



IPI Newsletter

www.iaprisonind.com

February 2012

Website Upgraded With New Shopping Features

On December 30, 2011, after nearly nine months of research, testing, planning and updating, IPI launched its new, fully-functional e-commerce website at <http://www.iaprisonind.com>.

For years, the IPI website has functioned well for our customers and IPI staff; but as technology has improved, the site lacked convenient features that other shopping websites contained.

Customers shopping on the new IPI website are enjoying a host of new features such as:

- Saving shopping carts to order later
- Building wish lists
- Built-in volume discounts
- Expanded product descriptions and specifications
- More literature downloads
- Searchable product database
- Saving multiple shipping addresses
- Ability to view previous orders

For IPI staff, we are now able to better track the usage of the website than previously. At a glance, we can see how

many visits our website is receiving, the most popular pages, how many orders have been placed, how our visitors found the IPI website and other statistics. In fact, in the first month after the upgrade, 110 orders were placed on the website for almost \$200,000 in product.

The largest change to the IPI website, and for IPI as an organization, is the acceptance of credit cards. Many customers request to use credit cards, or p-cards, versus traditional purchase orders. With the many regulations in place regarding credit card processing, IPI is venturing into this process via the website only. This ensures our customer's sensitive data remains secure and saves IPI the costs of meeting various compliance guidelines.

As much work has been put into the new website already, we still have plans for future improvements. Currently, we are working on the large task of adding commonly ordered signs to the website



as well as working through any technical issues as they arise. DHS forms are another product group that we may find beneficial to allow customers to order on the website. As with all websites, the IPI website remains in a constant state of change, so check it frequently to see what is new! If you have any suggestions for the new website, please send them Ann at the Des Moines Showroom.

IPI Advisors “On Board”

BY DAN CLARK
IPI DIRECTOR



The Advisory Board for Iowa Prison Industries has been a major factor in our success, and for the first time in nearly a year, is at full strength.

Five members of the IPI Advisory Board are appointed by the Governor to four year terms, and represent diverse viewpoints – Agriculture, Finance, Labor, Manufacturing, and Vocational Education. The remaining two members are appointed by the Board of Parole and the Department of Corrections.

Bringing varied backgrounds and ideas, the Advisory Board provides expert advice to the IPI leadership team, reviews new business ventures, and approves new Private Sector operations in conjunction with IPI's partner companies.

Meetings are held quarterly and rotate among the state institutions. Meeting schedules, agendas, and minutes may all be found at www.iaprisonind.com

Dan

2012 Board Members

Agriculture	Dwanyne Anderson	Rosen's Inc., Webster City
BOP	Thomas Phillips	Board of Parole, Waukee
DOC	Robert M Carr	Former State Senator, Dubuque
Finance	Dr. Douglas Hillman	Drake University, West Des Moines
Labor	Marcia Nichols	AFSCME International, Johnston
Manufacturing	Terry Goodman	PDM Dist. Services, Ames
Vocational Ed	Robin Malmberg	Southeastern CC, Mt. Pleasant

SALES & MARKETING

IPI Provides Furnishings For 3rd District Expansion

Employees of the 3rd District Department of Corrections in Sioux City are in the final process of completing their new addition with the help of Iowa Prison Industries furnishings and products. IPI plants manufactured all of the FFE items including offices, offender rooms, common areas, conference rooms and break areas. Custom designed wardrobes are included in each room to enhance security and durability. Our thanks to Darloe Janssen, Laura Sullivan and Director Steve Scholl for all of their time

and direction on this project.

Employees from the DOC Central Office and Iowa Prison Industries donated a custom wood bench in honor of previous Director Linn Hall, which will have a prominent place in the new building and the hearts of the employees in Sioux City.



3rd Judicial District staff is shown with the bench donated in honor of previous Director Linn Hall. Seated (left to right): Kaia Downing & Cindy Erickson; Standing (left to right): Steve Middleton, Steve Scholl, Robert Werkmeister & Patty Hanson

Showroom Makeover In Progress

IPI showroom is currently undergoing an upgrade and renewal of displays and product samples. Since our opening in November of 2009, IPI has had the opportunity to show many products and services in our showroom to our various customers and focus groups. During that time, many new samples have arrived and many have become standard products in our product line. Also, we have accumulated a number of samples, some one of a kind, that help tell the IPI story and demonstrates our quality and commitment to excellence.

