



# IBD/ASID ATLANTA NEWSLETTER

April, 1991

## April 17th Meeting, 6-8 p.m. Dr. Marvin J. Cetron President, Forecasting International, Ltd.



Are you professionally prepared for the future?

Dr. Marvin Cetron will speak on what the future holds for our industry...new materials, design, technology, trends in architecture/construction, and how to market successfully our services.

Dr. Cetron has been identified as one of the nation's foremost futurists in the cover story, "The Next 50

Years," in the 50th anniversary issue of U.S. News and World Report. He was selected by People magazine as one of the 25 most interesting people in America and has been featured in countless magazines and newspapers. He has appeared regularly on every major television network including the recent CBS Evening News with Dan Rather feature "2001."

Dr. Cetron is the founder and president of Forecasting International. He has authored many articles, papers, and publications and co-authored, or edited a dozen books on quantitative research and development. Dr. Cetron also co-authored the following popular books:

- *Encounters With the Future: A Forecast of Life Into the 21st Century;*
- *Jobs of the Future: The 500 Best Jobs — Where They Are and How to Get Them;*
- *Schools of the Future: How American Business and Education Can Cooperate to Save Our Schools;*

- *The Future of American Business: The U.S. in World Competition;*
- *The Great Job Shake-out: How to Find a New Career after the Crash;* and
- *American Renaissance: Our Life at the Turn of the 21st Century.*

His most recent book published by St. Martin's Press in January, 1991, is *Educational Renaissance: How to Improve Our Schools by the Turn of the 21st Century*. A forthcoming book, *Crystal Globe: The Have and Have Not Nations in the New World Order*, will be published by St. Martin's Press in 1991.

Dr. Cetron has been a consultant to 76 firms including Apple Computers, B&W Tobacco, Control Data Corporation, First National City Bank, General Motors, GT&E, IBM, and Xerox. He has also advised the Common Market, the Brazilian Ministry of Planning, the Kenyan Ministry of Finance, and the Yugoslavian Ministry of Economics.

Dr. Cetron has a B.S. degree in Industrial Engineering from Pennsylvania State University, a M.S. degree in Production Management from Columbia University, and a Ph.D. in Research and Development Management from American University.

Join us for a look into the future.....

The Knoll Group, Ball Stalker, and Corporate Environments are sponsors for this meeting. It is a joint meeting with IBD, ASID and IFMA and will be held from 6 - 8 p.m. at Inforum. The reception and hors d'oeuvres start at 6:00 p.m. with the program at 6:45 p.m. in the Inforum Theatre. The cost is \$10.00 for members and \$15.00 for non-members. Please make checks payable to The Knoll Group or bring cash. No shows will be billed. Reservations must be made by calling 986-3535 by Wednesday, April 10.

Bring your friends and neighbors to hear this outstanding speaker and meet our associates in IBD and ASID. ■

## April Reservations

To make reservations for the April 17 meeting, call 986-3535 by April 10. This reservation number is only for the April meeting.

## March Meeting

Pete Conlin, Operations Manager with BellSouth Enterprises, spoke to the Atlanta IFMA Chapter on *Leadership in Relocation*. Pete discussed the procedures he used in managing the successful relocation from three midtown locations into the 1100 Peachtree Building. Some of these procedures included implementation of a move team, scheduling, categorizing, security, fire safety, and organization. He noted that PMA (Positive Mental Attitude) and staying calm and rational are the keys to successful leadership. He discussed the qualities of a good leader which are motivator, organizer, visionary, servant, open-minded, sense of humor, communicator, decision-maker, good listener, high integrity, doer, caring, perceptive and patient.



*Pete Conlin, BellSouth Enterprises*

His talk highlighted some humorous and not-so-humorous problems and situations that arose in their move. Some people stayed on after Pete's talk to ask specific questions and to congratulate him on his excellent delivery of important information for our facilities group. ■



*Monica Stein of Osgood & Associates introducing the March speaker, Pete Conlin.*

## 1991 Patrons



Allied Fibers - Diamond  
MCI Communications -  
Diamond

Armstrong - 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

## Ant No Way Around It

A biologist tells how he watched an ant carrying a piece of straw that seemed a big burden for it. The ant came to a crack in the earth that was too wide for it to cross. It stood for a time as though pondering the situation, then put the straw across the crack and walked over upon it.

**The lesson — A person's burden can be made a bridge for his or her progress. ■**

Reprinted from Front Line Supervisor's Bulletin, December 25, 1990, Issue No. 152.

## New Luncheon Prices

Effective as of the May luncheon, prices will be as follows:

- Member - \$20.00
  - Non-member - \$30.00
  - Non-member without reservation - \$35.00
- (Guests are considered non-members.)

## Why Facility Management is Important to Successful Organizations

Facility management has come a long way in the past ten years. The Library of Congress helped professionalize it with its own definition: "The practice of coordinating the physical workplace with the people and work of the organization." Numerous seminars, conferences, books, and magazines focus on it. There is a great deal of interest in this area, but is it a truly important profession?

