

International Facility Management Association



IFMA - Atlanta Chapter

• P.O. Box 43306

• Atlanta, Georgia 30336-0306

• August 1996 Issue

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Monthly Meeting

Wednesday, August 21, 1996 - Cobb Galleria Center

Topic: Crime and Violence in the Workplace

Date: August 21, 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: Cobb Galleria Center

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

*** Please call by **Friday, August 16** to make your reservation. Reservations made after this date are subject to a \$5 surcharge on the meal cost.

CHAPTER 1

It was 7:30 when I got to the office. The lukewarm coffee was a poor remedy for my head that was pounding continuously. It reminded me of an angry kettle drum from project delays and the HVAC problems that kept me on the job late the night before...later than any guy with brains would stay. I slumped in my chair and thumbed through yesterday's messages with the dread of a root canal. I'm a Facilities Manager in the Olympic City and I know a bad message when I see one. Alice, in the H.R. Department, had her ex, a real "bad boy", pop up yesterday making some really nasty threats. Bob, in Accounting, had a laptop stolen off his desk, poor kid. I know these things happen, but not on my watch. I had to do something, and fast! A little bird told me about something happening down at the IFMA shindig in August. I looked into it...

Crime and violence in the workplace are growing at a "not so funny" rate. If it were to happen on your facility, would you know what to do? What can we do to prevent it? Maybe Brent Brown can help. Brent Brown is President and CEO of Chelsey Brown Associates, one of the country's leading Corporate Security Advisors. Brent has done security consulting for many business leaders, including Atlanta and Washington, D.C. Brent will help us answer some of the questions in this month's program. No firm is immune to crime. So come ARMED with questions. Don't miss this one!

President's Message

by Harry Ludwig, III

A Brief Hiatus...

Recognizing that most of our chapter members, and especially those located within the Olympic Ring, will be completely preoccupied in contending with July's "big event", the Chapter Board decided to forego having meetings (Board and membership) in July. In last month's column, "A View From The Inside, Before...", mention was made that a future column will highlight our experiences within the ring, "A View From The Inside, During...". While this, the August IFMA Atlanta Chapter



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President's Message, continued from front
 Newsletter, will reach readers after the 1996 Summer Olympics are history, because of publishing deadlines, this column must be written and submitted before the world arrives. Hence, the September newsletter will share an "inside the ring" FM perspective of the Olympics.

Although, officially, IFMA Atlanta may be on "A Brief Hiatus" planning for and following up on events to come continues. On August 21st, we will reconvene at the Cobb Galleria Centre for what promises to be an "information rich" meeting on violence in the workplace.

When completing the survey conducted late last year, many of our members indicated a preference for more tours. In planning this year's programs and events, two types of tours are being included. The first are "ancillary tours" which take place between our regular monthly meetings. Ancillary tours usually involve fewer attendees but are nonetheless of great interest to those able to attend. (The recent tour of Prince Street facilities in Cartersville is an example of an ancillary tour.) The second are "program tours" which constitute the program for a given month. Both types of tours are conducted by IFMA chapters.

The next ancillary tour will take place in August, on Friday the 23rd. It is the long awaited BMW tour. A bus has been chartered for the trip to Spartanburg, SC. Attendees will assemble at 8:00 a.m. for boarding the bus (look for location elsewhere in this newsletter) which will leave at 8:30 a.m. sharp for the 2 1/2 hour trip. Upon arriving, the group will have lunch in the BMW Cafe. A tour of the much talked (and written) about state-of-the-art plant and facilities will follow. Also included will be a visit to the new BMW Museum. There will also be door prizes awarded to a lucky few. (Unless BMW

has something planned of which we are unaware, one of the door prizes unfortunately will not be a new BMW!)