That being said, we have begun the

process of clearing out the old and making room for new and exciting products for the future. Our first step was our Novelty sale, which was extremely popular the last quarter of last year. Since then we have been selling samples off the floor at great discounts to our customers to make room for new displays. Many one of a kind items and floor samples are going at 50% or more off retail pricing.

Watch the next 90-120 days for new items, new color selections, new looks and a new atmosphere here in Des Moines. If you have not had the opportunity to visit



the showroom, make sure you put it on your schedule for the near future.

We look forward to sharing new displays and ideas with all of our customers and supporters. Come in for a tour, it won't look like you remembered it last time.

Sales Report Card

FY12 YTD New Customer Sales By Sales Rep

(July 1, 2011 through December 30, 2011)

Dennis Barry	\$45,214	Michael O'Brien....	\$179,071
Scott Klinefelter ...	\$365,233	Kevin Peterson	\$15,649

FY12 YTD Customer Satisfaction Card Results

(July 1, 2011 through January 31, 2012)

	Excellent	Good	Below Average
Sales Representative Knowledge	88.3%	11.7%	0.0%
Timeliness of Delivery	75.6%	18.8%	5.6%
Delivery Service	84.7%	12.8%	2.6%
Quality of Goods	85.2%	13.5%	1.37%
Value for Money	83.2%	16.4%	0.5%
Question/Problems Handled Promptly	85.2%	14.8%	0.0%
Average	83.6%	14.7%	1.7%
	Yes	No	Maybe
Would you recommend us to others?	96.4%	0.0%	3.6%

2nd Qtr New Customer / New Project Orders

(For a complete list contact the Des Moines office)

Customer	Products.....	Sales
3rd Judicial District, DOC	Furniture / New Addition	\$215,728
Fort Madison CSD	School Furniture.....	\$108,000
UNI Rod Library	Library Furniture.....	\$72,357
Corning High School.....	School Furniture.....	\$36,800
Becker Elementary, Waterloo	Library Furniture.....	\$36,775
ISU Gilman Hall	Classroom Furniture	\$44,962
US Army Reserve, Middletown	Display Cases	\$16,495
Washington CSD.....	Seating	\$14,820
7th Judicial District, DOC	Tables & Chairs.....	\$11,291
Corinthian Baptist Church	Computer Room Furn	\$7,769
St Patricks School, Perry	School Furniture.....	\$4,008
Mt Mercy University	Consumables	\$3,500

FORT MADISON

IPI & Habitat For Humanity Join Forces

The Iowa Department of Corrections Habitat for Humanity cabinetry operation at ISP was merged into IPI's Fort Madison Furniture shop in November 2011. Since assuming this operation, Iowa Prison Industries has delivered cabinets for several homes. With the merger, IPI has a greater capacity to fulfill home cabinet orders along with providing wood (for staining) or poplar (for painting) baseboard and window casings for Habitat for Humanity homes throughout the State of Iowa. Habitat homes have been well known for the exceptional quality of the cabinets installed in them, and IPI looks forward to continuing this tradition.

With each home the affiliate receives a child's rocker to be used as a fund-raiser or,

in some cases, the affiliate donates the chair to family receiving the home.

Fort Madison was pleased to hire a number of talented offenders and two staff, Bryan Koechle and Kelly Johnson, from the Habitat cabinetry shop. Both Bryan and Kelly started their careers with the DOC as Correctional Officers before advancing into the Habitat program. The knowledge, experience and talent of Bryan, Kelly and the offenders has been instrumental in keeping the transition from the ISP shop to the IPI shop as seamless as possible for both Habitat for Humanity and IPI.



Bryan Koechle



Kelly Johnson



Bathroom cabinetry provided by IPI for a recent Habitat home in Keokuk.

