



IFMA ATLANTA 2002 EXECUTIVE BOARD

PRESIDENT

Dave Flory
CORT Event Furnishings
dflory@cortl.com

VICE PRESIDENT

Tom Haslach
Millicare Commercial Carpet Care
thaslach@millicare.net

TREASURER

Ryan Studzinski
IBM
ryanstud@us.ibm.com

SECRETARY

Doris Duncan
Accenture
doris.m.duncan@accenture.com

PAST PRESIDENT

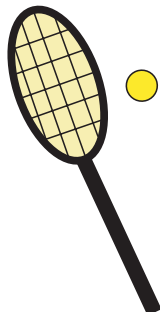
Ken Gwinner
Turner Properties, Inc.
ken.gwinner@turner.com

2002 IFMA ATLANTA SUSTAINING PATRONS

- ABM Janitorial Services
- Aircon Corporation
- Aviation Constructors, Inc.
- Bonitz Flooring, Inc.
- Carithers - Wallace - Courtenay
- Carter & Associates
- Contract Marketing
- Corporate Environments
- CORT Business Services
- Covan World-Wide Moving, Inc.
- Dekalb Office Environments
- Dupont Flooring Systems
- Facility Resources Incorporated
- Foster Business Interiors, Inc.
- General Building Maintenance
- Garco/Office Plan-It
- Geiger
- Gensler
- Graebel Movers
- Haworth
- Heery
- Herman Miller, Inc.
- Hendrick Inc.
- Humphries and Company
- Initial Contract Services
- Interface/Resource Georgia
- Knoll
- Malcolm B. Weiss & Associates
- J.A. Jones Construction/MCS Interiors, LLC
- Millicare Commercial Carpet Care
- Milliken
- Royal Cup Coffee
- Southern Business Systems
- Steelcase
- TVS Interiors
- The Workplace Incorporated

MONTHLY MEETING

**THURSDAY, OCTOBER 17, 2002
EMERALD POINTE at LAKE LANIER**



**So you don't play golf,
and tennis isn't your
racket...how about a
day at the Spa?**

**REGISTRATION DEADLINE:
OCTOBER 4, 2002**

**If you want to play with us, please
fax the golf registration form.**

IN THIS ISSUE

PG 2

- President's Message
- CFM Exam Questions
- 2003 Sustaining Patron Sign-Up/Renewal
- Georgia Tech Corner

PG 3

- Career Services
- North Fulton Breakfast Meeting
- Gala 20th Anniversary Celebration

PG 4

- Who Was That Masked Plan?
- Luncheon Networking Photos

PG 5

- Upcoming Events and Seminars
- World Workplace 2002
- Membership Committee
- New Workshop

PG 6

- Ellen Townsend - Member of the Month
- Upcoming Events Calendar



**MONTHLY CFM EXAM
QUESTION CORNER**

1. What are usually excluded in a net lease?
 - a. HVAC and security
 - b. Utilities and housekeeping
 - c. Utilities and HVAC
 - d. HVAC and housekeeping

2. What is the most important attribute of a master plan?
 - a. Accuracy
 - b. Flexibility
 - c. Scheduling
 - d. Viability

Answers: 1-B, 2-B

**2003 SUSTAINING
PATRON RENEWAL/
SIGN-UP**

Harry Ludwig, Sustaining Patron Chair, has mailed letters to all current Sustaining Patrons of IFMA Atlanta and to those who have expressed an interest in participating in the program for 2003. If you are interested in your company becoming a Sustaining Patron or would like more information about Sustaining Patron benefits, please contact Harry at 404/572-4902.

GEORGIA TECH CORNER

Each semester Georgia Tech students are looking for part-time work, as well as summer internships. Does your department have a limited budget, but need additional help? Perhaps this is a good solution. You will be providing students an opportunity to gain real-world facility management experience, while helping them cover expenses. Graduate Facility & Property Management and undergraduate Building Construction students may be a good match for your need. To learn more about programs at Georgia Tech, please contact Professor Kathy Roper, 404-385-4139 or Kathy.ropер@arch.gatech.edu.



