

International Facility Management Association



IFMA - Atlanta Chapter

P.O. Box 43306

Atlanta, Georgia 30336-0306

September 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 Yetasko
Lang, Aldridge & Norman
404/527-8332

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

Past President: Gene Meany
Facility Consultant
770/645-8527

1996 SUSTAINING PATRONS

APCO

Atlantic Business Systems, Inc.

Bell-Mann, Inc.

Bentley Mills, Inc.

Carithers-Wallace-Courtenay

Carnes Brothers/MSA Industries

Cecil Malone Company

Choate Construction Company

Contract Marketing

Cort Furniture Rental

DeKalb Office Environments

ReGeneration

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-Camahan

Steelcase, Inc.

Monthly Meeting

Wednesday, September 18, 1996 - 103 West

Topic: Facility Management: Keeping it All in the Air With Dan Thurmon!

Date: September 18, 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: 103 West

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

*** Please call by **Friday, September 13** to make your reservation. Reservations made after this date are subject to a \$5 surcharge on the meal cost. **Also note that there will be no valet parking for the luncheon.** All attendees should park their cars behind the building.

Bring your Boss to Lunch!

Facility managers, take a look at your budget, facility plan and schedule. What are you going to be doing for the next 12 months? Juggling! And Dan Thurmon is going to allow you to stand back and look at yourself as he attempts to demonstrate the facility management conundrum with his juggling and acrobatics. You and your managers will have a visual reference of the ups and downs, lefts and rights, across and overs, and yes of course, the under the arm and behind the backs of facility management. Regardless of the fun you will have, this will be serious insight into dynamics of FM! Dan has tackled business issues for firms like Coca-Cola, IBM and Delta. Don't miss the opportunity to have Dan show you how to "keep it all in the air"!



President's Message

by Harry Ludwig, III

A View From The Inside, During...

As promised in this column's July article, "A View From the Inside, Before...", it is the intent of this writer to share what it was like within the Olympic Ring during the Olympics. Having survived it all, it is now possible to look back and reflect on several incredible weeks...a time that will forever be regarded as unique in Atlanta's history.

Indeed, we can look back and say our planning was adequate, our businesses did operate with reasonable efficiency and the games, by most knowledgeable accounts, were great for Atlanta! Yes, it appears to have all been worthwhile!



continued on page 2

President's Message, continued from front

"A View From the Inside, During...", in retrospect, has to begin with the fact that the planning was more intense than the execution. It can be said that most of us within the Olympic Ring were surprised to find that the *Olympic experience* did not become an overwhelming problem. Yes, there were the initial glitches. However, such glitches received nearly immediate attention and, with few exceptions, were either abated or improved to the point that it was not too difficult to work through them.

How did staff get to work? The few who drove into the ring and the many who took public transportation (buses) down the interstates were amazed at the free flowing traffic. Atlantans witnessed traffic like it was many years ago. The reason...Marta (buses and trains) was transporting from 1 to 1.2 million people a day! After the Marta police, in reaction to early criticism, became proactive and spread people evenly down the length of the station platforms, riding the trains became much more bearable. True, there were more people standing than sitting. However, it was no worse than public transportation during rush hour in many other cities around the world...and, overall, superior to what this rider has experienced elsewhere.

As many are aware, while Marta and the corporate transportation systems functioned with reasonable adequacy, the DESS (Downtown Employees Shuttle System) was another story...one that has been well covered by the local media!

How were routine deliveries accommodated? Suffice it to say, there were few, if any routine deliveries. Plans had been made for deliveries within the ring to take place between 12:00 a.m. and 6:00 a.m., a schedule that was, for the most part, followed. Notwithstanding

the lighter than expected interstate and surface street traffic, within the Olympic Ring street restrictions went into effect daily at 7:30 a.m. necessitating the early a.m. deliveries.

With respect to street restrictions, a significant contributor to how well everything seemed to work within the Olympic Ring was the closing of major thoroughfares to all but pedestrian traffic. The city essentially turned Peachtree Street, International Boulevard, Techwood Drive and Capitol Avenue into multilane sidewalks. Many side streets were also closed to vehicular traffic and found use as venues for street vendor tents and stands, "stages" for performers, etc.

While the afternoon and evening crowds were immense, having the hundreds of thousands of visitors and residents spread out up and down the miles of closed thoroughfares, in Underground Atlanta and in the parks (Centennial Olympic Park and Woodruff Park primarily) worked! Rather than being overcome by the crush of people, it was actually enjoyable to get out and do the "street scene".

