

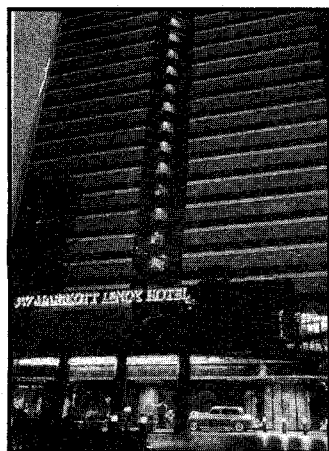
December 18th Christmas Luncheon

Local Chapter Awards, Installation of Officers, National Update by Christine Neldon

Our December 18th luncheon at the JW Marriott at Lenox is a special meeting. We will install our 1992 officers, receive an update from national by Christine Neldon, and celebrate our second annual awards meeting. Four awards will be given:

1. Overall Achievement in Facility Management
2. Project Achievement in Facility Management
3. Outstanding Allied Member
4. Outstanding Affiliate Member

This festive holiday luncheon is for all IFMA Atlanta members and their bosses. It will be a great time to show your boss what your association is doing for you and your company's bottom line.



JW Marriott Lenox Hotel
3300 Lenox Road
Atlanta, Georgia 30326

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, December 13th. The cost is \$20 for members and \$30 for non-members. We will not be able to invoice you, 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 help us celebrate the holidays and recognize the outstanding achievers in our midst! ■

Seasons Greetings

Conference Capsules Opening Keynote

Frank McGuire: "In the Race to Quality, there is no finish line." Believe in your own excellence. Great work places are defined less by wages and working conditions as by feelings, attitude, and relationships.

A financial lesson shared by Mr. McGuire: When you borrow bucks, borrow BIG bucks. Then, when things go wrong, you have partners.

Know what you are about. As a facility manager, you are not about furniture. That is what you do. You are about improving the quality of life which improves the corporation, which improves the profitability. Remember if you aren't the lead dog, the view never changes. You are the root cause of a successful operation. After all, what is the ROI on employee comfort and satisfaction: Those looking for quality will ask, "Can I trust you?" Never promise more than you can deliver, and always deliver what you promise. Do you have high standards? "What you do speaks so loudly, I can't hear what you are saying."

Employees are asking, "So you care about me?" The Employee ROI, which drives the company ROI is: Respect, Openness, Information.

The greatest compliment from an employee is for them to say, (aloud or to themselves) "I feel good about me when I'm around you." People who feel good about themselves produce good results. Employees treat the customers exactly the way you treat the employees. Corporate America has a major communication problem. Share the vision. Share the knowledge (information). Share the responsibility.

Management challenges of the 90's: to develop a sense of urgency, to develop a will to win the war.

(Continued on Page 4)

December Luncheon Reservations

To make reservations for the December 18th luncheon, call Barnett Business Services at 681-5344 by Friday, December 13th. ■

A few words from your Regional V. P., Jean Lusso



My two year term as the Regional Vice President for the South Region is drawing to an end. I have really enjoyed the opportunity to serve all the IFMA members in the states of Georgia, Alabama, Florida, and Tennessee. They are a great bunch of people . . . very hard workers for the IFMA or-

ganization and their own organizations. It is truly a bittersweet transition for me. I am looking forward to a little more time of my own, but will truly miss the interaction with so many wonderful people.

The new Regional Vice President will be Lanny Felder, Director of Corporate Real Estate and Facilities Planning, Blue Cross and Blue Shield of Florida, Inc., Jacksonville. Lanny is very enthusiastic about the work ahead of him with the region and the Board of Directors. He has been heavily involved with the Certification Task Force on the national level and will be able to share his expertise on this effort with the chapters. Lanny holds a B.S. in Business from the University of Florida, and a Doctor of Jurisprudence from the South Texas College of Law in Houston.

Lanny will be stepping into a region with 11 chapters, and possibly 3 others in the formation stage. Knoxville, Tennessee, will be the next chapter to be chartered in early 1992. Our most recently chartered chapter, Orlando, will be hosting the regional officers' meeting this year, probably in May.

