



# 2010-2011 ANNUAL REPORT









Dear Members,

In May of 2010, the IFMA Atlanta Chapter leaders convened to discuss our strategic objectives for the upcoming year. We formulated a written plan containing seven strategic objectives. Among other things, these were meant to help us achieve our goals of providing educational programming, sustainability resources, and opportunities for our members to meet other Facility Management professionals. The annual report that follows shows some of the actions we have taken to meet those strategic objectives.

We wanted to be a focused resource for professional development, and to offer innovative solutions to our members' evolving needs. We relied on our culture of collaborating, thinking big, taking creative risks, and making connections. In the process, we were recognized as one of the premier chapters in the country. By following our principles and continuing to seek value for the membership we have also been rewarded in a more tangible way – we have seen record membership growth each month. From 436 in 2010 to 514 today! We also have been the first (and so far only) local IFMA chapter to sign a Memorandum of Intent with the US Green Building Council's local chapter, and one of our members is the first person in the world to achieve IFMA's new Sustainable Facility Professional (SFP) designation!

This year, we have seen the incredible fruits of our volunteer members' labor, which have created some of the most creative activities, trainings, tours that our chapter has seen. We also welcomed FMs from around the world when Atlanta played host to World Workplace in October 2010 – our hospitality and dynamism was widely commented on, only adding shine to our chapter's reputation. Our membership has created an environment that fosters exploring, experimentation, and exchange of ideas, not to mention ways to immerse themselves in the various committees which form our organization.

This annual report highlights the ways this chapter has worked through its' strategic plan for 2010-11. The results have been gratifying - I invite you to see for yourself the strategies and outcomes of the past year which is making the Atlanta Chapter of IFMA the premier association for the built environment in Georgia.

Christy Jellets,  
President, IFMA Atlanta (2010 – 11)

# EXECUTIVE COMMITTEE



Christy Jellets  
*President*



Karen Howard  
*Vice President-  
President Elect*



Clara Smith  
*Vice President  
Professional  
Development*



Keith Mathison  
*Chapter Treasurer*



Annett Gorelick  
*Chapter Secretary*



Ken Bryson  
*Vice President  
Communications*



Joanne Cole  
*Past President*

# COMMITTEE CHAIRS

Jeff DellaMaggiora  
*Associates & Special Events*

Joe Carroll  
*Career Management*

Dave Woelber  
*Community Service*

Dan Walther  
*Education*

Joyce Roper  
*Foundation/Scholarships*

Kathy Roper  
*Georgia Tech Liason*

Christy Lowell  
*Membership*

Joseph Geierman  
*Newsletter*

Stephanie Belcher  
*Programs*

Michael Doane  
*Sustainability*

Gene Meany  
*Sustaining Patrons*

Jason Moore  
*Emerging Leaders*

# SUSTAINING PATRONS

## Gold

CWC  
C. H. Briggs  
DeKalb Office  
The Best Consultant  
Turner

## Silver

Mohawk Industries

## Bronze

APCO  
Architectural Installations Atlanta  
Ayyve  
Baker Audio  
Choate  
Document Technologies  
Emcor  
Humphries & Company  
Mayberry Electric  
PuroClean  
Technical Innovation  
T. L. Gowin & Company, Inc.  
Trilogyfm