Where did staff eat? Surprisingly, it was possible to go out for lunch and stay downtown for dinner. While doing a brisk business, restaurants within the Olympic Ring were able to accommodate diners, albeit with a wait. (This writer ate out downtown [lunch and dinner] a number of times during the Olympics and experienced no wait in excess of 40 minutes.)

What arrangements were made for security? Everyone attending sports competitions at any of the venues can attest to the fact that there was a large and visible security presence. Moreover, security personnel were conspicuous in many other venues such as Underground, Marta stations, the closed thoroughfares and, yes, at Centennial Olympic Park. Could the security at Centennial Olympic Park have been

greater? This question can be argued endlessly. However, it is difficult, if not impossible, to maximize security at an open venue covering many acres attended by upwards of 100,000 people at a time with multiple events including three concert arenas going on simultaneously.

As with office creepers and other security threats which facility managers face daily, the level of security must be balanced with a realistic assessment of the potential threat. Security can become so tight that functions cease altogether.

Following the incident at Centennial Olympic Park (this writer was in the park until about an hour before the blast), security was tightened not only at the park, but at other locations as well. After telephone conversations with building management and building security lasting until about 3:45 a.m., a decision was made to increase security at the 191 Peachtree Tower. Tenants, who were all issued a photo i.d. card, previously had been able to walk in past security and avoid the metal detectors along with the x-ray machines put in place to "sanitize" carry-ins. As of Saturday morning, July 27th, and continuing through Sunday, August 4th, *all* those entering the building had to walk through the metal detectors and have all carry-ins "sanitized".

Surprisingly, not a single complaint was registered about the security within the building. The only complaints received were made in response to the perception that, on occasion, security could have been more consistently applied; the officers should have been more obvious in checking photo i.d.'s or should have stopped all cars entering the garage, etc. Building tenants seemed not only to accept additional security, they seemed to want it.

Were hospitality suites a success? While some were more successful than

continued on page 3

President's Message, continued from page 2

others, in terms of the number of visitors and overall usage, in the experience of this writer, the answer is yes. Visitor traffic, hospitality suite and otherwise, in approximately 3 1/2 weeks, equaled that experienced in a typical six month period.

To permit visitor access, Daily Visitor Manifests had to be filed with building management. More than 880 manifests were completed, listing over 4,500 visitors, and filed in addition to more than 4,000 hospitality suite passes having been issued.

Were telecommuting and alternative work site options exercised?

While there were some who changed plans and came downtown (as a result of the favorable traffic reports), for the most part, those who planned to work from other sites did so. As with the use of Marta, in many cases, these were people who had not previously used telecommuting and alternative work site options. (It will thus be interesting to see to what extent this new familiarity with the previously unknown results in changes to Atlanta's urban commuting and workplace culture.)

What about "typical" facility management projects? It is a safe assumption that space build-outs, office renovations, major staff relocations, deliveries of new furnishings, building systems maintenance and changes, etc. were held in abeyance. Those responsible for facility management within the Olympic Ring generally found themselves dealing with a higher level of routine business activity than had been anticipated.

In summary, the challenges of working in the downtown/midtown area, a.k.a. "The Olympic Ring" were more than offset by the advantages of...being able to walk out of the office and be seated at a venue of the 100th Centennial Olympic Games 30 minutes later;

participating in "competitive" Olympic pin trading (all the competition was not at the venues); walking three blocks to Centennial Olympic Park for evening concerts; seeing downtown turned into an all hours, safe, fun-filled street festival becoming, for a time, the (southern) city that never sleeps; experiencing the "street scene" and countless thousands of people from the world over enjoying themselves; observing the President of the other Georgia, former Soviet Foreign Minister, Edward Shevardnadze, being interviewed at 1:00 a.m. in the window of the Georgia (country of) Welcome Center; watching the "living statue", listening to the incredible Inca bands from Peru, taking in the entertainment of Woodruff Park; in short...having a front row seat, ***a view from the inside***, to the center of activity in the city that was the center of world news and sports!

Now...on to Sydney!

No Deposit; No Return

August Recap

CRIME AND VIOLENCE IN THE WORKPLACE

Brent Brown shared his knowledge and advice to us at the August IFMA Luncheon. Brent is CEO of Chesley Brown Associates, one of the nation's leading Corporate Security Advisors. Calling on his law enforcement background and private security experience, Brent informed us of the types of crime and violence facing facility managers and their firms. From domestic violence to office creepers, it became very clear that many firms fall victim to these incidents when their guards are down. It is no doubt that removing the opportunity for workplace crime and violence is the best prevention and is one of the biggest challenges facility managers face. IFMA is honored to have had Brent take time out from his crime fighting schedule to give us a better understanding. Thank you Brent!



