

International Facility Management Association



IFMA - Atlanta Chapter

• P.O. Box 43306

• Atlanta, Georgia 30336-0306

• May 1996 Issue

1996 EXECUTIVE BOARD

President: Harry Ludwig, III
King & Spalding
404/572-4902

V. President: Kathy Roper, CFM
Sprint Communications
404/649-5011

Secretary: Sheryl Yetsko
Long, Aldridge & Norman
404/527-8332

Treasurer: Steve Wilson
Troutman, Sanders, et. al.
404/885-3705

Past President: Gene Meany
Facility Consultant
770/552-7095

1996 SUSTAINING PATRONS

APCO

Atlantic Business Systems, Inc.

Bell-Mann, Inc.

Carithers-Wallace-Courtenay

Carnes Brothers/MSA Industries

Cecil Malone Company

Choate Construction Company

Contract Marketing

Cort Furniture Rental

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Farrington Design Group

Geiger Brickel

Haworth

Herman Miller, Inc.

Interior Installations
Consultants, Inc.

Knoll

Moore Copies, Inc.

Pointe Services, Inc.

Royal Cup Coffee, Inc.

Snypp-Bowen-Carnahan

Steelcase, Inc.

Monthly Meeting

Wednesday, May 15, 1996 - Georgia Railroad Depot

Topic: Keys to Successful Project Management

Date: May 15, 1996

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

Cost: \$20 Members; \$35 Non-Members, Wait List & Guests
\$25 Members; \$40 Non-Members. Wait List & Guests at the door

Location: Georgia Railroad Depot (directions on the back cover)

Reservations: IFMA Office (770) 948-3963 or FAX (770) 745-9164

*** Please call by Friday, May 10 to make your reservation. Reservations made after this date are subject to a \$5 surcharge on the meal cost.

Keys to Successful Project Management

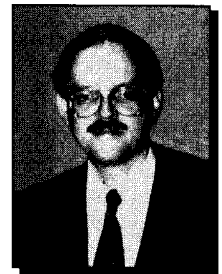
Dan R. Bradbary, CEO of Project Management Services, Inc., will provide the IFMA Atlanta Chapter with a presentation designed to bring us all up to speed on the direction our industry is taking in the arena of Project Management. Dan's program will cover many key aspects of planning and execution that are needed for a successful project. We can also look forward to Dan highlighting the industry's renewed focus on the scope of definition. This presentation will concentrate on resource availability and project objectives and goals. Dan will present a program that will appeal to those Facilities Managers of all skill and responsibility levels. We can expect Dan to cover all areas of Project Management from planning to relocation and everything in between. This is a program you will not want to miss!

President's Message

by Harry Ludwig, III

Kudos for Volunteerism...

Like any volunteer organization, our chapter is successful to the extent our members step forward and assume responsibility for making contributions, often on an ongoing basis, that support IFMA's raison d'être. IFMA Atlanta is, by no means, a one person or one committee "show." It is many people pulling together (in the same direction) long enough to make a real and positive difference.



We are now far enough into the year that many members, having volunteered, have had a chance to learn their roles and begin to realize results. This being the case, it is appropriate to pause, at this time, and reflect on the combined efforts pushing our chapter forward. In so doing, I want to thank, at this time, those in the leadership who are very much "in the trenches" with me this year and acknowledge their contributions.

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President's Message, continued from front

Before doing so, let me hasten to add that there are a growing number of others, serving on committees and in other roles, who are very much a part of the combined effort pushing and pulling our chapter forward. Their contributions will be the subject of a future President's Message.

Beginning with our Executive Board, I want to acknowledge and thank:

Kathy Roper, Vice President...for being a sounding board and aide; for assisting in chapter administration with advice that is always reasonable and a demonstration of good common sense;

Gene Meany, Immediate Past President...for being a "voice of experience" on the Executive Board and for the considerable time necessary in re-formatting and producing job descriptions for all officers and committee chairs...job descriptions which have been provided to our Association's international headquarters for inclusion as a supplement to the Chapter Operations Manual;

Sheryl Yetsko, Secretary...for so willingly agreeing to serve in a challenging position (made more so by the fact that she was just becoming an active member for the first time), for doing a very credible job with Board meeting minutes and keeping up with the myriad monthly mailings to our Association's headquarters;

Steve Wilson, Treasurer... who also very willingly agreed, without hesitation, to serve for his efforts in bringing Chapter financial matters up to date, for generating monthly financial statements with regularity and for assisting in preparation of the Chapter budget and recertification process.

