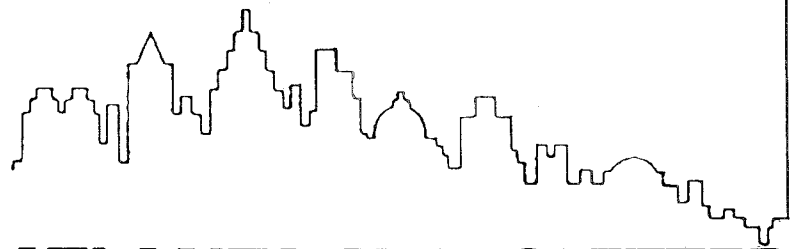
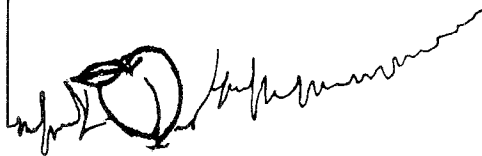


April 1991 - Marked up



# ATLANTA NEWSLETTER

March, 1991



## March 20th Meeting & Luncheon

Our March 20th luncheon will be at Trio Restaurant at 3402 Piedmont Road, NE. Our speaker, Pete Conlin of BellSouth Enterprises (BSE), will discuss *Leadership in Relocation*. Pete Conlin, Operations Manager with BellSouth Enterprises Company, is responsible for the facility management activities at its headquarters location. In addition to this, he is also responsible for overseeing their Residential Relocation services and serves as Executive Assistant to the Vice President of Corporate Affairs. Pete has 27 years service with BellSouth in numerous positions, with the last four being primarily involved with facility management and relocation.

For the last 2 1/2 years, Pete has been responsible for planning and relocating the BSE headquarters operation into the new Eleven Hundred Peachtree Street Building. The relocation has involved moving 485 people from 3 locations within the Midtown area into 10 floors occupying approximately 225,000 square feet of floor space. Responsibilities included: voice, data, establishing an in-house cafeteria, beverage pantries on all floors, mail/copy center, security, fire/safety, etc.

His talk, *Leadership in Relocation - The Bumpy Road to a Successful Move*, will address leadership qualities necessary for a successful relocation. Pete will relate some of both the funny and not-so funny experiences of their move. He will also share with us ways to make any move or ongoing support activity more successful.

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, March 15th.

The cost for lunch will be \$20 for members and guests of members, \$30 for non-members with reservations, and \$35 for non-registered attendees. This will be our new meeting structure for all meetings. The cost of the luncheons has been escalating with the inflation of our economy, but this is our first price increase in at least five years. Thank you for your cooperation. Make your reservations now! ■

## Business Image in the '90's



Connie Smith of Smith Image Associates

If you missed our February meeting, you missed an excellent presentation by Connie Smith of Smith Image Associates. Connie explained how our professional image, which includes clothing, physical presentation, and body language, affects our professional success. The discussion was geared to both men and women. ■

## Newsletter News



We will be offering a yearly subscription to the IFMA Atlanta Newsletter for non-members. This is our monthly publication that contains information about upcoming events, and facility related items of interest. We are currently sending the newsletter to everyone on our mailing list.

Beginning in April, the newsletter will only be mailed to IFMA members.

If you are not a member and you want to continue receiving this publication, please send a check for \$30 to IFMA, c/o Contel Corporation, 1100 Abernathy Road, Suite 300, Atlanta, GA 30328, Attention: Judy Barber. ■

## How to Kill an Association

*The following guide on how to kill an association appeared in the May 1988 issue of the Kansas Oil Marketers Association's magazine. Does this sound like anyone you know?*

- Don't participate beyond paying your dues - let "them" handle things. Then complain that members have no voice in management.
- Decline all offices and committee appointments — you're too busy. Then offer vociferous advice on how they should do things.
- If appointed to a committee, don't work — it's a courtesy appointment. Then complain because the organization has stagnated.
- If you attend management meetings, don't initiate new ideas. Then play the devil's advocate to those submitted by others.
- Don't rush to pay your dues — they're too high anyway. Then complain about poor financial management.
- Don't encourage others to become members — that's selling. Then complain that membership is not growing.
- Don't read the mail from headquarters — it's not important. Then complain that you're never kept informed.
- Don't volunteer your talents — that's ego fulfillment. Then complain that you're never asked and never appreciated.
- And, if by chance, the organization grows in spite of your contributions, grasp every opportunity to tell the youngsters how tough it was and how hard you worked in the old days to bring the organization to its present level of success.

