



**Eastern Iowa Chapter
International Facility Management**

May 2010

Celebrating 20 years 1989-2009

2009 Executive Board

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**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.**

Final meeting of the season

Date: Tuesday May 11, 2010

Time: 5:30 p.m.– 8:00 p.m.

Location: Center for Continuing Education

Conference Suite A

Kirkwood Community College

7725 Kirkwood Blvd. SW

Cedar Rapids, IA

Agenda:

5:30 – 6:00 Networking and registration

6:00 – 6:30 Dinner (Lasagna and Cheese Manicotti, tossed salad, garlic bread
and dessert catered by the Kirkwood Culinary Arts department)

6:30 – 7:00 Meeting and introductions

7:00 – 8:00 Building tour

We will be touring the Hotel at Kirkwood Center. The Hotel at Kirkwood Center will be the largest and most comprehensive teaching hotel at a community college in the United States. The \$29 million, four-story facility will feature 71 guest rooms, including six suites and a variety of other lodging choices. Combined with the Kirkwood Center for Continuing Education, there will be 15,000 square feet of meeting/conference space, a 4,000-square-foot reception area, and an auditorium that seats more than 100 people. The hotel will be available for special events such as weddings, family reunions, and business conferences—events that will provide crucial learning opportunities for students. The Hotel will offer a cosmopolitan atmosphere and sophistication that will give students excellent training and daily work experiences. It will be staffed by professional management and lead staff assisted by Kirkwood students.

Directions: From Interstate 380 North bound toward Cedar Rapids: Take Exit 13 (the Eastern Iowa Airport/Ely exit). Turn right onto Wright Brother's Blvd. SW/I-84. Turn left onto Kirkwood Blvd. The building is on the right next to the Hotel at Kirkwood.

From Interstate 380 South bound toward Coralville: Take US-30 E/US-151, Exit 16, toward Mt. Vernon. Keep to the right lane and take the Kirkwood Blvd/Bowling Street exit. Turn right onto Kirkwood Blvd. Continue South past the main entrance to Kirkwood Community College. The building is on the left immediately South of the Hotel at Kirkwood Center.

Parking is located in the South and East sides of the Center for Continuing Education.

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.

**RSVP to Tracy @ tracyparizek@gmail.com
before noon on Wednesday May 5th**

8 Ways to Stronger Business

What to do when business gets slow.
(From Midwest Meetings Magazine)

CALENDER

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

Now that Wall Street has delivered us an economic version of 9/11, what will this mean to your business? Will the mess on Wall Street hurt us the way 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. Your industry may endure a vigorous session of PAC-MAN – but in the words of Gloria Gaynor – I/it/we will survive. But you 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 customers 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 and 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 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//. 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. (by Dan Beaulieu)

New Members

Ann White – AEGON USA Realty Advisor Inc.

Welcome!!

In The Loop
Learn the Lingo...
- Industry terms to know

100% Star Billing: Requirements by an artist that his or her name appear in a type style and size equal to or greater than other names in advertising and promotional materials and media.

Business Exchange: A website that serves as a year-round online marketplace for buyers and seller within a given marketplace. Such sites are also referred to as business-to-business (b2b) marketplaces, business-to-comment (b2c) marketplaces or consumer-to-consumer (c2c), depending on the target audience.

Exhibition Occupancy: Total sq. ft. of space used for exhibits times the number of use days divided by the total exhibit space in the building multiplied by 365. Expressed as a percentage.

Financial Responsibility Law: A law that requires a person or organization to furnish evidence of ability to respond to claims for harm from a specified type of activity. The most common financial responsibility requirement applies to motor vehicle operators, who must have evidence of ability to pay for automobile-related injuries or damage. An auto liability policy is the main form of financial responsibility.

Housing Priority Points: A system used by some event organizers to assign guestrooms in housing facilities or floor space in an exhibition where preferred locations are given to those sub-blocks or exhibitors with higher priority points. Points are also often awarded for consecutive years of attendance or exhibiting, early registration for an event, sponsorship levels, etc.

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>

May Membership Anniversaries

Bryce D. Carlson, ASI – 3 years
Penny L. Collins, River Place Technologies – 3 years
Gary Fonck, Jones Regional Medical Center – 1 year
Franklin E. Rainbolt, Jr., United Fire & Casualty Co. – 11 years
Robert Steffen, UGL Unicco Clark Atlanta University – 3 years

Congratulations!!

Northern Illinois University Outreach is offering several of the IFMA courses during the next few months. Northern IL University is a licensed provider of the IFMA programs.

Spring/Summer Course offerings include:

May 7 & 8, May 14 & 15 (University Center, Chicago) - Business of Facility Management

May 18 & 19 (University Center, Chicago) - Sustainable FM: A Practitioner's Guide to Greening Your Facility (IFMA Guest Presenter: Archer "Kit" Tuveson, IFMA Fellow)

June 11 & 12 (University Center, Chicago) - Leadership and Management Competency Course

June 25 & 26 (University Center, Chicago) - Operations and Maintenance Competency Course

July 9 & 10 (University Center, Chicago) - Planning and Project Management Competency Course

July 16 & 17 (University Center, Chicago) - Human and Environmental Factors Competency Course

July 23 & 24 (University Center, Chicago) - Communication Competency Course

Complete details about the upcoming courses are available on their website: www.fm.niu.edu. Registration is being accepted for all courses. Registration may be completed online or by phoning the registration office (800) 345-9472.

30% off World Workplace in honor of our 30-year anniversary

For three decades, IFMA has supported, defined and represented the facility management profession, bringing quality programs such as IFMA's World Workplace to the FM community.

Registration for IFMA's World Workplace 2010 Conference & Expo is now open; and in honor of IFMA's 30th anniversary, Full Event Member and Nonmember attendees who register before April 30, 2010, will receive **30% off** regular registration rates!

- Members*: US\$591.50 instead of US\$845.00
- Nonmembers: US\$731.50 instead of US\$1,045

** Member rate applies to IFMA and these participating organizations: AIA • ASBE • ASID • BIFM • BOMA • BOMI • EUROFM • FMA • GLOBAL FM • IIDA • SAME • USGBC*

Plan now to toast the organization that has built itself on meeting your needs and exceeding your expectations. Don't miss this opportunity to join the celebration and save!

[Register Now](#)

EASY TO REMEMBER:

30TH ANNIVERSARY > 30% OFF > REGISTER BY APRIL 30TH

Conference and expo program details are coming soon to the World Workplace Web site.

IFMA's World Workplace 2010 Conference & Expo

Oct. 27-29, 2010 | Georgia World Congress Center | Atlanta, Ga., USA

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www.worldworkplace.org

Thank You

To our Sponsors for the 2009-2010 Year!!

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design: from the inside out



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