



Building professionalism in project management.™

Project Management Institute
Eastern Iowa Chapter

P.O. Box 1811, Cedar Rapids, IA 52406-1811

<http://www.pmieasterniowa.org>

1

March 2012

March 8, 2012 Monthly Meeting

This month's PMI breakfast meeting will be held on Thursday, March 8, 2012 from 7:30 a.m. to 9:00 a.m. at the Clarion Hotel and Convention Center at 525 33rd Ave SW in Cedar Rapids, Iowa. The Clarion Hotel and Convention Center phone number is 319-366-8671.

"Top Skills and Qualities Employers Desire in Their Employees"

Presented by Kelley Ashby

For the past four years, the University of Iowa has utilized data from a nationwide survey targeting employers to develop and deliver a unique leadership development program. This survey highlights the skills and qualities employers rank as most important for new college graduates to possess when they enter the working world, including communication skills, teamwork, interpersonal skills, initiative, strong work ethic, and leadership abilities (National Association of Colleges and Employers Job Outlook 2011). During this presentation, participants will discuss the top skills and qualities employers desire in their employees, how to develop or demonstrate these skills and qualities in the workplace, and brainstorm ways to improve them. This presentation will also highlight the Career Leadership Academy curriculum at the University of Iowa, as well as the impact the program is making on participants.

Inside This Issue

- 1 Monthly Meeting
- 2 President's Corner
- 3 News and Views
- 4 PDU Opportunities
- 8 Dates to Remember
- 9 Chapter Leadership

About the Speaker

Kelley Ashby has 17 years of experience working with leadership development programs for college students. Kelley earned a bachelor's degree in Psychology and Criminal Justice from Morningside College in Sioux City, Iowa. She coordinated the leadership program for several years at Buena Vista University before going back and earning a master's degree in Recreation, Parks, and Tourism Administration, with an emphasis in Outdoor Leadership Programs, from Western Illinois University in Macomb, Illinois. She has worked at the University of Iowa for the past seven years. She currently works in the Pomerantz Career Center where she took the lead in developing the Career Leadership Academy program. Under her direction, this program grew from 56 students in the spring of 2007 to now over 400 students every semester. Kelley was a key player in getting a Certificate in Leadership Studies offered for Iowa students starting last fall. She also teaches a course called "Leadership in the Outdoors" where she helps students develop the competencies necessary to effectively lead others while pursuing outdoor adventures such as kayaking, hiking, and backpacking.

Cost: Chapter Members: \$13; Guests: \$20

Registration Deadline: Sunday, March 4, 2012 (11:45 p.m.)

Register at www.pmieasterniowa.org and click **Events > Monthly Program Meetings > March 2012 Monthly Meeting**

Notes: New in 2012, all meeting registration fees will be collected using our online registration/payment system. It is important to register in advance so we have an accurate attendance count for food, beverage, and seating. Thank you for your assistance in this important matter.

7:15 - 7:30	Registration, breakfast and networking
7:30 - 7:45	Opening by Chapter Officers
7:45 - 8:45	Presentation / Discussion
8:45 - 9:00	Final announcements and wrap-up

President's Corner

What's On Your Playlist?

Carol Scherrman, PMP - President

I recently celebrated a milestone birthday. Before the night of my official celebration, I spent several evenings compiling the perfect playlists for the party. I had a playlist called "Dinner Music" that contained the Billboard hits from the pop, soul, and country charts from my birth year. I called another playlist "Just for Fun," which I thought contained fun party songs that we could sing along to. Then, there was the "Dance Music" playlist that contained everything from the Cha Cha Slide to the Chicken Dance.

This got me to thinking what the ultimate project manager playlist would contain. Most mornings, for me anyway, it seems like the number one song should be Todd Rundgren's Bang on the Drum All Day, "I don't want to work; I just want to bang on the drum all day..." For fun, I googled "project manager playlist," and wouldn't you know, someone actually has taken a stab at the perfect project manager's playlist.