P R E S I D E N T ' S M E S S A G E

Many of you may have heard of the new membership options program for IFMA called Member's Choice. This program will begin January 1, 2003. Members with a renewal date of January 31, 2003 will receive their first Member's Choice invoice reflecting their new options in November 2002. I think it is important that you make a well informed decision on which services will best suit your needs.

IFMA International's intentions are to broaden the reach to current and prospective members that may not be able to benefit from a Chapter's offerings due to their personal time constraints or geographic challenges. International wants to grow the entire membership by reaching those with the value of International membership who can not take advantage of local membership. As IFMA grows, there are benefits for all members.

You probably already know many of the benefits of being an IFMA member. I'd like for you to consider the following benefits of being an Atlanta Chapter member.

1. Local Networking with Professional Peers- The Atlanta Chapter offers a unique forum for FM professionals to network with their peers through monthly meetings, educational courses, social functions, and facility tours. These services are offered at reduced costs or are free for Atlanta Chapter members.

2. Chapter Specific Member Resources- The Atlanta Chapter offers resources specific to your local interests. The local web site, www.IFMAATLANTA.org, this newsletter, the local membership and resource directory, and local employment referral services through our Career Services Committee are all chapter resources that are important to your career growth, industry knowledge and networking ability.

3. Best Practice Sharing with Local Peers- Through chapter Web sites, meetings, and events, you have the opportunity to talk with peers about workplace challenges and pose industry related questions, receiving timely answers. The Atlanta Chapter brings IFMA resources directly to you, making your membership experience more personal.

4. Local Professional Development Programs- The Atlanta Chapter sponsors IFMA educational seminars, offers round table and panel discussions, and presents "hot topic" speakers to members. The Atlanta Chapter also organizes certification study groups designed for members planning to take IFMA's CFM exam. Peer support and knowledge sharing contribute to enhancing your professional development.

5. Leadership Opportunities- The Atlanta Chapter committees and leadership positions allow members to contribute in areas such as program and event planning, marketing, Web development and member recruitment. As a source of personal development, participation as a chapter leader is highly rewarding. Chapter involvement is a source of pride, accomplishment and honor.

The cost to maintain Atlanta Chapter membership with the electronic mail option from International is \$245. To maintain IFMA membership with no local chapter membership or benefits is \$150. Your local Board of Directors and all volunteer members work hard to bring you value to your local chapter experience. We hope that you find the tangible and less tangible benefits of IFMA Atlanta apparent. It is our sincere desire to help you "Get Connected" with your peers and fellow members of the Atlanta Chapter of IFMA. We recommend you choose to maintain your membership in IFMA Atlanta.

Dave Flory

CORT Event Furnishings
President, The Atlanta Chapter of IFMA





UPCOMING EVENTS AND SEMINARS

Communication: The Best Impression Seminar

Hosted by the IFMA Charlotte Chapter
October 24 and 25, 2002
Call 704-365-3622 x100 for more information

Bursi Roofing Seminar

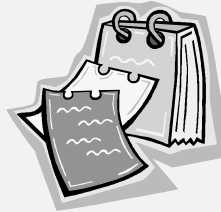
Hosted by the Atlanta Chapter CSI
October 28, 2002
Call 678-947-3270 for more information

Art Exhibition: Ecology, Economy, Equity: The Architecture of William McDonough & Partners

Hosted by the Atlanta International Museum of Art and Design
September 16 - February 2003
Call Sara Riney at 404-688-2467 x307 or visit www.atlantainternationalmuseum.org

Telecommunications Workshop

Hosted by BOMA Atlanta
October 30, 2002 - Crowne Plaza Atlanta Airport Hotel
CEU Credits provided
Call 770-825-0116 for more information



WORLD WORKPLACE 2002 TORONTO - HERE WE COME!

This year's World Workplace 2002 will be held in Toronto, Canada, October 6-8, 2002. Join us for three spectacular days of education, networking and interaction with industry experts. Featuring more than 70 educational sessions presented by top industry experts, IFMA's World Workplace is the only FM event entirely focused on education.

