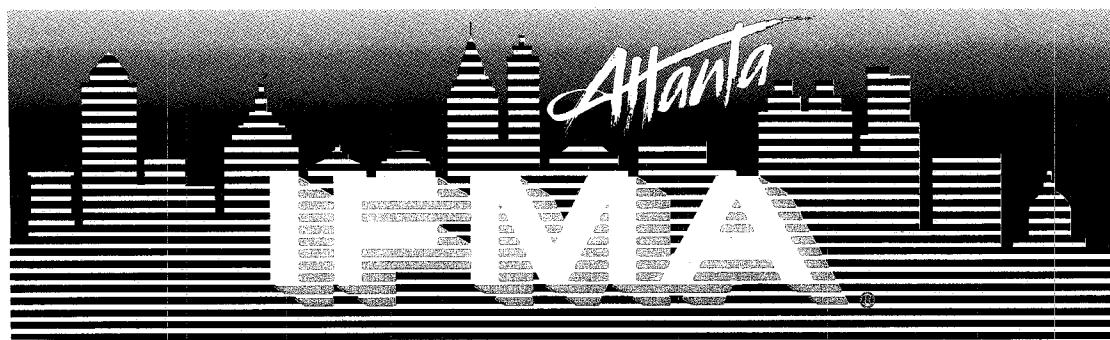


International Facility Management Association



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.

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& Courtenay

Cecil Malone Company

Choate Construction
Company

Contract Marketing

Farrington Design Group

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Interior Installations
Consultants, Inc.

Moore Copies, Inc.

Pointe Services, Inc.

Royal Cup, Inc.

Steelcase Inc.

Monthly Meeting

Wednesday, March 15, 1995 - Atlanta Renaissance Hotel

Topic: OUTSOURCING - A Macro Approach to Facility Services
Date: Wednesday, March 15, 1995
Time: 11:30 AM - 1:30 PM
Cost: \$20 Members, \$30 Non-Members
Location: Renaissance Hotel, 25th Floor (See map on page six.)
Reservations: Ashton Hall, 457-1427, 457-9808 (FAX) by March 10, 1995

Outsourcing, strategic alliances, preferred providers -- all emerging ways to deliver real estate services. What's going on? Are you ahead, behind, or just trying to understand the learning curve? How does your management team view this? Do we attack or retreat? Most importantly, is this the business trend du jour, or does it represent permanent change within the facilities management world?

Whatever the answers, this emerging approach to delivery facility services is affecting all corporate FM professionals. Understanding this phenomenon is essential to the success and prosperity of everyone in facilities management.

By understanding which companies are the most likely to adopt one of these alternative approaches to delivering facility services and why they are inclined to do so, FM's can be preemptive in leading their companies into new and more effective ways to manage their facilities and real estate portfolio. Doing so, however, requires an understanding of the key objectives that lie behind every one of these approaches, the primary variables in establishing new relationships and the organizational tools necessary to make these alternative approaches successful within your organization.

IFMA-Atlanta welcomes Mr. Raymond Bayley, Chairman of ASC Services Company, L.L.C., and Executive Vice President of Stein & Company, who will address these issues and provide you with the information you need to secure your place in our changing world.

Please note that an IFMA "Education Roundtable" will examine this topic at greater length in the near future. Call Mike Denson (404-249-2542) for details.

President's Message

by Gene Meany



THE GOLDEN PACKAGE THEORY

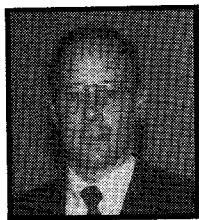
Do you remember the FedEx ad campaign of past years concerning the *golden package*? The basic premise is that since their employees do not know which package may be the *golden-*

package, they have to treat every package as if it is the *golden package*. Think about that the next time you get a call for service.