## Strategy Session Host

Milliken Contract

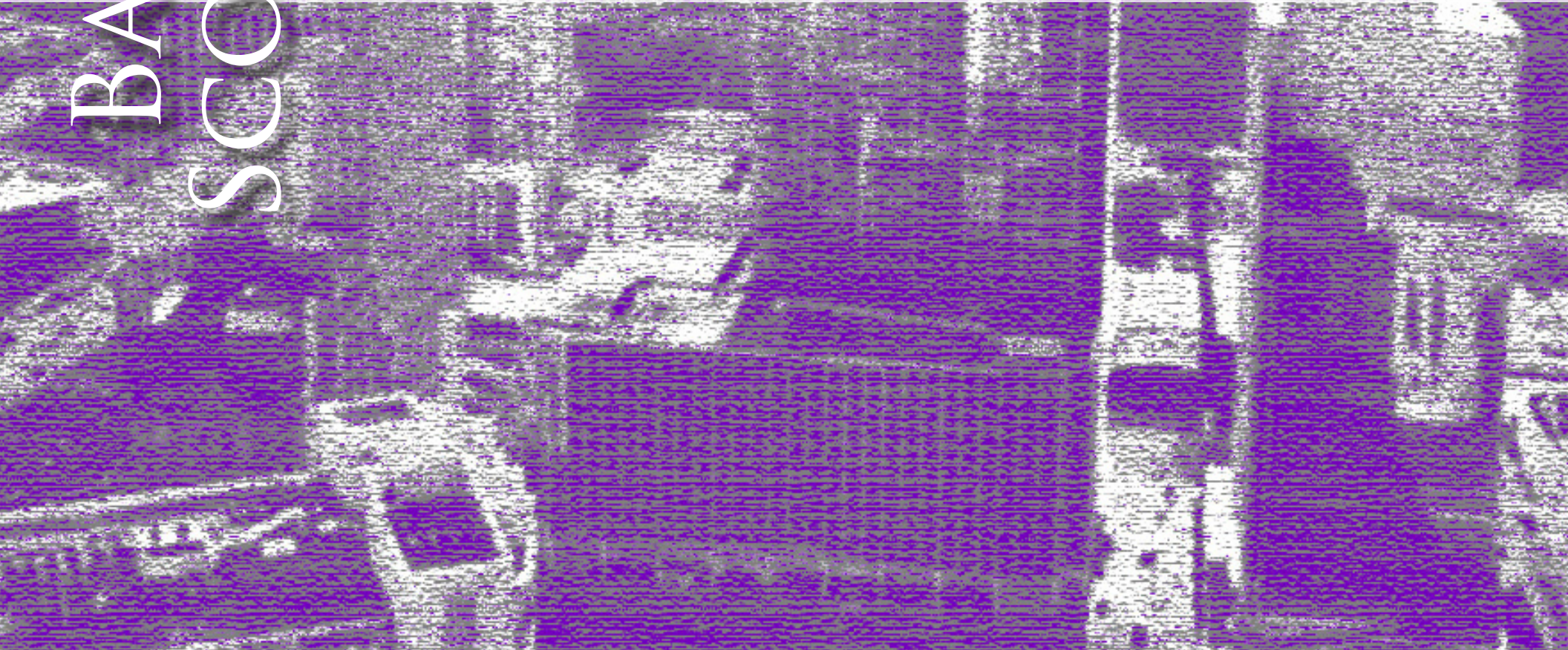
## Patrons

ASD, Inc  
Corporate Environments  
Cort  
Flood Brothers  
Flooring Solutions  
Gensler  
Hendrick  
Northwest Exterminating  
Royal Cup Coffee, Inc.



# BALANCED SCORECARD

In May, the Atlanta Chapter of IFMA's board revised the Balanced Score Card it had introduced the year before. Each of the updated seven objectives have given purpose to the organization, the events it holds, and the way it interacts with its members. Our monthly programs, FM Networking Breakfasts, New Member Breakfasts, Sustaining Patron and Association Reception, Community Service and Non-Profit Educational offerings remain strong. When coupled with the Chapter's strong Scholarships and IFMA Foundation support program, we have been able to create something with real value to our members and the community around us. Please enjoy the following look at our seven objectives, and some of the ways we worked to support them. We appreciate everything you did to make 2010-2011 a successful year for IFMA Atlanta, and look forward to an even better 2011-2012!





# CONNECT

Provide and engage stake holders with opportunities to build business relationships

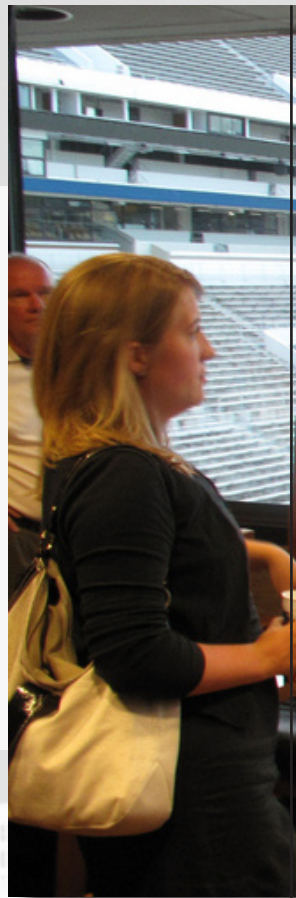


The Atlanta Chapter of IFMA provides many opportunities to connect with others. Whether it is at a hockey game, a behind the scenes Facility tour at Georgia Tech or a special beer brewing event - there are many opportunities for members to get to know each other in fun environments.