I want to thank all the people in the Atlanta chapter who have worked with me on various projects for the chapter and the region over the past five years. The Atlanta chapter is vibrant and on the move. This group never backs down from a challenge, and in fact, usually goes looking for them. Please support the incoming officers by putting some time and ideas into the Atlanta chapter. And, believe me, the rewards are there for the taking, both on a personal and professional level. Please join me in welcoming Lanny as the new Regional Vice President. ■

Bell's Recycles Phone Books for Children

Want to get rid of all of those old phone books and help someone in the process? Beginning December 15, stop by any of Bell's six convenient locations and look for the barrel marked "Recycle for Children." Bring your old phone books and your neighbor's, too. Bell's will recycle the books, and the proceeds will be donated to Egelston Hospital.

The drive will end on January 15, 1992. So clean out those closets and empty those book shelves. And don't forget to stop by Bell's Christmas Shop while you're there.

Thanks in advance for your help. ■

Business Class Mail Possible

The U.S. Postal Service is considering creating an exclusive business-mail category that would be handled much the same as regular first class, but with a lower postage rate.

This category would have to be sanctioned both by the Postal Rate Commission and the USPS Board of Governors. It would touch off the first of a three-phase program to rearrange existing mail classifications over the next several years.

USPS is anywhere from six months to a year away from seeking that approval. Study by University of Chicago's National Opinion Research Center is still to be completed. The study is expected to be completed in two months.

USPS has estimated that 15 million pieces of business mail currently in the 85 million piece first class stream would divert to the new category. The basic postage rate would be less than first class.

Plans are to eliminate current content restrictions on business mail and limit size and weight of pieces to a standard letter-size of not more than 3-ounces. Mailers would be required to pre-barcode envelopes with CASS-certified computer hardware and software as well as presort mail for single destinations by three or five-digit ZIP code. Mail could only enter the mail stream during off-peak morning hours. ■

Jobs Network

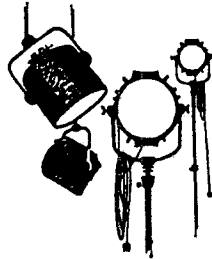
Many of you will want to know about the Peachtree Jobs Network held at Peachtree Presbyterian Church each Thursday night at 7:00 p.m. in Room 237. It is a free service staffed by volunteers and open to all. However, it is aimed primarily at those who are unemployed or underemployed. ■

**Wear your IFMA
lapel pin proudly.**

Member Spotlight

Kim Harden

Talking about commitment to the IFMA organization! When a man recently asked Kim out for a date, she said yes, but then remembered an IFMA executive meeting she had the same evening. No problem for this woman. She just invited the date to attend the meeting with her. Of course, the meeting was held at a bowling alley so it was not all work!



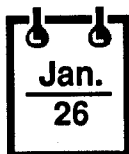
Kim Harden has been a member of IFMA for four years and has served as Chairperson of both the Sponsors and Social Events Committees. Social events fell by the wayside due to a lack of response from members, but in January Kim will be working as Allied-Affiliate liaison to improve relations between professional members and vendors.

Since Kim mentioned that it was her love of people and business friendships that brought her to IFMA, there is no doubt that she will be a success at this new IFMA venture. Of course it might be that degree in Psychology from the University of Tennessee that makes her so effective with people.

Baker, Knapp and Tubbs must have seen the potential that Kim had to offer because they asked her to be the contract specialist for Baker in the southeast five years ago. Kim said that she was particularly excited about the new Baker collection for corporate accounts that is going to be in the marketplace soon. Colonial Williamsburg has commissioned Baker to head up their furniture reproduction program and they will initially be producing 35 products.

When Kim was growing up in Sanford, FL (outside Orlando) on a quarter horse ranch, she said she never thought about being in a large city. She mentioned that she still missed horseback riding, but has been able to keep up with her tennis. And for those of you who ever need a "ringer" tennis partner, be sure to call this AA player.