React to every request as if it is your top priority. Change a light bulb, unclog a toilet, or the dreaded cold/hot call--no, it probably won't be the highlight of your day, and it may not even be your top priority at that moment, but it is the caller's top priority, and should be treated as such. And if you cannot respond to the request immediately, explain the situation and give an estimated response time. And if that changes, call back and update the customer.

Treat every customer equally. We all jump when the president calls, but why should we not jump just

(continued on page two)



MY FIRST AND ONLY EXPERIENCE WITH NETWORKING, UNTIL NOW!!

by Pete Conlin

In January, 1964, I asked my next door neighbor if Southern Bell was hiring. That was my first and last experience at job networking until I retired from BellSouth in May, 1994.

With an offer to retire early, I ventured into the job market for the first time in over 30 years. Let me share with you what I learned about job hunting and networking over the past six months.

1. What you think your worth and what others think your worth are entirely different. Businesses are cutting back and the days for many positions, and matching salaries, are numbered. Competition, low-cost providers, and re-engineering have made companies re-evaluate their organizational structure and compensation. Be realistic about what you are willing to accept in terms of money and position. Things are changing in businesses, especially in the facilities side. More and more companies are outsourcing in order to focus on core businesses and reduce overhead.
2. Prepare your resume and share it with friends, acquaintances, etc. Ask them to critique it, making the appropriate changes.
3. Get business cards that list your name, address, phone number, etc. Also, put a title on it that connotes your capabilities and/or the type of position you are seeking.
4. If you are currently unemployed, consider getting a combination pager/voice mail box. This will allow you to use the voice mail box number as a business phone number. When you receive a message in your voice mail box the system will page you. The pager also allows you to be contacted almost instantly. List these numbers on your business card and resume.
5. Responding to newspaper ads is almost a complete waste of time. I responded to approximately sixty ads and received four acknowledgments. They do, however, tell you who is hiring. I found it more beneficial to make a personal contact within the company. With their assistance I would then try to contact the individual responsible for filling the job. By doing so would allow me to

obtain additional information about the position as well as providing an opportunity to tell them more about myself.

6. Network first with individuals you know. Personal friends are generally more supportive. Go prepared with not only several copies of your resume but also a list of companies you feel you would like working for. Only a few of the individuals you network with will be aware of job opportunities. The remainder, however, have numerous contacts within many companies. By having a list will help jog their memories.
 7. Continually refine your list. Look at companies within the same industry as well as companies that are either suppliers or users of a specific industry. Use the newspaper business section and trade journals to update your list. This will also keep you current on what's happening within the business community.
 8. Seek multiple contacts within the same company. Many large companies have various departments, divisions and/or subsidiaries. Opportunities may exist within them that are not known to the other entities.
 9. Trade associations abound, leverage off to their meetings to network. Most papers and trade papers list when these organizations meet. The Chamber of Commerce is another way to network.
- This can, however, be costly. One way of reducing the expense is to come and network before the planned function and leave.
10. When requesting time on someone's calendar, limit it to 20-30 minutes, and tell them so. Always be aware of the time so you don't overstay your welcome. Let them be the one to extend the length of your meeting.
 11. Always follow up with a thank you letter!

However, the best thing I learned about networking is there is a tremendous amount of wonderful people in our business community who are willing to give of their time and assist us in our job search. If the opportunity presents itself, be one of them. Good Luck networking.

President's Message

(continued from page one)

as high for a clerical person. Both are customers, both have a need for service that they think is important enough to place call. It is only natural to react a little faster to those with more stripes on their sleeves, but should we?

Make the customer's interaction with your department memorable. React promptly, respond enthusiastically, resolve the problem -- after all, it is your job! Even if the problem is not your job, don't waste this opportunity to make another good impression. The requester probably called you because you were helpful in the past, so help again. Refer them to the correct department with a name and phone number. Or better yet, take the information and place the service call yourself.

The bottomline: your department's level of service is going to set you apart from the competition, both internal and external. Set yourself above them by remembering that you will never know which is the golden package.

