

# International Facility Management Association



IFMA - Atlanta Chapter • P.O. Box 43306 • Atlanta, Georgia 30336-0306 • November 1996 Issue

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## 1996 SUSTAINING PATRONS

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Pointe Services, Inc.  
Royal Cup Coffee, Inc.  
Snypp-Bowen-Carnahan  
Steelcase, Inc.

## Monthly Meeting

**Wednesday, November 20, 1996 • Cobb Galleria Centre**

**Topic:** Facilities Management Outsourcing and Partnering  
"When, Why and How?"

**Date:** November 20, 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 Centre

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

\*\*\* Please call by **Friday, November 15** to make your reservation. Reservations made after this date are subject to a \$5 surcharge on the meal cost.

Don't miss this program! Many facilities managers hear the term "outsourcing" and immediately think "outofajob." That's not what outsourcing is all about and the term "partnering" implies a positive solution all on its own. The November IFMA Atlanta program will clear up all your questions. Do I need outsourcing and partnering? If I do, how much? When is the right time to open a partnering relationship? Come find out what you didn't know from leading professionals in the outsourcing field.

*If a reservation is made in your name for an IFMA function, the Atlanta Chapter incurs an expense for the meal that is reserved in your name. Accordingly, our policy is to invoice for reservations made but not kept or cancelled and you will be invoiced. Cancellations must be made 48 hours or more in advance of the function in order for the chapter to avoid being charged.*

## President's Message

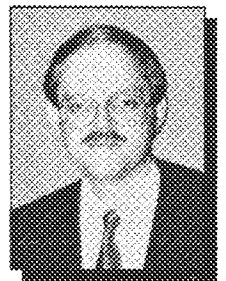
by Harry Ludwig, III

### World Workplace '96

Having just returned from Salt Lake City, it is appropriate to reflect on, and comment about, what World Workplace '96 offered attendees and the experience of attending and participating in this mega-conference.

To begin, Salt Lake City proved to be a very good conference venue. While it is safe to say the overwhelming majority of conference attendees had never previously been to Utah, the reaction to the facility (the newly renovated and enlarged Salt Palace Convention Center), hotels and geography was very positive.

Geography? Yes, geography! Salt Lake City is literally at the foot of the Rocky Mountains. Unlike Denver, from which it is necessary to travel some 30 to 35 miles to get into the Rockies, the mountains rise at the eastern edge of the city and tower over the downtown high rise build-



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*President's Message continued from front*

ings. Approximately 30 minutes from downtown is the mountain ski resort of Park City, site of the Winter Olympics of 2002.

In addition to IFMA, which is primarily responsible for overall conference planning and management, participating associations included the American Institute of Architects (AIA), the American Society of Interior Designers (ASID), BOMI Institute (the educational "arm" of BOMA [Building Owners & Managers Association]), the Carpet & Rug Institute (CRI), Facility Management Nederland, Global FM, the Health Facility Institute, NACORE (International Association of Corporate Real Estate Executives), the National Institute of Building Sciences and the U.S. Green Building Council. (A number of educational sessions were provided by these contributing organizations.)

Saturday and Sunday morning were devoted to council meetings. Councils are the special interest subgroups within IFMA...the members of each being from a specific "industry." They add value to Association membership and participation by providing a networking forum of individuals whose facility management responsibilities share much in common. (Yours truly and our Secretary, Sheryl Yetsko, participated in the IFMA Legal Council charter meeting at which it was revealed that 56 major American law firms now have staff management members in the Association.)

The IFMA Foundation's annual benefit was held Saturday night. To raise money for IFMA's research arm, many chapters donate items which are auctioned off. The Atlanta Chapter donated an Olympic package with many Olympic memorabilia items which was eagerly bid on and generated about \$150 for the foundation.

Officially beginning the conference was

the Sunday Keynote Address by nationally known motivational speaker, Les Brown, and his wife, entertainer and singer Gladys Knight. Les and Gladys presented a powerfully persuasive "blueprint" for succeeding in life focusing on the Seven "P's"...purpose (have one); be passionate (about your goals); performance (successful people produce); people (necessary to all effort); persistence (come back again and again and again); perseverance (success means not giving up); and prayer.

