

# PER MAR SECURITY SERVICES

1910 East Kimberly Road PO Box 4227 Davenport, IA 52807 TEL. 563-344-4250 FAX 563-359-5612



FOUNDED  
1953

- COMMERCIAL & RESIDENTIAL SECURITY SYSTEMS
- PHYSICAL SECURITY & SPECIAL EVENT SERVICES
- FIRE PROTECTION & FIRE EXTINGUISHER SERVICES
- ACCESS CONTROL & CCTV SYSTEMS
- INVESTIGATIONS & BACKGROUND CHECKS

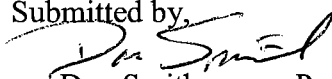
Consulting & Investigations Group

## 2004 – 2005 Proposal to Study the Socioeconomic Impact of Gambling in Iowa

The attached proposal for “The Study of the Socioeconomic Impact of Gambling in Iowa, is being submitted as a collaborative effort by Per Mar Security Services Inc., Dr. Craig Shoemaker, Professor of Business and Marketing at St Ambrose University, Dr Bill Lynn, Professor of Economics at St. Ambrose University and Dr. W.E. Hitchings, Professor of Education at St. Ambrose University.

Per Mar Security Services has over 50 years of experience in the security, electronics, marketing and research, investigations and consulting fields. Per Mar has grown to be one of the largest full service security companies in the nation. It employs over 1,800 people in 19 branch offices in Iowa, Illinois, Wisconsin, Minnesota, North Dakota and Michigan,

Professor’s Shoemaker, Lynn and Hutchings will guide this study through their knowledge, education and experience. Per Mar will provide the physical data research and collection of required information through it’s Investigation and Consulting Division.

Submitted by,  


Don Smith            Per Mar Security Investigations and Consulting  
Craig Shoemaker, Ph.D. St. Ambrose University  
Bill Lynn            Ph.D. St. Ambrose University  
W.E. Hitchings      Ph.D. St. Ambrose University



**PER  
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Home

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# Per Mar Security Services Celebrates 50<sup>th</sup> Anniversary

Per Mar Security Services celebrated its 50<sup>th</sup> anniversary in business on October 31, 2003.

The company was formed when John and Eleanor Duffy started what would become Per Mar on the sun porch of their home at Eighth and Low Streets in Davenport (Iowa) in October 1953. Originally created to provide investigations and market research services, today the company is still a family-owned business that has grown to become one of the largest full service security companies in the nation, with 1,800 employees serving 33,000 customers. The company's home office is still located in Davenport, with 18 branch offices located throughout Iowa, Illinois, Wisconsin, Minnesota and North Dakota.

**50 years** It all began on John and Eleanor Duffy's Sun Porch ...

<p><b>1953</b></p> <ul style="list-style-type: none"> <li>• 1953 - John and Eleanor Duffy start the business on their sun porch as a market research and investigation firm</li> </ul>	<p><b>1967</b></p> <ul style="list-style-type: none"> <li>• 1967 - Per Mar builds an office at 425 West 2<sup>nd</sup> Street, Davenport, and adds electronic security and fire alarm services</li> </ul>	<p><b>1980s</b></p> <ul style="list-style-type: none"> <li>• 1980s - Per Mar establishes branch offices throughout the Midwest and acquires 36 companies to become the dominant regional security company</li> </ul>	<p><b>1998</b></p> <ul style="list-style-type: none"> <li>• 1998 - Per Mar builds a new state-of-the-art Underwriters Laboratories Listed alarm monitoring center</li> </ul>
<p><b>1959</b></p> <ul style="list-style-type: none"> <li>• 1959 - Per Mar incorporates and begins to provide security officer services</li> </ul>	<p><b>1978</b></p> <ul style="list-style-type: none"> <li>• 1978 - Michael L. Duffy elected president and Per Mar begins to aggressively expand beyond Iowa. An Employee Charity Fund with a matching contribution from the Company is established that has since given thousands of dollars to worthy causes in those communities Per Mar serves.</li> </ul>	<p><b>1990s</b></p> <ul style="list-style-type: none"> <li>• 1990s - Per Mar continues to expand, acquiring eight more companies, and focuses on being a full service security provider</li> </ul>	<p><b>2003</b></p> <ul style="list-style-type: none"> <li>• 2003 - One Company... One Call... One Solution!</li> </ul>