Toronto is a great city that will stimulate new ideas for you to bring back to your work environment. If you have not already made your reservations, you can do so by logging onto w.worldworkplace.org. Joanne Cole will be this year's conference coordinator for IFMA Atlanta. Please contact Joanne if you plan on attending. She can be contacted at 770-664-6864 or joannecole@attbi.com.

ATTENTION WORLD WORKPLACE ATTENDEES!

You are invited to the 9th Annual
CORT Furniture Rental/
Royal Cup Party

When: Monday Night,
October 7, 2002

Where: Wayne Gretzky's
99 Blue Jays Way
Toronto, Canada
416-979-PUCK

(restaurant is within walking distance of all IFMA hotels)

Time: 7:30 pm - 12:30am

Whose Invited: All IFMA Atlanta
World Workplace Attendees

For: Monday Night Football -
Green Bay Packers vs. Chicago Bears
and a whole lot of fun!

IFMA ATLANTA COMMITTEE SPOTLIGHT

THE MEMBERSHIP COMMITTEE HAS SUCCESSFULLY REACHED THEIR GOAL

The Mission of this year started with the goal to increase our membership by 40. We have successfully reached our goal for 2002 and look forward to continued growth. IFMA Atlanta is composed of a joint venture between professional members (facility managers), and Associates, (vendors). Presently we have 436 members plus associates.

The committee has been able to partner with the programs committee to introduce a new event, "The North Fulton Breakfast Meetings". This program has been created to accommodate members located in the North Fulton area. The next breakfast program will be held on October 22nd and we look forward to seeing everyone there. Membership also coordinated a special event the Baseball Summer Social in August. The event had a great turn out and the Braves gave a suspenseful performance with a winning ending. The organization is planning on making this an annual event and there is also consideration of a Hockey game. Our committee is comprised of a fantastic team headed up by our chairperson Steve Christopher. All the players have contributed tremendously to the effort of increasing our chapter as well as, the retention of existing members. We would like to give thanks to the following individuals for all of their hard work throughout the year: Andrea Bruschi, Fran Rissland, Kirby Lovins, Dawnmarie Hill, Judy Clements, Marty Taffel, Jeff Bump, and Beth Carnahan. We have a truly wonderful group and if you are interested in becoming a part of it, please contact Steve Christopher at 770-480-6079.

For any questions regarding memberships please contact Steve or Andrea at 770-360-0256 and we will be happy to assist you.

IFMA INTRODUCES NEW WORKSHOP: "Writing an Emergency Plan"

The latest installment of IFMA's Hot Topic Seminar Series, "Writing an Emergency Plan", will debut this fall. A follow-up to the popular "Emergency Preparedness in the Built Environment", this new, one-and-a-half-day workshop takes attendees a step further in helping them craft their own business continuity/emergency plan. To get the most out of this interactive workshop, attendees should bring specific data about their facilities as well as information compiled from forms and checklists provided by IFMA. The instructors will direct participants on putting everything together, with the ultimate goal for everyone to return to their workplaces with a developed plan tailored to the age, condition, use and occupancy of a given facility to be implemented immediately.

The workshop will be held in Atlanta on October 29-30 at BellSouth. For more details and to register online, visit www.ifma.org or call +1-713-623-4362.

Oct. 6-8, 2002
Toronto, Ontario, Canada
Metro Toronto Convention Centre

IFMA's World Workplace
makes its
Canadian
debut this
October!

And at last year's registration prices,
you can't afford to miss this event!

Full Event registration gives you the
complete World Workplace experience
Early Bird registration ends June 17, 2002
Register online at www.worldworkplace.org
or call +1-713-623-4362



NORTH HIGHLAND COMPANY MEMBER OF THE MONTH



ELLEN TOWNSEND, NORTH HIGHLAND COMPANY

Ellen Townsend has been facility manager with the North Highland Company for two years. Ms. Townsend's has been in the industry for 18 years with diverse experience in the areas of space planning, office management and commercial sales and is a graduate of the University of North Texas.