A program tour planned for this fall is of the Geiger Brickel manufacturing facility in Atlanta. Geiger Brickel manufactures high end case goods at their Atlanta plant and has extended to IFMA the opportunity to see, first hand, how such furnishings are manufactured. Given that a primary facility management responsibility is sourcing and purchasing furniture of all kinds, this should be an informative and interesting program. Our thanks to Lewie Reynolds, Geiger Brickel Major Account Manager, for extending the invitation and coordinating this opportunity for IFMA Atlanta members.

Also included in the mix of quality speakers and programs planned for the fall will be the opportunity to tour a Herman Miller plant in Atlanta. Herman Miller manufactures well known, high quality, modular furniture and has two facilities in the Atlanta area. Again, this tour should prove to be enlightening and informative. Our thanks to Jeff Farrell, Herman Miller Region Manager, for working with our Program Committee in making this event possible.

Keith Rodbell has graciously agreed to serve again as Golf Outing "CEO" and is at work planning this year's event. He is being assisted by Jeff Farrell and several other members. IFMA Atlanta's 1996 Golf Outing will be held during the second half of September (date to be announced) and will have as one of its objectives increased participation on the part of professional, facility management members. Our first outing last year was a real success; this year's should be even more so. Keith's efforts in planning and pulling this off again are greatly appreciated. As a genuine golf aficionado, there is probably no one in the Chapter more qualified to plan and run golf outings than Keith.

Other topics under consideration/development for presentation this fall include "negotiation skills" and "benchmarking". There will be a bosse day, a Sustaining Patron recognition and appreciation day and our annual awards banquet. In summary, much is in store for the remainder of 1996...after the operational challenge this summer!

Regarding venues, Mark Ormand and the Program Committee made note of the popularity of 103 West in Buckhead...we will return. Having received many favorable comments about both the "top of the Sloppy Floyd Towers" and the "Georgia Railroad Depot", we will again try these venues. And, of course, our "standby" on the Perimeter, the Cobb Galleria Centre, will be the location of future meetings as well. Our objective is to have a downtown, a Buckhead and a Perimeter venue that we can depend on for quality food, good service and ambience at a reasonable price.

See you in August...

No Deposit: No Return

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'96

**WHY PAY FULL PRICE
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1-713-62-WORLD

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1-713-623-4362

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



Education Committee Update

June Roundtable Recap

"Best Practices for Customer Satisfaction"

While the June roundtable discussion may have been small, what it lacked in attendance was made up in content. We had an excellent panel consisting of the following:

Randy L. Busman, ASID
Warner, Summers, Ditzel, Benefield, Ward & Associates

Robert J. Flynn, CFM
Turner Properties, Inc.

John P. Michael
Ivan Allen Company

These gentlemen presented their insights, philosophies and experiences in the area of customer satisfaction and what it takes to be successful in this area, no matter what your field of endeavor may be. They also responded to comments and questions raised by the other roundtable participants.

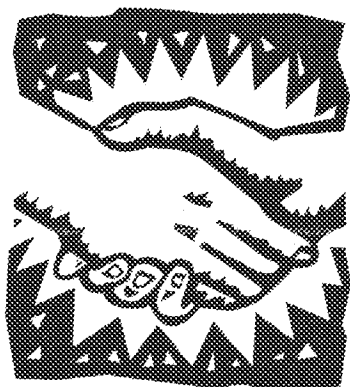
Each panelist presented a different perspective of the facility industry, however a common theme ran through each presentation...effective communications. These communications take many forms, happen at different and multiple times, are two-way and can make, or break a business relationship or project if not handled carefully by both parties. Yes, everyone has a role in this effort, supplier and customer.

Each panelist stressed the importance of spending time with the client to fully understand the needs and expectations of each client. Learn the philosophies and goals of their company or organization. Once that is established, let your client know what your plans are to meet their needs and expectations as you understand them--seek clarification. If there are concerns or gaps, identify those too. Remember, wants aren't always needs and those sometimes don't translate to expectations. If you can provide a better value and meet the client's true need while managing their expectations, you both win.