This list was pulled from the Liquid Planner™ website (<http://www.liquidplanner.com/>). I think they did a pretty good job of capturing the spectrum of a project manager's world. The list is theirs. The commentaries are my personal thoughts on their selections.

1. **Michael Jackson – Working Day and Night:** Isn't this the truth? I have pulled a couple of over-nighters while working on a critical project. Haven't we all?
2. **Bachman Turner Overdrive - Taking Care of Business:** Enough said. It's what we do, right?
3. **Blue Oyster Cult – Deadline:** Unrealistic deadlines, missed deadlines, deadlines, deadlines, everywhere a deadline!
4. **Survivor - Eye of the Tiger:** This is a great song to re-energize. When you think you are losing your edge, remember these lyrics, "So many times, it happens too fast. You trade your passion for glory. Don't lose your grip on the dreams of the past. You must fight just to keep them alive."
5. **The Beatles – Help!:** Love this selection. Sing this one to everyone on your team, "Help, I need somebody, Help, not just anybody..." Actually, another Beatles classic works here, too. "I get by with a little help from my friends..."
Project managers succeed when they are surrounded by a great team.
6. **Billy Joel – She's Right On Time:** Paying homage to the Triple Constraint!
7. **Alan Jackson and Jimmy Buffett - It's Five O'Clock Somewhere:** No further explanation needed. Sometimes, liquid refreshments are just what you need.
8. **Puff Daddy – It's All About the Benjamins:** That dang triple constraint again!
9. **Europe – The Final Countdown:** You know that feeling...final countdown to a major product release or first day of production. Refer back to song #1!
10. **Blink 182 – All The Small Things:** We all know the devil is in the details. Never underestimate the power of great requirements, a comprehensive project schedule, and complete documentation.

As I was working on this, Dolly Parton's "9 to 5" was playing in my head. But, ummm, I can't exactly remember when I had the luxury of those kind of hours. But, clearly, Dolly was not a project manager. Did I have a point in all this? My point is that it is very easy to let our work consume us. When we leave the office on Friday, the work is still there on Monday morning. I frequently think that even if I consistently worked 80-100 hours a week, I would still not feel like I was "caught up." I like to say that nothing is ever that serious that we can't have a little fun along the way. Therefore, update your playlist and rock out in your office every now and then!

Have a great month everyone – March Madness and St. Patrick's Day!

News and Views

Chapter website committee update

The website committee met in February to confirm and update the objectives and key requirements for our website. The board of directors will review these at the March meeting. Product support for our current website ends on March 1, 2012.

REMINDER: April chapter meeting will be held at the Coralville location



Don't forget that we will be holding three chapter meetings in Coralville this year. The first one is coming up in April. The meeting will be held in the training room of the Iowa City Area Association of Realtors (ICAAR) at 847 Quarry Road, Suite 110, Coralville, Iowa 52241. The ICAAR office is located in the office building next to the Coralville Marriott. Directions to the ICAAR office:

- Interstate 80 exit 242/Coralville – First Avenue
- Go south toward Coralville/Iowa City
- Left at the Iowa River Landing/Perkins Restaurant
- Right on Quarry Road.
- The ICAAR office is on the left. Parking is available on Quarry Road or in the parking lot behind the building.

Kirkwood's Global Education Network Program

By Bob Sanders, PMP, Director – University Outreach

The PMI Eastern Iowa Chapter has agreed to work with Kirkwood Community College on their Global Education Network program. Kirkwood will be hosting a group of approximately 40 international students during the first three weeks of July. The students are from a variety of majors at community college type institutions in Singapore, Australia, Alberta Canada, and Cedar Rapids. They will study project management fundamentals. This is an annual program that rotates to a different school each year.

Kirkwood has shown a keen interest to collaborate with the PMI Eastern Iowa Chapter to expose the students to the real world challenges of project management. This partnership would greatly enhance the value and prestige of the Global Education Network program.

