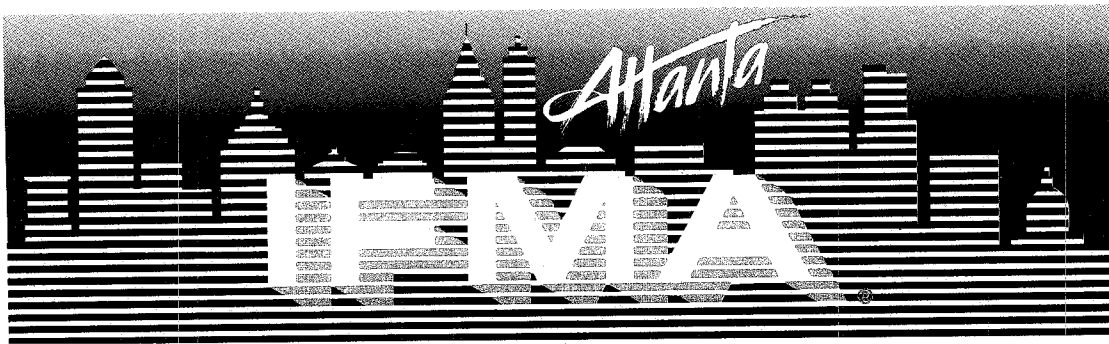


International Facility Management Association



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

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Monthly Meeting

Wednesday, July 19, 1995 - Cobb Galleria Centre

Topic: **BOSSSES LUNCHEON**
Date: Wednesday, July 19, 1995
Time: 11:30 AM - 1:30 PM
Cost: \$20 Members; \$30 Non-Members, Wait List and Guests
Location: Cobb Galleria Centre
Reservations: Ashton Hall, 457-1427, 457-9808 (FAX) by July 14, 1995

BOSSSES LUNCHEON

Invite your boss to our July meeting for IFMA-Atlanta's "First Annual Bosses Luncheon." Our standard time for "networking" will be taken to a new level. Benchmarking. World Class. Best Practice. How well do you know the standards and processes of similar facilities within Atlanta and the South? Do you have something in common with a different industry facility? Can office, manufacturing, and service locations learn from each other? Dr. Lou Guthrie will present and engage us in "The Benchmarking Challenge."

The Benchmarking Challenge goes beyond the basics of benchmarking and gets down to the nitty gritty issues that face facility managers today. The entire benchmarking process will be covered, starting with how to convince the boss that benchmarking facility operations is beneficial, to the final stages of converting the benchmarks to successful actions. The focus of the presentation will be on offering useful tips and real-life examples that facility managers can adopt as they benchmark with each other. Learn how facility managers really use benchmarks and hear about data from current benchmark projects. Discover the "best in class" facility management practices and trends garnered from recent benchmarking projects. This presentation shows benchmarking to be a powerful and very effective management tool.

-continued on page two-

President's Message by Gene Meany

The State of the Chapter — a Midterm Report

Already past the mid-point of the year, I thought it would be a good time to review where we have been and where we are going.

Finances: the Sustaining Patron program is an unqualified success in its inaugural year. Thanks to our 15 Sustaining Patrons (listed in the column to the left), we can invest more into

services for your benefit.

Programs: the trend of the past two years of better, more topical -continued on page 2-



President's Message

-continued from page one-

programs and speakers has continued this year. The monthly meeting topics represent the most requested from our membership survey of late last year. We also had the good fortune to tap into the expertise brought to town by two national shows and exhibits.

Education: the revitalized education committee has had two roundtable discussions already, and two more are on tap. The committee's main focus for the year, and the topic of the August meeting and roundtable discussion, is the CFM certification process. With that initiative, the committee plans to develop study groups to assist interested members in preparing for the exam. Stay tuned.

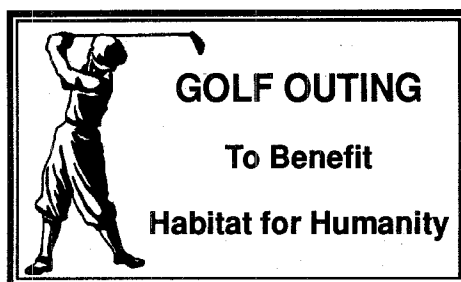
Membership: the membership committee is planning its first new member orientation in July. Our allied, affiliate and wait list members will have an opportunity to discuss their role in the chapter at the first allied/affiliate breakfast in August. Membership directory updates will be published in the near future, so let us know of any changes to your listing.