Following the Keynote Address, the IFMA exhibition (Learning Center) opened. Approximately 225 vendors of products and services to the facility management community showcased their offerings this year. Booths ranged from the standard 10 x 10 size up to huge and elaborate displays containing entire furnished offices, theaters with a stage for product demonstrations and dining rooms serving beverages and snacks.

Sunday night many Atlanta Chapter members were the guests of SMED at the Salt Lake Country Club. A charter bus took us to the beautiful facility at the base of the Rockies for a gourmet dinner. A special thanks to SMED for their very generous and gracious hospitality.

Monday morning's General Session Address was given by Gene Kranz, leader of the "Tiger Team" which brought *Apollo 13* safely back to earth. After listening to the incredible challenges Kranz and his crew had to overcome to prevent a complete disaster, many attendees commented..."and I thought things went wrong at our office!"

In addition to the exhibition being a center of activity, 45 educational sessions and 9 round tables were offered on Monday.

Monday evening, Royal Cup Coffee, in cooperation with DeKalb Office Environments and Milliken treated Atlanta

Chapter members to an evening at the Wagonmaster Steak Company. A chartered bus took us to this old west emporium for a dinner of roast prime rib and barbecued chicken. We were then all given lessons in country and western dancing, the electric slide and the current rage...the macarena. Our Chapter owes a sincere **THANK YOU** to Royal Cup's Howard Chapman for overall planning and coordination and to his capable "assistants" Claire Brucks, of DeKalb Office Environments/Regeneration, and Milliken's Ronnie Galvin.

Tuesday morning's General Session Address was presented by long time ABC News Correspondent, Bettina Gregory. The focus of Gregory's address was *persistence*. She presented examples from her own life and the lives of many others who were unsuccessful many times before achieving success. They just would not give up and refused to accept outcomes that were less than the goals and objectives they set for themselves.

Again on Tuesday, World Workplace '96 offered 45 educational sessions and 9 round tables. Probably the most frustration at the conference resulted from wanting to attend several promising sessions given during the same time block. Fortunately IFMA's conferences are structured in an open format. Unlike some association conferences for which it is necessary to preregister for each specific session, IFMA sessions are open. Thus, if a session proves to be less than its billing in the conference brochure, one can quietly leave and join another (already in progress) session.

IFMA's annual awards banquet took place Tuesday evening. With 42 attendees, in addition to a number of spouses, present Atlanta Chapter members were seated, in small groups, throughout the Salt Palace banquet hall with attendees from other chapters. A cocktail hour began the evening. Awards were

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## Alternative Office Strategies

### More Firms Trying Out Alternate Office Strategies

TELECOMMUTING, HOTELING AND VIRTUAL OFFICES GET TRYOUTS

by Kathy O. Roper

Reprinted with permission from Atlanta Business Chronicle

The term "alternate office strategies" has been in use for several years, and, to varying degrees, many Atlanta companies are applying the concepts to their offices.

During the 1996 Summer Olympics, many companies experimented with alternate officing. Most probably all will continue to use the beneficial applications to help their companies retain high-quality employees and improve productivity and cost efficiency.

Telecommuting, hoteling and virtual offices are some of the concepts used by companies here. Regardless of the names, alternate office strategies (AOS) usually refer to the use of computers and telephone lines to remotely access company databases and work away from the main office.

Many salespeople have worked with mobility for years. Calling on customers at their sites and placing orders in quick turnarounds led these salespeople to figure out how to access the company's order-entry system from their customers' sites. They avoided the

delays of returning to their office to place the order. These same employees were some of the first to discover the use of cellular telephones and remote faxing capabilities.

With this new technology and costs of equipment and access decreasing, the general corporate workplace is considering AOS options for many of their employees.