Kirkwood is now finalizing the plans for this summer. The preliminary plan is for 1/2 day visits to two different companies where they can show their facilities and have someone discuss how project management is done at their company. We also plan to get two guest speakers who could make a one hour presentation at the Kirkwood campus.

If you are interested or your company is interested in participating in this collaboration effort, please contact me. We plan to publish the guest speakers and the participating companies by the end of March.

PMO's – Why do we need them?

Behram Kasad, VP Education



There was a time when corporations all over the world pursued a product idea as the next "sure thing" based on the analysis of their top marketing group. These ideas were, overnight, transformed in to solid business cases and hurried through the corporate hallways with approval from everyone. Meetings got held and for the next few weeks and months the place was abuzz with the potential of how it would revolutionize the industry, how sales would go through the roof and employees in the finance department would have to work overtime time to count all the money coming in. While, I cannot reliably state how many products that came to market this way, but trust that a few skunk works efforts did see the light of day. But a large number of these products most likely ended up in the great abyss where failed projects go to die, and chances are that not many corporations would be prepared to speak about these, assigning them to some obscure "R & D" effort.

The good news is that the days of arbitrarily saying yes to every “sure thing” marketing idea are long gone. So what has changed – did the bean counters get smarter, did marketing finally wake up or was it the PMO that finally put a sense of reality to the entire process of product life cycle management? The answer lies somewhere in between. In the day of the instant gratification and shareholder Return on Investment (RoI), organizations all over the globe are taking much more time upfront to scrutinize ideas even before they go to the corporate board room to present the initial idea. Under the direction of Project Managers and supported by business/process analysts the product life cycle is explored and mapped out much earlier than ever before. This is a good thing since it has allowed areas of risk and exposure to be identified and allowed PMs to develop mitigation strategies much earlier than they ever could. Using existing organizational history has allowed them to calculate the duration of a particular task and place in the overall continuum of the project to work out the true GO LIVE capability as opposed to some arbitrary date dreamt up by someone in a corporate suit. Applying sound project management principles and practices (Work Breakdown Structure) has allowed PMs to track accurately the progress of tasks. Tools such as Earned Value (EV) appease both the savvy bean counters as well as keep the PM informed about the spend profile of their projects. Management tools such (Primavera, etc.) collate individual projects and program information and places in the context of a portfolio, thus keeping PMO leadership satisfied. Statistics are showing that this simple upfront GO/NO GO analysis is proving to be valuable all over the globe. Consequently, a project in Bangalore is being measured by the same lifecycle metrics as a project in Bucharest or the one in Boise, Idaho.

It is because of improved PMO imposed discipline that projects are more likely to succeed than fail. However, if you need them, the numbers are always available to make a decision much earlier in product lifecycles whether or not to pull the plug on something as opposed to blindly going through the process only discover that the market for that product now buys the same thing at a quarter of the cost.

Where does your organization fit into this? Do you go all the way with processes and practices or do you stick to just the tried and tested practices. What makes your project succeed and puts you in the spot light for the right reasons or relegate your project to an early grave and puts you in the spotlight for the wrong reasons?



Share your product life cycle – good or bad - stories with us by sending an article to communications@pmieasterniowa.org

PDU Opportunities

Share your PM knowledge with your peers to earn PDU credits. Submit your newsletter articles to communications@pmieasterniowa.org. Book reviews, PM Tips & Tricks, tasteful humor, your projects, or creative use of social media are just a few of the possibilities.

Consider volunteering for the volunteer positions listed below... You can apply online at www.pmieasterniowa.org (click on **Get Involved > Volunteer Openings**) or contact a current member of the Leadership Team.

Volunteer Position	Brief Description
Director of Marketing	Works with the VP of Communications and Publicity to create marketing materials for chapter events, issue press releases to local media outlets as necessary, create chapter advertising materials as needed, and ensure compliance with PMI Global brand standards.
Director of Newsletter	Serves as the primary point of contact for the chapter in the creation of the monthly chapter newsletter. Solicits articles from the chapter Leadership Team. Drafts articles into the newsletter template. Works with the VP of Communications & Publicity to edit final version of newsletter. Posts newsletter to chapter Web site and distributes e-mail notification to chapter members that newsletter has been posted.