Chapter Administration: the Executive Committee is currently in the process of hiring a part-time chapter administrator, who will provide administrative support to our officer and committee volunteers. This will also assist us in providing improved, more professional services to you.

Special Events: if you missed our evening at the Fernbank Museum, you missed a wonderful event, with good food and great company. Thanks again to Wegman Associates for their support and culinary talents. Still to come is our first annual Golf Outing in September for the benefit of Habitat for Humanity. The community service and public relations committees are investigating IFMA-Atlanta joining another organization to build a Habitat house. Later in the fall, we are planning a bus trip to Spartanburg, SC, to tour the new state-of-the-art BMW assembly plant. In December, we will again show our support for public television by participating in their membership drive.

The bottomline: there's a lot going on. Hopefully, there is something that stimulates your interest. We look forward to seeing you soon.

A special thanks to all the chapter officers, committee chairs, and committee members for their continuing efforts.



Golfers and non-golfers alike are encouraged to get in the "swing" of things and help a worthwhile cause by attending IFMA's First Annual Golf Outing. The event will be held on Tuesday, September 12, at River Pines in Alpharetta. All proceeds will be donated to Habitat for Humanity.

The fun filled day will start with lunch for all participants beginning at 11:00, with a noon shotgun start for golfers. An awards dinner for golfers and supporters will be held from 5:30-7:00 p.m. There will be prizes, awards and a Hole-in-One Contest where a lucky golfer could win a new car!

The cost for golfers is \$95 and the social fee (for non-golfing supporters) is \$30. These prices include a box lunch and the buffet dinner. Please sign up early as space is limited. Sponsorship opportunities are also available! For more information, please contact **Keith Rodbell at 936-8004**.

BOSSSES LUNCHEON

-continued from page one-

Dr. Lou Guthrie, currently a senior partner of Balderston, Guthrie & Associates, will be presenting "The Benchmarking Challenge." Dr. Guthrie is proficient in all phases of conducting benchmarking projects. She specializes in survey design, data collection and data analysis, of multi-client benchmarking projects on facility base and operating costs. Previously, Dr. Guthrie was Director of Research for the International Facility Management Association in Houston. Her Ph.D. is from Virginia Polytechnic and State University.

Reserve your space now for you and your boss. See you at the Cobb Galleria Centre on July 19th. Best Practice is as Best Practice Does.

ATTENTION ALLIED/AFFILIATE MEMBERS

A special Allied/Affiliate Communication Meeting is being planned just for you.

Please plan to join the IFMA-Atlanta Executive Board and committee chairs to learn how you can get actively involved in our chapter and dialog on ways IFMA-Atlanta can maximize its value to you.

WHAT: ALLIED/AFFILIATE MEMBERS COMMITTEE MEETING

WHEN: WEDNESDAY, AUGUST 23, 7:30 - 8:30 a.m.

WHERE: DEKALB OFFICE ENVIRONMENTS
1690 Northeast Expressway
Atlanta

Continental breakfast will be served!

Invitations with maps will be mailed to all Allied/Affiliate members and wait listers. To RSVP now, call **I Steckbeck at 614-6118**. Please let us know your name, company and phone number.

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>Johnson Controls</i> 772-8264
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 676-7117
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

IFMA INFORMER - Mary Jo O'Neil



SUBJECT: Mary Jo O'Neil, Senior Project Manager, Kaiser Permanente

HAILS FROM: Hinckley, Ohio (*home of the buzzards*). Moved to Atlanta in 1981 to be the Southeastern regional design manager for SunarHauserman.

FAMILY TIES: Married, with two children. Daughter is having twins in July; son is a freshman in high school.

BACK TO SCHOOL: A graduate of the University of Cincinnati with a BS in Interior Design. Some graduate work in art education.

OFFICE HOURS: Kaiser Permanente, the largest HMO in the country, has ten out-patient medical offices in Atlanta. When I started with them in 1989, all facilities were leased. Over the past five years, I've managed design, construction and move-in of owned, replacement facilities ranging from 50,000 sq. ft. to 125,000 sq. ft.

AFTER HOURS: I love all sports — Braves, Falcons, Hawks, Knights, tennis. I enjoy ceramics and have a wheel and kiln at home.

BASIC BUSINESS PHILOSOPHY: It's 95% P.R.! If you can't shmooze, you lose!!

MOST IMPORTANT ACHIEVEMENT: Being a good wife, mother and career person at the same time and living to tell about it!

THE READING LIST: I'm currently hooked on the little daily meditation books, especially "For the Woman Who Does Too Much."