Kim, thank you for your involvement with IFMA. ■



Memory Jogger

The Americans with Disabilities Act (ADA) goes into effect on January 26, 1992. Contact Atilla Szekes, IFMA's Education Chairman, at 578-5770 for more information. ■

November Meeting Update

Terry Tinnel of Valor Security Svs.

Mr. Terry Tinnel, President of Valor Security Services, presented valuable information for the facility manager in methods of out-sourcing for services.

The following are suggestions you might seriously consider as you proceed with your plans. In the past... a facility manager was responsible for building maintenance, janitorial services, security performed by in-house staff and for hiring, training, and managing this staff. Firms using out-sourcing can now realize 15-50% operational cost savings.

Regarding contractors

- 1) Check references
- 2) Select same type related to particular requirement
- 3) Get RFP's to provide flexibility
- 4) Spend time on the front end

Communication with a contractor is key to success... manage on a daily basis similar to in-house force. Advantages of out-sourcing contractors are use of latest equipment and techniques to stay competitive.

Keys to a success in out-sourcing are to develop a good relationship, communicate, manage daily, and develop loyalty.

Take the advice from a pro and customize the plan to gain the best advantage for your particular situation.

Thank you, Terry, for your contribution! ■

1991 Patrons

◆ Diamond ◆
Allied Fibers
MCI Communications
The Knoll Group

Silver: Ball Stalker Company
BASF Fibers
Corp. Environments of GA
Interface Flooring Systems
Moore Copies, Inc.

Bronze: Baker Furniture
Key Wallcovering, Inc.
Pointe Construction Svs.

(more names needed)
Call Margaret Sherrod, 676-6688

Conference Capsules

(Continued from Page 1)

Make your company (department)

- Customer driven
- Customer sensitive
- Customer centered

Make the customer feel that your employees are on their payroll. As Col. Sanders said to his eventual buyers: "It ain't the 11 herbs and spices, it's the 12th ingredient – the secret ingredient – and you're looking at him." For excellence, be the best you can be. Be willing to be wrong. Take a risk. Be natural. Have confidence. Be spontaneous. Be accepting. Be giving. Perfection is the destination. Excellence is the journey.

Tuesday Breakfast – Environmental Issues

Panel: Senator Gaylord Nelson; Ruth Kaplan, Director Environmental Action; Victor Susskind, Ford Motor Co. Environmental office; and Peter Melhaus, Pacific Gas & Electric.

Our assets are air, water, forests, wildlife. All industrial nations are consuming their capital assets. It is bad business to consume capital for operating expenses.

Nelson: We need to bring together a unified political program to create a sustainable environmental economy; create a vigorous, imaginative, forceful, presidential leadership; educate for future generations.

Susskind: We, as facility managers, need to know as much about environmental issues as the real estate agents, not to leave the transactions to them.

Kaplan: Energy is the most important environmental issue that we face. Concerning energy efficiency: in a 1990 study by the Department of Energy, by the year 2030 we have the potential of conserving 36-40% of our energy for lighting and great potential for saving in space heating by making changes in our HVAC.

Melhaus: The best way to increase energy is to improve the sources we already have available rather than create new sources. The cause of destruction is lack of environmental ethics in our culture; therefore, education is most important. We have come a long way, but not far enough. Lots of plants absorb pollutants. Toxic materials – modular panels, carpet, building materials – should be regulated by EPA. Population (birth control) plays a big part in energy control and conservation efforts. In the battle of scientists versus environmentalists, science should provide information, but the people have to make the determination of what level of risk

they want to take. We are not yet prepared to deal with all the phases of risk assessment. Education is necessary for that.

Terry Bradshaw: Closing Motivational Speaker

Hands down, Terry Bradshaw, is the winner when it comes to motivational speaking. Through a series of highly entertaining, humorous, and touching personal vignettes, he urged us to have fun in all we do. Love what you do and be glad you're alive. To be a good manager, like and love people. Take time to care about the people who work for you. Listening to Terry was a real treat and a great way to wind up the conference. ■



Louisiana

Plan Now for the 1992 Conference

New Orleans: Oct. 4 - 7, 1992

Budget now for next year's conference. It is an educational event worth the expense. Below is an approximate cost for budgeting. Budget now or clip and save in your budget file for your budget cycle.

