

# International Facility Management Association



IFMA - Atlanta Chapter

P.O. Box 43306

Atlanta, Georgia 30336-0306

May 1997 Issue

## 1997 EXECUTIVE BOARD

**President:** Kathy O. Roper, CFM  
*Sprint Communications*  
(404) 649-5011

**V. President:** Sheryl Yetsko  
*Long, Aldridge & Norman*  
(404) 527-8332

**Secretary:** Matt Dawson  
*Alston & Bird*  
(404) 881-7000

**Treasurer:** Sheryl Berg  
*Plant Peddler*  
(770) 432-2649

**Past President:** Harry L. Ludwig, III  
*King & Spalding*  
(404) 572-4902

## 1997 SUSTAINING PATRONS

Aircond Corporation  
APCO

Atlantic Business Systems, Inc.  
Bonitz Construction

Carithers-Wallace-Courtenay, Inc.

Cathcart Allied Storage

Cecil Malone Company

Choate Construction Company

Contract Marketing

Cort Furniture Rental

COVAN World-wide Moving, Inc.

DeKalb Office Environments  
ReGeneration

DuPont Flooring Systems

Farrington Design Group

General Building Maintenance

Hardin Interior Services

Haworth

Interface, Bentley, Prince Street  
Meridian Inc.

National Furniture Liquidators

Pointe Services, Inc.

Rite Way Services, Inc.

Royal Cup Coffee, Inc.

Shaw Contract Group

Steelcase, Inc.

Wegman Associates

## 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



continued on page 2

*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 has 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 to 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 Macarana! 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 of your association membership and live ALL the definitions.

*Katlyn Roper*

### **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 submittal deadlines are the third Friday of each month. All kudos should be faxed to Pauline Warrior at 770-698-0461.*

### **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



Your company is changing. Continuously. Change has become a fact of life. And managers need more information, faster than ever. You've wondered if a CAFM system would help, but who's got time to do the research to find the right one?

Collaborative Consulting Group can help. We recommend the system that is right for your unique needs, to give you the information you need about space, about people and about assets. We can get the system up and running and, if you are understaffed, we can keep the data current for you. Just ask us.

Call Judy Clements  
404-876-0097  
e-mail: [jcc@cdglltd.com](mailto:jcc@cdglltd.com)

### You Are Invited...

... to the May 14th BOMA Atlanta luncheon meeting. Dr. Carl Patton, President of Georgia State University, will speak on the subject "Olympic Legacy for GSU and Downtown Revitalization." **The meeting will begin at 12:00 noon on Wednesday, May 14th** with registration opening by 11:00 a.m. and will be held at the Georgia World Congress Center. Luncheon charges are \$30 for BOMA members and \$40 for guests. Reservations must be made by 5:00 p.m. on Monday, May 12th. Please call BOMA at 770-825-0116 for details and registration information.

#### A WORLD OF THANKS

THE MEN AND WOMEN OF THORPE ENTERPRISES WISH TO THANK MR. STEVE HARRISON OF THE PARMENTER FOR HIS CONFIDENCE IN CHOOSING OUR COMPANY FOR SECURITY SERVICES FOR 230 PEACHTREE STREET.



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

## FM 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 exist 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 BOMA 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 Clevenger.

Fee: \$620

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

## 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 on-site, 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+mm 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  
One ServiceMaster Way  
Downers Grove, IL 60515-1700  
1-800-333-6678 • FAX (630) 271-5747



## Plant Peddler, Inc.

(770) 432-2649

(770) 432-9783 (Fax)

### Key Personnel

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

Plant Peddler, Inc. has served Metro Atlanta and outlying areas for 15 years specializing in INTERIOR PLANTSCAPING design, installation and guaranteed maintenance.

We use living plants to create professional office images and healthful environments.

Living plants bring forth the freshness of outdoors, boosting morale, attendance and productivity of employees and visitors alike.

NASA studies prove that interior tropical plants play an integral part in eliminating the invisible toxins emitted by the equipment you use and/or the building itself. Addressing "Sick Building Syndrome" is a serious concern in all buildings, new and old.

You can purchase or lease plants and accessories from us or we will take over horticultural services for your existing material.

We also offer short term plant rental for special events, corporate meetings, parties, weddings, etc. - indoors or outdoors.

In either case, you will get the finest quality plants, professional materials and professional service available in the Metro Atlanta area.

***We Guarantee It!***

## 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 Yetsko at 404-527-8332.



*Office Furniture Refurbishing*

• Upholstery • Painting • Lamination  
• Upholstery Cleaning

*IFMA Members will receive a  
5% discount off upholstery cleaning  
April thru May!*

245 Dania Drive  
Alpharetta, Georgia 30201  
TEL 770-521-9622 FAX 770-521-1576

## Get a complete picture of the workplace

World Workplace '97  
Oct. 5-7, 1997  
Dallas, Texas, USA

Offering more than 80 educational sessions and 90 round tables, World Workplace '97 provides you with a panorama of workplace topics. The event brings together some of the workplace industry's most well respected organizations—allowing you to expand your awareness of a variety of issues.

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



## INTEGRATED

Asset Management, Inc.

Furniture and equipment inventories for facility design purposes, and computer hardware and software inventories. Asset management software and bar code scanners for on-going asset management.

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

International Facility Management Association  
Atlanta Chapter  
P.O. Box 43306  
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

.....	.....
.....	.....
.....	.....
.....	.....
.....	.....

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: .....

Card #: .....

Name on Card: .....

Expiration Date: .....

Phone # of Cardholder: .....

Signature of Cardholder: .....

---