Every job, every project, every opportunity has its potential problems. Sometimes, despite all we do, things don't go according to plan. Again, effective communications are the key. Warn early, if you see a problem coming and have options ready.

Finally, always project a sincere, positive, can-do attitude. Ask for your clients' feedback formally and informally, then thank them for giving it. Respond to that feedback with your plans for action.

One last thing...a special thanks to Lisa Steckbeck and Steelcase for hosting this roundtable at their resource center. Lisa also videotaped the entire session. You may borrow the videotape by calling Mike Denson at (404) 249-2542.



IFMA Career Services

**FACILITY MANAGEMENT POSITIONS
AVAILABLE IN ATLANTA AS OF
JULY 18, 1996**

1. **DEKALB OFFICE ENVIRONMENTS: Project Designer.**
Contact: Ellen Warthen
(404) 633-1557 x227
2. **SUNTRUST BANKS: Facilities & Construction Coordinator.**
Contact: Ted Watts
(404) 588-7506

If you are looking for a job or have a facilities position available in your company, please fax a resumé or position description to Susan zumBrunnen, The Coca-Cola Company, fax: (404) 676-7285 or call (404) 676-7177. We are also looking for additional committee members to help with a Career Services database and welcome YOUR participation!



Travel Tips for Swimmers

1) Choose nylon, competition-style swim suits. They're faster drying, usually cheaper, and last longer than Lycra suits. (Note: Nylon suits are becoming more difficult to find; mail order may be your best bet.)

2) Before jumping into a pool, ask the lifeguard about swimming patterns and lane-sharing requirements.

If you talk to the lifeguard before your swim, he/she will be more likely to shoo away disruptive kids and adults so you can complete your workout.

—Reprinted from Well Aware Newsletter

Outsourcing

Thinking about outsourcing? Look before you leap

By Joe Maddox

—Reprinted from the *Atlanta Business Chronicle*

Most everything we encounter in the business world today comes in cycles or is brought about by trends. Many of you are familiar with Deming, Peters, mergers, buyouts, re-engineering, downsizing, total quality management, ISO 9000 and many others too numerous to name.

There is a new phenomenon out now. It has been around in somewhat of a muted form, but now is surfacing in grand fashion. It is called "outsourcing." Many articles have been written about the savings to be gained from outsourcing under the right circumstances.

In reality, outsourcing is very simple. It has varying definitions, but mine goes like this: "outsourcing is going outside the company to perform a function at a less-costly rate than it was being done inhouse."

Outsourcing sounds great, doesn't it? A company can cut cost and save money on the bottom line and for its customers just by farming out some operational tasks.

Cost cutting is the survival mode many companies are in today. Many medium to small-size companies have been about the business of outsourcing for many years. It is the only possible way many of these businesses can survive because they don't possess the expertise or they cannot afford the material, equipment or labor necessary to get the job done otherwise. Outsourcing for these companies takes on many forms, such as payroll, janitorial or production processes. It is a way of life for these companies.

But they should definitely be aware of the potential pitfalls that can come with outsourcing. Larger companies must also

be aware of the possible problems that could arise from outsourcing.

An Example

For some unknown reason, much of the investigation of outsourcing has been superficial. There are definite concerns that need to be examined, evaluated and addressed prior to starting or continuing this venture.

For example, say you are a medium-size firm and because of cost-cutting concerns you decide to outsource the fabrication of widgets that are an important part of your finished product. So you search far and wide and finally find a small shop called M&P down the road about 100 miles that can build widgets for half the cost you can. You get your legal wizards together, come up with a little legalese and, presto you have a one-year contract to buy widgets from M&P at a fixed price. Then you proceed to lay off the eight employees who made widgets at your facility.

Your company ships the tooling, setups, shop aids, patterns and material to M&P. Everything goes very well and the first 100 widgets arrive on time. Your assembly people start to install the widgets in the finished product.