Overwhelmingly, the answer is "yes."

In many organizations, the cost of the facilities is second only to personal expenses. If the assets of the organization are not managed wisely, the company may find itself unable to respond effectively to the demands of the marketplace. However, the facility manager does not simply work to reduce asset costs; he manages one of his organization's investment portfolios.

As recently as the early 1980s, if you gave an employee a desk and a telephone, he was in business. Today, there is a complex mixture of equipment and furniture that is required for an efficient office. These assets take a piece of a budget that may not have grown at the same rate as technology. Purchasing decisions are much more difficult, and mistakes can be costly. Without a facility manager to oversee these purchases, the organization may find itself throwing away money on bad investments.

### Many roles

According to the Library of Congress' definition, *facility managers coordinate the physical workplace with the people and the work of the organization*. If the office is not conducive to working, the employees will not be productive. Facility managers are responsible for such diverse areas as HVAC, telecommunications, security, and space planning. They must plan carefully for the needs of every department and be able to respond to any problem quickly. Careful facility management can reduce or eliminate quality or productivity problems.

Today, most work environments are very dynamic. Daily changes are caused by new technologies, corporate reorganizations, and economic conditions. As things change, many groups or departments within an organization will not communicate with each other. The result of this lack of communication can be squandered resources and unnecessary expense. The facility manager can cut across corporate boundaries and develop an overall facilities plan that will save money and improve communication between departments. Most facility managers are ideally suited to the role of team builder because of their extensive experience in working with vendors and consultants.

The facility manager also plays a role in the recruitment and retention of employees. One of the major predicted

problems of this decade is the diminishing qualified workforce. In order for an organization to compete, its facility will have to be as user-friendly as possible. Areas such as childcare centers, gyms, individualized work areas, and break or food service areas will become more important. Progressive companies will need a well-informed facility manager to keep them abreast of these changes in order to stay competitive.

Concern for the environment will continue through the 1990s. Recycling, air quality, power supply, and pollution are among the important issues for organizations to consider. Many organizations already feel an obligation to be environmentally responsible. In the future, cooperation may not be optional. Many cities already are enacting laws regarding garbage disposal and indoor air quality. An example of this is occurring in San Francisco, where a new law is aimed at regulating the use of video display terminals in the workplace. Facility managers in San Francisco will need to be aware of the provisions of this law, when it will go into effect, and any changes that are made if it is challenged.

A company may find itself involved in numerous legal actions if it does not have a facility management department keeping abreast of new legislation that affects the workplace. For instance, all purchasing, renovation and relocation decisions should be made with their environmental impact in mind. Once again, the value of careful asset management can be seen in this area.

The important role that a facility manager has in an organization is evident at all times, but it can become even more crucial during a recession. During these times, organizations cut back in many areas. Purchasing decisions on items such as equipment or furniture may be based on short-term, expense-cutting needs. The organization must be careful not to short-change or imperil its future with decisions which will cost more over the long term. Without a facility manager's knowledge, an organization may make a decision based only on the current bottom line and end up, in the long run, spending even more money correcting its mistakes.

It is interesting to note that the 1988 Office Environment Index stated that CEOs expect facility managers to be responsive and concerned with costs. Whether a company is dealing with a recession or a boom-town climate, a facility manager will not only meet the CEO's expectations, but also will help to guarantee the productivity of the employees and the ultimate success of the organization. ■

Note: In this article Christine H. Neldon, the 1991-92 President of IFMA, was featured with an artist's rendition of her and a brief biography.

Reprinted from the March 1991 edition of *Modern Office Technology*.

## Be a Good Group Member

As you well know, there's more to attending a meeting than sitting in the audience, taking a few notes from time to time, and checking your watch every 20 minutes. From your experience in holding meetings, you know that the success of any meeting depends upon the interest and enthusiasm of its attendees.



### So how can you be a good group member?

Consider these points:

- **Be a good listener.** Active group members consider every word that is said. They want to make sure they have heard everything and interpreted it correctly before making their contributions. If you sit up straight, look directly at the speaker, and refrain from fidgeting or interrupting, you'll find that you'll listen better—and absorb more.
- **Consider all sides.** Don't make premature evaluations of the facts and opinions being presented. Instead, wait for speakers to finish talking and let others in the group join in the discussion. Consider whether the opinions of others might have some merit and whether you ought to alter your own viewpoint a bit.
- **Share your ideas.** After you've carefully considered the issue being discussed, offer your opinions and advice. If your ideas differ greatly from the ones already presented, tactfully explain why you feel you're on a better track, offering facts, figures, and examples to back up your opinion.
- **Avoid defensiveness.** When someone criticizes your ideas, you might be tempted to take it personally and get defensive. But defensiveness can be a real drawback to group discussion. Bear in mind that criticism of your ideas is not criticism of you personally. Try to accept it as just another point of view.
- **Be considerate.** Treat other meeting members as you'd like them to treat you. You wouldn't want others to interrupt you or refuse to take your point of view seriously. So avoid doing the same to them.

