**IS Daily Download**

**Wednesday July 30, 2014**

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**IS Daily Events**

**Housing Stuff**
8:00am – 10:00am
CS Conference Room

**Win 7 Image Review**
8:15am – 8:45am
IS Resource Room 131

**Kaspersky & Kinetic**
9:00am – 10:00am
IS Conference Room 130

**MIFACE Firewall Rules & KCVM Cluster**
10:00am – 12:00pm
IS Resource Room 131

**Cognos Training on SR System Data**
2:00pm – 4:30pm
IS Training Room 115

**RHS/ID Office Service Team**
2:30pm – 3:30pm
IS Conference Room 130

**Student Interview**
3:00pm – 4:00pm
IS Resource Room 131

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**RHS Ice Cream Day**

Today is RHS ice cream day! The Celebration state team will be traveling to different RHS locations delivering Dairy Store ice cream to RHS employees! Be sure to click the ice cream cone below to see when they will be in your neighborhood! Thanks for all your hard work, RHS team members!

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**Food Truck**

This week’s Food Truck special is two Michigan beef tacos on house-pressed flour tortillas, red salsa, cheddar cheese and sour cream...

**Just for $7!**

Pick it up between 11:00am – 2:00pm in front of the Clinical Center on Service Road!

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**Weekly Lineup Topic**

“Market Segmentation”

Inc.com explains in this article why market segmentation is crucial to market assessment and market strategy. Consider the different tone, content and media for ads that sell products to kids, compared to those that sell the same product to parents. Can you clearly define the factors taken into consideration when segmenting? In developing segmentation, it is smart to think about the value patterns of your target groups, income, education and age. In the end, it comes down to better understanding your market segment!

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**Targeted Event Planning**

Tomorrow, July 31, Facilities will be participating in a forum hosted by the Event Planning Implementation Team. Stop by the Spartan Village Conference Room from 9:30-10:30am to hear about Facilities-related issues during the Destination State transition on August 1, 2014.

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**Performance Tip of the Day**

One way to improve your job performance is to build your relationships with your coworkers! As you get to know them more, you will learn about how they work and what you can do to add even more to team initiatives!

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“ABILITY is what you’re capable of doing. MOTIVATION determines what you do. ATTITUDE determines how well you do it.”

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“Tin” Cans are actually 99% steel. Americans alone throw away enough steel every year to build all the new cars made in America.

[Find Spraty hidden on this page!]

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**Today’s Weather**

Isolated T-storms during the day; Early PM T-storms

**High:** 75°

**Low:** 52°