The North Highland Company is a rapidly growing consulting firm with corporate headquarters in Atlanta and six other U.S. offices. The company specializes in business and technology consulting. North Highland's strong customer focus facilitated its ranking on Inc. Magazine's Inc. 500 List for each of the years 1999 to 2001. It has also been on the Atlanta Business Chronicle's Fastest Growing Companies list for the same years.

OCTOBER 6-8

WORLD WORKPLACE - TORONTO

OCTOBER 17

FALL GOLF CLASSIC

Emerald Point at Lake Lanier Islands

OCTOBER 22

**NORTH FULTON
BREAKFAST PROGRAM**
7:45 a.m. - 8:45 a.m.

SPEAKER/TOPIC

TBD

CORE COMPETENCY

TBD

LOCATION

Dekalb Office Environments

OCTOBER 29-30

**EMERGENCY PREPAREDNESS
WORKSHOP**

NOVEMBER 7

NEW MEMBER ORIENTATION

LOCATION

Steelcase Showroom

NOVEMBER 20

SPEAKER

Richard Gilbert

TOPIC

BellSouth Atlanta Area Metro Plan

CORE COMPETENCY

Real Estate Quality Assessment and Innovation

LOCATION

Villa Christina

NOVEMBER - TBD

BELLSOUTH METRO PLAN TOUR

DECEMBER 4

**20TH YEAR ANNIVERSARY
CELEBRATION**

DECEMBER 18

CELEBRATION ON ACHIEVEMENT

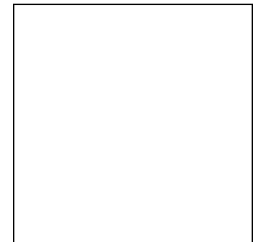
International Facility Management Association

Atlanta Chapter
1185 Willingham Drive
Atlanta, GA 30344



DIRECTORY UPDATE

Note corrections to mailing label at right and fax to 713-623-6124. Include phone/fax numbers.





CAREER SERVICES

Professional and Associate members, if your company is looking to add positions within real estate, interior design, government, outsourcing, building operations, consulting, general facilities or sales. Please contact the Career Services committee. We are working to help the many experienced facilities managers in our chapter find job opportunities.

This service is a free resource and will give your company access to our strong list of candidates. Please feel free to contact Sarah Bailey at sarah.bailey@milliken.com or 770-632-9235.

NORTH FULTON BREAKFAST MEETING

IFMA Atlanta is pleased to announce the second Breakfast Program of 2002.

Program: Vernon Vereen understands the most critical resource of any company or organization - PEOPLE. Mr. Vereen is a results oriented professional, skilled in delivering current and relevant information to all levels of employees in today's rapidly changing work place. His candid, open and non-confrontational style is widely accepted as one of the most effective means to discussing the issues of diversity.

Vernon will be talking to us about Career Development - Empowering Yourself. What a relevant topic in this ever-changing economy!

What: North Fulton Breakfast Program
Topic: Career Development - Empowering Yourself

Time: 7:45am - 8:45am

Speaker: Vernon Vereen

When: Tuesday, October 22, 2002

Where: DeKalb Office Environments
 1320 Ridgeland Parkway
 Alpharetta, GA 30004
 770-360-0256

Cost: \$10.00 Members with reservation
 \$15.00 Non-Members with reservation
 Plus \$5.00 No reservation

Reservations: By Thursday, October 17.

Directions: 400 North, exit 12, turn left, pass BP, Turn left on Ridgeland Parkway (white building at the top of the hill).

GALA 20TH ANNIVERSARY CELEBRATION

Wow! We have been in existence for 20 years. Hard to believe! And to celebrate ourselves and our success, we are having a party on Wednesday, Dec. 4th at Villa Christina from 6:00 PM 'til 11:00 PM. There will be networking, music, dinner, a short program to present our charter members and our past presidents. Come socialize, with a cash bar available, while our own Ann Steele, master pianist, plays seasonal music. Then sit down to a great dinner with a choice of Rib eye or Salmon. Come meet some of the people who got us started on such a glorious trip, and meet the folks who have led us through our twenty years. Then dance to the music of a DJ, who promises a mix of all types of music from big band to disco. There will be door prizes, too. Bring your wife or date (not both, please) and what a great way to give a gift to your boss and his/her spouse while letting him/her meet all the wonderful people in your professional organization. The cost will be \$40.00 per person; the dress is what ever you wish from business to elegant. Put the date on your calendar. More information will be coming next month about making reservations. Space is limited, so plan to register early.