## One Company...One Call...One Solution!

John and Eleanor Duffy started what would become Per Mar Security Services on the sun porch of their home at 8<sup>th</sup> and Low Streets in Davenport in 1953. Today, the company is still a family-owned business that has grown to become one of the largest full service security companies in the country, with 1,800 employees serving 33,000 customers from 19 locations throughout Iowa, Illinois, Wisconsin and Minnesota. Per Mar provides custom-designed security solutions for a wide range of clients. These include burglar and fire alarm systems, integrated access control and CCTV systems, uniformed security officer services, business investigation services, security consulting, and special event services.



*Per Mar Security Services - Celebrating 50 Years of providing security solutions...for life.*



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Today, Per Mar provides custom-designed security solutions for a wide range of clients. These include burglar and fire alarm systems (utilizing a modern, UL-listed Central Alarm Monitoring Station), integrated access control and CCTV systems, uniformed security officer services, business investigation services, security consulting, and special event services.

When asked what he attributed Per Mar's success to over the past 50 years, Michael L. Duffy, Per Mar's Chairman & CEO, said, "Our people are the key to both our past and future success. We have invested heavily over the years in recruiting and training some of the best folks in the industry. Our company has also benefited from the choice by security decision-makers in recent years to consolidate security suppliers and Per Mar's strategy of having a comprehensive service offering and locations covering a significant portion of the Midwest." He went on to add "We realize that Per Mar has been placed in a position of tremendous responsibility and we take that responsibility seriously. We are privileged to serve the communities where we operate and are committed to delivering excellent service. All of us at Per Mar want to say thank you to all of our customers, team members and friends who have made these 50 years in business possible. We look forward to the next 50."

Per Mar's focus continues to be on remaining independent and being a full service provider of value-added security and life safety services. Per Mar's plans emphasize a continuation of organic growth from existing services and locations, as well as continuing to look for strategic acquisitions in both the alarm and security officer businesses that will complement that growth. Per Mar's approach to the marketplace is best described by its slogan "One Company...One Call...One Solution!"

## VITA

- Name:** CRAIG SHOEMAKER, Ph.D.
- Rank:** Professor,  
Department of Marketing  
College of Business
- University:** St. Ambrose University  
Davenport, Iowa
- Department / College:** Department of Marketing / College of Business
- Year Joined Institution:** 1992
- Teaching Experience:**
- 1982-1984, St. Ambrose University  
Adjunct Professor (Marketing)
  - 1990-1992, 2001 Keller Graduate School of Management,  
Phoenix, Arizona -- Adjunct Professor of Marketing
  - 1992-Present, St. Ambrose University, Davenport, Iowa --  
Professor of Marketing, College of Business
  - 1999, 2000, 2003, Vilnius University -- Visiting Professor of  
Marketing Strategy, Vilnius, Lithuania
  - 2001, Swiss Business School -- Visiting Professor of  
Marketing, Zurich, Switzerland
  - 2001 & 2002, Centro de Estudios Interamericanos -- Visiting  
Professor of Marketing, Cuenca, Ecuador
  - 2001, 2002, 2004 Western Illinois University -- Adjunct  
Professor of Marketing, Moline, Illinois
- Educational Background:**
- Mount Union College, Alliance, Ohio --  
BA, Economics
  - Keller Graduate School of Management  
Chicago, Illinois -- MBA, Finance
  - University of Iowa, Iowa City, Iowa -- Ph.D., Higher  
Education Administration
- Prior Experience Outside of Education:**
- Owner/President, Continental Marketing, Phoenix, Arizona
  - Director OEM Sales & Marketing, Pirelli-Armstrong Tire  
Company, New Haven, Connecticut
  - Vice President, Sales & Marketing, Servus Rubber Company  
Rock Island, Illinois
  - Group Manager, OEM Sales, B.F. Goodrich Company  
Akron, Ohio
- Publications:**
- American Marketing Association, *Increasing Bank Fees  
Don't Equal Value for Customers*
  - University of Iowa, *The Current State of Marketing at  
Midwestern Private Educational Institutions and the Role  
Played by the President*
  - Journal of Marketing of Higher Education, "Are You  
Marketing Focused? Profiling a Marketing-Focused  
Institution"
  - Journal of Marketing of Higher Education, "Marketing