Volunteer Position	Brief Description
Director of Website & Technology	Maintains the chapter's Web site and e-mail platform and serves as the main point of contact for the chapter with the platform host. Monitors e-mail from chapter members on the chapter Web site and responds to technical issues encountered by user. Advises the chapter leadership on issues with the Web site and e-mail platform.
Director of Programs (<i>Current director is relocating in May. Volunteer now and take advantage of this job shadowing opportunity before he leaves the chapter</i>)	Identifies and secures speakers for monthly chapter meetings. Works with the Director of Logistics to ensure that all meeting requirements are met.
Director of Logistics	Works on all logistical issues associated with running any program on behalf of our chapter, including monthly chapter meetings. Works with the VP of Operations and interacts with other leadership team members requiring logistical support. Collaborates with the Director of Programs to obtain logistical details and requirements (date and time of next meeting, expected number of attendees, desired location, food, technological requirements, details of presenter, agenda, etc). Manages registration for monthly chapter meetings and coordinates collection of feedback for meetings.



St. Ambrose University Professional Development has partnered with On-Track to provide several project management training programs and a Project Management Certificate. On-Track is a registered education provider with the Project Management Institute® (PMI).

The Project Management Certificate Program provides a scalable project management system for managing projects of all shapes and sizes. The program provides a "project-ready tool kit" to serve project needs...regardless of industry.

Participants can pick and choose which program fits their needs or they can complete the St. Ambrose University Project Management Certificate by completing three core courses and two electives within three years. These classes include elements of the Project Management Body of Knowledge (PMBOK®) developed by PMI®.

Core Courses:

- Project Management: Planning, Execution and Control
- Managing Projects through People
- Managing Project Communication

Elective Courses:

- Project Leadership and Ethics
- Managing Project Quality, Procurement, and Risk
- PMP and CAPM Exam Preparation
- Planning and Managing Construction Projects

Each program is three-days in length and costs \$995. The cost includes all seminar materials, networking luncheons, PDUs or CEUs. Discounts for additional participants and for St. Ambrose alumni are available. For more information about the program or to register, visit the St. Ambrose website at:

http://www.sau.edu/Professional_Development/Training/Current_Programs/Project_Management.html

Or, contact St. Ambrose at 563-333-5720 or PD@sau.edu.

Quad City Area Chapter PDD

Managing Difficult Projects: Techniques to Sail Through (Or Around) the Perfect "Project" Storm

Keynote presented by Anthony Reed, MBA, MS, CPA, PMP

When was the last time that you worked on a project under perfect conditions? All of the unlimited resources were available at your beck and call. You had more monetary resources (budget) than you could spend. You had so many people (human resources) clamoring to get on the project that you had to turn people away. And all of your materials, such as software and hardware, arrived on time, were installed without any problems, and were ready to run out of the box. There were no delivery dates or deadlines. And the project scope/requirements never changed because scope creep never occurred. Or you were able to change the deadline to correspond with scope changes. During this seminar, you'll learn the tips on how to regain control of wayward projects and how to prevent problems from occurring.

Tuesday, April 3, 2012 8:00 AM to 5:00 PM
The Lodge Hotel & Conference Center
900 Spruce Hills Drive
Bettendorf, Iowa 52722
563-359-7141



IEEE ProCon 2012

Tuesday, April 24, 2012

Cedar Rapids Marriott Hotel
& Convention Center
1200 Collins Rd. NE

- ☒ Learn cutting-edge leadership & project management skills from the experts
- ☒ Choose between two tracks or mix & match
 - ☒ Earn continuing education credit
 - ☒ Network with peers across industries
- ☒ Achieve personal and professional growth!

Register on-line starting March 1 at:
www.ProCon2012.org

Be a Standout!

