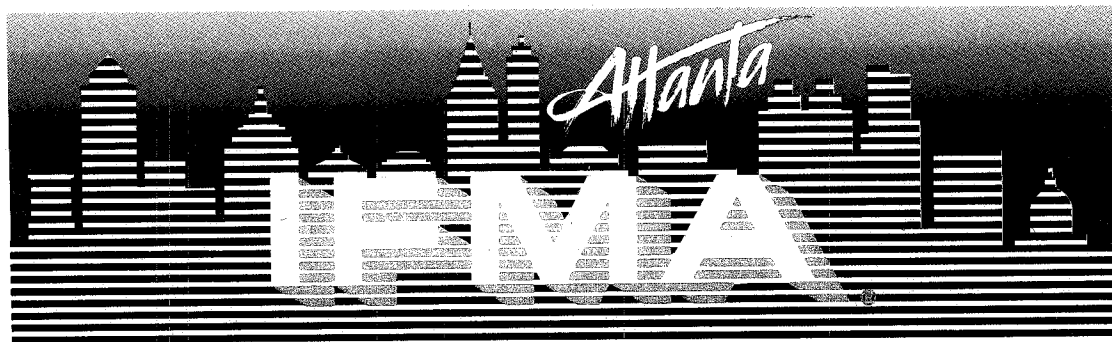


International Facility Management Association



Executive Board 1994

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IFMA Houston

International Headquarters
1 Greenway Plaza, E., 11th Floor
Houston, TX 77046
(713) 623-4362
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Monthly Meeting

October 1994

Ed Rondo

Topic: The Atlanta Office Market: The last 9 Months ... and its Effect on the Future.
Date: October 19, 1994
Time: 11:30 Networking/ 12:00 Lunch Program
Cost: \$20 Members, \$30 Non-Members
Location: Marriott Perimeter
Reservations: Ashton Hall, 457-1427, 457-9808 (FAX)
By October 14, 1994

The Atlanta Office Market: The Last 9 Months ... And Its Effect On The Future

Bill Leonard



In the last twelve months, Atlanta's office and industrial markets have changed dramatically. Demand finally exceeds the existing supply in the suburban markets and landlords are "feeling their oats." How does the office user address these changes? Bill Leonard will discuss negotiating strategies in a tight real estate market and will provide an update on the Atlanta office market.

Founder and President of Wm. Leonard & Co., Bill Leonard will provide valuable insights as guest speaker at the IFMA luncheon on October 19th. Bill has been active in commercial real estate in Atlanta for the last 24 years. Since 1975, Wm. Leonard & Co. has rendered consulting services in the commercial real estate market to hundreds of companies. Known as "The Real Estate Specialists for High-Growth Companies," Wm. Leonard & Co. represents corporate and professional firms in their real estate requirements. Wm. Leonard & Co. has extensive experience working with technology companies as a large percentage of its clients are in the high tech industry. The firm provides a full range of services to its clients including site acquisition, contract and lease negotiations and relocation services.

**1994 Committee
Chairpersons**

Awards & Nominating:	Pete Conlin BellSouth Enterprises 249-4126
Education:	Mike Butler Worldspan 563-7788
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Newsletter:	Susan Gray Hendrick Associates 261-9383 FAX: 233-2131
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President's Message

"MY OFFICE IS YOUR OFFICE"

Do you ever get the feeling that working within the facilities disciplines is like working with "*Jello*"? People, department, and new organizational changes are a part of our daily activities.



Recently, an article in Money & Markets under the title of "*The Revolution In Real Estate*" caught my eye. The point of the article addressed a new direction in real estate and facilities; a common office environment - *my office is your office*. This new direction would require a lot of input from the property and facilities managers. It would put our services more in the mainstream of the decision-making process and strategic planning. This new direction may be a boost to our profession; certainly the direction we need to go as advocated in the excellent presentation by Prof. Craig Zimring at our September IFMA Monthly Meeting.

What is driving this new office planning concept? Bottom line. Companies are attacking property costs with a vengeance: fewer offices, more big workspaces. The article states that in the unending drive for productivity and profits, companies are taking reengineering to new frontiers. The movement towards shared space, common space, and the revolutionizing of the once-sacred ground of individual office space seems to dictate the new strategy.

So what replaces our traditional concept? Things like office hoteling, telecommuting, the virtual office, and cocooning. Is the future a modular locker for your personal effects and a place to plug in your PowerBook? New concepts, new direction, new planning, *a new bowl of "Jello."*

Tom Vernon, CFM

P.S. Remember, IFMA can be the mold to contain the Jello.
Call on its members and its resources for assistance.

IFMA SHIRTS

Our new polo shirts have arrived and will be at the October meeting for purchase! They are red and are embroidered with our IFMA-Atlanta logo. They can be purchased for \$25.00 while quantities last.

Bring your \$ \$ \$.

COMMUNITY SERVICE

Your Atlanta IFMA Chapter has volunteered to help Georgia Public Television (GPTV) with one of their future fund raising drives. It is anticipated that we will be involved with the mid-December drive. We have asked their volunteer coordinator to please give us at least a month's advance notice so that we can get ready. Fifteen IFMA members will be needed for this event. We will be passing out volunteer lists for those interested members to sign at the October IFMA meeting. This project will enable us to provide a community service and get some great exposure on Public TV. With a group of IFMA members manning the phones, we will get to speak briefly about IFMA-Atlanta and potentially reach some new members. Please volunteer to wear our new IFMA-Atlanta shirts and answer the phones for GPTV!

Quarterly Calendar

October 18, 6:00 p.m.