Ronald McDonald House Receives New Business Center

In November, IPI was pleased to donate all the furnishings for a business center in the balcony of the Ronald McDonald House of Iowa City. The majority of the project involved custom-designed walnut and maple worksurfaces with overhead storage units built by Fort Madison Furniture, along with matching tables and chairs. The business center gives families

staying at the Ronald McDonald House a convenient and comfortable place to relax, keep in touch with family or browse the Internet. This was a great opportunity for Fort Madison inmates to give back to society using their CAD and furniture building skills. Hundreds of hours were spent designing, building and finally installing this furniture.



IPI would also like to thank our seating vendor, OEL, Inc., out of Wisconsin for the donation of four Breathe Office Chairs for the project.

Furniture Shops Increase Production To Meet Demand

With current and expected millwork and furniture orders for the new ISP prison and the ICIW prison expansion, dormitory orders for the University of Iowa, University of Northern Iowa and Iowa State University, and furniture orders for numerous other customers, the Fort Madison and Mount Pleasant Furniture operations are geared up for a busy year. Mount Pleasant has doubled its inmate workforce to forty offenders to increase production. The Fort Madison shop has also increased inmate work hours.



Senior Technician Randy Bryant and Technician Laurie Cochran supervise the Mt Pleasant operation.

Shop Spotlight: Braille

This month's spotlight is on our Braille Shop. To our customers, we are known as Anamosa Braille Center, and the program has been providing products for the sight impaired for over 15 years. Since we have last visited the Braille program in 2008, the shop has experienced several changes. From approximately 19 offenders then to 25 currently, the goal for each offender to gain a nationally recognized certification has not changed. Today, we have 17 literary (text) transcribers of which 12 are certified. Five have reached the Nemeth (math) transcription level, and two have advanced to the music Braille certification. The Braille shop also has a satellite program at the Newton Correctional Facility with five offenders participating in continuing their development.



Lennie Miller

Senior Technician Lennie Miller is responsible for the daily activities of the shop. He, along with help from Supervisor Greg Hart, have worked toward developing a Braille textbook formats course that has been accepted by the National Federation for the Blind as adequate in preparing transcribers for advanced certifications. In

addition to this, they have been working in conjunction with Graphic Arts division to provide large print books which will address another need from sight impaired students.

While the Braille operation benefits our customers on a daily basis with the quality work of the offenders, we also receive reminders of the value that work provides to the offenders. A recent email from ASP Warden Fayram regarding a letter he received from offender's father highlights this.

"I received a letter this month from a man who annually travels from Arizona to see his son ... In the letter, he is very complimentary towards the staff with whom he had the opportunity to interact. He says he was treated "wonderfully", with kindness and courtesy by all staff. He thanked you for "such professionalism".

"I too, wish to thank you. You obviously have represented ASP very well and I appreciate the manner in which you treated him. To a degree, it is human nature for people to take positive things for granted



The Braille Shop currently employs 25 offenders.

and only share their negative concerns. I want you to know that the positive way that you perform your duties does make a difference to people, even if we don't hear it from them regularly. He goes on to thank the staff of ASP for the "vast improvement" he sees in his son each year. He credits staff with the way they conduct themselves, as well as specifically crediting the job he has in Braille.

"At times, our jobs are very challenging and difficult. It would be easy to allow negativity to prevail, but letters like this point out that we are above that. Thank you for the work you do every day, but more importantly, for the way in which you do it. It does get noticed and it does make a difference."

IPI Thanks Past IPI Advisory Board Member



Left to right: Doug Hillman, Bob Carr, Dan Clark, Robin Malmberg, Dwanyne Anderson, Elizabeth Robinson, Terry Goodman and Thomas Phillips.

IPI Director Dan Clark presented former Board Member Elizabeth Robinson with a large oak mantle clock in appreciation of her volunteer service on the IPI Advisory Board at the December 9, 2011, Advisory Board Meeting.

Ms. Robinson provided IPI with a wealth of knowledge as the Board of Parole's representative to the IPI Advisory Board for several years. She currently still serves as the Chair of the Iowa Board of Parole.

Canteen Experiences Busy Holiday Season

As we have in years past, the Central Canteen provided a free gift bag to all 9,000 Iowa inmates. It consisted of a Ramen noodle soup, meat stick, Smarties, and a candy cane. Over the years, the Canteen has refined this process to a fine art, completing the assembly of the 9,000 bags in just four days after the day's regular processing.

