

November 2011



**Eastern Iowa Chapter
International Facility Management**

Web address - <http://www.ei-ifma.org/>

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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.**

Date: Tuesday November 8, 2011

Time: 5:30 p.m. – 7:30 p.m.

Location: Armed Forces Readiness Center (AFRC) and Field Maintenance Shop (FMS)
1500 Wright Brothers Blvd SW
Cedar Rapids

Agenda: 5:30 - 6:00 Networking and registration
6:00 – 8:00 Dinner, tour and program

We now accept credit cards and on line registration!!

Cost: Cash/Check \$20.00 – Members \$25.00 - Non-members
Credit card \$22.00 – Members 27.00 – Non-members

Go to <http://ei-ifma.eventbrite.com> to register on line and/or to pay by credit card

Completed in Fall 2011, the Iowa National Guard has new building consisting of approximately 113,000 sf-including support service areas such as administrative, fitness, assembly hall, classrooms, and weapon simulation for all assigned soldiers. The FMS is approximately 60,000 including 10 work bays, wash bay, electronic bay, communications, classrooms/training facilities among others. Total project cost \$38 million funded 100% by the Feds with additional support from the State of Iowa. It is designed to meet the LEED Gold standard, including geothermal heating/cooling among other features. Built by OPUS Northwest, LLC (Mnpls).

Directions: Take I-380 N toward Cedar Rapids. Take exit 13 toward The Eastern Iowa Airport. Turn left onto IA-84/Wright Brothers Blvd SW.

REMINDER – If you RSVP for a meeting and don't attend or cancel after the RSVP deadline 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 Friday, November 4th**

WE AREN'T VAMPIRES, BUT WE NEED NEW BLOOD!

2011 – 2012 Membership Incentive!!

- Current Eastern Iowa Chapter members will receive **\$50** for each new Associate or Professional Eastern Iowa Chapter member they recruit/sponsor between the dates of September 13, 2011- May 31, 2012.

Rules

- New members must indicate the sponsor's name on their membership application in order for credit to be awarded.
- Payment to current members to be after new member chapter payment is received from IFMA headquarters.

Goal

To grow the Eastern Iowa Chapter by at least 10 members and expand networking opportunities for you!



November Membership Anniversaries

Therese Chapel, US Bank Corporate Real Estate, - 22 years
Connie Chapman, Ryan Companies US Inc – 13 years
Debra A. Macke, United Fire & Casualty Co. – 4 years
Cynthia Stamp, U.S. Cellar – 3 years

Congratulations!!

A Look Inside “The Golden Arches”

How McDonald's Streamlined Communications Across a Whole Continent
(from FMJ Magazine)

Most facility managers who maintain multiple sites located great distances apart will easily recognize the three key challenges of information management – collecting and storing information centrally to ensure accuracy and availability, finding and retrieving that information easily to ensure productivity, and sharing information effortlessly to promote collaboration and timeliness. However, solving these challenges isn't easy. Even with the advent of e-mail and FTP sites, facility information management has been hampered by a lack of central storage and versions control, slow transmission rates for high-resolution files, lack of security and more.

But McDonald's Restaurants in Australia cooked but a better plan. By opting for an online information management system, the company was able to streamline communications, foster collaboration, makes store redesigns more efficient and reduce costs.

The Information flow battle

McDonald's Restaurants has 730 stores across Australia. The stores are redesigned quarterly, ranging from minor upgrades for a new product or piece of equipment to large-scale remodels – such as integrating a McCafe'.

Every McDonald's redesign requires effectively communicating large volumes of documentation among internal teams and up to 50 external consultants such as architects, surveyors, interior decorators and designers. This documentation includes restaurant layouts, design guidelines, operating procedures, style guides for internal imagery high-resolution photographs and graphics libraries.

If the physical challenges involved in this communications process weren't enough, the store upgrades must be accomplished to exact specifications and company standards. In other words, any delay in securely transferring complete and accurate information likely extends a project timeline and increases costs.

Traditionally, McDonald's Restaurants in Australia managed its information flow using a combination of paper documents, files on CDs, couriers, file archives in multiple locations, e-mail and fax. Major signage updates were communicated at an annual or semi-annual conference.

CALENDER

Eastern Iowa IFMA
2011/2012 Programs

Date: September 13, 2011
Location: Coralville
Library/Coralville Center for
Performing Arts.
Coralville, IA

Date: October 11, 2010
Location: Rockwell Collins Main
Campus
Cedar Rapids, IA

Date: November 8, 2011
**Location: Armed Forces
Readiness Center (AFRC) and
Field Maintenance Shop (FMS)
Cedar Rapids, IA**

Date: December 13, 2011
Location:

Date: January 10, 2012
Networking Meetings
Location: TBD
Iowa City/Coralville, IA
Time: 12:00

Location: TBD
Cedar Rapids, IA
Time: 5:30

Date: February 14, 2012
Location:

Date: March 13, 2012
Location:

Date: April 10, 2012
Location:

Not surprisingly, everyone involved in the information management process found it time consuming, expensive and difficult to control, which constantly jeopardized the completeness and accuracy of the information. In addition, the infrequent conference for signage updates meant that a significant amount of information was distributed only once or twice a year instead of continuously.