I HATE IT WHEN THAT HAPPENS: I hate to be put in charge of situations without being given the authority to manage them properly.

HIGH ANXIETY: Hard-hat hair!

RECENT FM ACCOMPLISHMENT: Leading the team responsible for recommending, justifying and implementing a prototypical building design for less money and in less time than ever before in Kaiser, Georgia history.

BIGGEST FM CHALLENGE: Having enough flexibility and energy to anticipate and manage ever-occurring operational changes and accommodating them in our building design.

**"CFM,"
IF IT WERE EASY,
WOULD IT BE
WORTH IT?**

Cheryl Waybright, CFM
KDA, Inc.

As a "warm-up" for our August program on "Becoming a CFM," Cheryl Waybright with KDA, Inc. has written the following article. For more inside information, contact Cheryl at 951-8952.

The exam in question is the Certified Facility Manager (CFM) Exam. Some professions require certification/licensing to practice—accounting, law, medicine, etc. Two other disciplines which are facility related, architecture and engineering, also require certification/licensing. A third facility related discipline, interior design, is well on its way to nationally recognized licensing. But at this point, there is no requirement for certification or licensing in the profession of facility management. So, why bother taking the CFM Exam? As stated by Richard C. Jaffeson in his article *Certification as a Factor in Employment*, "... because it acknowledges career achievements and provides additional recognition."

Not motivating enough? Ask yourself, will certification lead to licensing for facility managers? If it does, will I be behind the curve if I do not take the exam? If the interior design profession is any indication, the CFM designation **may** lead to facility management licensing. However, at this time IFMA has no intention of converting certification to licensing. Neither did the interior design associations when the NCIDQ Exam (National Council for Interior Design Qualifying) was created. Now, many states require interior designers to be licensed which includes passing the NCIDQ exam and registering with the state before they are allowed to practice in those states. One cannot sit for the NCIDQ Exam without meeting certain educa-

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tion and experience requirements. Sound familiar? If not, check on the requirements for taking the CFM Exam.

Remember, facility management licensing will only occur if IFMA and the CFMs continue to pursue the development of the profession and decide to tie the certification to a licensing process. If this happens, IFMA would most likely inform the state(s) of the CFM Exam and suggest that the state(s) recognize CFMs as license worthy. I am not trying to scare you into taking the exam; I am merely pointing out that logically, licensing may be the next step the facility management profession takes.

Still not motivating enough? Picture yourself in the job search saddle tomorrow. Will being a CFM help me lasso a better job — quicker? Most likely, since the goals of certification appear to be successful. Presented for the first time by the IFMA Certification Task Force at IFMA 1991 in San Diego, California, and as stated in each certification brochure and publication, the goals of IFMA's certification program are "to assure professional competence; establish standards for professional practice; increase recognition for the profession in organizations and communities; and influence the future direction of the profession." If versed in IFMA certification, senior management knows (or will know) that by hiring a CFM, they will be hiring a person that has experience, education and the proven ability to disseminate information and come up with good solid conclusions on facility related issues.

Jaffeson states in his article that "... either elective or required, certification should evaluate individual qualifications. When conducted by a representative association, the process should be fair and objective in measuring an individual with uniformly applied criteria and guidelines." The Certification Task Force worked very hard on developing the processes, procedures and administration of the examination to ensure that it is fair and objective and representative of the profession.

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The Certification Task Force prepared and followed a very detailed Exam Development Phase which took place during 1991 and 1992. The exam questions were prepared, edited and validated by a panel of experienced and dedicated facility professionals for the purpose of testing one's ability to react to situations facility managers face on a daily basis. IFMA staff, the Certification Task Force and the consultant hired to assist IFMA in this process reviewed each question very carefully before including it in the exam. They evaluated each question and field of answers and determined validity of both. Their task was difficult. Unlike math, structural engineering or any other profession that a defined set of conclusions are attainable, facility management is always dynamic and one wrong move can lead to many more down the road.

As in our every day lives on the job, we are faced with facility issues that could **each** be handled in **many** ways — each way resulting in a positive result. But which way is **the** best way? That is what the CFM Exam is all about. Do you know enough a **each** of the competency areas to pull all your knowledge together and come up with the best possible solution to a particular problem/challenge/etc. Can you come up with two or three solutions or courses of action and determine which is best? Remember, the **best** solution may not always be what is best at the moment, but it could be what is best in the long run for your organization. You must think the exam problem through, disseminate all the information you are given and determine which would be the **best** course of action — just like in every day life.