*Orientation in Higher Education: The President As The Guiding Force”*

- Marketing Educator, “*TUITION HIKES: The Strategic Impact*”
- QCBizNet– MARKETING INSIGHTS (Regular monthly column)
- Independent Banker, “*INTERNET BANKING: Consumer Value or Concern?*”
- Scott County Health Department, “Assessment of the Quality of Life For Older Adults Of Scott County”
- Prentice-Hall Publishing, “Test Bank” to Accompany Winer’s Marketing Management textbook

**Seminars:**

- The Why and Why not of Strategic Planning
- Negotiating the Sale
- Visiting Scholar – U.S. Department of Education
- Financial Management for Non-Financial Managers

**Professional Presentations/Speeches/Lectures:**

- American Marketing Association, Des Moines, Iowa
- Midwest Agra-Marketing Association, Davenport, Iowa
- Illinois Hospital Association, Chicago, Illinois
- Iowa-Illinois Advertising/PR Council, Davenport, Iowa
- Camera de Industries, Cuenca, Ecuador

**Institutional Services Performed:  
At St. Ambrose Univ.**

- Chair, Department of Marketing
- Chair, Academic Support Committee
- Institutional Research Board
- Bachelor of Elected Studies Committee
- Committee to Evaluate Administrators
- Galvin Fine Arts Committee
- Professional Development Center, Advisory Board
- Career Development Center, Advisory Committee
- Delta Sigma Pi (Business Fraternity), Faculty Advisor
- Developed Advisory Council for The College of Business
- Student Life Committee

**Outside Board & Other Memberships**

- Board Member, C.A.S.I., Davenport, Iowa
- Board Member, Skip-A-Long Child Development Centers, Moline, IL
- Board Member, OC Industries, Rock Island, IL
- Board Member, Edgerton Women’s Clinic, Davenport, Iowa
- Board Member, Nova Singers, Davenport, Iowa
- National Advisory Council, Keller Graduate School of Management, Chicago, IL
- Quad City Health Care Initiative
- Co-Chair, Marketing Committee, Quad City Arts (Festival of Trees)
- Board Member – American Red Cross (Quad City Chapter)

**Recognition and Honors**

- 1994 -- St. Ambrose University, “Professor of the Year”
- 2001 -- St. Ambrose University, nomination for “Professor of

the Year”

- 2000 -- Center For Active Seniors Inc., “Volunteer of The Year”
- 2000 -- Graduation Address, Vilnius University, Vilnius, Lithuania
- 2004 – 2005 -- Davenport Breakfast Lions Club, President
- 2000 -- Whose Who Among University Professors

**Professional Memberships**

- American Marketing Association
- Academy of Management
- Midwest Marketing Association

**Service Club Memberships  
Governmental/Public Service  
Consulting**

- Lions Club International
- Visiting Scholar – U.S. Dept. of Education
- University of Iowa – Marketing Research
- Iowa Private College Assoc. – Socioeconomic Research
- Scott County Sheriff’s Department – Strategic Planning & Jail Study
- Scott County Health Department – Socioeconomic Research
- Rock Island County Housing Authority (HUD) – Socioeconomic Research
- City of Davenport Parks & Rec – Facility/Asset Planning
- City of Moline Illinois (through Hanson/Watson/Howe Advertising) – Socioeconomic & Marketing Research
- Downtown Davenport Development Corp. – Marketing Research
- Bettendorf Public Library – Marketing Research
- Black Hawk College Foundation – Strategic Planning
- Lutheran Social Services – Strategic Planning
- Junior Achievement of the Quad Cities – Strategic Planning and Marketing Research
- Community Foundation – Marketing Research
- Edgerton Women’s Health Center – Strategic Planning
- Women’s Health Services (Clinton) -- Strategic Planning
- Transitions Mental Health Center – Strategic Planning
- Friendly House -- Strategic Planning
- Mississippi Valley Regional Center – Marketing Research
- First Presbyterian Church -- Strategic Planning
- St. Ambrose University College of Business -- Strategic Planning & Marketing Research

