**

**BOC 101 Building Systems Overview**

April 16, 2010 at the ACT Campus, 500 ACT Drive, Iowa City.

Registration/Networking begins at 8:30 a.m. / Seminar 9:00 a.m. - 4:00 p.m.

Cost: \$75.00 Registration deadline: Wednesday, April 7, 2010

Send your registration and payment to: Tracy Parizek

Chapter Administrator

1079 Evans Avenue

West Liberty, IA 52776

Phone: (319) 627-4468

E-mail: [tracyparizek@gmail.com](mailto:tracyparizek@gmail.com)

# Thank You

To our Sponsors for the 2009-2010 Year!!

## Gold Level Sponsor



design: from the inside out



## Silver Level Sponsors



## Bronze Level Sponsors

