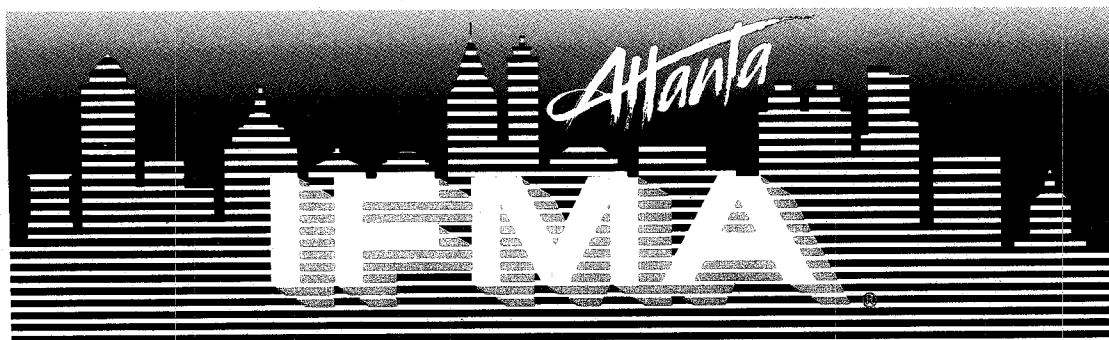


International Facility Management Association



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

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Facility Consultant
(404) 552-7095

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(404) 980-2640

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Monthly Meeting

Wednesday, August 16, 1995 - Oglethorpe Power Corp.

Topic: Everything You Always Wanted To Know About
Becoming A Certified Facility Manager (CFM)
Date: Wednesday, August 16, 1995
Time: 11:30 a.m. - 1:30 p.m.
Cost: \$20 Members; \$30 Non-Members, Wait List & Guests
Location: Oglethorpe Power Corporation
Call: Ashton Hall, 457-1427 For Reservations, or
FAX Ashton Hall, 457-9808

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT BECOMING A CERTIFIED FACILITY MANAGER (CFM)

Ms. Lee Kovalchuk will be our guest speaker for this content rich presentation designed to inform, answer questions and motivate attendees to consider becoming a Certified Facility Manager. Ms. Kovalchuk is the Manager of Certification and Accreditation for IFMA at the Association's international headquarters in Houston. As such, she is responsible for administering the certification program and serves as staff liaison to the Certification Review Board.

In her presentation, Ms. Kovalchuk will explain why one should become a Certified Facility Manager including both the personal and career related benefits of being certified.

Ms. Kovalchuk will also address many of the perceptions and myths that exist regarding the certification process and examination. For example, her comments will include insight as to how questions are developed and whether or not some or all of the questions have more than one correct answer. She will also cover specific qualifications necessary to sit for the exam, how to apply, and offer tips regarding how to study and prepare to better assure success. Attendees will also learn what to do if unsuccessful in passing the exam the first time around. The rationale for fees associated with the application and examination will be explained.

This promises to be a very worthwhile and informative hour. If you have ever given thought to becoming a CFM or think you might be interested in doing so, you won't want to miss this opportunity to learn all about the process and have Ms. Kovalchuk answer your questions.

President's Message by Gene Meany

The Fine Art of Schmoozing

Mary Jo O'Neil, our colleague with Kaiser Permanente, made the comment in last month's Member Profile that "facilities management is 95% PR; if you can't schmooze, you lose." A truer statement

has never been made.

Formal Schmoozing: Much has been written about the need for the facilities manager to sell the services of his/her



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department to its customers. And most of us understand the rationale and even agree with it. But who has the time to periodically meet with all the senior and department managers in our organization to explain what we do, find out how we are doing, and determine what else we can do? Well, we had better make the time. In this day and age in which many of us are having to continually justify our existence, it may be too late to crank up the PR machine after the RFP for outsourcing your department is in the mail. And we cannot expect any one else to toot our horn, mainly because no one else knows what we do anyway. Facilities services are invisible to the user (until there's a problem!). They have no clue regarding the vital role we play in enabling them to perform their job. So it is in our own best interest to let them know ... often!

Informal Schmoozing, a.k.a. customer service: I have been on this soap box before, but it bears repeating ... the best PR is a satisfied customer. Regardless of how insignificant the request, it is our obligation to provide prompt, efficient service. Doing so will practically guarantee that that person will call again, and probably recommend you to a co-worker. And trust me, there is nothing wrong with that. After all, isn't that the mission ... to be needed?

So, have you schmoozed a customer lately?

