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Monthly Meeting

Wednesday, May 21, 1997 • Cobb Galleria Center

Topic: Energy Deregulation or “Do You Want Power with Your Fries?”
Date: May 21, 1997
Time: 11:30 a.m. - 1:30 p.m.
Cost: $20 Member; $25 without advanced registration
$35 Guest; $40 without advanced registration
Location: Cobb Galleria Center
Reservations: IFMA Office (770) 948-3963, ext. 23 or FAX (770) 745-9164
*** Please call by Friday, May 16, 1997 to make your reservations.

Coming soon to the IFMA meeting near you will be invaluable information regarding energy deregulation. Because coming soon to your home or office, will be unprecedented decisions regarding energy for your company and residence. The pending deregulation of our public power system will create both challenges and opportunities in a competitive economic environment. How will this change affect each of us? Does your company have a winning plan for this new market, or are you “in the dark?”

Mr. Thomas M. Bulocchi, Executive Vice President and COO of FMES, Inc., will address these questions and more at the May IFMA meeting. An expert in this field, Mr. Bulocchi has career experience that includes his former role as Worldwide Director of Marketing and Strategic Planning for Hewlett-Packard. This is your opportunity now to have your energy questions answered.

IMMEDIATELY FOLLOWING THE MEETING, the Education Committee will offer a follow-up Round Table discussion. The round table will include our speaker with panelists from our local public utilities. This promises to be an “energized” affair as formerly regulated utilities share their plans on how to retain their competitive edge in this new marketplace. Please consider staying over for an hour following the meeting to participate in a discussion about this subject that will touch each of us soon!

President’s Message by Kathy O. Roper, CFM

Association, as defined by Webster’s, includes “the act of associating,” as well as “an organization of persons having a common interest” and “something linked in memory or imagination with a thing or person.” One other definition of association is “the process of forming mental connections or bonds between sensations, ideas or memories.”

With all these concepts in mind, the Atlanta Chapter of IFMA is on the road to being a successful association. Our monthly meetings and other chapter events provide opportunities for members, prospective members and guests

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President's Message continued from front

...to "perform the act of associating" with one another. I have heard numerous conversations among members and guests that prove the success of our association. We meet new contacts, revive old relationships, and leave with a feeling of increased worth and value to our companies. Our speakers are often inspirational, sending us off with a refreshed list of priorities. At our last meeting, Ed Baker, of the Atlanta Business Chronicle, talked inspirationally about the need for us to become involved personally in our communities, and to advocate for our companies to assist in mentoring projects with schools and in various other ways, provide grass roots input into local, community action.

We are by definition, "an organization of persons having a common interest." That interest is often taken for granted by our peers and employers, however, most of us truly are interested in our profession and seek ways to grow and learn more whenever possible. That interest is our common thread. But each of us have our specialties in both experience and current job responsibilities. That's what's made the networking opportunities so valuable within IFMA. I often receive calls from fellow members looking for a guideline, or simply wondering how I handle a specific responsibility within my company. Ideas and technique sharing are valuable resources, compliments of our association with other members.

Do you recall a memorable presentation either at the local level or from a World Workplace seminar? These associations may not provide an immediate solution or idea, but months or years later the remembrance provides a creative spark that can speed us to a resolution and increased respect within our company. Perhaps you were one of the fortunate attendees at one of the many dinners sponsored during recent World Workplace events. These fun times help cement the relationships we've built within IFMA. If you doubt it, just ask anyone who attended last year's Western dinner in Salt Lake City about the Macaroni! These memories link us to our association and should provide reminders of the value of membership.

In order to increase "the process of forming mental connections or bonds between sensations, ideas and memories," you need to participate in the Atlanta Chapter of IFMA. Attending monthly meetings will provide some associations. But to gain the full impact and reap benefits in all the definitions of "association", you need to take the extra step and challenge of increasing your participation. Attend events like the upcoming golf outing fund-raiser. Volunteer to participate on the committee of your choice. Let a board member know about your areas of expertise and prepare a presentation for a roundtable or monthly meeting. This association is always looking for a few more ideas. Please make the most or your association membership and live ALL the definitions.

Yvonne Hargrave

IFMA Member Awards - Congratulations

Have you or someone you know received some special recognition or award recently? This new column in the monthly newsletter will spotlight IFMA member achievements. Newsletter submission deadlines are the third Friday of each month. All kudos should be faxed to Pauline Warrior at 770-698-0461.

May 1997

FURNITURE NEEDED

IFMA Atlanta, as a community service project this year, has undertaken an initiative to provide facility management consulting services to one or more United Way supported agencies. Such agencies often own their own buildings and facilities, however, because nearly all of their budget must be used for providing services little is left over for space planning, maintenance, etc.

Through the work of IFMA Atlanta's Community Services Committee, chaired by Howard Chapman, we are beginning this process with REACH (Rehabilitation & Education for Adults & Children). REACH provides educational and rehabilitation programs for infants and children and rehabilitation and work programs for persons 18 and older to foster maximum independence. The agency was founded in 1948 and became a member agency of United Way in 1961. Previously called the Cerebral Palsy Center, the scope of service was increased over the last few years to include infants and toddlers.