- Conference: \$500
- Travel:
 - Air – \$280 (round trip)
 - Train – \$200 (round trip)
- Room: \$150 a night (for sure 3 nights – Sunday thru Wednesday)
- Misc.: \$300 Meals, tip, transportation, etc. (Cost varies, but allow \$300)

Be sure to arrange your travel to arrive in time for the opening reception and stay through the Wednesday lunch and speaker (ends by 2 p.m.). ■

IFMA...

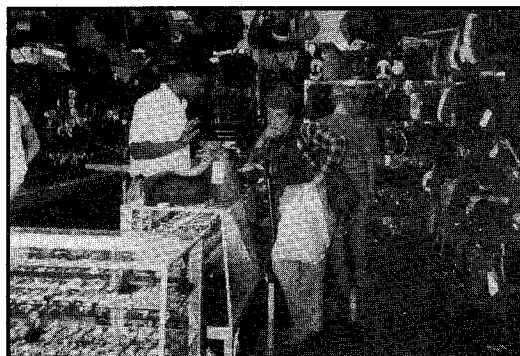
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Personal Notes From Conference

T.J. Here We Come

Pete Conlin, Judy Barber and Martha Osborne rented a car upon arrival Saturday and boogied on down to Tijuana (lovingly referred to by the locals as "T.J.") where Pete took in the sights while Judy and Martha helped support the local economy. They are still laughing at the remembrance of turning around when missing Martha, to find her at a corner vendor's display, stooped down with her ear stuck in among 40 to 50 wind chimes. When Pete questioned her action, she explained "I'm listening for ones with nice tones. See — this one is too high." She finally managed to find four "beautiful sounding" chimes.



Martha supporting the local T.J. economy.

Spoons again. Tom, Jim, Kim and Pete. Kim finally made it.



Banquet Doings

Tom Vernon enjoyed the dancing at the banquet. He said it was one of the few times a year when he could find enough ladies to dance with since his wife doesn't dance. He is quite good, too.

Of course, the leadership of the Atlanta Chapter could be spotted at the banquet table in true Jim Pelger-style, with spoons hanging on their noses (remember the picture in the newsletter last year?) We were impressed with the abilities of four of our 1992 Executive Board all hanging their spoons in unison: Kim Weiss, President elect; Tom Vernon, Vice President elect; Pete Conlin, Secretary elect; and Jim Pelger, Past President elect. With talent like this, we should go far.

Sea World

Sea World will never be the same as approximately 1500 of us nibbled our way through exhibits and shows. And Shamu took a back seat as Jim Pelger and the other Atlantans started a very successful "wave." It got real fancy, going from one side to the other, back again, middle out to both sides and both sides back to the middle where you found very proud Atlanta chapter members.

Tomahawk Chop

Naturally, when Christine was introduced, we had to give her the Tomahawk Chop, and later, at the banquet Dorothy Harris, Jim, Kim, Martha, Pete, Tom, and Jean Lusso all gave the war chant and the chop for the benefit of the crowd. Atlanta let its presence be known.

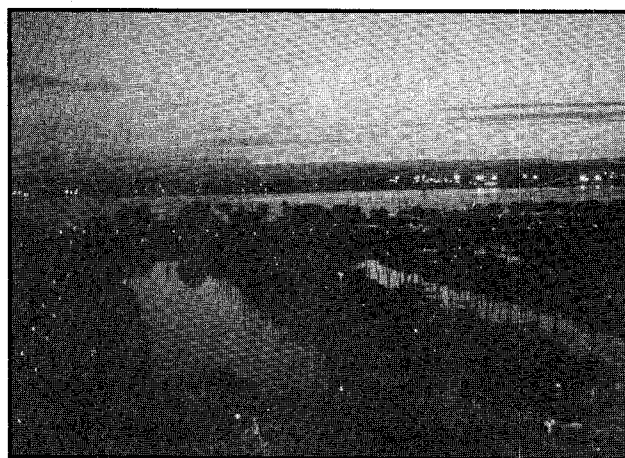
Side Trips

Kim and Martha played hookey from seminars to take a "behind-the-scenes" tour of the zoo and ran into Ed Rondeau who joined them on the bus trip.