CHARTER PINS AVAILABLE

For those Atlanta Chapter members attending World Workplace '95, the chapter pins are available. Olympic pins were purchased as our pins for this year, with the intent of increasing their desirability and, therefore, their trading value. Pins will be distributed at this month's chapter meeting, or contact **Harry Ludwig at 572-4902** to make other arrangements.

MESSAGE FROM SOUTH REGION VICE PRESIDENT - May 1995

Time flies!* I looked at a calendar this week and realized that it has already been over a month since the last International Board of Directors' meeting and the MEGA-Regional Conference in Charlotte. There is much to share!

MEGA REGIONAL CONFERENCE:

As you know, regional conference evolved this year to MEGA Regionals—in our case, the combination of three regions (Mid-Atlantic, South, South Central). This brought more chapters together in the regional setting allowing for more sharing and learning. This year's conference was a MEGA success. We are already looking to next year. Date and location have been tentatively selected: Jacksonville, FL on February 23-24, 1996. The same three regions will again come together at this event. You will hear more after the Executive Committee confirms the date and place, and actual planning begins.

Lessons Learned - the 75/25 ratio is a "range" and is flexible. It is meant to be a management guideline not an exclusionary tactic. Most chapter membership ratios will allow more Allied and Affiliates. If IFMA had signed-on all the A/As the chapter ratios allowed, we would have realized additional revenue of over \$600,000 in 1994.

- Allied and Affiliate members are key to the success of IFMA and your chapter. Chapters can gain much by opening the lines of communication. What can the A/As bring to the members in terms of learning? What obligation do the officers and professional members have to A/As that are "not involved" or are "too aggressive" at meetings? A/As are entitled to certain courtesies, and chapter leaders need to manage the needs of ALL IFMA members!

- The Antitrust Laws of the US address "restraint of trade." Did you know that certain chapter practices limiting or controlling A/A membership could be construed as restraint of trade? To avoid this situation, look at your membership ratio. If your A/A ratio is less than 25%, you need to process any A/A applications to ensure your chapter is in compliance and there is no chapter or personal liability issues.

- Houston offers an excellent program geared to the needs of A/As called "Your FM Customer." Your chapter can arrange for a local presentation. It will assist the A/As in leveraging their IFMA membership but within the guidelines of the A/A Code of Ethics and plain good taste. Call today to schedule!

- Foster a good understanding and relationship between your chapter and its A/A members by having an A/A appreciation night, by thanking A/A sponsors in your newsletter or monthly program flyer, by focusing on A/As with an A/A committee.

LIFETIME MEMBERSHIP:

It has become evident that there are some misunderstandings about the process and use of IFMA's Lifetime Membership category. Staff will be reviewing the definition of this category and will have a report ready for the August Board meeting.

DETERMINING PROFESSIONAL vs ALLIED/AFFILIATE MEMBERSHIP CATEGORY:

Some chapters are struggling with the new definition of professional members. The guideline is currently somewhat "open" to allow chapters flexibility and to place responsibility with the chapters and their members. If your chapter should have a

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MESSAGE FROM SOUTH REGION VICE PRESIDENT

-continued from page two-

em or any confusion, please consider me a resource to assist.

MEMBERSHIP GROWTH & GLOBALIZATION:

IFMA expects to reach its goal of a 5% increase in membership in 1995. Finland is looking forward to chartering IFMA's 117th chapter. The New Zealand Property Manager Institute is looking at how it could work with IFMA.

GLOBAL FM:

The first newsletter of GFM will be 8 pages and should be out any time. The first meeting of GFM was in Amsterdam on April 21st.

STRATEGIC PLANNING:

- IFMA now has a strategic plan. If you don't have a copy, call Houston or me and ask for a copy. It can be a great model for a chapter Strategic Plan.

A strategic plan is not an annual financial plan and program plan. A strategic plan is for a longer period of time (3-10 years). As a template for each incoming Board, it allows comparison of the annual plans for long-term "fit" with the chapters long-range goals. This is particularly important in IFMA to ensure continuity even though officers change every year.

- Keeping good records on attendance statistics, demographics of members, exit interviews, AND financial and program documents, etc., will help you build or revise your strategic plan.

- International is building a library file of chapter Strategic Plans. If you have one, send it to them. If you want to create one for your chapter, ask for copies from their file.

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REMINDER - CHAPTER RECERTIFICATION:

To be considered a chapter in "good standing," and to keep IFMA "clear" with the IRS, ALL chapters MUST recertify each year. This includes submittal of a financial reconciliation. These are due March 31st of EVERY year. If your chapter hasn't recertified with 1994 data, please do so ASAP. If you need a form, call me or Bill Jones in Houston.

