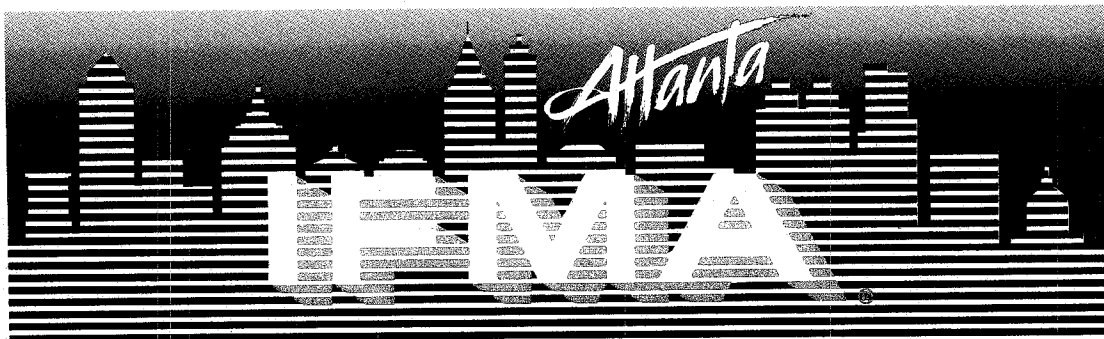


# International Facility Management Association



IFMA Atlanta • P.O. Box 56688 • Atlanta, Georgia 30343

## EXECUTIVE BOARD 1995

**President:** Gene Meany  
*Facility Consultant*  
(404) 604-5416

**V. President:** Harry Ludwig  
*King and Spalding*  
(404) 572-4902

**Secretary:** Mike Butler  
*Worldspan*  
(404) 563-7788

**Treasurer:** Allan Caddell  
*Atlanta Gas Light Co.*  
(404) 584-4141

**Past President:** Tom Vernon  
*Automatic Data Processing*  
(404) 980-2640

## SUSTAINING PATRONS 1995

### APCO

Atlantic Business Systems

Bell-Mann, Inc.

Bentley Mills, Inc.

Carithers, Wallace  
& Courtenay

Cecil Malone Company

Choate Construction  
Company

Contract Marketing

Farrington Design Group

Herman Miller, Inc.

Interior Installations  
Consultants, Inc.

Moore Copies, Inc.

Pointe Services, Inc.

Royal Cup, Inc.

Steelcase Inc.

## Monthly Meeting

**Wednesday, February 15, 1995 - Cobb Galleria Center**

**Topic:** Business Continuity Planning - 1996 And Beyond

**Date:** Wednesday, February 15, 1995

**Time:** 11:30 Networking/12:00 Lunch Program

**Cost:** \$20 Members, \$30 Non-Members

**Location:** Cobb Galleria Center (See map on page two.)

**Reservations:** Ashton Hall, 457-1427, 457-9808 (FAX) by February 10, 1995

Undoubtedly, the activities leading up to the summer of 1996, and beyond, will bring many benefits to Atlanta, however, responsibilities to your customers, employees and suppliers will be challenged as never before. As prudent managers you must ask yourself how your company will react to these impacts to your normal business environment, realizing any interruption of services could result in substantial financial loss due to difficulties in the areas of:

Personnel  
Accommodations  
Facilities  
Security

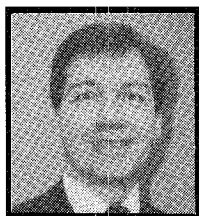
Transportation  
Telecommunications  
Equipment  
Client Relations

In order to minimize the impact, management should be cognizant of the need for a Business Continuity Plan. Dan Bradbary, Chief Executive Officer of Project Management Services, Inc., will provide an overview on how business can begin this process, identify alternatives, and address the need for receiving information concerning the events of 1996 and beyond.

Project Management Services, Inc. is an Atlanta based management consulting firm founded in 1986 by Mr. Bradbary. For over twenty years he has applied the concepts of business continuity planning and project management services to numerous industries including corporate, commercial, retail and aviation. These applications have included overall project management, coordination, financial analysis and the implementation of specific business plans.

With an engineering undergraduate degree and an MBA, he has been able to assist in guiding the evolution of the acceptance of project management and business continuity planning as a common sense approach to fulfill the needs of business. Mr. Bradbary is a past Chapter President of the Project Management Institute and is currently active in numerous professional organizations.

