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## Plan Ahead for the Best Use of Capital

We have all experienced the challenge of how to best allocate capital expenditures across the organization, and across time. How can you best balance your near-term maintenance costs with your long-term capital needs? What resources are available to help you make the best decisions, now and in the future?

Capital expenditures, like other expenses, must be prioritized to get the best return on investment for your business. In the case of capital, decisions you make today – to proceed with maintenance practices, or defer them – can greatly impact the capital requirements you will face tomorrow to keep your locations safe, compliant and serving the needs of your employees and customers.

Of course, any capital planning process should begin with a thorough and accurate assessment of the condition of your locations. Consider using an independent 3rd party to plan and conduct site surveys for all locations. This will ensure that your surveys are conducted by professionals with the appropriate training in electrical, structural or other areas of expertise required to properly assess your sites, and that your ratings will be consistent and unbiased.

You should also identify a tool to collect, organize and share your data for planning purposes. A robust system should:

- Support collaboration (i.e. web-based) to make decision-making easier among various groups;
- Allow you to react to unexpected budget activities, such as changes in expense levels;
- Plan your spending by year, quarter or month.

Such a system can take a while to establish, and may require a year or more before the data across all sites is gathered, confirmed accurate and entered. But if you start now, you can successfully build a robust, reliable and intelligent source of information to support your planning process for years in the future.

Click here to learn about QPM's web-based planning tool, [QPM ProTrack](#).

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## Making the Most of Trade Show Season

It's that time of year again – trade show season! Trade shows remain one of the most effective ways to market your brand, identify potential suppliers, and learn industry trends that can help you business succeed. How can you make the most of the many events available, and maximize the results of your trade show spending?

### Know Your Goals

Are you looking for new vendors, new products, or to discuss trends and challenges with other organizations like yours? Every show is different, with some offering exhibitor booths and others providing opportunities to participate in forums or exchanges with other companies in your industry. When you're clear about your goals, you can do a better job of assessing whether a particular conference or show will have the right mix of attendees and exhibitors for your needs.

### Put Your Best Foot Forward

Whether you're exhibiting at a show or attending, be sure to send the employees who will be the best representatives for your organization. If you seek to engage with high-level executives from other organizations to discuss industry trends, ensure that the employees attending are a good fit for those conversations. If you're seeking a new electrical contractor, send those on your team best equipped to evaluate the many companies that will be exhibiting in that space. In any case, make sure your representatives are equipped with a specific direction about the information they should gather.

### Capture Your Data

Make sure you have a consistent and effective way to collect the data you need from the show. Names, titles, key benefits – even photographs – are necessary if you are to follow up with potential customers, partners and providers in the days after the event. If everyone on your team is capturing data the same way, it will be much easier to make sense of it and reach out in a timely fashion.

QPM attends many events every year designed to help companies learn the benefits of effective construction program management. See our [event calendar here](#).

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## Employee Profile: Justin York, PMP

Specializing in capital maintenance programs, as well as open store remodels, Justin York spends his time as a QPM Senior Project Manager meeting with clients to understand their "big picture" goals, then structuring a program to accomplish those goals within budget and on time.

Justin regularly develops processes for large national programs that include several states or regions, and capably manages project budgets up to \$300MM annually. He works with retail, grocery, big box and petroleum clients, and has managed projects for Home Depot, Bridgestone/Firestone, Giant Eagle, Progressive Insurance and ConocoPhillips, among others.

While working as a project manager for QPM, he has received glowing recognition from several clients including:

- **Home Depot:** Justin was noted for his diligence, attention to detail and ability to keep even the largest projects moving smoothly.
- **ConocoPhillips:** Justin received the company's "Northwest Regional Office Award for Excellence in Service".

Justin has a B.S. from Ohio State University and a Masters in Soils and Water Science from the University of Arizona. He is also SWPPP-certified.

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## Featured Project

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### CFA Spicy Chicken Rollout Program

After years of customer requests, months of product development and field tests, Chick-fil-A (CFA) determined that the 'Spicy Chicken Sandwich' was ready to be introduced to the marketplace. CFA began a chain-wide rollout initiative, the largest and most aggressive in its history.

CFA selected QPM to serve as its Restaurant Construction Project Management firm handling over (50) sites in Alabama, Mississippi, Florida, Georgia, Tennessee, Kentucky, Georgia, Colorado, Utah, Wyoming, Virginia, Louisiana and New Mexico. The project scope included development of the site survey, completing the site surveys, removing all existing food preparation tables and equipment and installing new equipment to match the current new store specification at both mall and free standing locations. The program was to officially begin in September with all sites being completed no later than May 31st.

[See how QPM got the job done.](#)



Thanks to all the companies reading the QPM Perspective, including:

- Staples
- McDonald's
- Wegmans
- Abercrombie & Fitch
- Best Buy
- Michaels
- Pizza Hut
- Safeway
- 7-Eleven
- Chico's
- Verizon Wireless
- Dollar General
- AutoZone
- BJ's Wholesale Club
- US Bank
- Progressive
- The Home Depot
- Penske Automotive Group
- PetSmart
- Wells Fargo

## Events

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05.01.11  
[BuildPoint Conference](#)  
Coronado, CA