#### SETTING UP AOS REQUIRES STUDY

Not all jobs, nor all employees, lend themselves to AOS. Careful evaluation of the positions and lifestyles of the employees is required to determine if AOS can work. Several basic factors should be considered before setting up AOS programs. Benefits and potential risks should be weighed. There are benefits to each type of strategy, but some benefits associated with telecommuting include:

- reduction in real estate costs because of smaller and/or fewer workstations for employees in the office;
- increased productivity, with employ-

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*President's Message continued from page 2*

then (wisely) presented prior to dinner being served. After dinner, we were entertained by a terrific comedian after which the dance floor was opened with perhaps the longest conga line in Salt Lake City's history.

World Workplace '96 was, in the words of many attendees, one of, if not the, best IFMA has held to date. The scenic venue, huge product/service exhibition, celebrity speakers, sessions and entertainment were all well received. It was also rejuvenating to have the opportunity to talk with and listen to many others who daily face the same or similar challenges.

We can now look forward to World Workplace '97, in Dallas, building on the successes of Salt Lake City!

**No Deposit; No Return**

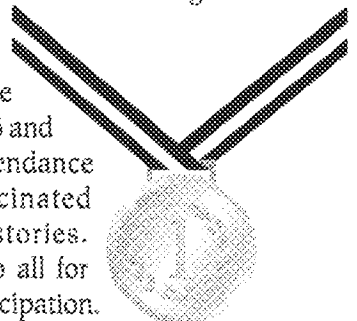
## October Luncheon Recap

### THIRD ANNUAL SUSTAINING PATRONS APPRECIATION LUNCHEON

IFMA Atlanta hosted its third annual Sustaining Patrons Appreciation Luncheon on Wednesday the 16th of October. Each year we take this opportunity to show how honored we are to have a numerous amount of firms representing the best partners and providers our profession has to offer. Chapter President Harry Ludwig missed nothing in his affectionate overview of the wonderful things our Sustaining Patrons do for the local IFMA Chapter. While recognizing all of the IFMA Patrons, Harry bestowed a lovely gift on each. IFMA Atlanta is truly lucky!

Things didn't stop there. It was also our sixth annual Sharing Rally. Representatives of IFMA's Allied and Professional membership were on hand to tell us their stories of 1996 challenges attacked and met. Mike Butler, Facilities Manager for Georgia-Pacific Sales Group, shared his accomplishment of successfully implementing a Computer Integrated Facilities Management (CIFM) system at Georgia-Pacific. How did Coca-Cola prepare for the Olympics? Ken Gwinner, Director of Facilities and Long Term Planning for the famed soft drink giant filled us in on that task. Then finally Jim Waters, Area Manager for Cort Furniture Rental, described how they had to stick their necks out to gear up for an unknown furniture demand during the 1996 Games.

All three won the gold in '96 and all in attendance were fascinated by the stories. Thanks to all for their participation.





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*Alternative Strategies continued from page 3*

ees working during normal commute times or nonstandard hours when they are most productive, and appreciation for the ability to work outside of the office:

- reduction of sick time because employees can perform some of their work from home; and
- providing a better balance of work and personal life, which increases morale and job satisfaction and provides the employee with less stress from reduced commuting and decreased individual expenses associated with commuting and dressing for the office.

The risks and initial costs of AOS also should be considered, including insurance coverage, initial purchase of equipment and a decision on whether the employer will provide furniture.

Some employers may want to have telecommuting employees sign a telecommuter contract, identifying employer's and employee's responsibilities and liabilities. Not all employees can work away from the office without distractions, and telecommuting is not a substitute for child care.

#### ISOLATION CAN BE A PROBLEM

Isolation of employees who frequently work outside the office can be a problem. These employees need to have regularly scheduled department conferences in the office or frequent telephone conference calls to stay in touch with day-to-day changes.

Telecommuters often must learn to stop working. Obsession with completing work or separating work from home can become a problem. Companies can make this worse if clearly established "core hours" are not enforced. Someone at the office should not assume that the telecommuter is available for all last-minute projects.