While the work of the Executive Board is essential in managing the affairs of our active, growing Chapter, much of the progress made during the year is directly attributable to committee chairs without whose help and achievements no chapter could possibly be successful. Hence, I also want to acknowledge and thank:

Dave Brucks, Membership Chair...for his contribution in updating, correcting and bringing to a current status, the Chapter's membership data base (now on-line at our Chapter administrator's office) and for additional effort in producing a much improved Chapter Directory for 1996;

Pete Conlin, Sustaining Patron Chair...for coordinating our Sustaining Patron newsletter inserts, for background investigation on and agreeing to head our Chapter's participation in the 1996 BOMA Trade Show;

Haidee Courson and Susan Sullivan, Hospitality Co-Chairs...for breathing life into the Hospitality Committee for the first time in years and making new members and guests feel much more welcome at Chapter meetings and functions in the process;

Dave Flory, Allied/Affiliate Chair...for cleanup of the Association's seven year old Atlanta Chapter waiting list and reconciliation of same with that of the Chapter, for "educating" staff at the Association headquarters and for trying so hard to learn and master Association "lingo";

Mike Denson, Education Chair...for doing a great job not only hosting the recent round table on planning for the Olympics but also doing more with the Education Committee in general, this year and last, than had been done for a long, long time;

Mike Ormand, Program Chair...for bravely "taking the plunge" into very deep, treacherous waters in assuming the responsibility for Chapter programs, a daunting task in which he is now showing so much promise and progress;

Lori Tilt, Public Relations Chair...for her perseverance in getting our Chapter much needed exposure in the local media and for always being the first to respond when yours truly asks the Board for anything;

Pauline Warrior and Sonya Tablada, Newsletter Editors...for continuing to produce a quality newsletter notwithstanding the challenges of transition to a new printer;

Malcolm Weiss, Community Services Chair...for so willingly assuming responsibility for steering the Chapter's effort in making a more substantive contribution to the community this year;

Susan zumBrunnen, Career Services Chair...for her efforts in "connecting" job hunters with employment opportunities and for "beating the bushes" in search of opportunities that our members, who are in need, may profit by learning of.

The above is but a brief mention of what are, collectively, many hours of effort on the part of your Chapter leadership in helping assure IFMA Atlanta's success, progress and indeed...future. Space permits only a synopsis of the contributions of each individual mentioned. By the results of their involvement and work, each of the above clearly demonstrates that he or she believes in our Chapter creed...

No Deposit; No Return.

The Life & Times of a Facility Manager

—An interview with Mitch Rabil of Hewlett-Packard Company

In a time when companies are downsizing, rightsizing and reorganizing, many Facility Management (FM) projects which are successful and well-implemented go unnoticed. Take for example, the major undertaking of the Hewlett-Packard (HP) migration to a new corporate headquarters in Atlanta. The new headquarters, known as the Atlanta Business Center (ABC), was the result of a major relocation of six facilities into one. The interview you are about to read was arranged to emphasize the many positive advances and accomplishments in the FM industry that are taking place right under our own noses! In an attempt to educate and inform you, Mitch Rabil, Project Manager of Hewlett-Packard agreed to share his FM experiences and expertise. Please read on...

TW: Was it your life-long dream to work in a Facilities department?

MR: No, but after working in the A&E field for twelve years, and surviving the major changes of the industry during 1987 and Black Monday, my decision to work with HP was one of necessity and challenge.

TW: Where were you educated and how did your education and background prepare you for your career?

MR: Virginia Tech. My studies and degree in Architecture gave me a great understanding of project management, construction issues, space allocation issues and more.

TW: What type of Facility Management structure does (HP) have today?

MR: Currently, we are broken down into several entities: Operations Manager, Project Manager, Building Services Manager (who reports to Operations Manager) and the Facility Management Department. All positions interface with each other.

TW: What are your responsibilities as Project Manager?

MR: I manage all architectural services, construction management, space planning—day-to-day and long range, lease negotiations and administration, site selection, furniture standards and acquisitions. I also handle Moves, Adds and Changes, the Churn, assist Corporate Real Estate services in metro studies, warehouse and attic storage, corporate art collection management...to name a few.

TW: What type of support staff do you have?

MR: None. I do most of my own typing, data processing, spreadsheets, etc.

TW: What is your most recent major accomplishment?

MR: Managing a move of 2,000 employees from six facilities into one facility.

TW: Who made the decision to move HP to the new facility and how was that decision reached?

MR: Corporate Real Estate was the main decision-maker in the process. The decision was fostered by customer locations, real estate values and the Platinum Triangle.

TW: How long in advance did you start to plan the move?

MR: I was not involved in the grass roots planning of the project, but rather was "dropped in the middle" of the planning. I became involved and was instrumental in making revisions to the original plan.