**We need your input. ■**

### Make Those Reservations Now

Make your reservations for our March 20th luncheon by calling Barnett Business Services at 681-5344 no later than Friday, March 15th. ■

## "Watch the Mail"

### Benchmarks

The Benchmarks questionnaire on Space Standards and Building Maintenance Costs will be mailed to each member in the near future. The accuracy of this report is directly proportional to the number of members who respond. A database with information on every member's facility would be a tremendous resource for IFMA members.

The questionnaire will ask considerable background information about your facility including space utilization, space planning policies, and the mix of office types. The survey also contains questions about building maintenance and janitorial costs.

**Please take time to respond! ■**

### 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

## Ideas for Leaders

A leader must be willing to ask: "What is the assignment?" The good leader doesn't ask, "What do I want to do?" but "What has to be done?"

Peter Drucker, cited in *A World of Ideas*, by Bill Moyers. ■

## Public Relations Committee...Dives In

**SPLASH!** Creating publicity in the Atlanta business and civic community will make a splash if we all dive in and help in some small way. The public relations committee is aggressively pursuing avenues to make waves in the media with newsworthy information. However, you make the news!

Robin Bruce, sales representative for Electrostatic On-Site Services, will be establishing media contacts and actively developing opportunities to make waves in Atlanta. Any introductions to existing relationships will be appreciated. Robin has already placed the luncheon schedule On the Record in the *Atlanta Business Chronicle* and paved the way for mention in the *ABC Book of Organizations* to be published again in 1992-93. Robin welcomes your calls: 252-3199.

Walter Needham, Design and Construction Director of Gwinnett County Board of Commissioners, will be establishing community projects appropriate for facility managers to provide a worthwhile and needed contribution in Atlanta. Walter can be reached at 822-8015.

Bob Euton, Director of Administrative Services at Information Systems of America, will be assisting Robin and Walter in their efforts. Bob has been a long standing member of IFMA and will contribute great support as advisor to the committee. He will be available to receive calls from members with suggestions or questions regarding possible newsworthy articles or ideas. Call 587-6829.

Susanne Reel, Facilities Designer for National Data Corporation, has agreed to assist with possible projects with the 1996 Summer Olympics in Atlanta. Hopefully, a suitable contribution can soon be determined in order for

you to volunteer for specific tasks.



*Polly Harper*  
*Public Relations Chair*

Polly Harper, Marketing Director for William Leonard & Co., will continue to chair the committee and coordinate the efforts as they progress. All volunteers wishing to work with the public relations committee are encouraged to call Polly at 252-9700.

Remember, the committee will focus on creating publicity that is newsworthy; therefore, promoting IFMA to Atlanta with FREE advertising for the chapter. Your time is

valuable and is the only cost involved for now. By the way, please notify us of any trade magazines or company newsletters that might be open to making waves in your industry.

Underway also are other plans for developing projects within the homeless community and perhaps the historical society. Specific opportunities needing the expertise and assistance of facility minded professionals are open for suggestions.

Thank you for your thoughtful consideration of ideas and assistance. The hope is to enhance membership involvement and add credibility to the corporate and civic community as the chapter builds momentum for a big SPLASH! ■



## Job Opportunities Notices from National

For additional information about these openings, call National at 1-800-359-4362.

