



# ATLANTA NEWSLETTER

February, 1991

## February 20th Meeting & Luncheon

Our February 20th luncheon will be in the Monte Carlo Room A at the Merchandise Mart. Our speaker, Connie Smith of Smith Image Associates, will discuss *Business Image in the '90's*.

Is your professional image opening or closing doors for you? Ms. Smith will demonstrate through a slide presentation the impact our appearance has on the people we meet on a daily basis. According to Ms. Smith, to present a professional image you need to be consistent and congruent in the way you dress, carry yourself, your attitude, and tone of voice.

Your professional image is your most visible business credential. Ms. Smith will show how your image can open doors for you.

Ms. Smith is president of Smith Image Associates. She is a graduate of the Professional Image Institute and received certification as an image consultant from Kennesaw State College. She is currently serving as Director of Membership Meetings for Sales and Marketing Executives in Atlanta. Other memberships include the American Society for Training and Development, and the National Speakers Association.



Lunch will start at 11:45 a.m. with registration and networking starting at 11:15 a.m. Reservations for lunch must be made by calling Barnett Business Services at 681-5344 no later than Friday, February 15th. The cost is \$15 for members and \$20 for guests. We will not be able to invoice you for the meetings attended, so please come prepared to pay at the door by check or correct dollar amount. In accordance with IFMA policy, no-shows will be invoiced.

Come join us for a very informative program! ■

## January Luncheon Report

Temme Barkin-Leeds kicked off the new year at our

January 16th luncheon by painting a picture for IFMA members and guests in visualizing *How to plan for, procure, and protect the art in your facility.*

This presentation dealt with the advantages of working with an independent art consultant and what facility managers



should expect in qualifications and experience. The program touched on issues such as planning ahead with architects or designers for designated locations for art, thematic approaches to collections, installation, inventory records, and ongoing maintenance.

A slide show further illustrated how to make the art in your facility accessible and meaningful. Temme stressed the value of knowing your overall concept and using the art to make a coherent body of work which is in line with the corporate message to clients and the general public.

Managers were told that it is important to work with an art consultant who can enter into dialogue with them about their corporate image, to know their audience, and to make the art collection compatible with the image they want to convey.

After selection is made, protect the collection with proper installation including security mounting and display it to the best advantage. Photograph and document your art collection and be prepared to prove you own it in case of fire or theft. Take care in maintaining the collection and update appraisals every three years.

Consider your art collection a marketing tool...it enhances your environment! Finally, make the people who work around your art knowledgeable about it and proud to tell others of its significance and beauty. ■

## Salute to Bob Browder Lifetime Member/IFMA Atlanta



### Robert L. Browder

- Retired Air Force Major
- Retired Businessman
- Lifetime Member/IFMA

"As you know, this honorary membership is bestowed only at the discretion of IFMA's governing body, the board of directors. The lifetime membership designation honors long-time contributors to the field of facilities management upon the retirement from full-time employment.

You have been so honored because of your distinguished service to IFMA and to facility management.

Your instrumental role in the formation of the Atlanta chapter should make you feel justly proud of the important role you played in IFMA's development."

Words appropriately spoken when Retired Air Force Major Robert L. Browder received them from the International Facility Management Association staff in a formal letter upon Bob's retirement.

There is never an end to an appropriate "thank you" for a gentleman and an officer who began serving his country in Korea. Bob continued as a reservist until after the Berlin wall was built. During his service he returned to the University of Nebraska and later to Virginia Tech where he studied architectural engineering. He then went back to active duty as Captain and immediately went to George AFB in California where he completed his degree in education with a minor in Physics. Bob says that math has always been a big thing to him. Perhaps he "figured" that serving others and his country was a high priority! As a matter of fact, when America was in France later...Bob was shipped to Chateauroux Air Station for another three year tour of duty.

Even though physical problems began as far back as college, Bob has persevered in spite of difficulty with a then undiagnosed constant companion known as Multiple Sclerosis. Even that persistent illness did not hinder Bob from serving all of us in the Vietnam War. From this post and with a now diagnosed MS condition, he went to Fairchild AFB in Washington State.

Alas, Bob finally began his work in Atlanta as a commercial interior designer and continued to move from post to post in the business world. It was during this assignment that he was "elected by appointment" to make the first address to promote Facility Management Association (FMA) at Trust Company Bank in Atlanta. Bob is a charter member and a regular attending and supporting member of IFMA and we are all pleased to recognize him as our Lifetime Member.

If you ask Bob's breakfast club...of which he declares he is the youngest, you will find that his contribution as a soldier continues as he serves a greater kingdom through ongoing church work.

In these days...do we dare to differ? ■

### 1991 Patrons



Allied Fibers - Diamond  
MCI Communications -  
Diamond

Armstrong - Gold  
Kimball International - Gold

Dupont Flooring Systems - Silver  
Bentley Mills - Silver

Baker Furniture - Bronze  
Corporate Environments of Georgia - Bronze  
Key Wallcovering, Inc. - Bronze

(more names needed)

Call Margaret Sherrod, 676-6688



## Membership News

### Let's welcome our newest member to IFMA:

**Richard (Dick) Shoup.** Dick is the Director of Facilities with TDS Healthcare Systems Corp. We're glad to have you!

### New Wait List for Allied/Affiliate Members

In November, we sent out a letter to those waiting to join IFMA as Allied or Affiliate members. At that time we had over 30 names on the wait list and no openings in sight for the remainder of 1990.