Board Meeting
Canada Life

October 19, 11:30/12:00

Chapter Luncheon
Marriott Perimeter

November 15, 6:00 p.m.

Board Meeting
TBD

November 16, 11:30/12:00

Chapter Luncheon
Marriott Perimeter

WELCOME NEW MEMBERS !!!

Brian D. Ashmore - Professional
Facilities Engineer
Northern Telcom, Inc.

Teri A. Bickerton - Professional
Corporate Services Manager
XcelleNet, Inc.

Thomas J. Cardinal - Professional
Advance Planning Specialist
H.O.K.

A. G. Speight - Professional
Manager
BellSouth Telecommunications

William G. Stephens - Professional
Director, Corporate Services
Cox Enterprises, Inc.

IFMA INFORMER

- SUBJECT:** Ed Rondeau, MCS Manager, BDO Seidman (an international accounting and consulting firm), 235 Peachtree Street, Suite 700, Atlanta, Georgia 30303.
- HAILS FROM:** Brockton, MA. Father retired from the Army at Fort Benning, GA.
- FAMILY TIES:** Ed is married to Sarah, with one manx cat, Peanut.
- BACK TO SCHOOL:** Ed holds an MBA in Real Estate from Georgia State and a Bachelor of Architecture from Georgia Tech.
- OFFICE HOURS:** At BDO Seidman, Ed specializes in corporate facility and real estate consulting. He also held facility positions as Project Consultant for Contel Material Management Company, as the Manager of Corporate Real Estate for Contel Corporation, the Vice President of Property Management for The National Bank of Georgia, the Vice President of Design and Construction and the Director of Real Estate and Construction for Arby's, Inc., a Construction Manager for The Coca-Cola Company, and a Staff Architect for Auburn University. Ed served as the 1982 President of the IFMA Atlanta Chapter, the 1988 President of IFMA, was the 1990 Chairman of the IFMA Foundation, was elected a Fellow of the IFMA in 1992, is a Certified Facility Manager (CFM), and is the 1994 President of the IFMA Real Estate Council. He has spoken throughout the U.S. and internationally and has authored numerous facility management and corporate real estate articles.
- AFTER HOURS:** Ed enjoys golf, traveling, reading, and writing articles and books.
- BASIC BUSINESS PHILOSOPHY:** Be aware, knowledgeable and involved with leading edge facility management issues and concerns.
- SECRET OF SUCCESS:** "Never burn your bridges."
- MOST IMPORTANT ACHIEVEMENT:** Married to the same person for over 23 years and co-authoring two books on Corporate Real Estate in the past two years.
- TO BE OR NOT TO BE:** A winner in the Georgia Lottery.
- THE READING LIST:** "Yes, You Can...Achieve Financial Independence" by James E. Stowers.
- I HATE IT WHEN THAT HAPPENS:** I hate it when I forget to do something I promised to do.
- HIGH ANXIETY:** Remembering names.
- THE CHALLENGER:** Always seek to learn and learn from others.
- MIRROR, MIRROR:** Practice, practice patience.

September Wrap-Up

Professor Craig Zimring of Georgia Tech provided an insightful and challenging presentation on "What FM's Do Wrong." He started off with *"If Facility Management is so important, why do FM's get so little respect?"* Zimring pointed out that many facility departments are reactive in nature and action, rather than proactive with the user base. It was encouraged to employ the following tactics:

- Rotate line management through the facility department as a means of awareness.
- Develop collaboration lines with line managers and facilities.
- Collect data about success of projects and make them public.
- Develop task forces and hold town meetings with users.
- Create a facility newsletter.
- Build facility goals within evaluations.
- Link space developments to key business imperatives.
- Show the improvements of standardized tasks (moves, replacements, services).

The 75 members in attendance complimented the presentation with several healthy comments and questions. A copy of the presentation is available through Steve Pelham (404) 641-3283.

IFMA '94 CONFERENCE

For those attending the IFMA Conference in St. Louis, keep your calendar open Monday night, November 7th. As of this date, we are planning an evening *get-together* which will be hosted by Milliken and Royal Cup.

PROFESSIONAL AND ALLIED/AFFILIATE MEMBER OF THE YEAR

If you know of an IFMA member
(in any category)
who committed acts
of outstanding merit in their jobs,
please call Pete Conlin to nominate
them for Professional,
Allied or Affiliate
Member of the Year.
Pete can be reached at 915-2737.

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ELECTION OF CHAPTER OFFICERS

The Atlanta IFMA Chapter will hold the election of officers for the 1995 term at the October 19, 1994, monthly meeting. This is a change from our normal election procedures. Instead of sending professional members individual ballots, the slate of officers is being presented in this newsletter for your review.

The nomination committee recommends the following members for your consideration for the term of December, 1994, to December, 1995:

President	Gene Meany
Vice President	Harry Ludwig ✓
Secretary	Mike Butler ✓
Treasurer	Allan Caddell

It is the prerogative of the membership to submit names of other individuals to serve in these positions. Therefore, nominations will be accepted from the floor. It should be noted that the above candidates have accepted the responsibility to serve the chapter for the following term. Before you nominate an individual from the floor, their concurrence should be obtained prior to the meeting. Also, only professional members are allowed to hold these positions.

As only professional members can vote in this election, we encourage all of them to attend this meeting and cast their vote. If you cannot attend, written absentee ballots will be accepted. Please indicate your choice and forward them to:

**Atlanta IFMA Chapter
Officer Elections
Box 133
1579F Monroe Drive, NE
Atlanta, GA 30324**

Absentee ballots need to be received by October 16, 1994.