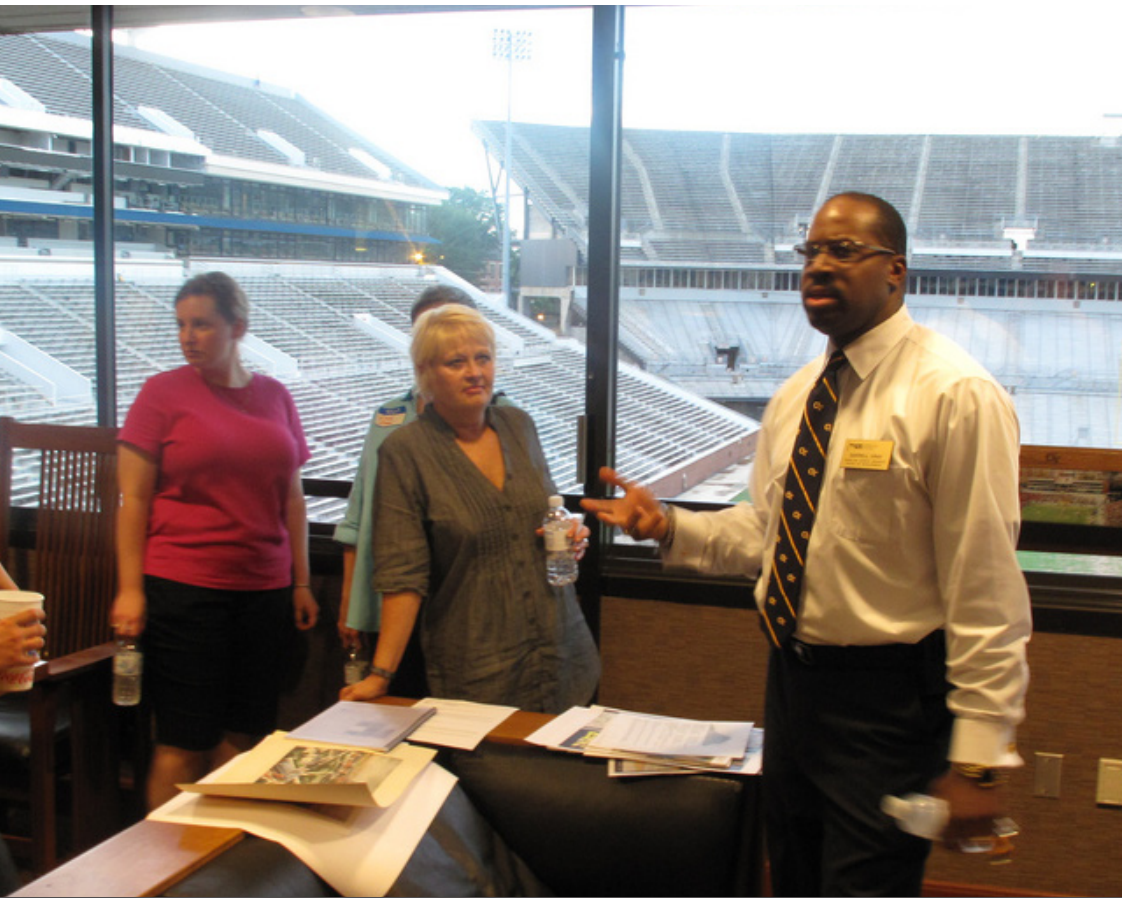
New Members Breakfast



Emerging Leaders







Georgia Tech Tour



Gwinnett Braves Event



Associates Event



# NOURISH

Provide educational opportunities for Facility management professionals to advance their careers and expand their professional development growth.

One of the key missions of IFMA Atlanta is to provide education to FM professionals. This past year, there were many opportunities for IFMA members to either study for certifications or learn new skills. In addition to our annual CFM classes, we also offered classes on LEED and Project Management.



Non-Profit Facility Summit



CFM Exam Review





Johns Creek Environmental Facility Tour



Project Management Workshop



"Moving Beyond Compliance" Seminar



# SUPPORT

Offer unique value to professional and associate members.



Pink Ice at the Gwinnett Arena



IFMA Atlanta offers many unique opportunities for members that they would not be able to get anywhere else. These include special recognition events for our Sustaining Patrons, as well as monthly luncheons at interesting locations like SCAD Atlanta and the ASHRAE Headquarters.