**Non-Profit Service & Consulting**

**For-Profit Organizational Consulting:**

- Quad City Bank & Trust -- Strategic Planning
- Northwest Bank & Trust -- Marketing Research
- DeWitt Bank & Trust -- Marketing Research
- Lujack Auto Plaza -- Organizational Climate Study
- Genesis Medical Center -- Marketing Research
- American College Testing(ACT) -- Marketing and Sales Training
- Happy Joe’s Restaurant Chain -- Marketing & Marketing Research
- RPS (Trucking) -- Sales Training
- W.G. Block Company -- Strategic Thinking & Financial Planning

- Community National Bank -- Strategic Planning
- Valley Bank -- Customer Service/Service Quality
- Trinity Medical Center -- Marketing Research
- Quad City River Bandits (Baseball organization) – Marketing Research
- Estes Company -- Strategic Planning & Marketing Research

## Vita for Bill Lynn, Ph.D.

Address: 1935 Walling Court  
Davenport, IA 52803

Phone: 563-333-6383 (work)  
563-326-3746 (home)

Email: [LynnBillyG@sau.edu](mailto:LynnBillyG@sau.edu)

Education: Ph.D. Economics, University of Illinois, 1991  
MA Economics, University of Missouri at Kansas City, 1975  
BA Chemistry, Blackburn College, 1968

Teaching Experience: Associate Professor of Economics  
St. Ambrose University  
Davenport, IA  
1995 to Present

Associate Professor of Economics  
Teikyo Marycrest University  
Davenport, IA  
1987 to 1994

Assistant Professor of Economics  
Eastern Illinois University  
Charleston, IL  
1982 to 1987

Courses Taught: Macroeconomics (principles, intermediate, graduate)  
Microeconomics (principles, intermediate, graduate)  
Corporate Finance  
Regulation  
Labor Economics  
Consumer Behavior  
International Economics  
Entrepreneurship  
Public Finance  
Money and Banking

Memberships: Midwest Economics Association  
National Association of Environmental Professionals  
Quad City Society of Environmental Professionals  
Senior Fellow, Institute for Environmental Research and Education



**Publications:** “A Comparison of Automobile Insurance Premium Savings Under Selected Policy Regimes: A Simulation Model”  
“The XL Project: The Future of Environmental Regulation” (co-author)  
“The Impact of Regulation on the Cost of Housing in the Quad City Area” (co-author)  
“Business Plans for the New and Small Business”

**Consulting:** A study on the feasibility of providing electricity to Vashon Island with alternative energy sources  
Worked as a consultant for the Veteran’s Administration and the Institute for Social and Economic Development  
Expert witness in two legal cases

**Other:** Taught Economics in China  
Current member of the Davenport City Council  
Developed programs in environmental management and international business  
Organized programs on several international topics  
Completed work for the EPA  
Worked with the Bi-State Planning Committee in Quad City area on air quality  
Graduate of the Herbert V. Prochnow School of Banking  
Delivered talks on “Computer Applications in the Environmental Field,” “The Current Status of the US Economy,” “The Art and Science of Forensic Economics.”

**William E. Hitchings**  
1004 Mississippi Blvd  
Bettendorf, IA 52722  
563-459-0369

### EDUCATION

Post-PhD. (1987) University of Iowa - Educational Administration  
PhD. (1980) University of Iowa - Special Education, Organizational Behavior  
M.A. (1972) University of Iowa - Mental Retardation, Community Services  
B.S. (1969) Bloomsburg University (PA) - Special Education, Psychology

### EXPERIENCE

College Teaching - Taught courses in children and adults with disabilities, inclusive strategies, mental retardation, assessment, career management and transition, and research; participated in department committees; supervised student teachers (at all levels and in areas of MR, LD, ED, and PH; prepared and utilized competency based evaluations, video-tape for evaluations); and developed and taught courses in using distance learning methods