## President's Message



by Gene Meany

## THE CHALLENGE

The chapter board has been hard at work since November, identifying ways to

improve the quality and value of this chapter for all members. One problem that we have always faced when trying to implement new projects is the lack of funds. To this end, the board's first order of business was to develop a base of financial support. "Borrowing" an idea from the Silicon Valley Chapter, the 1995 Sustaining Patron Campaign was launched in December. All allied, affiliate and wait list members were "challenged" to contribute  
(Continued on page two)

## FACILITY FOCUS

### Winter, Time For "Horticultural Surgery"

by  
Bart Parker,  
Morrell Group, Inc.  
Landscaping  
(404) 662-8775

Don't be alarmed if you see landscaping maintenance crews making drastic cuts on your plant material this winter. Winter pruning functions - sometimes involving rather severe cutbacks - are necessary to maintain a healthy, attractive landscape.

Winter is a challenging time for the maintenance crews as they shed the growing season's mowing, edging and blowing routines and perform "horticultural surgery."

The winter function that raises the most eyebrows from tenants is the restorative pruning on hollies. Hard cutbacks on hollies may be necessary to put proper angle on shrub material, so all parts of the shrub will get light. Other reasons for the hard cutbacks include improving security at a building entrance, preventing plant material from intruding on pedestrian paths or roadways, or simply improving the aesthetics of the plant material.

This type of pruning looks harsh, but it actually invigorates hollies and other plant materials such as variegated privet. It also decreases susceptibility to insect and disease infestation because it allows better air circulation.

The best time for these cutbacks is in late February or March, just before the first flush of spring growth, so that bare wood will be visible for the least amount of time possible.

Crepe Myrtle pruning and Liriope cutbacks are among the first winter pruning functions performed. Where structural pruning is necessary on Wax Myrtles, this may also be done early in the winter. Structural pruning lessens the threat of damage to the plants from snow or ice.

The dormant season is also the best time to limb up trees and prune ornamental trees to improve their structure and remove crossing branches. Trees can be pruned throughout the winter, while the structure is visible (no leaves), the sap isn't running and there is less threat from insects and disease because of the cooler weather.

## President's Message

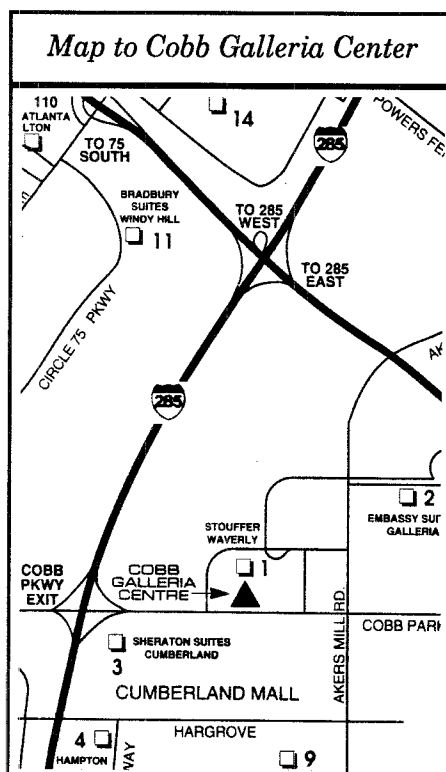
(Continued from page one)

\$1,000 in support of chapter activities. That challenge was met by fifteen companies (listed above). These companies have indicated with their commitment that the Atlanta Chapter is important to them and that improving the vitality of this chapter is in their best interest. The ball is now in our court . . . . and we need your assistance.

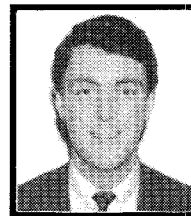
I personally challenge you to think about how you can benefit more from your affiliation with IFMA-Atlanta. What new programs or services would be of use to you in your daily work activities? What community service activities should we be involved in as an organization? Then, (yes, here comes the hook) think about how *you* can participate in implementing your idea. We need your creativity, but we also need your time. Contact the appropriate committee chair with your suggestion, and discuss how you can assist in its implementation.

I know from personal experience that you can improve the return on your investment in IFMA by actively participating. Volunteer now for the committee of your choice. Call me at 604-5416.

And the next time you see a representative from one of our sustaining patron companies, thank them for *their* investment. Then share with them how *you* support the chapter.



## JANUARY PROGRAM RECAP



### UPS Luncheon and Tour

by Steve Pelham

The January 18<sup>th</sup> meeting was a great success. Over 90 of our members dined at the very comfortable UPS restaurant on lavish greens, chicken, and dessert. **Terry Kremeier**, VP of Real Estate, welcomed the group in their 130-seat auditorium and shared the reasons for coming to Atlanta. **Ray Rehmeier**, Plant Engineering, provided us with the inside scoop on what they would and what they would not do again in regards to design and construction. For instance:

- Top management was and absolutely should be involved in the planning, vision, and decision making.
- Have a better idea of your space requirements for administrative, management, and staff/support position. Do not commit on the furniture until this is decided.