The Central Canteen also offered two sizes of gift bags (\$15.00 and \$25.00) for inmate's friends and families to purchase for them. It continues to be, as in previous years and despite the economy, a success. A total of 3,183 gift bags were sold (34% participation). Each year this program presents a special challenge for the

Canteen. As with the free gift bags, all of the assembly for these gift bags takes place after the day's regular processing. The extra amount of needed specialty product also presents the challenge of finding storage space for it, as well as space for the completed gift bags. This year as much as 75% of the Canteen's inmate workers had never experienced processing through the holiday season. It was quite the eye opening experience for them. But with the help of the "veterans," in the end it all worked out.

Something new and extra nice was done by a group of volunteers involved at the Mitchellville institution. The group purchased and donated 259 of the \$15.00



gift bags to inmates that did not receive one.

The holiday season ended with a much deserved celebration (ice cream social) and a visit from Director Dan Clark. Mr. Clark, as did the rest of the staff, expressed appreciation for all of the hard work put in by all to make it the success that it was.

Neither Rain, Nor Sleet Nor Snow...

A big part of the Canteen system is the delivery process, more particularly the job of our dedicated drivers. Five routes are driven each week covering approximately 2,200 miles. A big thank you for their efforts to this sometimes challenging task.



Canteen drivers Brian Sickels (left) and Jim Pinegar (right).

Spring Catalog In The Works

Work has begun on the upcoming spring Central Canteen catalog. Some of the new items to look for will be those for the more health conscious. The catalog should be ready for implementation around the beginning of March.

Greening Iowa: Cleaning Chemicals

In April 2010, House File 823 was enacted, requiring public schools, community colleges, institutions under the State Board of Regents, and State Agencies to comply with an environmentally preferable cleaning and maintenance policy.

Before this mandate was enacted, IPI had already assisted DAS in converting the Capitol Complex to green cleaning chemicals back in 2008 and Iowa State University facilities in 2009 with our TerraGreen line of Green Seal certified cleaning chemicals. A number of other State facilities such as Camp Dodge Department of Defense and Glenwood Resource Center have also already converted to green with IPI's assistance.

The conversion from traditional cleaning chemicals to green cleaning

chemicals at large facilities can be a fairly time-intensive process. Many variables such as dispenser type and location, current product inventory and current staffing must be taken into account to determine how to best complete the conversion and train staff on correct usage of the new products.

Iowa Prison Industries is currently working with the DOC prisons and districts as well as DHS institutions to ensure their mandated transition to green cleaning chemicals is completed on time and as seamlessly as possible. IPI sales representatives are visiting each institution and, with the facility's assistance, is conducting a free assessment of their dispensers, current products and overall facility needs. Mitchellville Housekeeping & Chemicals

is taking this data and preparing a proposal for each customer, which will include product, dispenser and training recommendations. The conversion and training process will then begin according to a mutually agreeable schedule to ensure these State facilities are meeting the mandate in a timely fashion.

IPI is also offering these assessments at no charge to school districts and community colleges across Iowa. We look forward to assisting as many customers as possible in their transition to green cleaning chemicals.



MITCHELLVILLE

Local Business Offers Post-Release Employment Opportunities

A critical component of the Iowa Prison Industries vision is to provide vital work programs that will ensure the offenders' chances of a successful return to society as tax-paying citizens upon their release. In keeping with this vision, IPI Mitchellville staff endeavors to assist its offender-workers in their post-release job searches by helping with resume writing, providing references, and posting information about jobs related to their IPI training.

Through the generosity and open-mindedness of the owners of John Boyt Industrial Sewing in Urbandale, Iowa, IPI Mitchellville is now able to provide a golden post-release employment opportunity for its offender-workers. On September 12th, Mr. Boyt and son visited IPI Mitchellville and spoke to 60 offender-workers about employment at their short-run custom sewing business. The Boyts brought numerous examples

of the customer-driven custom products sewn by their company, including everything from leather motorcycle bags to canvas binder covers. They described their business and the qualities and technical skills they are looking for in employees, then provided details about wages, benefits, and advancement opportunities.

After speaking with the group, the Boyts interviewed four soon-to-be-released IPI offender-workers for possible employment with their business. The Boyts have provided IPI Mitchellville with job applications for offenders nearing release and indicated that they will come back to IPI MV to conduct more interviews as needed.