Consultant - Planned and conducted staff development workshops on stress, behavior management, curriculum design, and evaluation; prepared and monitored grants for prevocational and career preparation, computer literacy, and community based employment; directed projects in local districts--vocational programs, curriculum development, and career planning

Administration – Observed and evaluated up to 20 staff members; with staff, developed competency based prevocational and career education curriculum; with data processing staff, developed computer managed child accounting system, tracking program for home/ hospital instruction costs and client case management; prepared and monitored \$250,000 budget; prepared public relations information for staff, parents and students; wrote and monitored grants for career development and employer based training

### EXPERIENCE

Professor of Education	St. Ambrose University	2001- Present
Associate Professor of Education	St. Ambrose University	1997- 2001
Assistant Professor of Education	St. Ambrose University	1992- 1997
Administrator for Special Education/Teacher	United Township High School District East Moline, IL	1985-1992
Consultant	Blackhawk Special Education District East Moline, IL	1981-1985

## PUBLICATIONS

- Brown, L.F., Wright, E., & Hitchings, W. (1978). Guidelines for procuring work contracts for sheltered workshop clients. *Career Development Exceptional Individuals*, 1, 88-96.
- Hitchings, W.E., Retish P., & Horvath, M. (in press). The academic preparation of adolescents with disabilities for postsecondary education. *Career Development for Exceptional Individuals*.
- Hitchings, W.E., Luzzo, D. A., Retish P., Ristow R., & Horvath, M. (1998). Identifying the career development needs of college students with disabilities. *Journal of College Student Development* 39, 23-32.
- Hitchings, W.E., Retish, P., Horvath, M., & Luzzo, D. A. (2000). Interventions to meet the career development needs of college students with learning disabilities. In A. Hurst, (Ed.), *The accessible millennium: Developing policy and provision for disabled students in higher education*. Hampshire, UK: Ashgate International Publishing.
- Hitchings, W.E., Horvath, M., Luzzo, D. A., Retish P., Ristow R., & Tanners, A. (2001) . The career development needs of college students with learning disabilities: In their own words. *Learning Disabilities: Research and Practice* 16 (1)
- Hitchings, W. E., Natelle, B., & Ristow, R. (1999). Parents, professionals, and the transition process. In P. Retish & S. Reitur (Eds.), *Adults with disabilities: International perspectives in the community*.
- Horvath, M.J., Hitchings, W.E., & Snider, W. (1983). A study of educators' perceptions of the "least restrictive environment." *The Journal for Special Educators*, 20(1), 1-8.
- Hitchings, W. E., & Retish, P. (2000). The career development needs of college students with learning disabilities. In D. A. Luzzo (Ed.), *Translating Theory And Research Into Practice*. Washington, DC: American Psychological Association Books. (217-232)
- Luzzo, D. A., Hitchings W. E., Retish, P. & Shoemaker, A. (1999). Evaluating differences in college student's career decision making on the basis of disability status. *The Career Development Quarterly*, 48, 142-156.
- Retish, P., Hitchings, W., & Hitchings, S. (1987). Parent perspectives of vocational services for moderately retarded individuals. *Journal of Career Development*, 13, 56-62.
- Retish, P., Hitchings, W., & Hitchings, S. (1989). Parents' attitudes toward the employment of the retarded: "We would rather they stayed home." In G. F. Elrod (Ed.), *Career education for special needs individuals: Learning, earning, contributing*. (165-173). Columbia, SC: Dance Graphics.
- Retish, P., Hitchings, W., Horvath, M., & Schmalte, B. (1991). *Students with mild disabilities in the secondary school*. New York: Longman.
- Retish, P. & Hitchings, W. (1992). Employers + Teachers = Employment. *Proceedings of the 2nd Biennial Conference of the International Association of Special Education*, Milwaukee, Wisconsin.

Ristow, R., Hitchings, W. Maurack, M. & Shoemaker, A. (2000). Training professionals to work in post secondary disabilities services: One small university's answer. In A. Hurst, (Ed.), *The accessible millennium: Developing policy and provision for disabled students in higher education.* Hampshire, UK: Ashgate International Publishing.