Associated Builders and
Contractors of Georgia, Inc.

1996 Trade Festival

October 22, 1996

Marriott Perimeter Center

5:30pm - 9:00pm

This year's show features the Construction Industry's finest construction firms.

The registration fee is \$10 per person which includes food and admission to the trade show.

Call (770) 587-0955 for details

Tips for Selecting a Real Estate Broker

by Edmond P. Rondeau

Unless you have a very small commercial real estate requirement, you should consider using a licensed real estate broker to assist you with your real estate requirements. A well-qualified, seasoned, knowledgeable and professional commercial real estate broker can provide years of hard-won real estate experience, advice and service.

Your broker should not be a "chauffeur," showing properties until you find one you like and/or can afford. He should serve as your expert and resource on the history, health, availability and cost for the specific type of real estate you are interested in leasing or purchasing. His knowledge and contacts can help you successfully identify potential sites, and acquire real estate in a timely manner with terms and conditions that meet your requirements.

Selecting the right broker is a very important step in the real estate acquisition process. Check with your acquaintances, business peers, bankers and attorneys to identify a number of brokerage firms who have the best client references and service reputation. The object of this process is to identify a firm which will increase your capabilities and effectiveness, save you time and increase your efficiency.

You should understand how your broker will be compensated. The most common practice is for the broker to receive a commission which is usually paid by the landlord (for leased property) or by the seller (for purchased property). The broker's commission for leased property is often a percentage of the rent paid over the term of the lease. For purchased property, it is often a percentage of the purchase price.

There is a growing number of tenant brokers who do not list property, but only represent prospective tenants or purchasers. Tenant brokers will represent you for a fee which you pay, or they can be compensated by the landlord or seller who will pay them a commission. The use of a tenant broker, who does not list or market property for a landlord or seller, has gained popularity as the perceived "conflict of interest" is not present when using the tenant broker. You should understand fully how the broker you select will be compensated ---- whether you or the landlord/seller will pay their fee and what that fee will be.

Before meeting with any brokers, you should develop a detailed outline specification of your real estate requirements. Share your requirements outline with the best brokerage firms you have identified and invite a number (three or four) to make a presentation addressing how they will assist and work with you to obtain your real estate requirement.

After the presentations and your talking to references, you should

be able to select the best firm based on how well you feel they:

- Will be sensitive and flexible in quickly adapting themselves to your special needs.
- Will listen and act to provide creative alternatives if your requirement runs into major problems.
- Will work with you. Is this a good personality and business match?
- Will provide you with a current portfolio of real estate opportunities to review which meet your requirements.
- Are knowledgeable, have a good reputation, and have expertise in the type of real estate you need to acquire.
- Are able to use the inhouse real estate and financial analysis expertise they profess to have.

If you choose to use a tenant broker and pay him a fee, you must obviously negotiate the fee before announcing your selection.

After you have made a selection, you must begin the commitment and investment process. The commitment is between you and the broker where you and he must invest the time necessary to learn about each other. This can include a more in-

continued on page 5

ADVERTISING PROGRAM

IFMA members can advertise at the following low rates:

Size	Monthly Rates	
	One-time	3-Months
1/2 Page	\$150.00	\$135.00
1/4 Page	\$ 75.00	\$ 65.00
1/8 Page (Business Card Size)	\$ 50.00	\$ 45.00

Non-members will be charged an additional 10% for advertisements.

Make your check payable to IFMA and send it with your camera-ready artwork (photographs are not recommended) to:

Marta Williams, Advertising Coordinator
IFMA - Atlanta Chapter
6849-F Glenlake Parkway
Atlanta, GA 30328

Your ad will appear in the next available newsletter. Space is reserved on a first-come basis -- IFMA Members will have priority over Wait-List and Non-member advertisers. The Newsletter deadline is the Friday following our monthly lunch meeting.

If you have questions, please call Maria Williams at TEL (770) 688-9980 or FAX (770) 604-9740.

Tips, continued from page 4

depth review of the history of your organization, your business, its organization, your decision-making process, your competition, and a detailed review of your real estate needs including timing, schedules and financial investment requirements.

Your broker should clearly understand your mission, your quality, excellence and service requirements including performance measurement and standards of service. The broker's role and the services you expect should be thoroughly reviewed, including a post-occupancy performance review of how well the requirement was satisfied and any adjustments that should be made for future assignments.