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April Luncheon Recap

ALTERNATIVE WORKPLACE STRATEGIES

IFMA Atlanta witnessed another informative program on Wednesday, April 17th at our monthly Chapter meeting. Jim Bunch, Marketing Manager with Steelcase/Worldwide Alliance, moderated an impressive panel of Facilities professionals on the benefits of Alternative Workplace Strategies (AWS). The panelists included William Broome, Assistant Director of Facilities for Arthur Andersen Consultants, Brian Ashmore, Sr. Facilities Engineer at Northern Telecom and Kirk Mason, Sr., Facilities Manager of Digital Equipment. Following Jim's eye-opening explanation of AWS, each panelist gave us an overview of his "real world" experiences with methods of hoteling, office square footage reduction and "work from home" programs. Jim then posed questions to all the panel members that brought out the highlights of their experiences and placed a spotlight on how AWS are valued at their respective firms. By the time the guests and members completed their questions, all attendees had a new understanding of AWS, including the advantages and the pitfalls. We wish to thank our participants once again for this insight and for a program of immense value. IFMA Atlanta would also like to thank Programs Committee member, Claire Brucks for her efforts in coordinating a great program!

Thought for the Month

*Count on change
and you'll never be
disappointed.*

—Teresa Wren
Member, IFMA - Atlanta

World Workplace '96

Take advantage of an opportunity to customize your own learning experience at World Workplace '96. Choose from 89 different educational sessions and 18 round table discussions. Visit with hundreds of exhibitors in the Learning Center. Focus on the issues that are important to you at World Workplace '96.

**Sunday, Oct. 6-Tuesday, Oct. 8
Salt Lake City, Utah**

For more information, call
1-800-359-4362 or 1-713-62-WORLD



Facility Manager Interview, continued from page 3

TW: How many employees did HP lose as a result of the move?
MR: There was minor attrition.

TW: What cost savings did HP realize as a result of the move?
MR: Out of the six buildings we migrated from, two were owned and four were leased. The obvious savings were in ownership not leasing.

TW: What is your most recent facilities management accomplishment?
MR: Bringing everything to closure on the construction site of the Atlanta Business Center.

TW: Since your move relocation, what is your biggest facility management challenge?
MR: Moves, adds and changes (MACs).

TW: How do you currently manage the MACs?
MR: We have hired an outside facility management consulting firm to manage the MACs. We now have two on-site project coordinators supporting us on a daily basis.

TW: When interviewing a vendor for prospective jobs, what do you look for?

MR: The ability to meet and exceed customer needs. The ability to work well without direct supervision. Follow-up is key to any successful vendor and client relationship.

May Announcements

Hats Off to Lori Tilt!

Lori Tilt, Public Relations Chair of IFMA Atlanta has been named President of the Atlanta Chapter of the Society of Marketing Professional Services (SMPS).

Much success to you, Lori!

Congratulations to Gene Meany!

Gene Meany, Past President of IFMA Atlanta has accepted a new career position. He is now Field Operations Manager at Steelcase FMC.

Good luck, Gene!

TW: What is your basic business philosophy?
MR: Complete Customer Satisfaction.

TW: What tips would you offer others facing similar challenges in Facility Management?

MR: I believe that communication is the key to success. All types of communication, including written, verbal, electronic, etc. Communication between customers and vendors is paramount.

TW: What motivates you?
MR: Day-to-day challenges and reactive peers.

TW: What is the easiest way to meet a deadline?
MR: Communication and knowledge of customer needs.

TW: What is your biggest headache?
MR: Loose ends.

TW: What improvements would you like to see made in the field of Facility Management?

MR: Corporate society today needs to plan for the future. More often than not corporations react rather than plan.

TW: What about family life? Who does your family consist of?
MR: Single father of two children: a six-year-old son and a seven-year-old daughter who are very treasured.

TW: Where would you like to see yourself in ten years?
MR: On the golf course!

BOMA Announces 12th Annual Trade Show

BOMA has announced it's 12th Annual Trade Show to be held Wednesday, September 11, 1996. The event will be held at the Cobb Galleria Centre, Hall A, and will have in excess of 150 exhibitors. The show is certain to be an attractive arena for all types of building products and services.

In an attempt to provide the BOMA members the opportunity to view products and services with both an exterior and interior perspective, the Atlanta Chapter of IFMA is participating in this event and will have approximately 20 booths. The IFMA area of the BOMA Trade Show will be an opportunity for our Allied/Affiliate members to display their products and services to the "entire" Atlanta building community.