Like many other social service agencies supported by the United Way and other contributors, REACH is in need of office furnishings. Specifically, REACH is in need of desks and credenzas, task and executive seating, bookcases, lamps, side tables, etc. If you have such furnishings in good condition that you will not be reassigning for future use, you may contact REACH Executive Director, Brian Reilly, at (404) 377-3936. You will be making a contribution to a very worthy cause.

—Harry Ludwig,
Immediate Past President
April Luncheon Recap
The ABC's of The Real Atlanta Market – Today & Tomorrow

If the future of your business depends on where Atlanta is going tomorrow, I hope you didn’t miss the April IFMA meeting. Speaker Ed Baker, Publisher, The Atlanta Business Chronicle, gave an eyes-wide-open overview of where Atlanta is today, as well as offering areas for necessary improvement if Atlanta is to stay in the forefront of leading cities. Mr. Baker, who is also the Vice President/ Director of Corporate Marketing for American City Business Journals, states that one of the key areas for focus in Atlanta is education, where a better educated population will mean a higher quality labor force. He also cautions that as well as Atlanta has done in the past few years in bringing new businesses to town, Atlanta needs to continue to stay aggressive in that area. As Atlanta continues to grow, the cultural aspect of Atlanta must keep up and grow as well, in order to continue to make Atlanta an appealing city for relocation. He feels that more involvement and influence by both communities and industry groups will lead to positive changes with noticeable impact, and cited the example of Cobb communities actively seeking and accomplishing the addition of more baseball fields for their children. Atlanta is a great city – Ed encourages involvement to keep it that way!

Waiting List Reduction Committee Forming

One of the goals for the 1997 Atlanta Chapter board is to increase the Chapter's membership. Recent changes in policy at the international level, have eliminated a long standing Atlanta Chapter practice which allowed a potential Associate member on the waiting list to gain membership more rapidly by recruiting three Professional members. International headquarters is now responsible for the maintenance of all chapter waiting lists. In an effort to assist in our chapter’s growth, a meeting will be held for all interested parties at the conclusion of the June 18th chapter meeting. It is highly recommended that all potential Associate members currently on the waiting list be in attendance. Topics for discussion will include why the International headquarters is in charge of chapter waiting lists, current waiting list status, and planning for new Professional membership recruitment.

---Dave Flory
Allied/Affiliate Committee Chair

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CMF Certification Update

Understanding the Competencies

A competency represents a group of related activities or tasks called performances. Collectively these concepts are indicative of the behaviors necessary to identify competent performance. Once the competency has been identified, the performances that support or clarify the competency must be specified. There are three performance components: conditions, behaviors and criteria. Conditions indicate the circumstances that exists when a given performance takes place. Behaviors describe what is being done. The criteria indicate the quality or level at which the performance is supposed to occur. The eight competency areas provide the organizational basis for the 22 competencies and the 127 performances that you will be tested on. The competency areas are by no means equal in stature to one another. In fact, three of the eight, Operations and Maintenance, Real Estate, and Human Environments are considered "core" to the facility management profession. Of these, Operations and Maintenance is considered the competency area belonging almost entirely to the realm of facility management. (Competencies for the FM Professional)

The four competencies in the Operation and Maintenance area involve building systems, building structures and permanent interiors, furniture and equipment, and grounds and exterior elements. The performances include assessment, recommendation, acquisition, installation, maintenance prevention and management, and establishment of standards, practices and procedures.

My favorite answer to the question, "What do you do?" was always "I'm like Clinger in 'Mash'-you need something—you come to me—I'll figure how to get it for you". Of course this makes it sound so simple. But along the path you pick up knowledge of those performances necessary to accomplish your goal. Let's say your facility needs better, more efficient security. You study everything from card key systems to surveillance cameras. You survey the various groups in your facility and find out what level of security they really need. You do your cost analyses and present your recommendations to management. You gather competitive bids, you make your decision, you plan and oversee the installation, you set up a preventive maintenance program, establish policies and procedures, implement the program, and you're off and running—until the next challenge is presented.

My point is, you may not have known the difference between a magnetic stripe card reader and a proximity reader when you started your task, but along the way you gained valuable experienced-based knowledge in that given area. That's the idea behind a competency-based certification exam. That's why it's so difficult to study for the CFM exam.

As you review the competency areas for the exam, if you find you need the experience of certain actual performances, why not volunteer for a project that would give you that experience? Or contact the Education Committee. As we form our study group sessions for the CFM exam, we'll include your areas of uncertainty and find someone who HAS had that experience and who HAS performed in those areas and is willing to share and help others reach their goals.

Stay tuned for further updates on the study group sessions. Until next month.

—Joanne Cole, CFM, Education Committee

Training Opportunities

The following Facilities Management Administrator courses are sponsored by the BOMI Institute of Building Owners and Managers of Atlanta (BOMA). For details and registration materials, please call BOMA at 770-825-0116.

