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- Royal Cup Coffee
- Southern Business Systems
- Steelcase
- TVS Interiors
- The Workplace Incorporated

MONTHLY MEETING

**Wednesday, September 18, 2002 - Cobb Galleria Centre
IFMA Atlanta Teams with BOMA Atlanta**

TOPIC:

How Property/Facility Owners and Managers can better communicate with response teams before an incident occurs to better enable a successful recovery.

Come join our IFMA and BOMA colleagues for a special luncheon program sponsored by the Security & Safety Committee of BOMA Atlanta. The luncheon is being held at the Cobb Galleria Centre in Ballrooms A/B/E. With security and safety so prevalent in our minds, Ken Burris, Regional Director, FEMA, is the luncheon speaker. Mr. Burris brings a wealth of knowledge and will share ideas on the sources that are available to you when a disaster occurs, what the response steps are during a disaster, who has jurisdiction in particular events, and how FM's can best respond.

TIME:

11:15 AM - Networking, Resource Tables - GEMA, FEMA
11:50 - 1:30 PM - Luncheon

COST:

Pre-registered Members - \$30 (additional \$10 if invoiced)
Non-Members - \$35 (must pre-pay)
Persons without reservations - \$40 (*Members and non-members will be served on a first come, first serve basis.*)

RESERVATIONS:

404-766-1632 by Noon September 13th, 2002
Please fax insert to 404-768-7767

SPEAKER:

Ken Burris, FEMA Regional Director

Directions to Cobb Galleria Centre:

If Traveling Northbound on I-75 (or coming from Atlanta Airport): If traveling north or south on I-75 take Exit 258/Cumberland Boulevard. Go west on Cumberland Boulevard and proceed to Cobb Parkway/US 41. Turn right on Cobb Parkway and go 7/10ths of a mile to Galleria Drive. Turn right onto Galleria Drive and right again into the Cobb Galleria Centre parking deck.

North/East Directions from I-285: If traveling north or east on I-285 take Exit 19/Cobb Parkway/US 41. Turn right onto Cobb Parkway and move into the left -hand turning lane. Turn left onto Galleria Drive and right into the Cobb Galleria Centre parking deck.

South/West Directions from I-285 (Stone Mountain/Athens): If traveling south or west on I-285 take Exit 20/Cobb Parkway/US 41. Turn left onto Cobb Parkway and go under I-285. Make a left hand turn at the second traffic light onto Galleria Drive and turn right into the Cobb Galleria Centre parking deck.

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**IFMA ATLANTA
NEW MEMBERS**

IFMA Atlanta welcomes the following new members for June, July and August:

- Richard C. Dickhaus
FM Solutions
- Dominic J. Radosta
Capital City Mechanical
Services, Inc.
- Bradon S. Bryant
GE Capital Modular Space
- Kevin J. McGoldrick
Mohawk Commercial Carpet
- Cheryl H. Redmond
Wells Real Estate Funds
- Jacob B. Garren
MAPICS, Inc.
- Craig T. Vance
S1 Corporation
- Richard P. Underwood
Johnson Controls-FGS
- Anthony S. Park
NACOM
- Karen L. Forehand
Fulton County General
Services Department
- Edward N. Rouse
Fulton County General
Services Department

TOUR NEWS

About 42 IFMA members attended the Federal Reserve Bank of Atlanta tour the afternoon of August 6. Highlights of the tour included the museum, cash and check processing, a typical office floor; the facilities control room, firing range and the boardroom. The tour ended with a small reception sponsored by the IFMA Atlanta tour committee.

A special Thank you goes to Pam Essler and her team at Smallwood, Reynolds, Stewart, Stewart for putting this tour together.

- Fran Rissland
Tour Chairperson



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

One of the Atlanta Chapter of IFMA Board of Directors strategic initiatives for 2002 is to promote chapter involvement at a local, national, and international level. The premier IFMA event of the year is the international conference, World Workplace, which will be held in Toronto, Canada this year from October 6th through the 8th.

I have had the privilege of attending World Workplace each year since 1994. There are a multitude of advantages for attending this event. You will have access to a full schedule of educational opportunities in a compact time frame. You will have access to source and evaluate a wide variety of products and services that will help you perform your job more effectively. You will have the opportunity to network with the largest gathering of Professionals in your field from throughout the United States and abroad. You will have the opportunity to get to know your fellow IFMA Atlanta members better through the wide variety of activities at the conference that we may attend together as a group.