Develop your Professional Qualities & Skills!

Your Presenters and Topics... Your choice!

Debra Salz of Prevention Services & Strategies

- **Something About My Generation**
Understand and leverage the diversity of the four active generations working in your organization to help achieve cooperation and success!
- **Strike a Balance**
Are you busy with the "right" things, or just too busy to be effective? Learn how to strike a balance in life rather than strike out!
- **Power of 100: Attitude & Motivation**
Identify what motivates you in life. What determines your attitude? Learn how to expose the right choices to achieve your happiness and balance!

Mark Waldorf, Consultant & Instructor - University of Minnesota

- **Saving a Troubled Project**
Learn a powerful process to recover troubled projects. Determine core project issues & define the steps to put your project on a successful path!
- **Key Lessons Learned in Supplier Management**
Subcontracting work has significant advantages and risks and requires discipline and mastery of business fundamentals. Learn industry lessons learned for critical success factors in supplier management.
- **"Customer Value" – What is It & Why is It Important?**
Serving customers is an essential aspect of doing business and must be at the forefront of every project. Learn how the concept of customer value – for external & internal customers – is a driving factor for all work.

Chapter Meetings

Mark your calendars for upcoming chapter meetings. All meetings are held on the second Thursday of the month.



Date & Time	Location	Topic and Presenter
March 8, 2012 7:30 to 9:00 a.m.	Clarion Hotel and Convention Center 525 33rd Ave SW Cedar Rapids, Iowa	<ul style="list-style-type: none"> • Top Skills and Qualities Employers Desire in Their Employees • Kelley Ashby, Career Leadership Academy, University of Iowa
April 12, 2012 7:30 to 9:00 a.m.	Iowa City Area Association of Realtors (ICAAR) 847 Quarry Road, Suite 110 Coralville, Iowa	<ul style="list-style-type: none"> • The Theory of Constraints in Project Management • Neil Deutsch, Program Management Consultant with Midwest Project Partners
May 10, 2012 7:30 to 9:00 a.m.	Clarion Hotel and Convention Center 525 33rd Ave SW Cedar Rapids, Iowa	<ul style="list-style-type: none"> • The Good, The Bad, and The Ugly - Adventures in Portfolio Management • Dane Pelfrey, experienced program/portfolio/project manager
June 14, 2012 7:30 to 9:00 a.m.	Clarion Hotel and Convention Center 525 33rd Ave SW Cedar Rapids, Iowa	<ul style="list-style-type: none"> • Thriving Amidst Chaos: Effective Strategies for Getting Things Done • Susan Johnson, professor of Obstetrics and Gynecology at the University of Iowa Carver College of Medicine

DATES TO REMEMBER

MARCH 2012						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

8 – Chapter Meeting
 15 – Board Meeting
 27 – Newsletter Articles Due

APRIL 2012						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

12 – Chapter Meeting
 19 – Board Meeting
 29 – Newsletter Articles Due

MAY 2012						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

9 - Chapter Meeting
 16 – Board Meeting
 26 – Newsletter Articles Due

PMI Eastern Iowa Chapter Leadership

Role	Name
President	Carol Scherrman, PMP®
VP of Communications and Publicity	Mark Bazzell, MBA, PMP®
VP of Education	Behram Kasad, MBA
VP of Finance	Brian Thorn, PMP®
VP of Operations	Jacquie Haltmeyer, PMP®
VP of Outreach	Mary Phelan, PMP®
Past President	Tammy Sweat, MSPM, PMP®
Director of Certifications	Denise Boeding, PMP®
Director of Individual Outreach	Rachel Fowler
Director of University Outreach	Bob Sanders, PMP®
Director of Logistics	Vacant
Director of Marketing	Vacant
Director of Member Relations	Geri Stivers, PMP®
Director of Newsletter	Vacant
Director of Professional Development	Kayla Eko-Acquah
Director of Programs	Travis Zweibohmer, MBA, PMP®
Director of Website and Technology	Vacant