(Continued on page three)

### 1995 Committee Chairpersons

|                          |   |
|--------------------------|---|
| Award & Nominating:      | Tom Vernon, <i>Automatic Data Processing, Inc.</i> • 980-2640   |
| Education:               | Mike Denson, <i>BellSouth Corp.</i> 249-2542  |
| Membership Chair:        | David Brucks, <i>Facility Consultant</i> 813-8143   |
| New:                     | Kathy Farley, <i>King &amp; Spaulding</i> 572-4934  |
| Allied/Affiliate:        | Lisa Steckbeck, <i>Steelcase, Inc.</i> 523-2201   |
| Sponsorship:             | Nancy Warner • 396-5230   |
| Newsletter:              | Susan Gray, <i>Hendrick Associates</i> 261-9383 • FAX: 233-2131   |
| Program:                 | Steve Pelham, <i>Milliken Carpets</i> 641-3283  |
| Community Service:       | Malcolm Weiss, <i>Malcolm Weiss &amp; Associates</i> • 256-2040   |
| Career Services:         | Pete Conlin, <i>Project Management Services</i> • 302-0105  |
| Public Relations:        | Susan Lawson, <i>RDA International</i> 658-5400   |
| Regional Vice President: | Janeen Trevillyan, <i>GTE Data Services</i>   |
| IFMA Houston:            | International Headquarters<br>1 Greenway Plaza, E, 11th Floor<br>Houston, TX 77046<br>(713) 623-4362 • (800) 359-4362 |

# GPTV Fund Raiser

by Malcom Weiss

On the evening of December 1, 1994, a momentous event occurred. Approximately twenty-five hale and hardy IFMA Atlanta chapter volunteers descended on GPTV's Channel 8 studios for their yearly community service project.

Awards were given to all those volunteers who found the studios on the first try. One or two of us, "geographically challenged" volunteers, found ourselves in a holding pattern circling the Channel 8 campus until we could spot GPTV's directional arrow. Upon arriving at the studios, we all felt very comfortable with the informal and friendly atmosphere. A number of us got the immediate impression that we were headed for instant success in the television field.

The ambiance and southern hospitality shown by the GPTV staff was sharply contrasted by the knowledge that soon we would be "under the lights," with thousands of television viewers watching our every move.

Not to worry, our IFMA group adapted well to the highly charged television atmosphere. Tom Vernon, Pete (the hat) Conlin, Gene Meany, Harry Ludwig, Allan Caddell, Lisa Steckbeck, Steve Pelham, and many more of our volunteers were resplendent in their bright red IFMA/ATLANTA shirts (by way of endorsement, these are beautifully looking, quality "golf type" shirts; and I encourage all members, and soon to be members, to support our chapter and see our new Chapter President, Gene Meany, about buying an IFMA shirt).

**"We were naturals!"** Relatives and friends who watched us on TV said "you guys were great." It's rumored that Gene Meany, Harry Ludwig, and Pete Conlin may be moving to LA to pursue TV and Movie careers, due to their success



in front of the cameras.

A number of our IFMA volunteers had unusual, interesting, and rewarding tales to tell about their phone-call experiences and I will paraphrase several of these.

*A lady called in and said she didn't want to make a contribution but rather had a question. Our volunteer said fire away. "Who is the lady playing the violin? I think she is just awesome!" I told her I had no idea. She asked me to find out. I told her there was no one close by to ask. She then asked me to get up and ask someone. I then said, Lady, this is a live broadcast. There is no way in the world I'm going to get up and go ask someone who the violinist is. Politely, I suggested that she call the office in the morning and ask them the name of the violinist.*

Another one of our IFMA volunteers had the following experience:

*While he was completing the information on a pledge, the caller told him how much she liked his polo shirt. "Little did she know that she was talking to the Polo Hawking King who just happened to have the few remaining of these collectors' items in a bag under the table! Alas, no sale was made when the caller decided that she would have to reduce her pledge to afford the shirts. Rats!"*

A nice footnote to our GPTV night was the lovely thank you card from LaShanda Jackson, the GPTV volunteer coordinator. She thanked us on behalf of GPTV Channel 8 for our

efforts in helping to raise over \$25,000 in the fund drive we directly participated in. In addition, LaShanda Jackson sent us a video tape of that evening, showing all the IFMA volunteers hard at work in front of the cameras.

Many thanks to all those volunteers who took time away from their hectic schedules and families to help our community. When you watch GPTV Channel 8 in 1995 you can feel very good about contributing to the ongoing success of this very worthwhile Public Television Station.

Our special thanks to LaShanda Jackson and all the wonderful GPTV people who let us be part of their exciting world.

"A job well done" to all those IFMA volunteers.

**Let's do it again next year!**

## JANUARY PROGRAM RECAP

(Continued from page two)

- Involve your food service consultant earlier in the planning phase. UPS planned on 60% eating in-house and have over 90%.
- UPS approached the project with an objective of keeping the landscape as natural as possible. "As if the building had just landed on the site with no other interruptions."

