



September 2011

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

**Eastern Iowa Chapter
International Facility Management**

2011 Executive Board

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Date: Tuesday September 13, 2011
Time: 5:30 p.m. – 7:30 p.m.
Location: Coralville Library/Coralville Center for Performing Arts
1512 7th St
Coralville, IA 52241
Agenda: 5:30 – 6:00 Networking and registration
6:00 – 6:45 Dinner, program and drawing (Coralville Library)
6:45 – 7:30 Tour (Coralville Center for Performing Arts)
Cost: \$20.00 – Members \$25.00 - Non-members

Drawings: A brand new Herman Miller “Celle” task chair donated by Pigott. Features include:

- Upholstered Seat & Upholstered Back
- Standard Height Pneumatic Cylinder
- Multi-position Tilt Limiter/Lock
- Adjustable Arms
- Adjustable Seat Depth
- Passive Sacral Support
- Adjustable Lumbar Support
- Carpet & Hard Surface Casters
- Frame Finish: Black
- Armpad Finish: Black
- Upholstered Seat & Back: Crossing Series Textiles, Color: Black
- Warranty: 12 years, 3 shifts, parts and labor
- Chair is rated at 300 pound weight capacity

The Coralville Center for the Performing Arts is a new, 482-seat auditorium located in the heart of Coralville at the corner of 5th Street and 12th Avenue. The Center is designed to offer affordable, accessible rental space for performing arts groups, businesses, and residents of the greater Johnson County area.

Dedicated to Serving the Community

The Coralville Center for the Performing Arts is designed to host:

- Full scale performances of musicals and plays by some of the area’s best performance groups
- Lectures, presentations, and panel discussions
- Meetings and receptions
- Orchestra concerts, chamber ensembles, and solo recitals
- Productions by professional dancers and local dance academies
- Public and private events
- and much more

The Coralville Center for the Performing Arts is a space dedicated to serving the community

Directions: Take exit 240 for Coral Ridge Ave toward US-6/N Liberty. Turn right onto 27th Ave/Coral Ridge Ave/IA-965. Turn left onto 2nd St. Turn left onto 20th Ave. Turn right onto 5th St. Take the 3rd left onto 7th St. Coralville Library/Coralville Center for Performing Arts will be on the right.

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, September 9th**

**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.**



IFMA's WORLD WORKPLACE 2011
 The Facility Conference & Expo
 Oct. 26-28 | Phoenix Convention Center | Phoenix, Ariz., USA

www.worldworkplace.org

2011 Highlights

- Smart start:** IFMA's Fall Symposium
 Register for continuing education courses led by qualified IFMA instructors-ideal for credential (FMMP*SFP) and certification (CFM) candidates!
- Smart money:** Discounted hotels
 Take advantage of preferential group rates in our housing block. Each premier hotel is within walking distance of the Phoenix Convention Center.
- Smart process:** All-in-one online registration
 Register for IFMA's World Workplace and IFMA's Fall Symposium on the same form; then proceed to hotel reservations.

Increase attendance at your next meeting (Midwest Meetings Magazine)

If you had a magic wand that enabled you to increase the attendance at your next meeting, would you use it? Would you like the members who attended this year to be your PR people for your next event? Would you like to increase your meeting's success and its profitability?

By now, you're probably wondering what snake oil elixir it is that I'm hawking! Not snake oil at all! It's understanding the principles that other industries, companies and organizations use successfully and applying those strategies to the design, communications and follow-up of your meeting.

Meeting Design

A successful meeting is one designed to increase the profitability, success and potential of your attendees. In an attempt to figure out what your attendees need and want, well-meaning committees and executive teams depend on the evaluation sheets from the last meeting. This may be the worst possible way to create a successful meeting.

Throw out your evaluation sheets. They're useless. You either get so few back that the sample is not worthy of review, or the results are skewed with offers of free coffee mugs, registration or t-shirts. You can't possibly trust the results you get. It's time to stop evaluating how you, the committee, the association executive or the meetings department did, and time to start focusing on what they would have liked and what helped - or would have helped - them to create greater success in their business. Design your next meeting around answers to questions like:

What would you have liked to have seen/done/learned from this meeting?

- What do you need to see, do, learn, hear, participate in, at the next meeting to help you create greater success in your business?
- What are your customers telling you they need from you? How can we help you learn it, do it, provide it?

Use the "You-Attitude"

Throw out those end of meeting evaluations unless you are asking the attendee, attendee-focused questions! For years, in my workshops and keynotes, I've emphasized the idea of using the "you-attitude". Focus on the other person and what he or she stands to gain. Create interest by focusing externally - on your reader - rather than presenting your information from an internal self-centered standpoint. Here is an example: The Widget Association Mid-Summer Annual Conference is internally focused. Retitle the meeting from their perspective: How to Position Yourself for Success in the Worldwide Widget Marketplace (and in small print) At The Widget Association Annual Conference. Instead of a cute theme selected by committee, or by a president with a personal agenda, like, The Magic of the Moment, generate interest and enthusiasm by weaving the theme du jour with what matters most to your attendees. A meeting brochure that talks about a theme of Selling Widgets Magically - Twelve Jam Packed Sessions to Help You Increase Leads, Referrals and Profits is much more likely to grab their attention-and their registrations.

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: TBD

Date: November 8, 2011
 Location:

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:

Date: May 8, 2012
 Location:

And don't stop there! Call your members a month after the meeting, and call others at three months and some at six. Ask them what they remember from the last meeting. What have they done differently as a result of being there? Advertise those successes. For those who don't remember a thing except that the final banquet was fun (ask them what made it fun to them, what would make it even better?), ask them what they would like to remember when you call them next year, after the next meeting.

Design your meetings around their needs. Create memorable experiences for them and you won't need a magic wand to increase your attendance. Your members will be there - and they'll bring their friends.

June Membership Anniversaries

Michelle Volkens, GMAC Financial Services – 10 years
Anne White, AEGON Realty Advisors, Inc – 10 years
Tim Bishop, T & M Services – 13 years
Thomas Kueny, University of Iowa – 17 years
J. Dennis Ford, AEGON Realty Advisors, Inc. – 22 years
Rene' Funke, Yellowbook – 1 year

July Membership Anniversaries

Robert Wetherall, Pearson- 6 years
Harry Holland, Aegon USA – 6 years

Congratulations!!

August Membership Anniversaries

Craig Mead, The University of Iowa Foundation – 4 years
Karl Schmidt, Alliant Energy – 7 years
David Kempf, Johnson County – 10 years
Lynnel Thomas, Vangent Inc, - 13 years
Della McGrath, Della McGath & Associates – 22 years
Rebecca Norton, Alliant Energy – 1 year

Congratulations!!

September Membership Anniversaries

Warren Faulkner, US General Services Administration – 4 years
Jack Mergen, Stanley Consultants – 5 years
Steven Gladson, Alliant Energy – 7 years
Jerry Raaz, Pearson – 11 years
Helen Dailey, The University of Iowa Foundation – 13 years

Congratulations!!

IFMA Calendar of Events

2011

Sept. 20	Advocacy Day & Public Policy Day
Sept. 20 – 21	Leadership and Strategy Essentials Course IFMA Denver Chapter
Sept. 30 – Oct. 1	Leadership and Strategy Essentials Course San Diego, CA
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>

New Members

Jeff D Rusch, Gronen Properties
Sheryl Hass, BC Richard Ellis

Welcome!!

Thank You

To our Sponsors for the 2011-2012 Year!!

Gold Level Sponsor

Silver Level Sponsors



Bronze Level Sponsors

Nelson Electric