SCAD Atlanta Luncheon





2010 Sustaining Patron Reception



ASHRAE HQ Luncheon





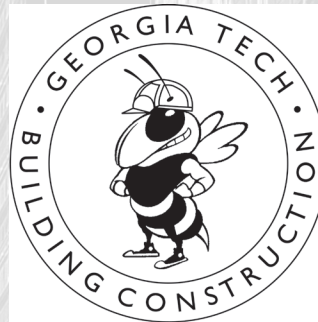
# LINK

Collaborate with strategic professional organizations.



IFMA partnered with PR firm, BouncePath, to provide media training and promote its visibility in the metro Atlanta area.

IFMA Atlanta has taken a proactive approach to partnering with organizations in its community. In 2011, we signed a ground-breaking Memorandum of Understanding with the Georgia Chapter of the Green Building Council. We have also continued to support both the IFMA Foundation and the Georgia Tech Building Construction/Facilities Management Program.





Green Building Focus Conference



IFMA Advocacy Day



Westminster School Tour

# FACILITATE

Administrative services ease all processes for members and volunteers.

Association Headquarters is the organization behind the scenes that helps IFMA run smoothly. They manage payments for luncheons, help run meetings, manage our database and provide general administrative support. We could not do what we do without their tireless support.



Association Management







# ENHANCE

Expose and create more opportunities for personal and professional growth through all levels of involvement.



IFMA Atlanta takes time every December to recognize members for outstanding achievements. Awards are given out for achievement in FM, individuals who are exemplary CFMs, Distinguished Members, Community Service and to an Outstanding Associate. Congratulations to this year's winners!



William Broome  
Achievement in FM Award  
"In addition to winning the Achievement in FM Award; William Broome is the first person in the world to earn the new Sustainable Facility Professional (SFP) Credential! Congratulations!"



Lindsey Bradshaw  
Martha Osborne CFM Award





Steve Christopher  
(accepted by Brant Bosley)  
Distinguished Member Award



Emily Perry  
Harry L. Ludwig IV  
Community Service Award



Christy Lowell  
Outstanding Associate Award



# BUILD

To strengthen the Chapter by mentoring its membership in strategies, mission and goals of the organization.

Members of the Atlanta chapter board take their mission of mentoring Facility Managers and other FM professionals very seriously. They have spirited discussions about this in monthly board meetings, and also publish a regular newsletter (and this annual report) to help get their message out.



2011 Non-Profit Facility Summit



Volunteering at the Tool Bank  
July 2010



IFMA Atlanta Beer Brewing Event  
April 2011

**Membership Survey**  
Please don't forget to take part in our 2011 Membership Survey! This survey will help shape the direction IFMA Atlanta moves in over the next two years, and your input is critical. [Click here to participate!](#)

**Coming Events**  
**Atlanta Committee Events**  
Topic: First Annual Beer  
Date: April 12  
Time: 8:30pm  
Location: 5 Seasons B  
**New Member and G**  
Date: April 14  
Topic: Annual E  
Date: April 21  
Time: 10am  
Location: Lak  
**Chik-Fil-A**  
Topic: Tour  
Date: May  
Time: 10am  
Location: Lak  
**Comm**  
Topic:  
Date:  
Time:  
Location:  
Topic:  
Date:  
Time:  
Location:



# NEWSLETTER

December 2010

Photos from the World Workplace 2010 IFMA Awards Banquet

## Message From The President: Christy Jellets

The very essence of leadership is that you have to have vision. You can't blow an uncertain trumpet. - Theodore M. Hesburgh

It seems as if it were just weeks ago that Past President Joanne Cole (Centers for Disease Control) and I sat in a small room in the Orlando convention center, pitching the idea of how the Atlanta Chapter of IFMA and its members were ready to partner with IFMA Headquarters to support World Workplace 2010. We had heard from our Orlando Chapter tales of how difficult it was to recruit volunteers and how challenging it would be to be successful at this venture. In the initial meetings, there were contracts to negotiate and discussion on fun stuff like advertising, booth space, banners, and discounted rates for early registration. Even then, though, we were overwhelmed with excitement about being part of the 30th Anniversary celebration and knew that our chapter's membership were up to the challenge of making the event a huge success.

And you didn't disappoint! Twenty-four associate members stepped up and sold out the Peachtree Street exposition aisle in record timing with coordination by Gene Meaney (SunTrust). A dozen or so volunteers, each with sub-committee support, met bi-weekly under the leadership of Tammy Roberts (tsdesign and SCAD, Dekalb Office) to coordinate all the details from the Atlanta Central Booth project with tvdesign and SCAD, Chapter shirts, the BINGO foundation incentive game, giveaways, and chapter hospitality. Hours of work, struggles to compromise to ensure member needs were met, produced the most successful World Workplace event in its history. To ensure there were opportunities for any member to participate Candice Kearney (Habitat for Humanity) oversaw several hundred hours of volunteer posts. From welcoming participants at the information booth, to celebrating the opening of the EXPO floor, supporting the IFMA Foundation with time, presence and your financial gifts, to working at Atlanta Central to cleaning up after each event, members of this chapter worked collectively to create a seamless experience for the attendees.