WORLD WORKPLACE:

Why will World WorkPlace be the "BEST" FM educational event you've ever attended:

- "cream of the crop" presentations = 189 submitted, 90 selected (proudly, over 40% came from IFMA).

- almost double the number of presentations over prior years for you to select from.

- Evolution from "Epo" to "Learning Center" = exhibitors will address certain subject matter areas and demonstrate how their product or service provides solutions for the future. Attendees will receive educational material packets if spend time visiting a booth.

- IFMA's tradition of superb general session speakers continues, including Terry Bradshaw.

*** Did you "load" your WWP screensaver? There's a hidden prize out there somewhere. Is it on YOUR disk? ***

IFMA'S NEW M.I.S. SYSTEM - UPDATE:

The new IFMA database system, iMiS, should be up and running on June 20th. Full conversion should be complete by mid-July. As this new system has many additional capabilities, IFMA is considering implementing an electronic bulletin board. Chapters will also be able to go "on the line" with the system to view and print data about their members, and, SOMEDAY, maybe other

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data they choose to input on an on-going basis, i.e., meeting attendance data. Pilot-site chapters should be testing before the end of June. Availability to all chapters will probably happen approximately 4th Qtr 1995.

IFMA AS CURRENCY:

Don't forget to tell your boss about the dollars you've saved or waste you've avoided because of your IFMA membership! It is said we average approximately 1/3 of our time looking for info to do our jobs. IFMA's library, research documents and network of professionals can shorten this time FOR YOU and your company!*

Janeen Trevillyan
GTE

12911 E. Telecom Parkway
Temple Terrace, FL 33637
(813) 979-5913
(813) 977-9209 FAX

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 Lisa Steckbeck at 614-6118. Please leave your name, company and phone number.

IFMA INFORMER - Sheryl T. Berg

- SUBJECT:** Sheryl T. Berg - Sales Manager for A Plant Peddler.
- HAILS FROM:** Born in Fort Knox, Kentucky, raised in Warren, Ohio. I have lived in Atlanta for 12 years.
- FAMILY TIES:** Married to husband Rick - has a 6 year old daughter and a 4 year old son.
- BACK TO SCHOOL:** BA in Education/Speech and Hearing Therapy, Bowling Green State University, 1978.
- OFFICE HOURS:** Been with A Plant Peddler for five years. I am responsible for design, sales and installation of live interior plants, silks, seasonal flowers and containers in commercial, residential and special event sites. On the permanent side, I am responsible for setting up guaranteed maintenance on live plant material. We also provide maintenance for special events if they run over five days. Other professional organizations include BOMA, ISES and ACVB.
- AFTER HOURS:** Enjoys spending time with family, outdoor gardening, hiking and travel.
- BASIC BUSINESS PHILOSOPHY:** Customer service comes first—which would include attention to detail, quality, value and honesty.
- MOST IMPORTANT ACHIEVEMENT:** I do not know if I have achieved this yet, but I'm always striving to balance family and work.
- THE READING LIST:** Cat in the Hat, Where the Wild Things Are and Mother Goose
Current Paperback - Congo
- I HATE IT WHEN THAT HAPPENS:** I need to be in two places at one time.
- HIGH ANXIETY:** When I'm running late.
- RECENT FM ACCOMPLISHMENT:** Relocating a worldwide headquarters and designing their new facility. Also decorating tent cities for three Seniors Golf Tournaments.
- BIGGEST FM CHALLENGE:** Keeping up with the changing market and customers' needs.

COMMUNITY SERVICES

by Malcolm Weiss

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p.

W E I

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 676-7177
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

**HOUSE OF DELEGATES
AGENDA ITEM**

of Directors.

August 14, 1995.

CAREER SERVICES

by Pete Conlin

The following positions are available:

9038.

Saturday. Send resume to:

9907

Woodward at 881-9880.

Winship, FAX 551-6692.

remove your resume from our files. Thanks!

Pete Conlin
Phone: 518-3219 - FAX: 594-0005

WELCOME NEW MEMBERS

Allied Corporate — *Joined 5/18/95*

Annate — *Joined 5/22/95*

Affiliate — *Joined 5/11/95*

Professional — *Joined 5/18/95*Professional — *Joined 5/17/95*Professional — *Joined 5/25/95*



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

I.F.M.A. - Atlanta Chapter

DATE: Wednesday,
August 16, 1995

TIME: 11:30 a.m. - 1:30 p.m.

LOCATION: Oglethorpe Power Corporation

WHO TO CALL: Ashton Hall
457-1427
For Reservations
or FAX
Ashton Hall
457-9808