This year, Joanne Cole has agreed to serve as our chapter liaison to World Workplace. Joanne has attended many World Workplace events in years past and knows her way around! She has been a key figure in the development of our chapter pin for this event. Joanne will coordinate Atlanta chapter activities at the conference. The Board of Directors urges you to attend World Workplace and to get in touch with Joanne by phone at 770-664-6864 or via e-mail at joannecole@atbi.com with your conference contact information, so we may continue to share valuable information with you about chapter activities that will occur during the conference.

Toronto promises to be an excellent venue for World Workplace 2002. I urge you to seize the opportunity to "Get Connected" with your fellow IFMA Atlanta attendees, as well as with our national and international membership. We hope to see you in Toronto!

Dave Flory

CORT Event Furnishings
President, The Atlanta Chapter of IFMA

IFMA ATLANTA COMMITTEE SPOTLIGHT

PR Committee Plan Gets Nod of Approval From Guest PR Consultant

IFMA's Atlanta Public Relations Committee, headed by Joe Holcomb, vice president Carter & Associates, most recent committee meeting included as a guest consultant, Lisa Robinson, vice president of Marketing for Carter & Associates. Lisa runs Carter's public relations department as part of the company's overall corporate marketing efforts and leads a team of eight full-time associates.

Lisa was asked to provide additional guidance and direction in support of the group's mission, which includes promoting media awareness of IFMA and the facility management profession as a whole. The committee has already identified a number of topics from the IFMA 2002 program calendar that will serve as public relations opportunities. Additionally, a working document is being finalized to include a comprehensive list of media contacts and relevant publications that have been identified as targeted publications for IFMA press releases. "The committee has done an excellent job of marrying their programs to relevant media outlets and publications" according to Lisa, who added, "If the execution of the plan is as well organized as the plan itself, the Atlanta IFMA chapter should have a successful PR campaign in 2002." Lisa has more than 16 years of commercial real estate marketing/public relations experience and has graciously offered her time and experience to help the committee organize and strategize ways to reach their goals.

"Lisa really put things into prospective for us. With her suggestions, we feel that we can communicate with the media more effectively to promote IFMA Atlanta."

-Gail Herndon, Choate Interior Construction



IFMA BASEBALL SUMMER SOCIAL 2002

On Wednesday, August 14th, 2002, 63 Atlanta IFMA members, guests, family and friends gathered at Turner Field, for the summer social. Everybody participated in an All-American Dinner hosted at the Lexus Level Patio.

All guests had a chance for some social interaction until the National anthem signaled the beginning of the ball game.

The spectators witnessed the Atlanta Braves battle the San Francisco Giants. The game was truly exhilarating and suspenseful to the very end. A victory for the Atlanta Braves was assured by a score of 1 to 0.



Upon unanimous request, IFMA plans to make this an annual Summer Event. We are truly looking forward to have the pleasure of your company next year.



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.

Moderators are needed for this year's conference. Moderators greet attendees at the door, introduce session speakers, assist speakers with audiovisual equipment if needed and hand out session evaluations. If you are interested in becoming a Moderator, please contact Angeliq Vesey at 713-623-4362 x122 or angeliq.vesey@ifma.org.

COMMUNITY CORNER

Your Community Services Committee continues to support the IFMA/Atlanta and YWCA of Greater Atlanta partnership. The YWCA recently received some grant money for facilities upgrades at the Phyllis Wheatly facility. The Community Services Committee suggested that the money be used for digital thermostat controls for the HVAC system. This would give the YWCA better management of the utility costs for their existing systems and will allow them to lower operating expenses related to the utilities supporting this equipment. This design and specification for the new digital thermostats and controls was coordinated by Charlie Cayce with Aircond. Charlie has been a member of the Community Services committee for at least four and one-half years. He has supported many projects during that time and has added value to the YWCA's efforts for building efficiency and calculating investment payback time on product upgrades. The other benefit for using the new thermostats is that they can be reused as part of the major renovation planned for this facility. The investment is for the long term and not just as a quick fix to an ongoing problem.

The YWCA Administrative offices are almost complete. The new executive furniture has been delivered to complete the office furniture. This was coordinated and donated by Bill Atchison of Contract Marketing. The next big project for the YWCA is the complete renovation of their Phyllis Wheatly facility. We are still waiting on funding to move ahead. This committee is truly a team effort, but the individual contributors of this team need to be recognized for their efforts. Thanks to all who take the time to serve others. The rewards are tremendous.

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.

IFMA
WORLD WORKPLACE
CONFERENCE AND EXPO

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

In Memoriam
9/11



DEKALB OFFICE ENVIRONMENT MEMBER OF THE MONTH



ANDREA B. BRUSCHI, DEKALB OFFICE ENVIRONMENT

Andrea B. Bruschi has been an employee of Dekalb Office Environment for four and 1/2 years. Her position is that of a new business development senior account executive. Ms. Bruschi has been in the industry for 11 years. A graduate of Auburn University, her skills include sales, interior design, and project management.