Every group needs the input of all its participants to build on ideas and come up with creative approaches to solving problems or making improvements. Getting your own points across concisely while listening to the comments of others will make you a valuable member of any meeting. ■

Reprinted from Front Line Supervisor's Bulletin, December 25, 1990, Issue No. 152.

## Which Typefaces Fax the Best?

When it comes to fax transmittal, all typefaces are not equal: Some typefaces hold up well under the rigors of faxing, while others "fall apart" and become unreadable. In an effort to determine the best fonts for faxing, Adobe Systems, Inc. (Mt. View, CA) researched the effects of faxing on the legibility of text. As part of that research, they conducted a survey to determine which typefaces, resident in most PostScript laser printers, transmit the best.

Judged on readability and clarity of letterforms, the most legible PostScript-resident typefaces for faxing are (in order): 1) Palatino, 2) Helvetica, 3) ITC Bookman, 4) New Century Schoolbook, and 5) Courier.

According to Adobe's report, Palatino is the most readable because "its design provides good differentiation between character shapes, and it gives the appearance of greater interlinear spacing."

They recommend avoiding Times Roman, because of its condensed design, and ITC Avant "Garde, because of its exaggerated shapes. ■

### The best typefaces for faxing

- 1) Palatino
- 2) Helvetica
- 3) ITC Bookman
- 4) New Century Schoolbook
- 5) Courier

Source: Adobe Systems, Inc.

Reprinted from the March 1991 edition of *Modern Office Technology*.

## Newsletter Volunteers Needed



Martha Osborne, newsletter chairman, needs volunteers to find and clip magazine articles of interest to our members to reprint in our newsletter.

She also needs someone to write a member spotlight article each month. Call Martha at 442-4004 if you can help. ■

## Membership News



IFMA welcomes the following new members:

- Thomas Huffine - DeKalb Medical Center
- Katherine H. Montgomery - Coca-Cola Refreshment Systems

## Get Ready for the 1991 Blitz-athon

It dawns on us that there may be many good prospective members out there who remain unaware of IFMA. Thus, the Membership Committee is compiling a target list of individuals and organizations to be "blitzed" by telephone this spring. Details about date, time, and place will be forthcoming...Meanwhile, continue (or start) your personal efforts to increase our IFMA membership. Look around for eligible persons among your current contacts and bring them as guests to a monthly meeting. Through your personal efforts and the telephone blitz, we should have no problem reaching our goal of 46 new members for 1991.

## Newsletters

This is the first newsletter that was mailed only to members. Non-members may obtain a yearly subscription to the newsletter for \$30.00. Requests for subscription together with a \$30.00 check payable to IFMA should be sent to:

IFMA, c/o Contel Corporation  
1100 Abernathy Road, Suite 300  
Atlanta, GA 30328  
Attention: Judy Barber

A limited number of newsletters will be available at the monthly meetings.



*New member Kathy  
Montgomery of Coca Cola  
Refreshment Systems.*

## Upcoming Events

### April Meeting

Date: Wednesday  
April 17, 1991  
Time: 6:00 - 8:00 p.m.  
Place: Inforum



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

Dr. Marvin J. Cetron, President of Forecasting International, will be our guest speaker. See the front page article for additional details on this outstanding program.

### April Social

Date: Tuesday  
April 30, 1991  
Time: 6:00 - 7:30 p.m.  
Place: Corner Hearth  
Terrace Garden Inn,  
Lenox Road



This social and networking time is open to all members of IFMA. A cash bar will be provided. For additional information contact Sharon Challis as 448-0203.

### May Meeting

Date: Wednesday  
May 15, 1991  
Time: 11:45 a.m.  
Place: Merchandise Mart



Felicia McAleer, president of The McAleer Group, will be our guest speaker for May. Ms. McAleer's timely topic is *Your Career In Facilities* and will focus on the diverse backgrounds and job opportunities for facility managers. She also will share information about facility management degree programs and campaigning for promotion.

In addition, she will provide information about interviewing techniques, resume design, portfolio materials, and references. This is a great opportunity to learn how to market yourself successfully both in your current job and when you are job hunting again. ■

## 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:** Open - Need a volunteer

**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:** Open - Need a volunteer

## 1991 Calendar of Events

### April

**Thurs., April 4** Social at Novus Art Gallery

**Wed., April 17** Reception & program - Inforum  
IFMA/ASID/IBD Joint Mtg.  
Speaker: Dr. Marvin Cetron, *Are You Professionally Prepared for the Future?*

**Mon., April 22** Executive Com. Meeting &  
Newsletter deadline

### May

**Wed., May 15** Luncheon - Merchandise Mart  
Speaker: Felicia McAleer, The  
McAleer Group, *Your Career in Facilities*

**Mon., May 20** Executive Com. Meeting &  
Newsletter deadline

### June

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

### July

**Wed., July 17** Luncheon - Trio Restaurant  
Speaker: Gwen Osgood, Osgood  
& Associates

### August

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

### September

**Wed., September 18** Luncheon - Open  
Speaker: Michael Loia, Contract  
Architect

### 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. ■