In the past year, Meaghan Baker (IHG) and Clara Smith (CMS Enterprises), chair of the Newsletter and VP of the Atlanta Development committees respectively, both dedicated much time and effort - and produced award-winning Atlanta Chapter of IFMA won both the Newsletter Award and Professional Development Award and were the Awards of Excellence dinner. New to our chapter, but not to IFMA, Derek Rusch (Dekalb Office) was his contributions to the IFMA Foundation.

author of *Shift or Get off the Pot: 26 Simple Truths About Getting a Life* asked the early morning day's session, "When was the last time you did something for the first time?" For me, his week has been "firsts." I attended a cocktail party on Monday night that provided me with an opportunity to discuss challenges and opportunities. I was able to visit and thank Linda Beverly for everything she has done upon her retirement. And the highlight of the World Workplace 2010? For me it was walking into the Welcome Reception at the Georgia Aquarium on Wednesday night. Just being the President of IFMA and celebrating the 30th Anniversary of his vision was amazing!

new way today?

ask ourselves, "How old are your stories?" For me (and I hope for many of you) our stories are fresh. It was exciting -- no thrilling -- to be a part of the Atlanta Chapter at this time. Each of you for your continued career growth and for your choice to make IFMA a part of your life, thank you! IFMA Atlanta ... you make me proud to be your President.

## Atlanta Chapter Well-Represented at World Workplace Awards Ceremony

Congratulations to Clara Smith, Meaghan Baker & Derek Rusch

## Upcoming Events

### IFMA Spring Classic - Thursday, April 21, 2011

#### Register Here for the Spring Classic!

It's almost here! Golf, horses, tennis, boats, wine and now...NFL players! IFMA Atlanta is hosting the 2011 Spring Classic on Thursday, April 21st at Lake Lanier Islands. We are excited to announce that we will have some past and current NFL players who started their careers right here in Georgia and the SEC/AACC conferences. They will be available to sign autographs and take pictures on the day of the event as well as play golf with a certain lucky foursome (details below). Here is the list we have so far...

- Robert Edwards (UGA & Patriots/Dolphins running back)
- Takeroi Spikes (Auburn & Bills/49ers All-Pro linebacker)
- Randall Godfrey (UGA All American & Cowboys/Chargers linebacker)
- John Davis (Georgia Tech All American & Bills Super Bowl lineman)
- Jamal Lewis (Georgia Tech All ACC & Las Vegas Locomotives UFL linebacker)

We hope to add other players and even Hines Ward, but his participation in "Dancing with the Stars" might hold him back...we guess that is a good excuse. Stay tuned on any additional As a trade off for their participation, we are allowing them to set up a table and information about their upcoming Star Training Academy football camps in the Atlanta area. Visit their website [www.all-americanresources.com](http://www.all-americanresources.com) to learn more.

If you sign up two golf teams, you will only have to pay for 7 people. You can then pick your 8th player from the list of football stars! This is available on a first-come first-serve basis.

We still need items for the door prizes/drawing or any "goodie bag stuffers". Your support will be recognized and these can really help make the Spring Classic a lot of fun. Please contact [bbosley@royalcupcoffee.com](mailto:bbosley@royalcupcoffee.com) if you would like to contribute.

Now is the time to go to the Web site and sign up for this event. Remember, if you sign up before April 1st, there are some great discounts. It is the largest fund-raising event of the year and your support is needed. What a great way to enjoy a great day at Lake Lanier and network with your IFMA friends or your largest customer. We hope to see you there!!!!

## Membership Drive

From February 1st through April 30th

Each new member that joins - both Professional and Associate, will be entered into a drawing for an iPad sponsored by The BEST Consultant.

Plus !!!

Each current member who sponsors a new member will be entered into a drawing for an iPad sponsored by CORI and Shaw.

Now Get out there and recruit members!!!

