



EXCELLerating Toward The Future

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IDM Adopts New Logo

As shown above, IDM has developed a new logo. Designed by UNI student intern Megan Horn, IDM Director Randy Pilkington noted “We wanted something more modern that still represented the professionalism of the organization.” The new IDM logo will, over time, replace its 20 year old predecessor in all IDM applications.

Fairfield Community-wide Sustainability Plan Published

IDM staff members LaDene Bowen and Dr. Bill Wood have worked with Mayor Ed Malloy and a group of about 20 Fairfield community members to develop a community-wide sustainability plan. Fairfield has been a long-time community partner of IDM and has received guidance in the areas of strategic planning and community economic development. The plan lays out three main goals for the community and the steps required to achieve those goals. The three goals are:

- To create and maintain the sustainability culture
- To create jobs, wealth and opportunities for investment, with sustainable development
- To achieve sustainable community design and public policy and infrastructure

More than 40 businesses and organizations are on board with the plan and have offered their assistance in the implementation of the plan.

For more information regarding the assistance IDM can provide your community in similar planning efforts contact Senior Project Manager LaDene Bowen, CECD, FM, at ladene.bowen@uni.edu or 319.273.2969.

Two IDM Staff to Retire

IDM Program Manager Dr. Bill Wood and Senior Program Manager Don Chaplain, CEcD, have been approved to participate in UNI's early retirement program. Both will retire from IDM at the end of this year. Bill has been at UNI for 22 years and Don with IDM for nearly 18 years.

IDM Welcomes New Regional Partner

The Greater Council Bluffs Regional Economic Development Marketing Partnership has become the sixth region to join IDM as a Regional Partner. Members of the Marketing Partnership include Harrison County Development Corporation, Western Iowa Development Association, Pottawattamie County Growth Alliance and Glenwood/Mills County Economic Development Foundation along with three other entities: MidAmerican Energy, Black Hills Energy and Iowa Western Community College. Benefits of the Regional Partnership include:

1. One (1) facilitated work session as requested for the regional group – for example: plan updates, consensus building, program evaluation or other services the regional group may desire.
2. An annual regional Benchmarking Study containing approximately 30 measurable secondary source measurements. (This study could be of significant benefit in demonstrating ROI outcomes for future funding.)
3. A demographics report completed on a regional basis that contains the most current census information plus 5- and 10-year population projections by county and region – a potentially useful tool for planning and evaluating local and regional initiatives.
4. Specific services available from IDM are provided at the reduced Partner Program cost for the regional organization. Details of IDM's varied scope of services are available at our website at www.bcs.uni.edu/idm.

A significant benefit to the organizations participating in regional efforts is a **50% reduction** in the current individual IDM Partner Program fee from \$500 to \$250 annually. The Greater Council Bluffs Regional Economic Development Marketing Partnership joins the following five regions as an IDM Regional Partner:

The Eastern Iowa Economic Development Alliance
The Western Iowa Advantage
Off-Shore Iowa
The Northeast Iowa Business Network
The South Central Iowa Partnership

For complete information regarding the Regional Partner Program, contact Senior Project Manager LaDene Bowen, CEcD, FM at ladene.bowen@uni.edu or 319.273.2969.

Consider Three (really four) Committees Period!

In a recent article David La Piana, President of La Piana Consulting, advocates that non-profit organizations consider replacing the usual cumbersome structure of multiple committees with a simple three-committee structure consisting of an Internal Affairs, External Affairs and Governance committee. In addition to these three, there should also be an Executive Committee comprised of the chairs of the three committees and the Board President/Chair. La Piana believes this structure has several key advantages:

Each board member can serve on just one committee and focus on interrelated issues. It requires fewer meetings, taking less staff time for meeting preparation and follow-up. The accountability lines of the three committees are clear. Board meetings can be organized around the three committee's reports, reinforcing the importance of their work and affording more time for "generative thinking" by the board as a whole.

More details as to La Piana's thinking on this type of a committee structure can be found at www.blueavocado.org/category/topic/board-café.

For information as to how IDM staff can provide organizational development assistance to your organization contact Senior Project Manager LaDene Bowen at ladene.bowen@uni.edu or 319.273.2969.

Using Economic Impact Analysis for Local Employers

The majority of requests made to IDM for an Economic Impact Analysis report usually involve identifying the potential benefits of a new employer locating in a community or region. The Greater Council Bluffs Regional Economic Development Partnership, however, included information developed from eight analyses for specific existing employers in the three county region in combination with information created from its own Synchronist reports to develop an Existing Industry Report. In addition, the economic impact information was utilized for stories in an Industry and Manufacturing Appreciation Week special section of the *Council Bluffs Daily Nonpareil*. IDM's economic impact service is sponsored by MidAmerican Energy, Iowa Area Development Group, Alliant Energy and Black Hills Energy. Further, the impact analysis information regarding a new location or expansion of an existing employer also provides information on other industries in the community that may realize an increase in employment as a result of a new company location.

For more information about IDM's Economic Impact Analysis service and the willingness of the sponsors to help underwrite specific requests for impact reports, contact IDM Research Manager Cindy Angel at cindy.angel@uni.edu or 319.273.2943.

Staff Listing



Randy Pilkington, Director

LaDene Bowen, CEcD, FM, Senior Project Manager

Don Chaplain, CEcD, Senior Program Manager

Cindy Angel, Research Manager

Bill Wood, PhD, Program Manager

Drew Conrad, CEcD, Program Manager

Linda Elliott, Office Manager

Kevin Hall, Systems Administrator

randy.pilkington@uni.edu

ladene.bowen@uni.edu

donald.chaplain@uni.edu

cindy.angel@uni.edu

william.wood@uni.edu

andrew.conrad@uni.edu

linda.elliott@uni.edu

kevin.hall@uni.edu

Institute for Decision Making
Business and Community Services
113 Business & Community Services Bldg.
University of Northern Iowa
Cedar Falls, IA 50614-0186
Phone – 319/273-6941; Fax – 319/273-2787
www.bcs.uni.edu/idm

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