There has been a tremendous amount of **debate** over the quality of the test questions and answers and the processes by which the questions and answers were developed. Some say the questions are too subjective. Some say the questions are not relative to their facility management careers. I cannot comment on that aspect, but personally know many professional who took the time to write the questions and develop the answers. A lot

-continued on page 5-

"CFM," IF IT WERE EASY, WOULD IT BE WORTH IT?

-continued from page four-

Thought and effort was put into making the test questions applicable to all facility professionals regardless of the type of facilities or organizations. Don Knepp, CFM with Software AG in Reston, VA, once told me "... the questions and the correct answers were difficult to develop, but developing the field of wrong answers was the toughest part of the process."

If you do not pass the exam, IFMA will send you an evaluation telling you the competencies in which you were weak. IFMA does this so that you know which competency areas you need to study or acquire experience in to gain a better working knowledge. Some say that this evaluation IFMA sends is not as helpful as it could have been because it does not identify the exact questions you got wrong; it simply provides a general description of the area in which skills need to be improved. This is important because each exam is different. When one retakes the exam, the same competencies will be addressed with different questions.

Some people who did not pass the exam the first time they took it have enrolled in courses or pursued other avenues to help improve their knowledge in the competency areas identified by IFMA. Many of these people take the exam a second time and pass it. As a result of taking the CFM Exam and not passing the first time, Joanne Cole with the Unisys Corporation here in Atlanta, enrolled in the Principals of Corporate Real Estate seminar offered by IFMA to improve her real estate and lease management skills. She took the exam a second time and is now a CFM.

You may appeal the exam if you do not agree with the exam results. You will receive a copy of the exam booklet, the exam answer sheet and the questions you need to appeal. You must submit a form for each question you would like to appeal. A committee will

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review each question that is appealed and will decide whether or not to change the answer to the question or to delete the question.

Remember, the CFM Exam is relatively new. The first CFM Exam was offered January 24, 1993, in Houston, Texas. This was the control exam where the pass/fail cut was established. There were three types of people taking the test that day. FM Ringers were the proven facility professionals expected to pass the exam and they did (Diane MacKnight, Richard Cooper, Dennis Longworth, Bill Gregory just to name a few). Control Examinees were educated, intelligent people with no experience or education in facility management and were expected to fail the exam, and the majority did. True Test Takers were people who qualified to take the exam, who studied, but who were not facility management gurus like those people in the FM Ringer category. Some of us passed and some of us did not. According to the *IFMA News*, April 1993 edition, thirty-two individuals were "the first facility managers to gain the CFM designation through the examination process."

The good news: The current pass ratio is 73% which is up 3% over last year. Lee Kovalchuk, Manager of Certification & Accreditation, said "this is a very good pass rate for a competency based exam." So get prepared, take the exam, and become a CFM. You can start getting prepared by attending the Atlanta chapter's August 16, 1995, luncheon meeting where Lee will present an overview of the exam and provide greater detail as to the best way to get prepared. In addition, you can attend the roundtable discussion/seminar on certification being held August 24, 1995. Refer to the notice included in this newsletter. In addition, a more tangible resource is available from IFMA, the new Handbook for the CFM Exam. The cost is twenty dollars and any funds made from its sale go to the Norman Polsky-Fixtures Furniture/IFMA Foundation Endowment. Call Jo Baker at IFMA for your copy (1-800-359-4362).

GET THE RECOGNITION YOU DESERVE

Whether it's word of your latest promotion or an article outlining a new facility management technique, IFMA wants to help get your news published! The Public Relations Committee collects information about IFMA meetings, events and accomplishments, and shares this news with the media. Please help us by providing timely information about your awards, recognition and accomplishments.

We also encourage members to submit articles, case studies and project profiles to local and industry publications to gain exposure for the facility management profession and the IFMA organization. We can provide general assistance in helping you target publications and in developing story outlines. Please call with questions or fax your news to **Lori Reed, Heery International, Public Relations Co-Chair, (404) 881-9880, PHONE; (404) 874-2658, FAX.**

NEW MEMBER ORIENTATION

New Members:

Look for your invitation to the upcoming Orientation Meeting. It will be held at 10:30 a.m. on June 21st, just prior to our regular luncheon meeting. Details are in your invitations coming by mail. Contact **Dave Brucks at 772-8274** for more information.