P.S.- What's your viewpoint? Call me, 604-5416, or better still, share it with all of your colleagues by writing an article for this newsletter.

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 & 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 & Associates</i> • 256-2040 |
| Career Services: | Pete Conlin, <i>Project Management Services</i> • 302-0105 |
| Public Relations: | Susan Lawson, <i>RDA International</i> 658-5900 |
| Regional Vice President: | Janeen Trevillyan, <i>GTE Data Services</i> |
| IFMA Houston | International Headquarters 1 Greenway Plaza, E, 11th Floor Houston, TX 77046 (713) 623-4362 • (800) 359-4362 |



International Facility Management Association

WELCOME TO IFMA 1995!! I have just left the first International Board Meeting for 1995 and there is much for you to know about YOUR organization!

REGIONAL LEADERS' CONFERENCE

Our regional conference will vary this year from past conferences in two ways:

1. It will be a "mega" regional meeting. We will be joining with the South Central Region (Arkansas, Louisiana, Missouri, Mississippi, Oklahoma, Texas) and the Mid-Atlantic Region (Virginia, Maryland, North and South Carolina, West Virginia). Our meeting will be in Charlotte, NC on April 7-8, 1995. This "mega" regional will also combine the International Leaders' Conference usually held in January in Houston with our regional meeting. This merger of training events will avoid redundancy and bring more IFMA staff to the regional meetings to talk to more IFMA leaders!

REMEMBER: Regional Leaders' Conference is for ANY and ALL IFMA members who are in leadership positions in their chapter (officers and committee chairs) and to those just "thinking" about it. Reserve these dates on your calendar. Registration forms will soon be in the mail to chapter officers. Get your questions and needs ready! Bring your chapter pins if you have any!

2. BONUS: Our mega-regional will coincide with an International Board of Directors Meeting. The Board members will join us for our Saturday sessions and our Friday evening event. This will give you access to even more IFMA officers and Board members, inc. the regional VPs from Europe and the Pacific Rim.

REGIONAL VICE PRESIDENT SUCCESSION

My term as South Region VP will expire in September after the Miami conference - World Workplace. Who will be the next VP? Do you or someone in your chapter fit the following profile:

- are interested in continuing your influence and positive contributions to the Facilities Management profession and IFMA;
- willing to serve for a two year term;
- willing to represent the interests of the members within the South region;
- have company support for travel to the four Board Meetings per year;
- be available to travel to the 12 chapters in the region over the two year period;

I would welcome your calls of inquiry or suggestions of names of candidates. I will be in contact with each chapter President over the next few months to identify IFMA leaders with "the right stuff"! FYI: The process for confirmation of a regional VP includes my submitting a candidate for consideration; an interview(s); and approval by the Executive Committee.

DUES - DID YOU KNOW?

Did you know that IFMA's dues have been at their current levels for 6 years? In that time IFMA has added or improved services such as enhanced promotional materials, enhanced chapter services, chapter incorporation, addition of position of staff director of chapter and council relations, expanded leadership training, and the capability of chapters being on-line/live!

Did you know that IFMA professional members receive more direct services for their dues than any other professional organization per the Am Society for Associations Executives? Cost of services EXCEEDS dues! (Thanks to our Allied support!!)

Did you know that the IRS is considering changing the tax-deductible status of dues and contributions of vendors to professional associations? This could greatly affect IFMA's financial situation (currently 42% of our revenue comes from 25% of our members - the Allies and Affiliates).

The 1995 budget was a major struggle, but after much work by staff to cut cost and because of a higher than projected increase in membership growth in 1994, WE MADE IT! All efforts to keep dues at a reasonable level and to pursue new revenue sources will continue to be made, but the eventuality of a dues increase - perhaps in 1996 - is approaching us.