But wait a minute: one out of three widgets fit to tolerance. That equates to a 66 percent error rate.

Come to find out, one of the tools and patterns was damaged during setup. Fix the tool and pattern, scrap 66 percent of the widgets and rush an order for 100 more widgets. Oops! Sorry. The employee that runs the stamping and drill machine for M&P will be on vacation for the next two weeks. The replacement is not as fast at stamping and drilling the parts.

Therefore they cannot give you a rush order. By the way, another company has offered M&P more money for a contract

to make "thing-a-majigs." Their orders will come before yours from now on.

So you struggle along. Rework and schedule delays continue to add to the cost of the widgets. After eight months, you think to yourself that you cannot wait for the contract to expire.

M&P takes care of that for you. They have decided they do not want your business or anyone else's for that matter. Due to circumstances beyond their control, they are closing their doors effective a week from Friday.

This will create at the least, additional schedule delays and cost overruns. You have at best two viable alternatives. One, find another outside shop that can make widgets. Or two, rehire your people and start up your own line again. Cost-effective? Not in this lifetime.

Understand thoroughly

This illustration may be overly animated and extreme, but maybe not. The point is that things can happen and have happened before. There are certain aspects of outsourcing that need to be investigated and understood thoroughly.

A business associate of mine had something similar to the illustration occur at the facility where he worked. The company was looking for ways to cut costs. During their search, they came across a firm that could do a majority of their preliminary setup, cutting and machine work on small parts. The analyst did a cursory investigation and determined that the savings on the entire operation would be about 30 percent. But when it got down to the bottom line, the purported savings were eaten up by rework, engineering changes, schedule delays, added freight and travel costs.

I am sure that some of you will be saying "what if" or "but..." Once again, there are definite points for consideration before you decide if outsourcing is the right thing for your company. It

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Outsourcing, continued from page 5

does not matter if you are a small operation or a worldwide conglomerate. What does matter is that your company needs to fully investigate and analyze the cost of outsourcing before you take that first big step.

Maddox is a manager of the Facilities Process Development and Material Department for Lockheed Martin Aeronautical Systems Co. He is a member of the International Facility Management Association (IFMA), a professional association with more than 13,795 members in 115 chapters, including a local chapter with more than 200 members.

—Copied from "Atlanta Business Chronicle"
November 24-30, 1995

BMW Tour Announced!

A special tour of the new state-of-the-art BMW plant and facilities in Spartanburg, South Carolina has been scheduled for IFMA Atlanta Friday, August 23rd, 1996. Specifics are:

- Board bus at 8:00 a.m. (location TBA)
- Leave promptly at 8:30 a.m.
- Arrive at BMW approx. 11:00 a.m.
- Lunch in BMW cafe
- Tour of plant & facilities
- Tour of just opened BMW museum
- Door prizes!
- Leave BMW approx. 4:30 p.m.
- Return about 7:00 p.m.
- Bus seating limited to first 45 confirmed attendees.
- To sign up, contact Chapter Administrator's office at (770) 948-3963.
- Listen for more details at the August luncheon!

If you sign up and cannot attend, please cancel to make seating available for someone else.

* * * * * NOTICE * * * * *

The cover letter explaining your new Directory pages was inadvertently left out of the last mailing. We are very sorry for any inconvenience this may have caused you. Please take a moment to read "A Message From The President..." reprinted below.

Betty R. Moore
Moore Copies, Inc.

A Message From The President...

As announced in "A Message From The President" distributed with the 1996 Directory earlier this year, our Chapter Administrator's Office will, on a quarterly basis, provide labels to keep your Directory up to date. However, in compiling all the changes and additions to the 1996 Directory since publication, it was determined 65 labels would be required...per member.

To make it easier and faster for you to update your Directory, a decision was made to reprint the Alphabetical By Name section in full incorporating all new members and the many changes in employers, addresses, phone numbers, zip codes, etc. reported by our members. Accordingly, please remove the existing Alphabetical By Name section from your Directory replacing it with the enclosed.