### GRANTS

Vocational Adjustment Counselor for Rural Special Work Experience Programs. ISBE-DORS (1984).

Employer Directed Training. Eastern Illinois University - JTPA (1989).

Barriers to Post-Secondary Adjustment and Career Development. St. Ambrose University-Faculty Development, 1994-1995.

A Comparison of the Career Development Activities of Students with and without Disabilities. St. Ambrose University-Faculty Development, 1995-1996.

Career Self-efficacy and maturity of Students with and without Disabilities. St. Ambrose University-Faculty Development, 1996-1997.

## PRESENTATIONS

The Job Developer and Community Employment, Illinois Council for Exceptional Children, Harvey, IL, Spring 1984.

Job Development: A Multi-Agency Response, MEEG Conference, Louisville, KY, Spring 1984.

Job Development: Response and Follow-up, Illinois State Board of Education, Exemplary Projects, Chicago, IL, Fall 1984.

Transition Through the Individual Education Plan, International Congress on Special Education, Nottingham, England, July 1985.

Transition for Employment, Institute on Urban Education Problems (sponsored by Eastern Kentucky University), Indianapolis, IN, Spring 1989.

Employers + Teachers = Employment, International Association of Special Education, Milwaukee, WI, May 1991.

Is Internalized Locus of Control a Needed Component for a Person with Disabilities to Be Successful Once Out of School? CEC-DCD, Kansas City, October 1991.

Weak Job Descriptions + Weak Job Analysis = Job Problems. 7th International Conference of the Division on Career Development and Transition (CEC), Albuquerque, NM, October, 1993.

Tech Prep: Where do we fit in? Illinois Council for Exceptional Children, Arlington Heights, IL, November 1993

Preparing for the Future: Tech Prep Meets Special Education, Iowa Council for Exceptional Children, Ames, IA, November 1993.

Planning for RSDS - The Perceptions of Teachers and Parents, Iowa Council for Exceptional Children, Ames, IA, November 1993.

Transition for Rural Secondary Special Education, International Conference of the Council for Exceptional Children, Denver, CO, April 1994.

Tech Prep, International Conference of the Council for Exceptional Children, Denver, Co, April 1994.

Davenport-St. Ambrose Summer Experience - A Community Adventure in Training and Learning. Sharing Our Best Conference, Beatrice State Developmental Center, Beatrice, NE, April, 1994.

Identifying the Career Development Needs of College Students with Disabilities. American College Personnel Association, Boston, MA, March, 1995.

Transition Issues of Our Times: Post Secondary Education and Students with Disabilities. Illinois Council for Exceptional Children, Rock Island, IL, April 28-29, 1995

- Post Secondary Education and Employment - The Transition Continues, International Association of Special Education, Brighton, England, August 1995.
- Unmet Needs and Transition in Postsecondary Education. Division of Career Development and Transition/ Council for Exceptional Children, Raleigh, NC, October 19-21, 1995
- Identifying the Career Development Needs of College Students with Disabilities. Northern Rocky Mountain Education Research Association. Jackson, WY, September 28, 1995
- Career Needs of Students with Learning Disabilities. Division of Learning Disabilities International Council for Exceptional Children, Orlando, FL. April 1-5, 1996
- Systematic Career Development Through Life Planning. Midwest Regional Conference of the Division of Career Management and Transition/ Council for Exceptional Children, Minneapolis, MN, 24-25 October 1996
- Career Planning for Post-secondary Education: The Roles of Parents, Students and Counselors. Illinois Council for Exceptional Children, Arlington, ILL, November 7-9, 1996.
- Conference on Adults with Learning Disabilities. Beit Berl College, Beit Berl, Israel, July 7-9, 1998
- Individual or Group Career Interventions thru the Life Planning Process. Third International Conference on Higher Education and Disability, University of Innsbruck, Austria, July 13-17, 1998.
- Training Professionals to Work in Post Secondary Disabilities Services: One Small University's Answer. Third International Conference on Higher Education and Disability, University of Innsbruck, Austria, July 13-17, 1998.
- A Short-term Career Intervention to Meet the Career Development Needs of College Students with Learning Disabilities Division of Learning Disabilities International Council for Exceptional Children, Charlotte, NC, April 14-17, 1999
- Short-term career intervention for college students with disabilities. International Association of Special Education, Sydney, Australia, July 1999.
- Making the Transition: A Program for Students with Learning Disabilities. NASPA-IV East Regional Conference, Cedar Rapids, IA, February 6-8, 2000.
- Evaluating Strategies for Enhancing the Career Development of College Students with Disabilities. National Career Development Association. Pittsburgh, PA, 22-25 June 2000
- Strategies for Enhancing the Career Development of College Students with Learning Disabilities. Destination Success, Georgian College, Barrie, ONT, Feb 26-28, 2001
- Enhancing the Career Development of College Students with Disabilities. Moving into the New Millennium: Action for Accessible Education, International Association of Higher Education and Disability, University of Innsbruck, AUST, 11-14 July 2001