If you would like to participate in this exciting event, please fill out the form below and return it to:

**Building Owners and Managers
of Atlanta, Inc.**

Veridan Office Park, Suite 2830
6855 Jimmy Carter Boulevard
Norcross, GA 30071
TEL 770/825-0116
FAX 770/825-0139

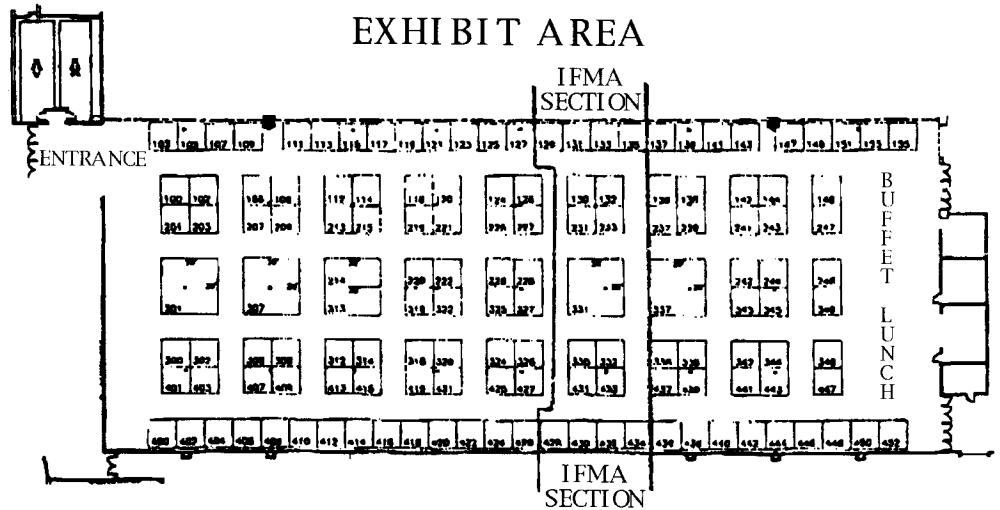
More on the BOMA Trade Show:

The Show will offer a buffet lunch on the trade show floor. Plans now are for sandwiches, salads, desserts, to be served in the area marked "buffet lunch" in the diagram shown below.

The cost of the booth includes a table and 2 chairs, carpets and drapes. GES Exposition Services will serve as the decorating coordinator for the show.

Space for the IFMA area will be assigned in accordance with the date the application was received.

Any questions should be directed to Pete Conlin at 770/641-1000.



EXHIBITOR'S REGISTRATION FORM

I want to reserve _____ (#) booth spaces at the BOMA Supplier Exhibit.

Company Name: _____

Contact Person(s): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____

Check Enclosed for the amount of: _____

Please Invoice (*Space will not be confirmed until payment is made.*)

BOOTH SIZE

- Booth Island (20' x 20')**
\$1,800..... IFMA members
\$2,000..... Non-members
- Corner Booth (10' x 10')**
\$550..... IFMA members
\$650..... Non-members
- Side Aisle (10' x 10')**
\$500..... IFMA members
\$600..... Non-members

Directions to Parking for the May 15th luncheon at the Georgia Depot in Underground:

(Identify yourself with International Facility Management Association to the gatekeeper)

75/85 CONNECTOR SOUTHBOUND: Exit on MLK, Jr. Drive, proceed right past the Capitol, and turn right into parking lot 1/2 block west of the Capitol off MLK. This is directly in front of the Georgia Depot, and easily identifiable by the large whale mural above the Georgia Depot.

75/85 CONNECTOR NORTHBOUND: Exit on Fulton Street at the stadium. Turn right on Fulton Street, then left on Capitol. Remain on Capitol to the intersection of MLK, Jr. Drive (at the Capitol building). Turn left on MLK, then right into the parking lot 1/2 block west of Capitol on MLK. (Look for the whale mural above the Depot.)



There is a MARTA station at Underground (Five Points station) and at the "Sloppy" Floyd Tower (Georgia State station).

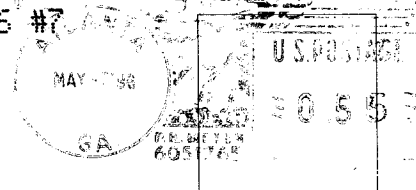
If you leave the train at Five Points station, take the stairs down to Underground from the MARTA station. You will not go out to Peachtree Street. Walk all the way through Underground and exit Underground onto the Coca-Cola Pavilion. The Georgia Depot will be on your left.

If you leave the train at the Georgia State station, walk a few yards to MLK, turn right and walk 1 1/2 short blocks to Underground. Look for the whale mural.

You are encouraged to use the train if possible for your own convenience in avoiding the downtown traffic.

International Facility Management Association
Atlanta Chapter
P.O. Box 43306
Atlanta, Georgia 30336-0306

ATL GA 303 18:48 05/08/96 #7



Eugene F. Meany
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Roswell, GA 30076-1876