IFMA Bylaws set the percentage statistics for all chapters not to exceed 75% for Professional/Associate and 25% Allied/Affiliate members. It was the decision by the Executive Board to delete all existing names and begin a new wait list January 1, 1991.

We started the new list and at this time we already have 14 names. We hope to be able to recruit enough members in the Professional category to add some of you to our Allied/Affiliate membership this year.

As an extra incentive, we are extending an offer to Allied/Affiliate potential members. If you bring in three new Professional members, we will bring you in immediately.

You have excellent contacts in the facility arena. Many people aren't aware of IFMA. Why don't you be the one to enlighten them. You may be surprised at how easy it is to find three new members. We will also continue the wait list. So if you haven't put your name on the list, call Judy Barber at 551-1829.

Meanwhile, we encourage our members to also make some contacts. Most of you belong to other organizations and frequently meet people from other companies. Let's spread the word about IFMA! ■



*Jim Pelger conducting his first meeting as President of IFMA at the January 16th luncheon at Trio's Restaurant.*

## Upcoming Events

The social planned for February 16 at Agatha's Dinner Theatre was cancelled due to lack of response. Other, less expensive, activities will follow.

### February Meeting



Date: Wednesday  
February 20, 1991  
Time: 11:45 a.m.  
Place: Merchandise Mart

At our February 20th meeting, Connie Smith of Smith Images Associates will discuss how your business image affects your success. Ms. Smith's theory is that a professional image is an affirmation of your success and an investment in your future. Come learn how to improve your business image.

### February Networking News



Date: February 28, 1991

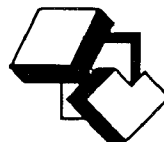
The February networking session will be held on Thursday, February 28th. It will be a dutch treat breakfast especially for all new members who have joined IFMA during the last six months. The networking committee will be contacting each new member to personally extend an invitation for the breakfast. Time and place will be provided then. Other members interested in participating, please call Sharon Challis at 448-0203 to RSVP.

### March Networking News



We're trying something new for March. Networking helpers will be contacting members to get together for small group gatherings at a variety of times and places throughout the month. Be looking for a call from a fellow IFMA member inviting you to participate. For further information, contact Sharon Challis at 448-0203.

### April Social



Date: Thursday  
April 4, 1991  
Place: Novis Art Gallery  
Bennett Street

IFMA will be the special guests of an international sculpture exhibition sponsored by Novis Art Gallery. More details will follow. ■

## IFMA Executive Committee

President:	James Pelger, Rockwell Int'l. Missile 497-5613
Vice President:	Kim Weiss, Long, Aldridge and Norman 527-4045
Secretary:	Tom Vernon, ADP 980-2640
Treasurer:	Howard Chapman, Atlanta Legal Copies 688-2222
Past President:	Martha Osborne, DCA 442-4004
Regional Vice President:	Jean Lusso, The Coca Cola Company 676-4053
Atlanta Chapter:	P.O. Box 133, 1579-F Monroe Dr., NE Atlanta, Georgia 30324
Secretarial Service:	Barnett Business Services P.O. Box 755, Cumming, GA 30130 Atl. #: 681-5344
IFMA (Houston):	713-623-4362; 1-800-359-4362

### IFMA Chairpersons

Awards:	Dorothy C. Harris, Rosser Fabrap Int'l 688-3596
Education:	Brian McCue, Confederation Life Ins. 859-3999
Historian/Public Relations:	Polly Harper, Wm. Leonard & Co. 252-9700
Job Bank:	John Steffes, Northern Telecom, Inc. 661-5350
Membership:	Judy Barber, Contel 551-1829
Networking:	Sharon Beusse Challis, Contren 448-0203
Newsletter:	Martha Osborne, DCA 442-4004
Nominating:	Martha Osborne, DCA 442-4004
Programs:	Jaime Lanier, Interface Flooring 956-8660
Social Events:	Kim Harden, Baker, Knapp and Tubbs 266-0501
Sponsors:	Margaret Sherrod, Coca Cola USA 676-6688
Research Liaison:	Alyce Zahniser, MARTA 848-5538

## 1991 Calendar of Events

### February

Wed., February 20	Luncheon, 11:45 a.m. Merchandise Mart Room: Monte Carlo-A Speaker: Connie Smith of Smith Image Associates
Mon., February 25	Executive Com. Meeting & Newsletter deadline
Thurs., February 28	Networking breakfast for new IFMA members

### March

Wed., March 20	Luncheon - Trio Restaurant Pete Conlin of Bell South Enterprises - <i>Leadership in the Moving Process</i>
March 21 or 22	Social - IFMA/ASID/IBD lecture by top U.S. sculptor
Mon., March 25	Executive Com. Meeting & Newsletter deadline

### April

Thurs., April 4	Social at Novis Art Gallery
Wed., April 17	Luncheon - Trio Restaurant IFMA/ASD/ASID/IBD Joint Meeting
Mon., April 25	Executive Com. Meeting & Newsletter deadline

### May

Wed., May 15	Luncheon - Merchandise Mart Speaker: Felicia McAleer, McAleer Group
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### November

November 9 -13	IFMA '91 Annual Conference
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### Information Changes

If you have a change in your name, address, phone number, etc., call Judy Barber at 551-1829, and she will pass the information on to the appropriate parties. ■