HAVE YOU SEEN ME?

IFMA Atlanta is trying to locate the following members. If anyone has a means of contacting any of the following people, please call Martha Osborne at 770-889-7661/404-580-3812 or email marthaosborne@adelphia.net.

IFMA Charter Members

- Rob Stevens
- Gary Robinson
- Mike McGahagin
- Dewey Beardon
- Colin Webster
- Bill O'Connell

Past IFMA Presidents

- Mark Mausen
- Chestley Yelton
- Jim Pelger
- Pete Conlin



WHO WAS THAT MASKED PLAN?

- James Cummings, The WorkPlace, Inc.

Part 2 of the 2 part series on Sound Masking continued.....

Because we've already established that after 48dBA masking starts to become distracting, the goal is not to match the volume of the offending source (the "signal") to create Maxwell Smart's Dome of Silence. Doing so would, in effect, cancel out the other sound, but the amount of overall noise in the space would be intolerable!

Remember being right beside the engine of the plane when you're trying to talk? It does a great job covering other noises...but you can't hear yourself think!

This is where the Privacy Index (PI) comes into play. ASTM (American Society for Testing and Materials) has changed its original view on transitional privacy (the type of privacy needed in a call center or team-oriented work environment) from 70-79 to 60-79. Normal privacy (clerical/accounting) remains the same at 80-94 and confidential at 95-100 (as you'd want in an office).

So...what exactly does that mean? PI is simply the inverted scale of the Articulation Index (AI) which measures the percent of spoken words that can be understood by a person listening to someone talking under specific conditions-ranging from 0 (no intelligibility/complete privacy) to 1.0 (complete intelligibility/zero privacy). So an AI of .05 is confidential and its inverse (95) is the PI.

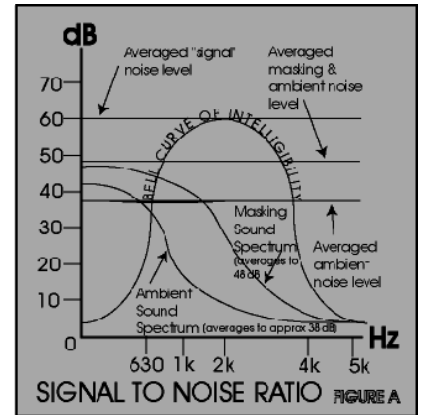
Bottom line, the PI and AI are all measurable and can be accurately given by a competent masking provider through the use of complicated computer programs. The Facility Manager should be able (prior to purchasing the masking system) to know what the PI of their space is now-and what it will likely be after masking is installed (within +/-2%).

These programs are also useful when planning a new build-out. The computer program is able to evaluate the impact of the various acoustical products in a space and predict their contribution to the final PI. This information can then be used for cost/benefit analysis to ensure sound financial decisions.

By combining sound masking with the basic elements of "A"bsorption and "B"locking, most spaces achieve the desired PI. In many cases, redirecting some upgrade dollars to other areas will deliver a space that can be more aesthetically appealing and productive than at first thought.

As you can see, there are still multiple variables involved in sound masking. The goal of this article was to clear up the CONCEPT of sound masking. The implementation should still be left up to the experts.

What is important is to involve the masking provider early in the process, so that they are part of the team that plans the entire build-out. As "simple" a concept as masking is, with its many variables, it requires complicated computer analysis and planning to ensure the work environment is conducive to maximum productivity. Failure to plan in advance risks coming back after you've spent your budget to "fix" problems that could have been avoided.



SEPTEMBER LUNCHEON NETWORKING PHOTOS



“Ken Burris addresses IFMA and BOMA members during the September 18th joint luncheon”

