

February 2012



**Eastern Iowa Chapter
International Facility Management**

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

2011 Executive Board

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Mary Segriff

Chapter Membership Chair

Growth & Retention

Chapter Administrator

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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, February 14, 2012

Time: 5:30 – 7:30 p.m.

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

Location: True North
500 1st Street SE
Cedar Rapids, IA 52401

<http://www.truenorthcompanies.com/>

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 and pay by credit card

TrueNorth[®] was established in the year 2001 with the merger of Davis Jones Lamb Insurance, Insurance Service Corporation, and Verhille & Associates. This merger created the largest financial services firm of its kind based in Eastern Iowa. Today, our dedicated staff consists of nearly 200 people and is organized so each person becomes a specialist in their respective division, including construction and transportation as well as general business and individual solutions. Our services include risk management/property casualty, employee benefits, qualified retirement plans, executive benefits and business continuation, consulting, personal financial planning, investment management and wealth transfer.

TrueNorth[®] is headquartered in Cedar Rapids, Iowa with other Iowa locations in Cedar Falls, Des Moines and Iowa City. Other sales office locations include Georgia, Illinois, Kansas, Nebraska, and Wisconsin.

Directions: From I-380 take exit 19A toward U.S. 151 Business/5th Ave SW/Diagonal Dr/Downtown. Merge onto 3rd St SW. Turn right onto 3rd Ave SW. Continue onto 3rd Ave Bridge. Turn right onto 1st St SE. Destination will be on the left

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 on Friday February 10th**

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!

Eastern Iowa IFMA
2011/2012 Programs

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

Date: October 11, 2011
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: White Ale House
Cedar Rapids, IA

Date: January 10 and 11, 2012
Networking Meetings
Location: Vesta
Coralville, IA
Time: 12:00

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

Date: February 14, 2012
Location: True North
Cedar Rapids, IA

Date: March 13, 2012
Location: Mercy Cancer Center
Cedar Rapids, IA

Date: April 10, 2012
Location:

Date: May 8, 2012
Location:

January Membership Anniversaries

David Dennis, Mount Mercy College – 13 years
Janet Fuller, Tallgrass Business Resources – 1 year
Jeffrey W. Heber, U.S. Bank – 1 year
Sue Heeren, US General Services Administration – 3 years
Wynn Johnson, Pearson – 1 year
Teresa A. Nelson, Roof Top Sedums, LLC – 2 years
Garth Parker, Iowa City FM Group – 2 years

Congratulations!!

New Members

**Mr. Matthew Lawler, U.S. Lawns of Cedar Rapids
Darrell L. Smith, VJ Engineering**

Welcome!!

Sustainability 101: Ask the Experts

(from FMJ Magazine)

Q: Is the ultimate goal of a facility manager to have the tightest building envelope possible?

A: The building envelope is the separation between the indoor and outdoor space. The envelope consists of several elements including the walls, roof, windows and doors. Basically, anything keeping the weather out of your building is included. One of the ways to make your building more energy efficient is to tighten the building envelope by caulking or replacing windows and insulating walls. These tactics keep warm air inside in the winter and cool air inside in the summer, reducing heating and cooling costs while making the space much more comfortable for its inhabitants.

Q: Why is green cleaning important? How could it impact my facility?

A: Green cleaning is a great way to have a positive impact on the sustainability of a building. According to a 2002 study by the Lawrence Berkeley National Design Laboratory, improving a building's air quality can reduce cold and flu symptoms by 9 to 20 percent, as well as reduce asthma and allergies by 8 to 25 percent.

Green cleaning includes reducing the amount of harmful chemicals in your building used for cleaning. These ingredients can get in the air during the cleaning process, which can cause occupant respiratory problems. Buildings that incorporate green practices end up just as clean as non-green buildings while those inside (both the cleaning professionals handling the chemicals and the facility occupants) are at a lower health risk.

Switching from traditional cleaning practices to green practices is only one of many ways a facility manager can impact the indoor air quality of a building. Other methods include improvements to the HVAC system, using building materials with low or no volatile organic compounds and using walk-off mats in entryways.

Q: Is cloud computing more energy efficient compared to keeping computers in-house?

A: A recent study conducted by Microsoft found that moving IT resources typically housed in a building can be a huge energy saver. The study compared the environmental impact of running all software on-premises versus using the cloud. To clarify, using the cloud means housing all data and software at a data center off-site to be accessed via the Internet, basically outsourcing IT hosting services.

The same study showed that by moving to the cloud, a business can reduce its IT energy use by 3- to 90 percent. This would be a huge boon for companies interested in reducing energy bills. Additionally, reducing energy use lessens the amount of greenhouse gas emissions by the same percentage reducing the company's overall carbon footprint.

Andrew Winston, co-author of "Green to Gold" and a leading authority on sustainability cited in his blog that the explosion of IT and data centers around the world accounts for as much as 2 percent of global energy use. In addition, IBM estimates only about 4 percent of the energy that enters a data center is used to process information with the large majority of the energy cooling the room, and cooling and powering the servers.

Centralized data centers are able to take advantage of economies of scale including reducing excess capacity, flattening peak loads and improving data center design. Together, these can lead to huge energy efficiency improvements to small-, medium- and large-sized businesses.

IFMA Calendar of Events

2012

April 11 – 13	Facility Fusion 2012 Conference & Expo Chicago, IL
July 26 – 27	World Workplace Asia 2012 Conference & Expo Singapore
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>

The successful man is the one who
finds out what is the matter with his
business before his competitors do.

Roy L. Smith

Thank You

To our Sponsors for the 2011-2012 Year!!

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Bronze Level Sponsors

Nelson Electric

design: from the inside out