Remember that selecting a commercial real estate broker is a serious and important business decision. Your ultimate success or failure often rests on your ability to communicate with your real estate broker and your dedicated management of the real estate acquisition process.

Rondeau is the director of consulting services for the Integrated Facility Management division of Johnson Controls Inc., and international contract facility management and consulting services firm based in Atlanta. He is a past president of the Atlanta chapter of the International Facility Management Association and a registered architect.

(Reprinted with permission from *The Atlanta Business Chronicle*, December 1-7, 1995.)

From the Desk of the Community Service Committee Chair, Malcolm Weiss...

Gwinnett County Public Schools have asked our Atlanta IFMA Chapter to help them improve their building maintenance functions through participation in their "study team process." As long as you are not an employee or formally involved in Gwinnett County government, you are eligible to participate. In speaking for the Atlanta IFMA Community Service Committee, I can unambiguously state that this process affords our membership an unparalleled opportunity to do an important community service, network with your peers in the corporate and institutional arenas, have a chance to use your creative facility management skills, add a wonderful page to your "job portfolio," and have an enjoyable experience at

the same time.

The current Building Maintenance Study group reads like a who's who of facility management, and still is looking for from two to four Atlanta IFMA members to make it complete.

If you are interested in participating in this and future ongoing Gwinnett County Public Schools Study group please call me at (404) 256-2040 or fax me at (404) 256-2120, and I will give you more information. Don't miss this rare opportunity to join the current team evaluation - the train has just left the station; but there is still time to catch it at the first stop. Remember, that if you don't make a deposit you don't get a return.

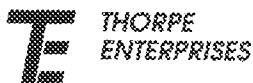
ATTENTION

World Workplace '96 Attendees

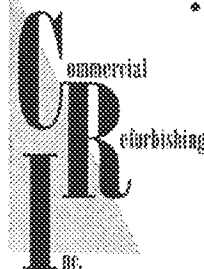
Those of you attending World Workplace '96 will need to pick up your Atlanta pins for trading at the conference. If you are registered for the Salt Lake City conference, please contact Kathy Roper at 404/649-5011 and leave your name and mailing address so that we can get your pins to you before you leave for Salt Lake City. Pins will be available at the September luncheon meeting from Sheryl Yetsko, or Kathy will mail pins to you. Please call as soon as you register for WW'96 to get on the list.

A WORLD OF THANKS!

THE MEN AND WOMEN OF THORPE ENTERPRISES WISH TO THANK ANN STEELE FOR HER CONTINUED CONFIDENCE IN CHOOSING OUR COMPANY'S SERVICES FOR SECURITY, MAIL ROOM AND TECHNICIAN STAFFINGS AT THE SIEMENS ENERGY & AUTOMATION INC. WORLD HEADQUARTERS.



YOUR SINGLE SOURCE FOR FACILITIES SUPPORT SERVICES: SECURITY, HOUSEKEEPING, MAINTENANCE AND SERVICE!



Office Furniture Refurbishing
* Upholstery * Painting * Lamination
* Upholstery Cleaning

5669 New Peachtree Road
Suite 2
Atlanta, Georgia 30341

770-936-0017
770-936-0097 Fax
1-800-251-4010 Home Office

FMA Career Services

THE FOLLOWING POSITION IS
AVAILABLE TO QUALIFIED CANDIDATES
AS OF SEPTEMBER 5, 1995

Project Manager for
Turner Properties/Entertainment
Atlanta

Position Description: Responsible for managing architectural and facilities-related projects from design through construction. Projects range from management of the design and construction of office and technical projects, to space planning, and furniture and finishes specification for individual offices and work stations. Must have facilities and/or commercial interiors design and project management experience. Must be able to develop and manage project budgets from client request through

project closeout.

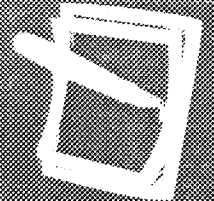
Qualifications: Four to six years in project management; experience with facilities planning, design and construction necessary. Experience should include space planning with systems furniture and furniture specification. Degree in Architecture or Interior Design required. Proficiency in AutoCAD and MS Word required, Excel desirable. Must be detail-oriented, with strong client skills, initiative, and follow-through. Ability to handle multiple projects essential.

Please send resume to:

Turner Properties
1050 Techwood Drive, N.W.
Atlanta, Georgia 30318

Call For Writers

The Public Relations Committee welcomes all interested IFMA members to write facility management articles for publication in news chronicles, magazines, our monthly newsletter, etc. Please call Lori Reed Tilt, Public Relations Committee Chair at 404-881-9880 for more details.