Also, did you know, that by regulation all IFMA dues must be remitted to International per the IRS? That's why all dues checks should route through International not your chapter treasury. THX

IFMA AWARDS OF EXCELLENCE

The International Board has revised IFMA's awards program. New and improved brochures will be out in March. They will give more extensive, helpful info on what might qualify a submittal for an award. The Board also revamped the judging process - customizing the judging and the judges to the award.

Also, watch for the "Awards' Pearls" section of "Facts & Figures" (sent to all chapter officers). There you will find "treasures" gleaned from the 1994 awards submissions.

IFMA'S STRATEGIC PLAN

Soon IFMA's Strategic Plan will be sent to every member. This is an impressive document that is a window onto our profession's future and the role IFMA plans to play. It will give you a good background for decisions and efforts that you will see IFMA making in the future. Read it over. Discuss it with others.

By the way, does your chapter have a strategic plan - a road map to the future?

UPDATE FROM REGIONAL VICE PRESIDENT

APPLAUSE & CONGRATULATIONS

Overall the IFMA membership in the South region grew in 1994. CONGRATULATIONS to all of you on your efforts in getting "the word" out about your organization. And WELCOME to all you new members!!

ALLIED & AFFILIATE MEMBER SALUTE

If you are a professional member, remember to tell the next Allied or Affiliate you see how much you appreciate their support of IFMA. Also, next time you do business with an Allied or Affiliate member, remember to say: "I know you from IFMA and I'm calling to...."

If you are an Allied or Affiliate member, WE SALUTE YOU for your on-going financial and personal time support of IFMA!!

WORLD WORKPLACE

World Workplace... will be in Miami, Florida on September 17-20, 1995.

World Workplace... is different and the same from the annual IFMA conference you know and love. It is different in that it is now an "umbrella" event for many facilities related organizations; and, it will be larger in attendance and in expo space (40% - bring your walking shoes). It will be the same in that it will still have first-rate training sessions (tho more to pick from since the other organizations sessions will also be open to you); it will still include the Foundation event, installation of officers and annual meeting that are specific to IFMA members.

World Workplace... registration will give you access to all the keynote speeches, the expo hall, all training sessions and the Opening Reception.

World Workplace...see you there!!

Other participating organizations: BIFMA, AIA, ASID, BOMI, CSI, NACORE, Assn of Higher Education Facilities Officers (APFA), Carpet and Rug Institute (CRI), Facility Management Nederland (FMN), Health Facility Institute (HFI), Inter Assn of Lighting Designers (IALD), Nat Coalition on Indoor Air Quality (NCIAQ) and the US Green Building Council.

IFMA'S BEST PRACTICES

Is anyone from the South Region participating in IFMA's Best Practices Forum on February 22-23 in New Mexico? Let me know if you are. I'd like to hear all about it!!

Janeen Trevillyan
South Regional Vice President

FEBRUARY PROGRAM RECAP

At the conclusion of Dan Bradbary's presentation, *Business Continuity Planning - 1996 And Beyond*, he asked if anyone had any questions. To the amazement of all, there were none. I think the reason for this was we were all in somewhat of a state of amazement from his presentation.

In his presentation, Mr. Bradbary, who is the CBO of Project Management Services, Inc., stated that while the city of Atlanta would derive many benefits from this event, business activities would not be as usual. He told us that within the Olympic Ring, a three mile radius emitting from the center of downtown Atlanta, would contain 17 different venues during the 17-day event. He went on to tell us that ACOG estimates there will be between 350,000 to 500,000 people attending these events on a daily basis. He quoted an article from the Atlanta Journal and Constitution that referred to the 1996 Games as 'The Single Largest Peacetime Gathering in the History of the World.'

He further reiterated how a number of the downtown streets would be closed to vehicle traffic, others would be for buses only, and some would be designated pedestrian walkways. This, along with special security zones, would heavily restrict the normal flow of traffic in and out of the downtown and midtown areas.