## Links to Sustaining Patrons

### Gold Level

Find us on Facebook

Join us on LinkedIn

FOLLOW US ON twitter

Read our blog at <http://ifmaatlanta.org/blog>

The August 2010 chapter board meeting was interrupted by a fire alarm - luckily, they were able to keep working





# WORLD WORKPLACE

By all accounts the 2010 IFMA World Work Place was a huge success. Our own Atlanta chapter, as the hosts of the event, also had a well-regarded presence at the event. SCAD students designed an innovative booth which featured a way for visitors to help leave their mark. People who stopped by the booth were handed an artificial peach and a marker and were asked to write whatever message they wanted. Those peaches were then placed in display walls and became a part of the booth itself.

Out of those peaches 29 were placed by people who identified themselves as being from Atlanta, and 13 were placed by folks who claimed that they were from other countries. Many of the messages thanked the Atlanta chapter for its hospitality or indicated what a good time people were having at the event. Here is a small sampling:

- Awesome Peach Idea
- This is so cool! You guys rock!
- I ♥ IFMA Atlanta!
- Temporary GA Peach
- Great Conference, Atlanta is Amazing





IFMA's Atlanta chapter was well-represented at IFMA's awards dinner this year. The pictures above show Clara Smith accepting an award on behalf of the Professional Development Committee, Meaghan Smith accepting an award on behalf of the Newsletter Committee, and Derek Rusch accepting an award for his work supporting the IFMA Foundation. Joanne Cole, (Center right) helped immensely in all aspects of the chapter's success at World Workplace, having played an important role as president during 2009-10. Congratulations to all of these leaders and their efforts on behalf of IFMA and the chapter!





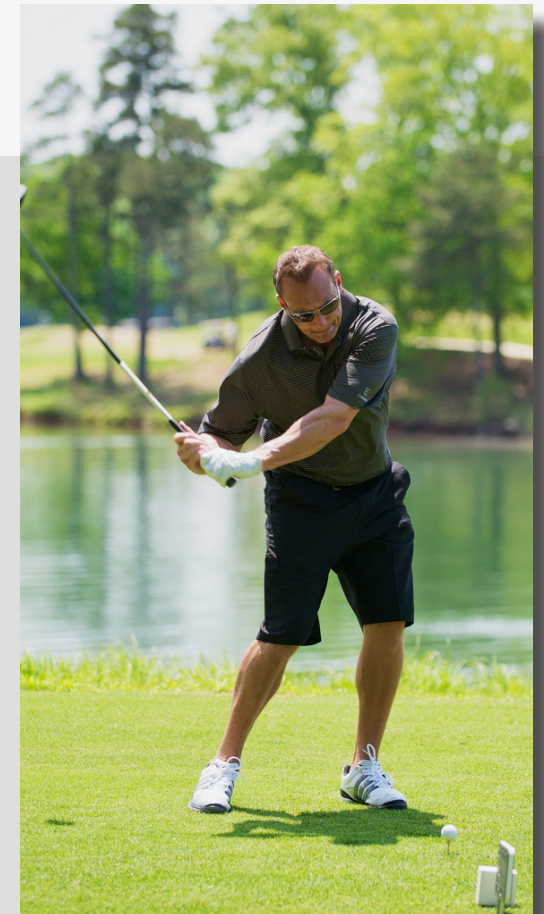




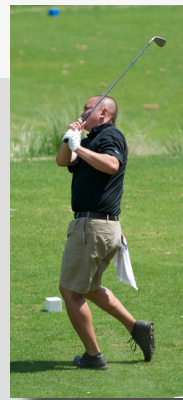
# SPRING CLASSIC

On April 21, IFMA Atlanta held its annual Spring Classic fundraiser at beautiful Lake Lanier Islands. There were 165 attendees - with 104 people playing golf, 16 playing tennis, 7 riding horses and 57 attending the wine cruise. It was a very successful event, raising over \$30,000 (before expenses). Once again, Steve Christopher's passion and support for this event made it a great success. Thanks to all who attended!











# FINANCIALS & MEMBERSHIP

The Atlanta Chapter of IFMA has experienced a huge growth spurt over the past few years – going from 425 members in 2006 to 515 today! Most of that growth has taken place this year, with 79 new members! Even with the huge influx of new members, over a quarter of the membership has tenure in the organization that stretches back 5 or more years. We have also managed to keep a good balance of Professionals to Associates – with 64% of the organization being made of people on the professional side of Facility Management.

2010-11 has been a successful year for IFMA Atlanta. Even with the expenses associated with hosting World Workplace, we were able to donate more than \$44,000 to organizations like the IFMA Foundation, the Georgia Tech Master's Program, various scholarships & other programs! We also were successful at generating nearly \$200,000 in income (before expenses). Overall, it was a very good year for the chapter.