This partnership with the John Boyt Industrial Sewing Company is a win-



Iowa Prison Industries offender-workers after their interviews with the owners of John Boyt Industrial Sewing Company.

win for the Boyt Co., IPI, and IPI offender-workers. The John Boyt Co. has steadily growing labor needs that have not been met through advertising in the general public. By teaming up with IPI Mitchellville, the Boyt Co. is increasing their hiring options while helping Iowa offenders become successful tax-paying citizens after release. We at IPI MV look forward to continuing this partnership and to helping provide additional post-release employment opportunities in the future.

Special Frame For A Special Flag

IPI Mitchellville recently had the honor of framing a very large, very special flag and three certificates for Governor Branstad. The four by six foot flag, which was presented to Gov. Branstad by the 168th Infantry of the Iowa Army National Guard, was originally flown for six months during their deployment in Afghanistan in support of Operation Enduring Freedom. The certificates framed to the right of the flag give details about the service and base location of the 168th while in Afghanistan, welcome the 168th home, and detail the



Infantry's history. The flag is a proud reminder of the service provided by the over 700 soldiers of Iowa's 168th Infantry, and IPI Mitchellville was proud to be able to frame it.

MHC Expanding Green Offering

As we move closer to the July 1, 2012, deadline for Iowa's state-wide "Green" mandate, Mitchellville Housekeeping/Chemicals Division is supporting this initiative by taking steps to transition to more environmentally-friendly product offerings and production. We are currently working closely with our customers to

help them move toward the new Green products in a streamlined manner. We are also working to achieve on-site Green Seal production certification. Although this transition will require new equipment and additional labor, we at MHC are dedicated to the process of becoming a greater part of the state-wide Green movement.

Office & School Apparel Moves to MV

In October, Custom Office & School Apparel moved from Fort Madison to Mitchellville. The embroidery, fabric printing, and heat sealing equipment brought an exciting new learning opportunity for staff and offenders alike; four offenders and one staff person received training through Axion America. Production began immediately after the training and has not stopped since. In November and December, the women embroidered and printed 449 pieces of clothing totaling over \$2,000 in sales.



MV Textiles offenders work with the Brother Four-Head Embroidery Machine.

Jim Conmey Graduates From CPM Program



In December 2011, IPI Business Office staff member Jim Conmey graduated from the Certified Public Manager (CPM) program

at Drake University. The Certified Public Manager (CPM) program is a nationally accredited program offered through a partnership held between the State of Iowa and Drake University for employees that work in the public sector. This certification that Jim has earned through Drake University coupled with his Bachelor of Business Administration degree in Finance from the University of Iowa will benefit Iowa Prison Industries for many years to come.

The CPM program was a 17 month commitment that covered topics in the areas of leadership, accounting/finance, problem solving, and human resource management. In addition to the classroom lectures, there was a large written research report to be completed prior to graduating. The goal and requirement of the written research report was to identify an area of government that

could be improved so that the citizens that are served can benefit from it in some way. Once the written research report was completed, Jim and his group were required to present their research to a large audience of CPM members, co-workers, supervisors, and other community members.

Jim's research report and presentation focused on partnerships being formed between counties in the area of human

resources at the county level of government in an effort to save tax payer dollars for the citizens in Iowa counties as well as delivering a higher level of HR services to county employees. The Iowa State Association of Counties has recently asked Jim and his group to write an article for the upcoming March issue of *The Iowa County* magazine discussing their research in the area of HR partnerships at the county level of government.

Summer Intern To Be Hired For Showroom

The Des Moines Showroom is excited to be hiring a Marketing & Graphic Design intern for the summer months! This is a win-win situation for the college student and IPI; the student receives real-world experience, and IPI acquires an extra person to help with projects.

The intern's duties will include designing and editing marketing materials, direct mail and email marketing campaigns and the IPI newsletter. If you know someone that may be a good fit for this position, please have them visit the IPI website for more details and application instructions; we expect to have all relevant materials posted by February 29.