His main message was that businesses needed to establish business continuity plans. Not just a plan that deals with planned events, such as the Olympics, but a plan that addresses unscheduled business interruptions as well. He urged us all to begin immediately establishing business continuity plans that address issues such as: telecommunications, transportation, security, facilities, personnel, accommodations, client relations, etc.

It was very evident that the events of the summer of 1996, as well as other types of business interruptions, could have serious financial impacts on our companies if we do not begin planning for them now.

CAREER SERVICES

by Pete Conlin

IFMA has terminated its contract with Comprehensive Search (CS) for members seeking employment in the facilities' industry. IFMA Headquarters will now maintain their own database. If you would like to have your resume entered into the database, contact IFMA and request the Job Seekers Database Application. You will need to fill out the application and return it with 5 copies of your resume.

IFMA Headquarters will also maintain a Job Line referral service. Effective January 4, 1995, members can call IFMA and listen to a listing of brief descriptions of job openings. Candidates must contact the employer directly.

To use the Job Line, just call **IFMA at (800) 359-4362** and request the job line. The extension can also be reached after hours by dialing extension number 455. The job line is updated at the beginning of each week.

Presently IFMA has opportunities for the following positions:

Director, Facilities & Office Services -
Merisel Corporation, Raleigh, N. C

Facilities Engineer -
Compaq Computer Corp., Houston, TX

Director, Facilities & Site Services -
The University of Texas, Houston, TX

Facility Systems Engineer -
Calvin Klein Cosmetics, Wayne, N.J.

Building Manager, Ed Sullivan Theater-
CBS, New York, N.Y.

For further information on these positions, contact me at 302-0105. Also, please advise if you know of any facility management positions available or anyone who is newly employed within the industry.

EDUCATION

Good facility managers combine the ability to formulate an effective plan with the expertise to successfully execute it. The focus of the education committee (yes, Virginia, IFMA-Atlanta has an education committee) is to develop a planned approach to the chapter's education needs as you identify them to us through chapter surveys, direct input and other forms of feedback.

We intend to develop and execute a 2-3 year activity plan that includes:

- Surveys to determine what you want and how we're doing.
- A strategic link with other chapter programs.
- Round table discussions.
- CFM study group(s).
- Facility Tours.

Our goal is to deliver an education package that will provide our individual members with knowledge and experiences to aid their professional growth.

I want to take this opportunity to thank the following members who have stepped forward and volunteered to serve on the education committee:

Michael Anderson, *Reynolds + Reynolds*
Kathy Roper, CFM, *U S Sprint*
Ann Steele, *Siemens Energy & Automation*

Seek out these folks to offer you support and opinions.

ANNOUNCEMENTS:

Round Table Discussion
March 7, 2:00 p.m.

**Facility Planning
for the Summer of 1996**

BellSouth Corporation
Peachtree & 14th in Midtown.

RSVP: Mike Denson, 249-2542

CFM EXAMS:

APPLICATION DATE: EXAM DATE:

| | |
|----------|---------------|
| June 1 | July 15 |
| August 3 | September 16, |
| | Miami |

