

## INTERVIEWS OF LOCAL BUSINESS LEADERS

### **Randy Flamm**

President

IQMS

Paso Robles

[www.iqms.com](http://www.iqms.com)



*This EVC interview series focuses on business leaders who are directly impacting our local economy. This month Mike Manchak interviewed **Randy Flamm**, President and co-founder of IQMS, a software company based in Paso Robles.*

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**MM: Randy, having IQMS is similar to having our county's own "Microsoft" and all of the benefits that help our local economy with the company that you and your wife Nancy started years ago in your home. What is it like to operate what has become a global technology company so far from large metro area like Silicon Valley?**

**RF:** It's like having your cake and eating it, too. It helps that IQMS is intentionally self-sufficient, not requiring technology partners or suppliers in close proximity. As a software provider, we knew we could operate and grow the business without regard to physical location.

**MM: What are the prospects, challenges and benefits to being located in SLO County?**

**RF:** We love this area; we can fulfill our business objectives, live a cattle-ranching lifestyle, enjoy the fruits of the land (we certainly enjoy our local wines) and have a direct positive impact in the local community as well.

**MM: Your company is well known for one that competes with the largest of companies in this industry, all while helping the smallest of charitable causes in our small community. What is your company philosophy for "community"?**

**RF:** We strongly believe that as a successful corporation, it's our duty and privilege to reinvest at least 1% of our gross revenue back in the community. Our vision and our mission call for building a sustainable enterprise benefiting the community, our clients and our employees. Our specific focus is on advancing and encouraging the education, skills and ambition of the youth in our community. After all, the youth in our community is our future labor pool.

**MM: You and Nancy have become the driving force behind what was once a start-up. What advice would you give to entrepreneurs in technology who want to grow a company locally?**

**RF:** We strive to be the best in the world at what we do. If your objective is to grow a sustainable, supportable enterprise (long-term fulfillment), always make decisions based on “what would be the best” for the long term. “What would be the best” decisions are very rarely the easiest course of action, but I’ve found that by focusing on the long term the short term events take care of themselves.

**MM: What are the prospects for attracting new employees to your company? Is that a challenge? If so, how do you resolve that?**

**RF:** A good reputation and a happy workforce helps the organic generation of prospective employees. But it’s an ongoing challenge, and our Human Resource department’s recruiting team has risen to it. We continually initiate and develop innovative ways to attract, retain and develop quality employees. We employ a wide variety of resources and techniques to meet our needs, including social media (including SEO and aggregation), local job fairs, active networking, radio ads and old fashioned print ads, too. We also develop and promote from within, building a strong core of rising talent.

We are already growing out of our current headquarters and are in construction for our second building to accommodate our growing workforce.

**MM: What of the same or differently would you want Cal Poly and Cuesta College to do when it comes to helping your company find talent?**

**RF:** Our HR manager, Liz Alflen, has been active in the EVC’s Knowledge & Innovation Cluster (focus group). One of their objectives over the last few years has been to develop stronger relationships with both institutions and it’s working. We’ve been able to tap into resources at both schools, simply by networking and making ourselves known to the students and student organizations. We now visit both schools regularly to participate in job fairs, career services and classroom discussions.

**MM: What would you advise young people seeking a career path to self-employment, particularly in the technology field?**

**RF:** Continually develop your skills and talents, deepen your understanding of the applications of what you do, be passionate about your chosen work, and love what you do.

**MM: What are some of your rules of life and rules of business? What is the secret to your success?**

**RF:** Integrity. Be tough but fair. If it's your problem, identify it, fix it and take action to not repeat it. Do the best thing and aim for the best in all things; it becomes easier over time. Don't settle for less. And the ever-popular, "maybe means no".

This may sound old-fashioned in the post-dot com era, but one of our primary objectives has always been to bring in more money than is going out. That keeps profitability a simple course of action.

**MM: What's your most recent memorable book, and why?**

**CP:** "Take Charge of Your Talent" by our long-time business coach, Don Maruska, and Jay Perry. Don has impacted our business with so many insights over the years, I was happy to see he has developed a guidebook for this very timely topic. Talent development has become critical to our success. The book is empowering and inspiring for both individuals and corporations. A groundswell of this kind of energy fosters an innovative and motivated mindset.

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## **ABOUT**

IQMS has been offering [Manufacturing Software](#) and [ERP Software](#) systems for repetitive, process and discrete manufacturing industries since 1989. Today, IQMS provides leading real-time [manufacturing](#), [production monitoring](#), [quality control](#), [supply chain](#), [CRM](#) and [eBusiness solutions](#) to the [automotive](#), [medical](#), packaging, consumer goods and other manufacturing markets. The innovative, end-to end ERP software solution, EnterpriseIQ, offers complete functionality and scalable solutions without costly third-party requirements. With offices across North America, Europe and Asia, IQMS' EnterpriseIQ manufacturing ERP software keeps manufacturers lean, competitive and profitable in eight languages at manufacturing companies around the world.

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