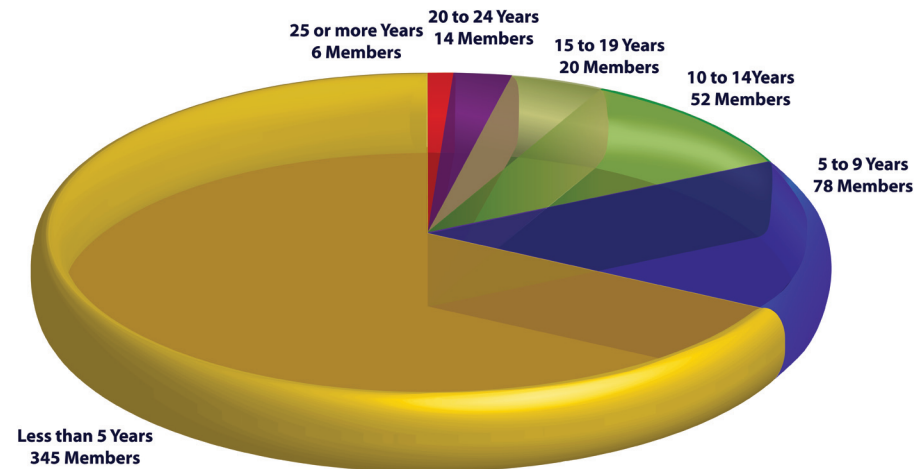
## ASSETS

Checking/Savings	\$118,409.87
Money Market Two	\$119,699.56
<b>Total Current Assets</b>	<b>\$238,109.43</b>

## LIABILITIES & EQUITY

Opening Bal Equity	\$14,485.00
Retained Earnings	\$228,303.71
Net Income	\$-4,679.28
<b>Total Equity</b>	<b>\$238,109.43</b>

**TOTAL LIABILITIES & EQUITY**      **\$238,109.43**



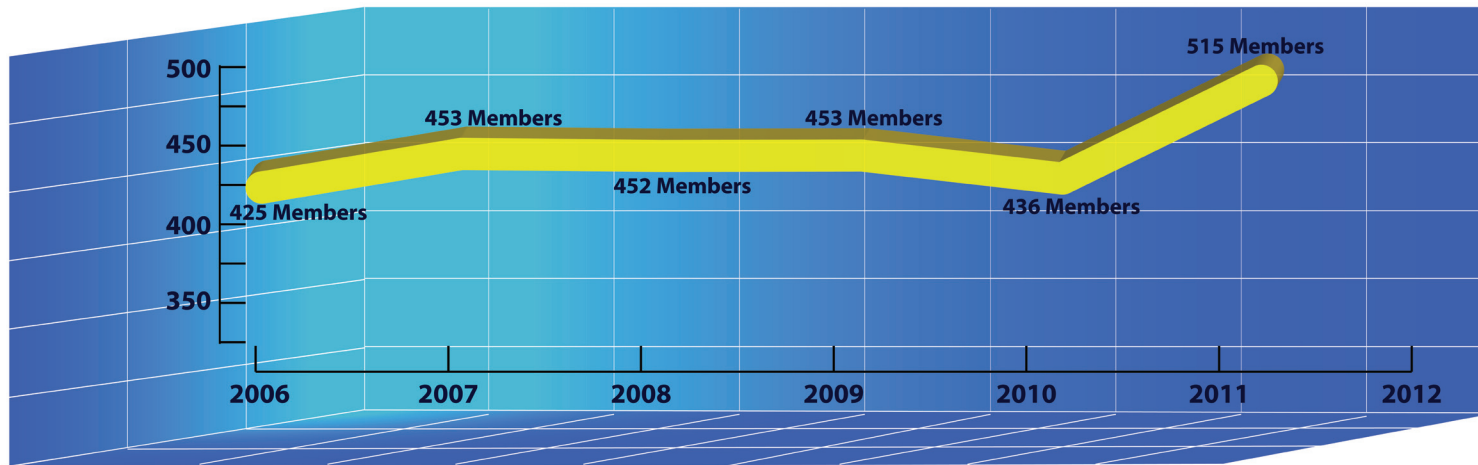
Tenure Breakdown of IFMA Atlanta Chapter Members