IFMA INFORMER - David Hester

- SUBJECT:** David Hester, Department Manager, Administrative Services, Oglethorpe Power Corporation, a generation and transmission cooperative serving 39 Electric Membership Corporations (EMCs) throughout Georgia.
- HAILS FROM:** Originally from Northwest Alabama (Muscle Shoals area). From 1961 to 1981, David completed his first career in the U.S. Army with brief stops in five different states and three foreign countries. Actually nine years of those twenty years were served in Atlanta.
- FAMILY TIES:** Married to Carol. They share two daughters and two sons.
- BACK TO SCHOOL:** Bachelor of Science in Chemistry and Biology, University of North Alabama
- OFFICE HOURS:** David's job at Oglethorpe Power is Administrative Services Department Manager which includes managing the corporate facilities (300,000 sq. ft.), corporate transportation (178 vehicles and one King Air 300 aircraft), vehicle maintenance facility, security for headquarters campus, records management, library, mail/copy operation, food services, telephone services, receptionists, property management to include leasing of office space, selling of non-operation properties and maintenance of other real estate, and maintenance of warehouse (Conyers), regional office (Claxton), training center (Smarr), and downtown office (Marquis Two) facilities.
- AFTER HOURS:** Avid bass fisherman (He says he doesn't catch many, but it's still fun!).
- BASIC BUSINESS PHILOSOPHY:** Set goals, be positive, be human, be a planner and supervise the execution of the plan.
- MOST IMPORTANT ACHIEVEMENT:** The opportunity to participate in the planning and construction of Oglethorpe Power's headquarters campus and now having the opportunity to manage the headquarters campus.
- THE READING LIST:** Any book or article on bass fishing, autobiography of successful people, and current management techniques.
- I HATE IT WHEN THAT HAPPENS:** When people ignore simple instructions like DO NOT PARK IN HANDICAP or VISITOR SPACES.
- HIGH ANXIETY:** "At my age you should have learned to take it in stride. However, when I have a big fish on the line, my anxiety is high."
- RECENT FM ACCOMPLISHMENT:** Completed the recaulking of the original headquarters building and installation of security gates in the parking decks.
- BIGGEST FM CHALLENGE:** Providing excellent customer services while facing "right-sizing," costs cuts, and increased competitive competition.

HONORABLE MENTION

We are grateful for and wish to acknowledge the contributions of Betty Moore and Moore Copies, Inc. in helping create and produce the Atlanta Chapter's new stationery. Layout and design services were donated by Moore Copies, Inc. and resulted in fine letterhead which the chapter officers and committee chairs will use to conduct chapter business.



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

I.F.M.A. - Atlanta Chapter

ATTENTION ALLIED/AFFILIATE MEMBERS

We need your input and participation!

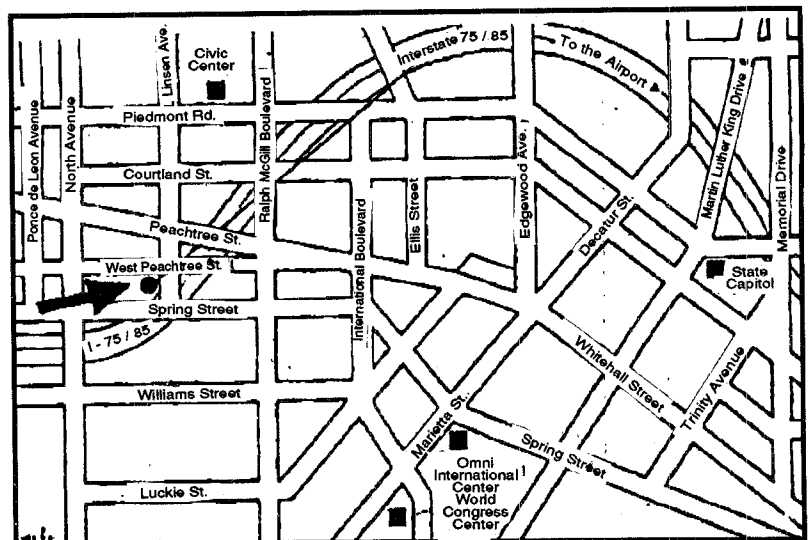
In order to increase the input from and improve the communication with our valued allied/affiliate members, we are establishing an

ALLIED/AFFILIATE ADVISORY BOARD

As a member of the Allied/Affiliate Advisory Board, you will occasionally be called upon to provide your opinion on how Atlanta Chapter programs/activities benefit allied/affiliate members and how we can add value to our professional membership.

We may solicit your opinion by phone, fax, or even ask you to attend a committee or board meeting.

Those Allied/Affiliate members and waitlisters interested in being part of our advisory board, please call Lisa Steckbeck at 614-6118, and leave your name, phone and fax numbers.



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