**PROFESSIONAL/COMMUNITY INVOLVEMENT**

Council for Exceptional Children Career Development/ Transition Mental Retardation	1968-
State Membership Chairperson Iowa Federation	1992-1995
Blackhawk (IL) Chapter Vice-president	1995-
Association of Higher Education and Disability	1998-
IL/IA AHEAD Board of Directors Treasurer/ Newsletter	1998- 2002
International Association of Special Education	1985-2000
Skills Inc., Moline, IL - Treasurer, Board of Directors	1984-Present 1992-1994
Secretary, Board of Directors	1994-1996
Board of Directors	1997-Present
Regional Vocational System Student Services Committee/ Transition Planning Council	1988-1991
Iowa Transition Advisory Board SDA IX	1992- Present
SDA IX Follow-up Team	1994-1998
Board Co-chair	1997-98
Parent Advisory Committee for Residential Services	1992-1997

PROPOSAL: The Iowa Legislative Council has requested a study of the socioeconomic impact of gambling on the citizens of Iowa. The nine month study is to be conducted by Per Mar Security Services beginning 1 October 2004 and conclude 30 June 2005 with a final report.

### *Introduction*

The Iowa Legislative Council has expressed specific interest in understanding the impact of gambling on communities with gambling venues, the impact of gambling on business enterprises in those communities, and to what extent individuals' financial and quality of life issues are impacted where legalized gambling exists. In attempting to comprehend these broad questions and the specific sub-questions as stated in the Request for Proposal, three major areas of analysis emerged: a) economic impact, b) employment impact, and c) the quality of life or "wellness" impact.

From an economic impact perspective:

- We will analyze data from geo-economic areas where gambling venues exist to geo-economic areas where gambling venues do not exist in order to understand:
  - What is the potential impact of gambling on the economic "well-being" of those geo-economic units selected for analysis?
  - What is the potential economic impact on businesses, including non-profit entities (social, educational, and human service agencies) and tourism within those same geo-economic units?

From an employment perspective:

- We will analyze data from geo-economic areas where gambling venues exist to geo-economic areas where gambling venues do not exist in order to understand:
  - What has been the historical impact of gambling on employment rates and quality of jobs for those geo-economic units selected for analysis?
  - Does the analysis of trends provide insight into the future of employment in those geo-economic units?

From a "wellness perspective:

- We will analyze data from geo-economic areas where gambling venues exist to geo-economic areas where gambling venues do not exist in order to understand:
  - What is the potential impact of gambling on individuals and their family's quality of life within the geo-economic unit?
  - What are the "wellness" costs to the state and specific communities where gambling venues exist?

### *Methodology*

The study is divided into two parts. In the first part of the study, the team proposes will apply trend analysis from secondary data sources for the years 1980 to 2003. The analyses will use:

- a) Data from the *Survey of Current Business* for overall personal income, employment numbers and rates to compare Iowa to states in the upper Midwest (Wisconsin, Minnesota, Nebraska, Missouri, and Illinois), and with national rates;



- b) Data from the US Department of Labor Statistics for wages and benefits by sector and occupation for Iowa, the upper Midwest, and nation.
- c) Similar data plus data from the Iowa Wage Survey for the geographical-economic units regions in the State of Iowa. The within state comparisons will be geographical-economic units with gambling (GEUG) to six geographical-economic units without gambling (GEUwoG) (Figure 1).