**June 2 & 14 Consecutive Mondays**
4:00-6:00 p.m.
Environmental Health & Safety Issues
Instructed by Joe Barefoot
BOMA member rate: $395
non-member rate: $470

**June 3 & 14 Consecutive Tuesdays**
Design, Operation and Maintenance of Building Systems, Part 2
Instructed by Jack Kerley, RPA
BOMA member rate: $395
non-member rate: $470

**June 17**
Ethics is Good Business Shortcourse
Instructed by Denise Webster, CPM
This workshop is required for all FMA and RPA students enrolled after July 1, 1995.
BOMA member rate: $165
non-member rate: $195

**June 27 - 29**
Facilitated Group Study
This Institute-sponsored course combines the flexibility of self-study with the advantages of small group interaction. Choose any RPA, FMA or SMA course and receive expert assistance from Michael Clewenger.
Fee: $620

For information concerning our advertising program, please contact Marla Williams at (770) 668-9980.

May 1997

IFMA - Atlanta
**Career Corner**

The Career Services Committee is always looking for new and potential positions to announce in the newsletter. If you are aware of any job opportunities, please contact Rick Luders, Career Services Chair (770-491-0038 FAX) with a brief description of each position. The following positions are available to interested candidates. If interested, please contact the employer indicated directly.

**ServiceMaster** is a $4 billion corporation and has just finished 26 years of incremental growth. GFS is one of **ServiceMaster's** fastest growing business units and has excellent opportunities available for the following:

**GENERAL MANAGER**

As GM for your Education and Energy Management Division you will be responsible for general management, leadership, sales and delivery of energy management services to our national market of K-12 and Higher Education customers. You will manage a high energy group of four direct reports consisting of the Director of Engineering, and Sales Support Engineers as well as six indirect reports consisting of technical and operational support engineers. The ideal candidate will have a minimum of 10 years experience at the executive management level within a related industry, current P & L responsibility, $5-10 million account management experience and proven ability to negotiate/close consultative services sales.

**FACILITY MANAGER**

As the Facility Manager for one of our new customers, with multiple facilities onsite, you will be responsible for all facility management projects, preventative maintenance programs, onsite customer/partner relations and budget management. You will manage a staff of high caliber managers and engineers as well as coordinate the activities of outside contractors. The ideal candidate will have a minimum of 10 years of Facility/Operations Management experience in a manufacturing oriented facility (automotive is a plus). The position requires a Bachelor's degree (engineering is a plus), budget management experience of $10+ million and contractor negotiations. Requires solid people skills and computer literacy with Windows applications.

**OPERATIONS TECHNICIAN**

As an Operations Technician you will travel nationwide to customer sites assisting project managers with energy conservation projects and troubleshooting a variety of building automation and HVAC systems. The ideal candidate will have a minimum of 3 years experience with HVAC and control systems, and be open to nationwide travel.

ServiceMaster offers an excellent compensation and benefits package. Please forward your resume to:

ServiceMaster Business & Industry Group  
Attn: Rick Kimbel  
The ServiceMaster Company  
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**Key Personnel**

Mark Kupcewicz, President  
Sheryl Berg, Sales Manager  
Mary Dyer, General Manager

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IFMA - Atlanta  
May 1997
Awards of Excellence

The Awards of Excellence Program has been designed to honor facility professionals, students, Allied and Affiliate members, council members, educators and chapter participants whose vision and accomplishments are extraordinary and deserve recognition. These awards are presented at World Workplace '97 and cover 14 separate categories.

The Atlanta Chapter has not been active in participating in this program. We do, however, feel that we have an outstanding chapter and would like to participate this year. There is a lot of preparation that is required for each submission and we need your help! If you would be interested in serving on a new committee for this purpose, please contact Sheryl Yetcko at 404-527-8332.

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Register today by calling 1-713-629-6753, send an e-mail to events@ifma.org or visit the IFMA Web site at www.ifma.org/ww97.

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Atlanta Chapter
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Atlanta, Georgia 30336-0306

DIRECTORY UPDATE

Note corrections to mailing label at right (Include phone/fax numbers).
Fax to Ginger Walker-Atlanta Association Office (770) 745-9164

IFMA Atlanta Luncheon Registration Form

Wednesday, May 21, 1997 • 11:30 a.m.-1:30 p.m.
Cobb Galleria Center
TOPIC: Energy Deregulation or "Do You Want Power with Your Fries?"

$20 Member; $25 without advanced registration • $35 Guest; $40 without advanced registration

☐ Yes, I will attend the luncheon and bring ___ guests.

Please complete the following for each guest as it should appear on the name tag.

NAME __________________________________________ COMPANY __________________________________________

NAME __________________________________________ COMPANY __________________________________________

NAME __________________________________________ COMPANY __________________________________________

NAME __________________________________________ COMPANY __________________________________________

Help avoid the long lines and pre-pay for the luncheon.

Remember, all charge payments must be made via facsimile and sent to Ginger Walker at the Atlanta Association Office.

I will be paying by: ☐ Check ☐ VISA ☐ MasterCard

Phone Number of Check Signatory: ________________________________ Name on Card: ________________________________

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