The end of office furniture headaches.

SQA

SQA Contract Marketing

Simple, quick, affordable office furniture. Call 770-514-1500.

2164 Major Loring Way Marietta, Georgia 30064

1996 COMMITTEE CHAIRS

Education

Mike Denson,
BellSouth Corporation
404/249-2542

Programs

Mark Ormand,
Peachtree Software
404/564-8150

Archives

Freddi Hagin
Ginger Walker
770/948-3963

Allied/Affiliate

Dave Flory,
Cort Furniture Rental
770/984-1113

Career Services

Susan zumBrunnen,
The Coca-Cola Company
404/676-7177

Membership

David Brucks,
Johnson Controls
770/772-8274

Newsletter

Sonya Tablada,
Facility Resources, Inc.
770/393-4700

Sustaining Patron

Pete Conlin,
Project Management Services
770/518-3219

Hospitality

Susan Sullivan,
Hendrick Associates
404/240-9312

Haidee Courson,
Wegman Associates
770/368-0101

Awards

Gene Meany,
Facility Consultant
770/645-8527

Community Service

Malcolm Weiss,
Malcolm Weiss & Associates
404/256-2040

Public Relations

Lori Tilt,
Heery International
404/881-9880



INTEGRATED

Asset Management, Inc.

Quick quantity counts for furniture and equipment liquidations and bar code inventories including:

Detailed descriptions with color photographs for facility design, re-stack or relocation purposes.

Personal computer hardware, internal configuration and software inventories.

Bar code asset management software, portable scanners, training and technical support for you to maintain your assets.

NEW mov-n-Box® rental -- bright yellow plastic moving boxes for rent. Less expensive than cardboard -- environmentally friendly, crush resistant, tearproof and waterproof. We deliver and pickup.

Call Marla Williams at (770)668-9980 today!!

WORLD WORKPLACE, '96

Sunday, Oct. 6, through Tuesday, Oct. 8

WORKPLACE PROFESSIONALS—

Facility executives, interior designers, architects, engineers, lighting directors and real estate professionals—

World Workplace '96 is designed for you!



COME TO WORLD WORKPLACE '96 and customize your own learning experience by focusing on issues that are important to you. This event is designed to accommodate every workplace professional's needs.

THE INFORMATIONAL EXCHANGE at World Workplace '96 includes 89 educational sessions and 18 round table discussions sponsored by IFMA and other highly regarded associations, including ASID, NACORE, HFI, CRI, BOMI Institute and AIA. In addition to the sessions, hundreds of exhibitors will be on-hand showcasing their products and services in the Learning Center. As you would expect, the networking opportunities are limitless.

Come broaden your horizons in Salt Lake City, Utah

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

Meeting Location & Directions

Location of the September 18th luncheon
at 103 West Restaurant in Buckhead

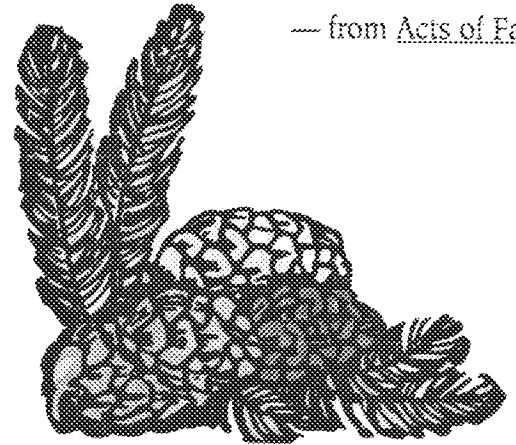


103 West is located at 103 West Paces Ferry Road across from Chops Restaurant in Buckhead. It is one block west of Buckhead Five Points and is housed in a pink and green European-styled building. If you need more detailed directions, please call 103 West at (404) 233-5993.

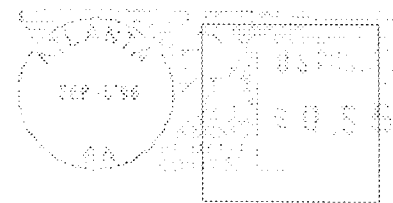
Thought for the Month

*We meet people for a
reason, a season or a
lifetime.*

— from Acts of Faith



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



Eugene F. Meany
Steelcase, Inc.
9715 Summer Oaks Drive
Roswell, GA 30076-1876