Recognizing that the Chapter Directory is one of our most valuable membership benefits, the Board and Administrator's Office are endeavoring to keep the information as current as possible...within practical limits. Accordingly, depending on the number of additions and reported changes, future updates may be in the form of labels or reprinted pages.

Periodic Directory updates are an enhanced member service, begun this year for the first time. As this publication is your first source for networking with colleagues in the local FM community, more current information should add value to your membership and participation in IFMA Atlanta. Remember...

No Deposit, No Return

Harry L. Ludwig, III, President
July 1996

If you want to enhance your professional career, you don't want to miss the informational event of 1996—

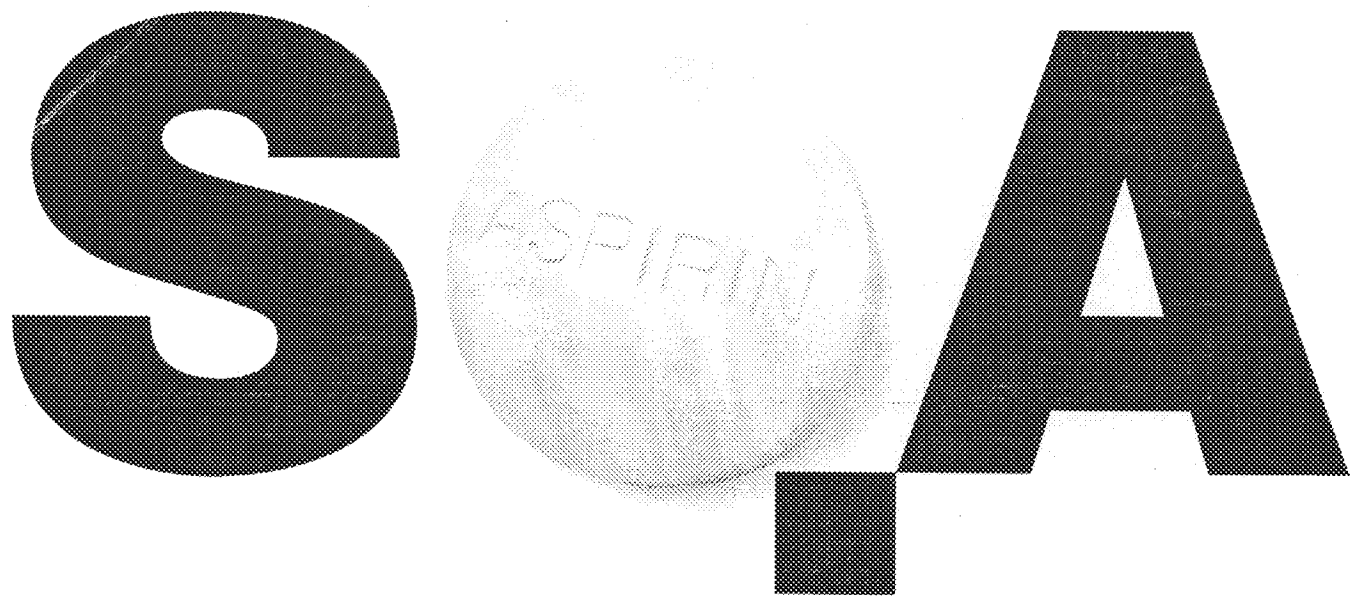
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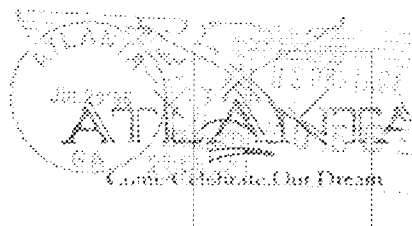
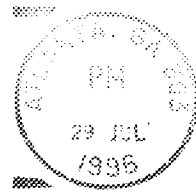


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