Chapter Expenses: July 2010 - April 2011

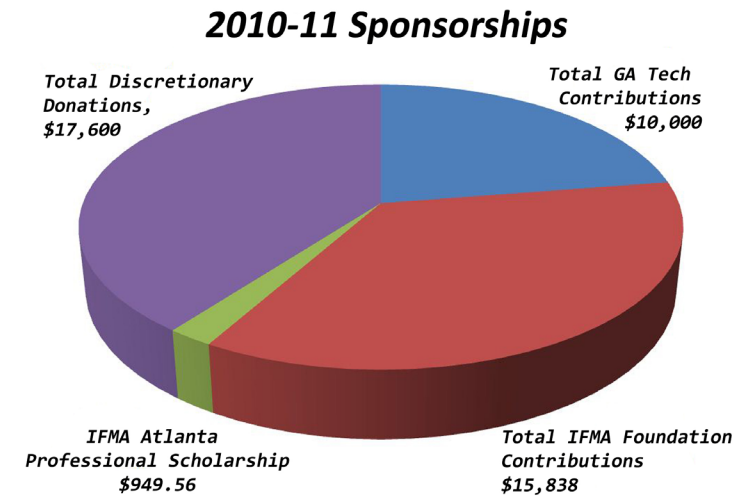
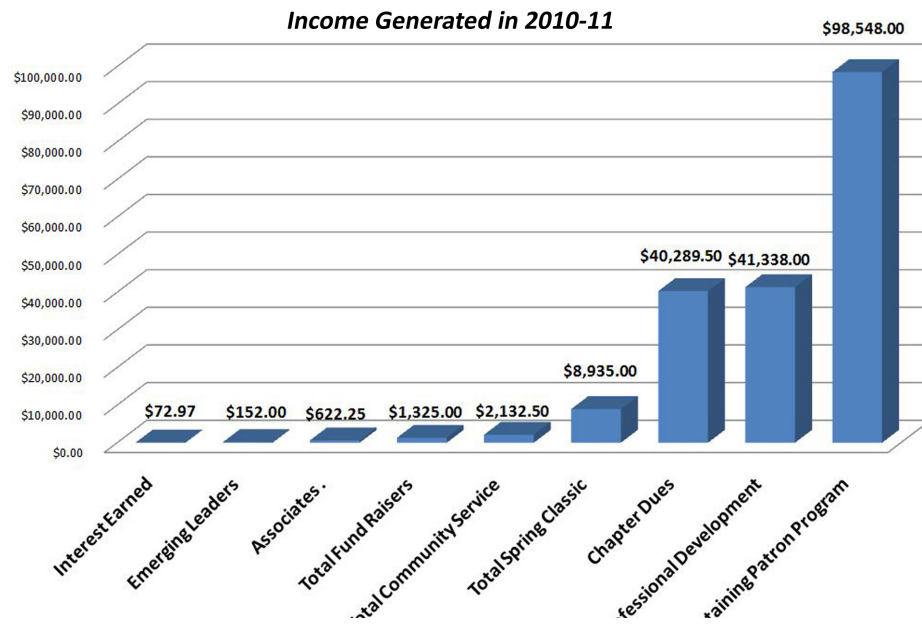


Associate to Professional Ratio [as of April 2011]





Membership Growth: 2006 to 2011





The Atlanta Chapter of IFMA is the premier, focused resource for professional development and innovative solutions in strategic facility management.

## PURPOSE

Support a community that fosters vitality, momentum and impact for the facility management professional and associate members.

## OBJECTIVES

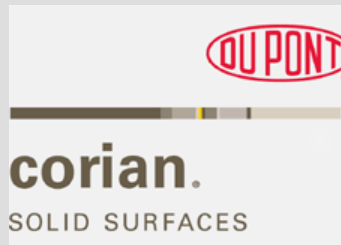
1. Provide and engage Chapter members with opportunities that expand their professional growth, build business relationships and advance their career paths.
2. Inspire passion for the facility management profession that compels and engages facility practitioners to join and participate in the IFMA network, offers unique value with that participation and attracts volunteer leaders.
3. Sustain Atlanta Chapter of IFMA's financial integrity to achieve and fulfill our mission.

Atlanta Chapter of the International Facility Management Association  
[www.ifmaatlanta.com](http://www.ifmaatlanta.com)



# THANK YOU, TO OUR SUSTAINING PATRONS

## Gold



## Silver



## Bronze



## Strategy Session Host



## Patrons

ASD, Inc  
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Cort  
Flood Brothers  
Flooring Solutions  
Gensler  
Hendrick  
Northwest Exterminating  
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International Facility Management Association  
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Stockbridge, Georgia 30281

Return Service Requested