Searching for a solution

When McDonald's decided to search for a facility information management solution, its top objectives were to increase control over information, reduce administrative time and costs, and streamline collaboration with consultants. In addition to ensuring accuracy and ease of information retrieval, the solution needed to facilitate the sharing of information across Australia and between Australia and the U.S. Finally, given the number of people who would use the solution, it also needed to be easy to implement and use.

After a thorough review of its options, McDonald's focused on the possibility of using an online information management service. In choosing such a service, the company looked for the following features:

- **Online storage of all documentation.** This includes storing high-resolution photos on a single, secure site. The goal was to provide both internal and external McDonald's teams with instant access to the same information and let them view, track, search and share documents in real time. Storing and sharing documents online would also significantly reduce costs for filing, printing, packaging and postage.
- **Full search capabilities.** This would make it easier to find required information and increase productivity.
- **Automatic tracking of documentation with a full revision history.** This would enable the transfer of high-resolution photographs and ensure users would always have access to the most recent documentation.
- **Easy-to-use transmittal function.** This would allow for quick distribution of updated documentation throughout the company and automatically alert participants of any updates. Automation would also eliminate a time consuming, manual update process and the risk of work being based on outdated information.
- **Unlimited training and 24/7 support.** This includes all project participants – McDonald's employees and third-party vendors. It would ensure that all teams – including new employees and new vendors – could quickly learn the system.

System in action

McDonald's Australia opted for an online information management solution and within two years had stored more than 150,000 documents on the system – all of which could be accessed instantly by both internal and external team members. The system has saved McDonald's time and money while fostering greater collaboration and ensuring more timely upgrades.

Streamlined communications

Anne Love, McDonald's development director of design, was responsible for running McDonald's design department. "With our manuals, rather than producing a massive binder of documents that has to go out to 30 people around the country, we can now just update a chapter and publish it directly on the online system – then the consultants receive it straight away," Love said. "This means we are able to change things more often than previously because of the reduced costs and labor involved, compared with physically publishing the manuals and documents. In the past, to communicate and explain update to our signage library, we would have done a conference or event on an annual or semi-annual basis. But now we can convey that information in real-time. So we're more-or-less drip-feeding changes rather doing a big chunk.

The system also made it easier for McDonald's to collaborate between international offices. Due to the size of files and reliability issues with FTP sites, the previous way to transmit large files between Australia and the U.S. was by mailing discs. With the online services, files – including large documents and high-resolution images – could be quickly uploaded in Australia and then immediately accessed and printed in the U.S.

More efficient remodels

A recent significant store remodeling program was the rollout of the McCafes across Australia. When McDonald's began using the online information management system, there were 28 McCafes. Over the following three years, this figure increased to 315 – an average of eight openings per month. "I don't think we would have been able to manage and control the growth of the McCafes if we hadn't used an online information management service. Everything we do is designed to make things quicker and easier for our consultants and for internal construction people, so that we just keep churning out upgrades for new stores," Love added.

"With the online system, consultants can now pull down documents themselves and the when they do a remodel and the documents change, they just put up the new version. We have the latest set of drawings for every store as soon as they're ready."

Reduced cost

In addition to greater efficiency, the ability to transfer large files electronically through the online system, has led to significantly reduced costs and administrative labor.

"Previously when doing a store update project, one of our employees had to print and post the documents to all those involved. So there were four days leading up to the project where she would be completely out of action," Love said. "With the online service, it's instant. There is no printing or packaging or burning discs, which enables our employees to work on more productive projects and saves a great deal of costs."

The system was particularly beneficial when McDonald's launched a new product menu across Australia.

"We did a significant equipment rollout for the menu which required every store to be audited and measured. If we hadn't used the online system, we would have had to down-load the kitchen layout 750 times, and send it to the consultant for them to update," Love continued. "It would have been an incredible amount of work for us. This would have taken us at least three to four weeks for two people full-time. With the online system, the only time it took was about 10 minutes for the users to download the documents.

By using an online collaboration system for its facility information management, McDonald's Restaurants in Australia has solved three key challenges of facility information management. They system has dramatically improved the company's ability to collect and store information, easily find and retrieve that information, and then effortlessly share it anywhere in the world.

As a result, the company has increased process and eliminated expensive and time-intensive process check-points.

The system has made teams more productive while significantly reducing administrative costs.

IFMA Calendar of Events

2011

Oct. 22 – 28	Fall Symposium 2011
Oct. 26 – 28	Work Workplace 2011 Conference & Expo Phoenix, AZ
Nov. 9 – 10	Project Management Course (FMP) Los Angeles, CA
Dec. 1 – 2	Project Management Course (FMP) San Diego, CA

2012

April 11 – 13	Facility Fusion 2012 Conference & Expo Chicago, IL
Oct. 31 – Nov 2	World Workplace 2012 Conference & Expo San Antonio, 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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