1. Manager Power Plant, Univ. of Iowa, Iowa City, IA
2. Assistant Director of Physical Plant, Univ. of Texas Southwestern Medical Center at Dallas, Dallas, TX
3. Hospital Mechanical Engineer Consultant, University of Virginia, Charlottesville, VA
4. University Architect, Ferris State University, Big Rapids, MI
5. Superintendent of Operations, MIT Personnel, Cambridge, MA
6. Director of Physical Plant, Wright State University, Dayton, OH
7. Facilities Planner II, East Carolina University, Greenville, NC
8. Facilities Planning Supervisor, ERIE Insurance Group, Erie, PA
9. Quality Representation, CenterCore, Wayne, PA
10. Representative, Systems Furniture Remanufacturing Co., Ann Arbor, MI
11. Architect Manager, North Carolina State University, Raleigh, NC
12. Manager, Facilities Planning & Finance, Tandem Computers, Cupertino, CA
13. Facilities Supervisor, Compaq Computer Corp., Houston, TX
14. Mechanical Engineer, Compaq Computer Corp., Houston, TX
15. Strategic Facilities Planner, KPA Design Group, Inc., Philadelphia, PA
16. Facility Planner/Designer, Boeing Commercial Airplane Group, Seattle, WA
17. Facilities Maintenance Marketing, Sawgrass Village, Ponte Vedra, FL ■

## Burned-Out and Exhausted From Job Hunting?



In her February 10, 1991, CAREERS column in the *Atlanta Journal-Constitution*, Joyce Lain Kennedy discussed burn out and exhaustion from job hunting by giving these tips to people who have been out of work for several months and who have tried what the experts suggest.

- All work and no play makes Jill a tired girl and Jack a devitalized boy. Think balance in your life.
- The need for proper rest varies with each individual and sleeping is just one way to restore energy.
- Good nutrition recognizes that salt, sugar, fat and caffeine are soft addictions that may lower performance levels.
- "Nonstressed" aerobic exercise is recommended along with time to be alone and time to read and learn.
- We shouldn't overlook spiritual growth, intimacy and love, fun and joy, and quality time with friends and family.
- New interests and hobbies are important, but don't forget to have a sense of purpose in life.
- While it's important to give your job campaign a full-court press, sometimes it is necessary to step back, put balance in your life, take a few joy breaks and stop feeling guilty if you don't have your nose on the job trail every single waking hour.
- Find things that make you laugh.

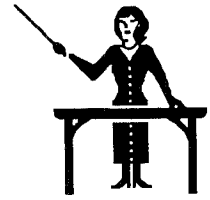
To obtain a copy of Joyce Lain Kennedy's 36-page idea guide, *Work-At-Home Jobs*, make a check for \$3.75 payable to SFI, enclose a self-addressed, long white envelope with two first-class stamps and send to: Work, Box 368C, Cardiff, CA 92007. ■

## Building Your Personal Network

- ✓ Collect business cards and keep them on file. Make notes about where you met the contact and why you're keeping their card.
- ✓ Increase your contacts by belonging to at least one civic/professional organization in your specific profession. (That's IMFA for you.)
- ✓ Compare notes and share resources and contacts with colleagues and peers. ■

## Powerful, Persuasive Presentation

The American Institute of Architects (AIA), the Society for Marketing Professional Services (SMPS), The Institute of Business Designers (IBD), and The American Society of Interior Designers (ASID) present:



### Powerful, persuasive presentation: communicating confidence, competence, and credibility

Principals, project managers, marketers, architects and designers and anyone else involved in marketing and public speaking activities will benefit from this seminar.

Ms. Vanna Novak, a nationally recognized authority on persuasive presentations, will lead you in developing the presentation skills essential for success in today's competitive marketplace. She will discuss:

- Controlling stage fright
- Planning and preparation
- Thinking on your feet
- Persuading vs. informing
- Non-verbal body language
- Communicating credibility
- Reconciling corporate image and personal style
- Keeping your audience involved

Ms. Novak is president of Seattle based MC Communications, a communications consulting firm, and has worked closely with both professional service firms and corporations. Her enthusiasm and unique sense of humor permeate her information packed seminar. "She is living proof that 'personal power' is a combination of confidence, competence and credibility...and the ability to communicate these attributes to others."

Date: March 26, 1991

Place: Sheraton Century Center, Atlanta, Georgia

Time: Trade Show: 11:30 - 1:30 p.m.

Luncheon Meeting: 12:00 - 1:00 p.m.

Seminar: 1:30 - 4:30 p.m.

Cost:		Luncheon	Seminar
	AIA, ASID, IBD,		
	SMPS members	\$20	\$60
	Non-Members	30	80

For reservations, call Freddi Hagin at 942-9866. ■

## Please a GI

*This letter was written to Ann Landers from a soldier in the Persian Gulf.*

Dear Ann Landers: We look forward to reading your column in the overseas military newspaper, *Stars and Stripes*. All of us in the Persian Gulf appreciate the love and support we are getting from our families, our friends, and strangers back home.