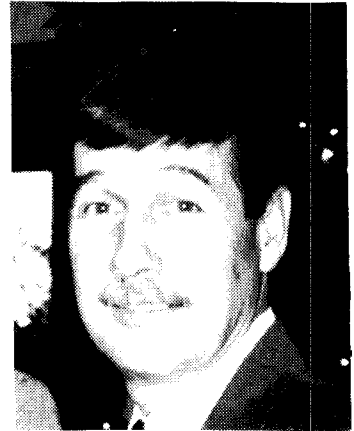
Questions were entertained after an excellent video showcasing UPS and the new headquarters facility. Then the real treat, an in-depth tour of the facility. WOW! My words cannot do the facility justice. **Thank you UPS!**



IFMA Conference 1994 - St. Louis  
*"A Good Time Was Had By All."*



## IFMA INFORMER - Tom Vernon



**SUBJECT:** Tom Vernon, Director - Building Services  
Automatic Data Processing, Inc.

**HAILS FROM:** Atlanta, Georgia (*endangered native species*) Born at Crawford Long, attended Sandy Springs Elementary, Morgan Falls Middle School, and Roswell High thru 9th grade. Moved to Ringgold, Ga. (north Georgia) and finished high school.

**FAMILY TIES:** Married to Leatha Vernon of Ringgold, Ga.  
Two boys, Ty, 13, and Patrick, 10.

**BACK TO SCHOOL:** Graduated from Ringgold High School. Attended University of Georgia and graduated in 1969. U.S. Army Corp. of Engineers School - Basic and Advance Engineering School. U.S. Army Aviation School - Rotary Wing Aviator. U.S. Army Test Pilot School.

**OFFICE HOURS:** Directs Building Services Operation for Automatic Data Processing's Atlanta Regional Center. This includes all facilities related disciplines for an owner/operated building, i.e., day-to-day operation, maintenance, new projects coordinator, interior design and space planning, warehousing, and communications. Lease negotiation, space planning, and build-out for twelve ADP satellite offices around the southeast.

**AFTER HOURS:** Proud husband and parent, soccer-holic, running, remodeling, and woodworking.

**BASIC BUSINESS PHILOSOPHY:** ***"The buck stops here." "Do whatever it takes to get the job done."***  
Approach tasks by the THREE E's - Energy, Enthusiasm, Excitement.

**MOST IMPORTANT ACHIEVEMENT:** Wonderful Christian home and family.  
IFMA's Distinguished Member Award, 1992.  
IFMA's CFM Certification, 1993.

**THE READING LIST:** Tom Clancy (*all*) , Clive Clusser, Flying and Pilot Magazine. Adventure books.

**I HATE IT WHEN THAT HAPPENS:** Vikings lose!  
People fail to fulfill a commitment.

**HIGH ANXIETY:** Short term planning.  
"Got to have it today."

**RECENT FM ACCOMPLISHMENT:** Completed lease negotiations, planning, layout, furniture purchase, and move of five satellite offices within a three-month time frame.

**BIGGEST FM CHALLENGE:** Ensuring FM'ers are made part of corporate strategic planning - make use of our knowledge and skills for long range planning. Environmental changes within the work place.



International Facility Management Association  
Atlanta Chapter  
P.O. Box 56688  
Atlanta, Georgia 30343

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**I.F.M.A. - Atlanta Chapter**

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***Education Update***  
**BTV Broadcast From Steelcase**  
**"Telecommuting"**

It's now part of standard business vocabulary. This business television broadcast will focus on thoroughly understanding **telecommuting**, assessing it's size and future direction, and identifying the various ways telecommuting will affect facility management. We'll look to a panel of people who have had various experiences with telecommuting, and we'll sort through the benefits and the hurdles. Questions from viewers across North America will also be a significant part of our discussion.

**Broadcast Date:** Wednesday, February 22, 1995, at 3:30 - 5:00 p.m.

**Location:** The broadcast will originate from Grand Rapids, Michigan, and will be telecast live to more than 120 sites throughout North America. The broadcast will be hosted in the Steelcase showroom in One Peachtree Center in collaboration with IFMA chapters. Contact Steelcase at 523-2201 for specific information.

**Panelists:** **ALLEN BALDRIDGE**, National Director, Facilities and Administrative Services, Sprint.

**WARREN MASTER**, Director, National Cooperative Administrative Support Program, GSA.

**ROBERT MOORE**, Manager, Facility Planning, Engineering and Regulatory Operations, Compaq Computer Corporation

**KAREN ODLUM**, Manager, Corporate Real Estate Strategic Planning, Aetna Life & Casualty.

**Next Event:** The next IFMA/Steelcase business television broadcast will be on May 24, 1995. The topic will be outsourcing. **Mark your calendar now!**