Sales - FY 2012 vs FY 2011

	DECEMBER SALES	FY12 YTD SALES	FY11 YTD SALES
ANAMOSA			
License Plates	60,759	427,763	580,248
Sign	253,231	1,796,437	1,696,559
Graphic Arts	45,193	249,457	377,588
Housekeeping/Laundry	48,718	357,925	340,444
Filters	35,659	202,376	188,977
Metal Furniture	740,597	1,874,876	1,448,758
Custom Wood	34,201	326,620	204,103
Braille	8,117	184,491	209,740
Rockwell City Operations	7,840	71,630	76,174
ANAMOSA TOTAL	1,234,315	5,491,575	5,122,591
FT MADISON			
Furniture	102,981	2,690,725	698,610
Textile	3,729	299,279	321,339
Tourism/Call Center	3,688	45,125	47,092
FT MADISON TOTAL	110,398	3,035,129	1,067,041
MITCHELLVILLE			
MV Panels & Seating	131,018	773,541	768,741
MV Hskg/Chem	62,917	389,182	394,251
MV Textile	64,740	284,835	169,822
Plastics	40,561	318,956	397,452
MITCHELLVILLE TOTAL	299,236	1,766,514	1,730,266
DES MOINES PLANT			
State Surplus	1,485	8,228	10,084
Federal Surplus	18,493	59,784	87,293
Moving & Installation	11,689	150,599	145,911
DM PLANT TOTAL	31,667	218,611	243,288
Novelties	8,108	18,747	7,641
CANTEEN	506,435	2,362,372	2,376,282
TOTAL	2,190,159	12,892,948	10,547,109
Less ID sales	55,396	619,165	324,888
NET SALES	2,134,763	12,273,783	10,222,221

DES MOINES

Let It Snow!!

The Moving & Install Program has worked with the City of Des Moines Fleet in maintaining their winter snow removal equipment. During each “snow event” the City of Des Moines may dispatch up to 87 dump trucks armed with brine, salt or sand mixtures to treat and clear the streets of the city. This equipment gets incredibly dirty from the street and the materials they are dispersing.

The City of Des Moines expects that by IPI washing this equipment, the useful life of the vehicles will be extended by another year or two.

The Moving & Install Program has also been working with DAS in clearing snow from the walkways and emergency exits from the buildings on the Capital Complex. After each snow event, two teams of workers and staff are dispatched to the Complex to clear the exits of more than 15 different buildings and walkways. This can be time intensive, depending on factors such as the amount of snow received and the wind direction. Some locations take as little as a couple of minutes, while other buildings take a couple of hours.



Above: Move & Install offenders wash trucks.
Below: Before (left) and after (right) pictures of a City of Des Moines dump truck / snowplow.



ON THE LIGHTER SIDE



Birthdays

Make sure you jot down these upcoming birthdays so you can make sure they have a great day!

February

- 1 – Kim Zimmerman (AN)
- 2 – Cindy Reck (AN)
- 7 – Ruthie Mosser (AN)
- 15 – Dan Crook (DM)
- 19 – Pete Quackenbush (AN)
- 21 – Jed Kinion (Farms)
- 28 – Maria Contreras (DM)

March

- 4 – Steve Anderson (FM)

- 9 – Sandy Bunce (AN)
- 23 – Darcy Austin (AN)
- 23 – Tammy Luchtenburg (AN)

April

- 1 – Seth Essing (FM)
- 1 – Becky Munoz (FM)
- 4 – Mike Kuper (AN)
- 22 – Mark Merfeld (AN)

May

- 4 – Jeff Otting (AN)
- 8 – Wayne Leytem (AN)
- 13 – Michael O’Brien (DM)
- 15 – Dennis Barry (DM)
- 18 – Chad Squires (NW)

- 24 – Dennis Piotraschke (MV)
- 25 – Bob Carlson (Farms)

June

- 6 – Ann Baughman (DM)
- 6 – Clint Schmidt (DM)
- 7 – Bob Mesecher (DM)
- 9 – Ann Noska (AN)
- 14 – Kelly Johnson (FM)
- 19 – Jamey Klostermann (AN)
- 24 – Pam Kray (AN)
- 26 – Laura Mendez (FM)

Please submit any personal news you would like included in the IPI Newsletter to your plant manager or to Ann Baughman at the Sales Office.