Clearly, not all jobs work in telecommuting situations. But most companies find that qualified employees who work outside the office are

*Some employers may want to have telecommuting employees sign a telecommuter contract, identifying employer's and employee's responsibilities and liabilities.*



more productive and have increased loyalty because they have been empowered to handle their jobs much as an individual enterprise. These companies believe they and the employee benefit from the mutual trust and flexibility provided by telecommuting and other forms of alternate office strategies.

*Roper is the Southeast region strategic planning manager for Sprint in Atlanta. She is also vice president of the Atlanta chapter of the International Facility Management Association, a global professional organization of more than 42,000 facility-management professionals.*

## Kudos to Career Services

The following note comes from Ellen Warthen, Human Resources Manager at DeKalb Office Environments. The Career Services Committee is appreciative of this acknowledgment and is glad to be of service as we continue to seek out employment opportunities for facility management professionals.

Susan,

I just wanted to drop you a note and express our thanks for your introduction to Anne Murphy through IFMA Career Services. Anne started to work with us as a Project Manager on September 23, 1996.

I am sure you don't get feedback on all your referrals, much less receiving the recognition you deserve for this volunteer work. However, I did want you to know how much we appreciate it. Please let me know if I can ever be of any help.

Ellen

## Job Listing

**Facility/Property Manager** - The Decatur-DeKalb Branch of the YMCA of Metropolitan Atlanta is seeking someone to fill this position. The position requires skills in all facet of YMCA property management including landscaping, field maintenance, facility and pool maintenance, plumbing, electrical and HVAC maintenance. This person must be aware of changing conditions caused by member usage and be prepared to anticipate and react to facility cleanliness and safety issues. A high degree of human relations skills is required as this person leads a janitorial staff team and interfaces with members and volunteers. The ability to interpret architectural and technical data is a plus. A high school diploma plus vocational certification in appropriate fields and three years experience (including supervisory experience) is required. All interested candidates should forward their resumés to: Ed Williams, YMCA of Metro Atlanta  
Phone: 404/588-9622 \* FAX: 404/527-7693



## November Announcements

The 1997 Atlanta IFMA Board met at Callaway Gardens, October 25-26 to review and plan for 1997 activities for our chapter. Rick Luders and Jamie Lanier of Innerface Americas (Bentley, Innerface and Princestreet) hosted the '97 Board at Bentley's Catawba House at Callaway. Look for upcoming information from the 1997 Planning Retreat at future meetings and newsletters.

### It's A Boy!

Mark Ormand, former Programs Chair of IFMA Atlanta is a new father. John Reese Ormand was born on September 12 and made his debut to the world wearing a 7 pound, 1 ounce, 21-inch toothless smile!! The proud dad is wearing an even larger smile—with teeth, of course! Congratulations Mark!

## Thought for the Month

*"It's a funny thing about life: If you refuse to accept anything but the very best you will often get it."*

—W. Somerset Maugham

### A WORLD OF THANKS

THE MEN AND WOMEN OF THORPE ENTERPRISES WISH TO THANK MR. STEVE RAY FOR HIS CONFIDENCE IN CHOOSING OUR COMPANY'S SERVICES FOR HOUSEKEEPING, CARPET CLEANING AND SUPPORT SERVICES AT THE NORTH AND SOUTH CALL CENTERS FOR ATLANTA GAS LIGHT COMPANY.

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## SPONSORSHIP OF THE NEWSLETTER

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:

Marla 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 Marla Williams at TEL (770) 668-9980 or FAX (770) 604-9740.



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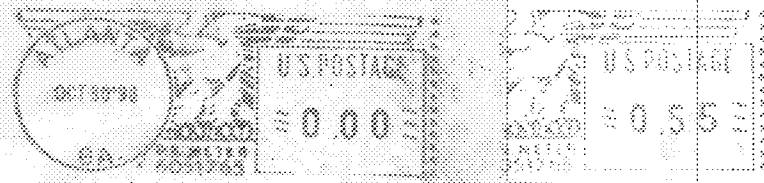
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