ANNUAL IFMA OUTING — FERNBANK MUSEUM

Thanks to Wegman Associates for hosting a fun and educational outing at Fernbank Museum. For those of who missed it, we were treated to wonderful films in Fernbank's IMAX Theatre, a behind-the-scenes facility tour and **Delicious Cajun Cooking** from Myles and Mark Wegman and Haidee Courson. It was fabulous! **Thanks for all your hard work, Wegman Associates!**



BUILDINGS AND BELIEFS

Joanne Cole, CFM
Unisys Corporation

On Tuesday, June 6th, I was privileged to meet and listen to Kerm Campbell, President and CEO of Herman Miller, speak at the High Museum of Art. It was an appropriate setting, for the topic he spoke of was "Buildings and Beliefs," taken from the title of a book recently published by the American Institute of Architects Press. The book is about how good architects and good clients— together—can produce good architecture. Mr. Campbell spoke about his theory that the beliefs of leaders come through in the buildings they help resurrect. He went on to list the beliefs—the **vision statement**—of Herman Miller. I believe it's worth sharing in this article as it states the hopes and vision (and worthwhile challenge) of many of us who would like to leave a mark and make a difference in our jobs and our lives.

Herman Miller's Vision Statement

- **A RESPECT FOR INDIVIDUALS.**
(Same kind of furniture in all areas; break areas for all employees; all rest rooms have same level of finish)
- **A RESPECT FOR COMMUNITY.**
(Buildings should welcome all)
- **A RESPECT FOR WORK - ANY KIND OF WORK, FOR WORK CAN BE ENNOBLING AND UPLIFTING.**
(Buildings are meant to support different kinds of work, office and manufacturing)
- **A BELIEF IN STEWARDSHIP OF HUMAN RESOURCES, NATURAL RESOURCES, CORPORATE RESOURCES.**
(50% of each site to be kept green; buildings should fit into site; take care in designing the building so as not to violate strong sense of history and identity)
- **A BELIEF IN THE VALUE OF GOOD DESIGN OF BUILDINGS, PRODUCTS AND RELATIONSHIPS. BEAUTY AND FUNCTIONALITY ARE CHOICES - THEY DON'T HAPPEN ACCIDENTALLY - BUT THEY CAN CERTAINLY BE AFFIRMED BY OUR ACTIONS.**
(Common materials used uncommonly)
- **A WILLINGNESS TO BE OPEN TO THE TALENTS AND CONTRIBUTIONS OF ALL PEOPLE.**
(Collaborative nature of the process of designing buildings; importance of architects listening to all kinds of people at Herman Miller)

Buildings don't create cultures. Cultures and value systems come first. Beliefs come before buildings. You have to know what you believe before you can decide what to do. It's that simple.

INTERNET "Where The World Comes To You"

Mike Anderson
Reynolds & Reynolds

Seems like you cannot pick up a newspaper or magazine without seeing a news story about the Internet. Created by the Federal Government in 1969, today it has 25 million users in 141 countries, and growing at a rate of 150,000 new users a month. Internet, once a strict arena for the academic and government workers, is now opened to all. If you're already familiar with America Online, Prodigy or CompuServe, the Internet is not that much different (*except it is a lot larger*).

The Internet offers corporations and individuals a 24-hour world of shopping, news and information gathering and customer support abilities for many large corporations. It places small companies on a level playing field with the giants of the corporate world. Small companies can instantly gain access to international markets with a click of a mouse button. You need information about Hong Kong for business or pleasure, connect to one of their sites on the Internet; need information from the Library of Congress or need facility information, connect to the University of Strathclyde in Scotland (*they have a wealth of information about facility-related issues*).

Getting on Internet is not as daunting a task as you might think, and it doesn't have to be expensive. The key is to find an Internet provider that serves your area. First, keep in mind that the Internet is not a service. It's a free-wheeling collection of about 5 million computers. Vendors that sell access to the Internet are called **Internet access providers**. There are nationwide providers and local providers. You can also connect through AOL, CompuServe and Prodigy. A friend or co-worker might already be accessing the Internet and can recommend a provider.

The Internet, in years to come, will be in all our work places and it very well could become a fixture in our homes like Cable TV and telephones. If you are interested in learning more about the Internet, contact **Mike Anderson at 806-3271**; he currently publishes a free monthly newsletter about the Internet.



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

I.F.M.A. - Atlanta Chapter

ROUNDTABLE DISCUSSION

TOPIC: CERTIFICATION & CFM PROCESS

DATE: AUGUST 24, 1995

TIME: 2:00 p.m.

PLACE: BELL SOUTH HEADQUARTERS

R.S.V.P.: MIKE DENSON, 249-2542