Jean, Dorothy, and Martha stayed over on Thursday. Poor Dorothy was sick, but Jean and Martha walked through "old town" locating several great shops and restaurants that Kim and Tom had told them about after their visit earlier in the week.

The Southern Region reception sponsored by Interface, hosted by Jean Lusso was such a success that Christine Neldon's Presidential Suite, where it was held, was bursting at the seams. There were lots of people there from other regions, too. Thanks, Interface!

New friends were made. Old acquaintances renewed. Lots of new faces. Great speakers; great seminars; great exhibits; GREAT CONFERENCE! ■



Room with a view. View from conference hotel.

Make your December luncheon reservations early. Call 681-5344 before December 13. ■



A Report from the International Membership Committee

by Kim Weiss

The 1991 membership drive is going very well. The leader is from the Houston Chapter with 14 new members since the contest was announced! The following Atlanta members have sponsored members so far:

- ✓ Judy Barber and Attila Szekes each with 2
- ✓ Norm Duncan with 1
- ✓ Polly Harper with 1
- ✓ Martha Osborne with 1
- ✓ Jim Pelger with 1
- ✓ Monica Stein with 1

Congratulations and keep going!

1992 Membership Contest Announced

The 1992 contest was discussed and will be off and running hopefully January 1, 1992. The rules will be basically the same, but with a few additional benefits being considered. These benefits could include additional prizes awarded at the end of the contest and additional prizes awarded throughout the contest to keep people interested. And are you ready for this? The first prize destinations under consideration are:

- ☛ Tahiti
- ☛ An Alaskan Cruise
- ☛ The Greek Isles

I may want off the committee to go out looking for new members myself! I hope the rest of you in the chapter will be just as excited.

There is a change in the membership brochure that relates to sponsoring new members. The word "sponsoring" will be changed to "REFERRED BY." This will, hopefully, help eliminate problems when an entire chapter or company name is listed.

The Regions have been reorganized. There are 10 regions in North America. The biggest change was incorporating northwest United States with northwest Canada. The Atlanta Chapter is still part of the South Region which consists of Tennessee, Alabama, Georgia, and Florida.

The membership dues are also now payable with the Discover card.

Call Judy Barber with Names of Prospects

International is still working on getting a software package that would allow each chapter to be on line with them for membership records. When you hear of a Prospective member interested in the Atlanta Chapter, or any other chapter, please send the information on to Judy Barber. She will then forward the information on to Houston to get into the master database. This is very important. International is

trying to help the local chapters as much as possible with membership marketing and this is one of the fastest ways to let them help.

My next International Membership meeting will be in Houston at the Leadership Conference, the first weekend in February. If anyone has any questions, comments, etc., please forward them to me in writing by January 29, 1992.

Atlanta Chapter Goes for Chapter of the Year in 1992!

Start collecting your materials on IFMA Atlanta. We want to establish a special task force to work on this project so any volunteers should call Kim at 527-4045. Also, keep your eyes open for articles about IFMA in the community that we can include and anyone knowing of an opportunity to get IFMA Atlanta's name out in the community should forward those on as well. This is going to be another good year for Atlanta. To enter the contest, we need to submit entries in Membership, Programs, and Newsletter so all helpful suggestions are very welcome.

And mentioning newsletters, the Atlanta Newsletter is going to take on a new look, so be on the lookout in your mail boxes! ■

Upcoming Events

January Luncheon

Date: Wednesday
January 15, 1992

Time: 11:45 a.m.

Place: Merchandise Mart, Monte Carlo Room

Sonja Tablada of Facility Relocations will discuss *How to write a good RFP (Request for Proposal)*.



Executive Committee Meeting & Newsletter Deadline

Date: Monday
January 20, 1992

February Luncheon

Date: Wednesday
February 19, 1992

Time: 11:45 a.m.

Place: Merchandise Mart,
Monte Carlo Room

Michael Bell, Commissioner of Finance for the City of Atlanta, will present the program. ■