Figure 1

<u>Geographical- Economic Units with Gambling</u>	<u>Geographical- Economic Units without Gambling</u>
Clark and ring counties	Blackhawk-Butler-Bremer-Grundy
Clayton-Allamakee	Buena Vista and ring counties
Des Moines-Lee	Cerrdo Gordo and ring counties
Dubuque-Jackson	Dickinson and ring counties
Polk-and ring counties	Fremont-Page-Montgomery
Pottwattamie - Mills	Washington-Keokuk-Wapello-Jefferson
Scott-Clinton-Muscatine	
Woodbury-Plymouth-Monona	

- d) Annual data from the Iowa Retail Sales and Use Tax Reports for comparisons geo-economic units with gambling to geo-economic units without gambling.
- e) Data from the US Department of Labor Statistics for employment trends in the arts, entertainment and recreation industry (NAICS Code 71) as well as for leisure and hospitality industry (NAISC Code NA) for the state, upper Midwest, and nation. The Iowa Wage Survey will be used for local trends.

Part two will focus on quality of life or “wellness.” These factors include health, personal and family issues (marriage, morbidity, bankruptcy), crime, and education. This portion of the study is limited to the geo-economic units in the State of Iowa with and without gambling. The team will reanalyze data from the Iowa Behavioral Risk Factor Surveillance System (IBRFSS) developed by the Centers for Disease Control for the years 1982 thru 2003 based upon geographical location of the respondents. If the IBRFSS can not be reanalyzed in this way, Per Mar will conduct a telephone survey using the IBRFSS questionnaire with a random sample of 600 (estimated 4% error) persons representing the regions with gambling and without gambling.

The team will use qualitative research techniques with a representative sample of respondents from the Per Mar survey to obtain personal perspective or “voice” from the units selected for analysis of wellness. Specifically, we will seek information from individuals who have been impacted by gambling.



*Timeline*

<i>Dates</i>	<i>Proposed Activity</i>
13 October 2004	This update will provide a written analysis of the economic and employment trends for the State compared to the upper Midwest and nation.
6 December 2004	This update will provide an analysis of the economic impact of gambling on the geo-economic regions and businesses within the regions.
20 January 2005	Written analysis of the economic and employment comparisons between the geo-economic regions with gambling to the regions without gambling.
25 February 2005	Presentation of the results of the wellness study comparing the geo-economic regions with gambling and the regions without gambling. Also, a draft of the report for the overall study including economic, employment, and wellness data will be presented to the Studies Committee.
18 March 2005	Written preliminary report to the Studies Committee
1 July 2005	Final written report submitted and in-person presentation to the Studies Committee

# PER MAR SECURITY SERVICES

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1953

- COMMERCIAL & RESIDENTIAL SECURITY SYSTEMS
- PHYSICAL SECURITY & SPECIAL EVENT SERVICES
- FIRE PROTECTION & FIRE EXTINGUISHER SERVICES
- ACCESS CONTROL & CCTV SYSTEMS
- INVESTIGATIONS & BACKGROUND CHECKS

Consulting & Investigations Group

## PER MAR SECURITY SERVICES

### Budget Proposal 2004 - 2005 Socioeconomic Gambling Impact Study

Professional Research and Project Development	\$60,000
Research and Data Collection (850 hours work hours)	20,000
Expenses Related to Research and data Collection	included above
Office Expense (miscellaneous copies, long distance calls, outside copy fee's, etc.)	4,000
Final Report Copies	3,000
Travel Expenses (deadline presentations)	1,000
<b>Total Budget Proposal</b>	<b>\$88,000</b>

The above proposal shall be paid to the consultant(s) in accordance with the terms specified in the 2004 -2005 Socioeconomic Impact Gambling Study sample contract, sections III, IV, V, VI and VII.