Dekalb Office Environments is a Steelcase authorized furniture dealer. Recently Dekalb Office was awarded the exemplary performance award by Steelcase Inc. The company represents 250 manufacturers, as well as various renovation services.

For the past four years Andrea Bruschi has contributed her knowledge to various IFMA Committees. These to include Professional Development, Fall Classic and presently co-chair to the Membership Committee.

Ms. Bruschi is the Chairperson of the Mentoring and Hospitality Committee. As part of her involvement on this committee, she helped to organize the North-Fulton Breakfast Program, The New Members Luncheon and the Summer Baseball Social.

Andrea takes pride in serving IFMA and highly recommends this outstanding organization to all professionals and associates.

SEPTEMBER 18

SPEAKER

Ken Burris

TOPIC

How Property/Facility Owners and Managers can better communicate with response teams before an incident occurs to better enable a successful recovery

CORE COMPETENCY

Security/Safety

LOCATION

Cobb Galleria Centre

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 6

NEW MEMBER ORIENTATION

NOVEMBER 20

SPEAKER

Richard Gilbert

TOPIC

BellSouth Atlanta Area Metro Plan

CORE COMPETENCY

Real EstateQuality Assessment and Innovation

LOCATION

Villa Christina

NOVEMBER - TBD

BELLSOUTH METRO PLAN TOUR

DECEMBER 4

20TH YEAR ANNIVERSARY CELEBRATION

DECEMBER 18

CELEBRATION ON ACHIEVEMENT

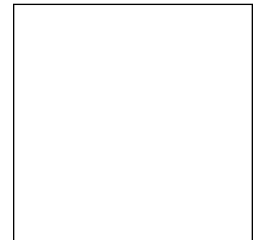
International Facility Management Association

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.



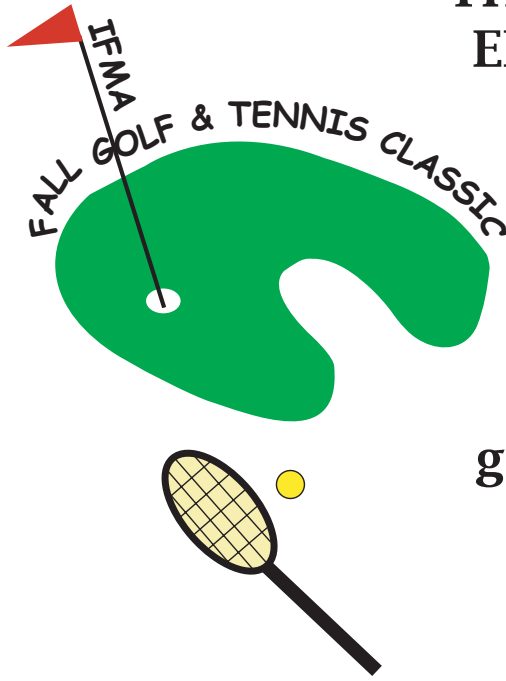


**MONTHLY CFM EXAM
QUESTION CORNER**

1. What is the major goal of a preventive maintenance program?
 - a. Extend the life of the facility's fixed assets
 - b. Reduce the overall cost of the maintenance program
 - c. Provide assurance equipment is available when needed
 - d. Reduce the number of time equipment is down unexpectedly

2. What is the best reason to implement office standardization?
 - a. Employee satisfaction levels will increase
 - b. Modular furniture has been improved
 - c. Corporate culture has changed
 - d. Optimum space utilization will be achieved

Answers: 1-D, 2-C



**THURS., OCT. 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?**

If you want to play with us, you've got to check out the inserted golf form.

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.

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

AUGUST LUNCHEON NETWORKING PHOTOS





WHO WAS THAT MASKED PLAN?

- James Cummings, The Workplace, Inc.

Part 1 of a 2 part series

Aside from my twisted sense of humor (if you thought the title was clever, you're probably from Canada too), I tend to be a pretty simple guy. And after coming to work for the largest sound masking dealer in the southeast a little over a year ago, I realized if I was going to "get" sound masking, I had to break it down to its basics.

So, here it is in a nutshell: Sound masking isn't white noise (that's the full spectrum of sound, and would seem harsh to our ears). It's "pink" (which seems much more natural sounding). Analyzing the sound spectrum as colors though is complicated, and knowing the specific reason why it is pink isn't important to "getting" the concept. Masking is simply the addition of non-obtrusive sound to existing background noise.