I don't mean to sound ungrateful, but I have a few suggestions for your readers.

Contrary to what you've been told, the men and women serving over here don't need toothbrushes or toothpaste, suntan lotion, foot powder, bath soap, shampoo, razors, shaving cream, eye drops, chewing gum, combs or Chap-Stick. All these items can be obtained through our unit supply chief.

What we do appreciate, however, are cookies, and despite what the "experts" say, chocolate chip cookies travel well. They are everyone's favorite.

Other treats that are greatly appreciated are cheese spreads, tuna, mustard, canned meat, and believe it or not, Spam.

The items we go goofy over are the hand-held electronic games, with Nintendo Game Boy ranking as the No. 1 favorite.

Please, Ann, give your readers a big hello from all of us in Saudi Arabia, and let them know we appreciate their letters, gifts, and, most of all, their prayers. — A Daily Reader, Bobby Hernandez, SSG, U.S. Army. ■

## Remember our family and friends in the Mid East

Lance Cpl. Michael W. Brady  
AIC Charles C. Conklin  
Lance Cpl. Craig A. Mitchell  
Sgt. Steven R. Osborne

If you have an addition to this list of folks serving in the Gulf, call Kim Weiss at 527-4045 or Martha Osborne at 442-4004 to include their name on our list. ■

## Membership News



IFMA would like to welcome two new members:

- Bruce Johnson - Internal Revenue Service
- Michael Manley - High Museum

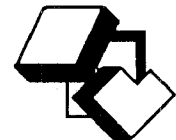
## Upcoming Events

### 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  
Time: 6:00 - 8:00 p.m.  
Place: Novus Art Gallery  
Bennett Street

Sponsors: Interface Carpets & BASF

IFMA will be the special guests of an international sculpture exhibition presented by the Society of North American Goldsmiths (SNAG) Annual Conference. If you are involved with corporate art you need to meet Pam Marshall, an authority on corporate art. Come have fun and learn about sculpture at the April IFMA social.

The social is free for IFMA members and \$10.00 for non-members. Reservations are required. Please call Barnett Business Services at 681-5344 by March 29th to make reservations.

### April Meeting



Date: Wednesday  
April 17, 1991  
Time: 6:00 - 8:00 p.m.  
Place: Site to be announced

Our April meeting is a joint meeting with IBD, ASID, SMPS and IFMA and will be a buffet dinner from 6:00 to 8:00 p.m.

Dr. Marvin J. Cetron, President of Forecasting International, will be our guest speaker. Dr. Cetron has been identified as one of the nation's foremost futurists and has been featured in countless magazines and newspapers and interviewed on all three major television networks. He will talk to us about what lies ahead for the rest of this century and into the 21st century. This will be a very informative program and one you won't want to miss. Put this change on your calendar now. ■

## 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

### March

- Wed., March 20 Luncheon - Trio Restaurant  
Pete Conlin of Bell South  
Enterprises - *Leadership in  
the Moving Process*
- Wed., March 20 Lecture at 6:30 p.m. at Atlanta  
College of Art by prominent  
sculptors for IFMA/IBD members
- Mon., March 25 Executive Com. Meeting &  
Newsletter deadline

### April

- Thurs., April 4 Social at Novus Art Gallery
- Wed., April 17 Dinner Buffet - IFMA/ASD/  
ASID/IBD Joint Mtg.
- Mon., April 22 Executive Com. Meeting &  
Newsletter deadline

### May

- Wed., May 15 Luncheon - Merchandise Mart  
Speaker: Gwen Osgood of Osgood  
& Associates

### June

- Wed., June 19 Luncheon - Trio Restaurant  
Speaker: John Harris,  
Corporate Environs

### July

- Wed., July 17 Luncheon - Trio Restaurant  
Speaker: Felicia McAleer, H.R.  
Solutions

### August

- Wed., August 21 Luncheon - Merchandise Mart  
Speaker: Wm. Leonard Company,  
*Crisis Management*

### November

- November 9 -13 IFMA '91 Annual Conference

### 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. ■