At its most basic, to "get" masking, you have to understand decibels (dB) and frequency (Hz). As most people know, sound is made up of waves, which are measured in frequency (waves per second). The intensity of the waves (force/power) is measured in decibels. Stand in front of a speaker playing rock music, and you won't see the frequencies, but you'll definitely feel the decibels.

To give you an idea, a whisper is approximately 10dBA; a shouted conversation 70dBA (normal conversation is around 60); rock music about 100dBA; and finally pain to the ears results at about 120dBA (although talk to Mom, and she'll say it starts at 100)!

The concept of identifying an offensive sound(s) in relation to the background (ambient) noise level is called the Signal to Noise Ratio. The signal (for this example, normal conversation at 60dBA) and its relationship to the ambient noise have been visualized in Figure A, which is a correlation between decibels (on the vertical) to frequency (on the horizontal).

At the 38dBA averaged level is typical existing background noise. This includes standard "A"bsorption and "B"locking (ceiling tile, carpet, walls, panels/furniture), in addition to the existing ambient noise--the major contributor to which is HVAC. HVAC typically operates in the lower frequencies where human hearing isn't as "sharp".

To minimize the gap between the signal (in this example 60dBA) to noise (38dBA), additional non-obtrusive sound (masking) is introduced to supplement the background noise. This is accomplished through a generator, amplifier, equalizer and speakers.

The Bell Curve of Intelligibility in Figure A shows the range of human hearing. The most distinct understanding is between 630 and 4,000 Hz, with maximum intelligibility at 2,000 (or 2k) Hz. We can still hear below and above that range, but have varying success in actually being able to understand the sounds being produced at those frequencies.

The Masking Sound Spectrum should be a gentle curving and downward sloping line, when visualized. The average of all of the frequencies in that curve however should be the "optimal" 48dBA (visualized as the middle horizontal line in Figure A). Anything over 48dBA starts to become noticeably distracting.

Most existing ambient noise operates in the lower frequencies. So, the Ambient Sound Spectrum is actually highest at the lower frequencies, and quickly falls off at the higher frequencies (the average of all frequencies for which is visualized as the lower horizontal line in Figure A).

The Masking Sound Spectrum introduces minimal sound at the lower frequency levels and raises the spectrum volume (dBA) in those areas of intelligibility (630-4k) where the ambient noise is lowest. The overall mean volume increase then will be between 7-10dBA (from approx. 38dBA to a total of approx. 48dBA). It is the tuning at 1/3 octave levels, however, that ensures the maximum speech privacy at the lowest (and most natural) sound level.

So, armed with the basics in sound now-and likely feeling pretty comfortable-what will really blow your mind is why there is still a gap between the 48 and (in this example) 60dBA AFTER sound masking has been introduced?

Find out why there is a gap in IFMA Atlanta's October 2002 newsletter.

Dear Chapter Leader & Members:

You always come through for us; we are tugging on your sleeve one more time.

The IFMA Foundation needs your assistance. Help us help others by supporting the Utilities Council/Doug Underwood Annual Golf Tournament and the IFMA Foundation Gala. These events are hosted by the IFMA Foundation, October 5, 2002, in Toronto the Saturday before IFMA's World Workplace.

We are counting on you, our IFMA chapter members, to help us do all we can. We truly appreciate your assistance in the Foundation's charitable events.

Walk a mile in Tiger's shoes... at the Angus Glen Golf Course!

The Utilities Council/Doug Underwood Annual Golf Tournament

Saturday, Oct. 5 from 8 a.m. to 2 p.m.

Just two years ago, Tiger Woods triumphed in the Bell Canadian Open held at the Angus Glen Golf Course in Toronto, Ont., Canada. Now you can test your athletic prowess at this very course, while helping to raise funds for the IFMA Foundation!

Entry fee: \$125 U.S. per person (includes breakfast, lunch, green fees, cart, range balls and use of locker rooms). Register online at www.world-workplace.org/northamerica/2002/spec_event.html. To request a form, e-mail foundation@ifma.org or call 713-623-4362.

IFMA Foundation Gala Renaissance Faire at the Fairmont Royal York in Downtown Toronto

Saturday, Oct. 5 from 7 p.m. to 10 p.m.

We beseech thee to join us for the IFMA Foundation Renaissance Faire, honoring this year's scholarship winners and Foundation contributors. The 2002 Gala promises to be a verily fyne event with music, foodstuffs and grand entertainment!

Come unbend in the beauteous surroundings of the Fairmont Royal York Hotel in downtown Toronto. Tickets: \$65 U.S. in advance or \$75 (U.S.) at the door. All proceeds benefit the

