

**International  
Facility  
Management  
Association**

**IFMA**  
Atlanta

**December Monthly Luncheon**

**Wednesday, December 20, 2006**

**11:30 a.m. Networking**

**12:00-1:30 p.m. Luncheon Presentation**

**Cost: \$35 for Members; \$55 for Non-Members**

**Speaker: Harry Ludwig**

**Topic: Anatomy of a New Headquarters Space:**

**The Why & How Design Concepts & Benefits Realized**

**Location: Villa Christina**

**Please remember to bring an unwrapped toy.**

*Wishing You  
All The Joy  
of the Season!*

**FEATURED ARTICLES**

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**Reminder: The deadline for submitting articles is the third Wednesday of each month.**

Where do you need to go to stay connected for IFMA Atlanta? Check out the hotlinks to upcoming and pending events. All of the information you need (locations, times, registration processes) is at your fingertips. Even the newsletter you are currently reading is on the site. Put it on your favorites list. Tell friends and colleagues the new IFMA website is the source to "connect" at: [www.ifmaatlanta.org](http://www.ifmaatlanta.org).

Alan Jones  
770/368-0101  
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### Stay Connected with...

[www.ifmaatlanta.org](http://www.ifmaatlanta.org)

#### Vision

To serve as the resource and representative for facility management.

#### Mission

To provide exceptional educational, networking and other opportunities that support and advance the facility management profession.

#### Goals

1. Support a community that fosters vitality, momentum and impact for the facility management professional.
2. Anticipate and prioritize the resources required to enhance effective delivery of educational, networking and other opportunities.
3. Inspire passion for the facility management profession that compels and engages facility practitioners to join and participate in the IFMA network, engages participation and attracts volunteer leaders.
4. Sustain Atlanta Chapter of IFMA's financial integrity to achieve and fulfill our mission.

#### Purpose

IFMA is a member-oriented association that exists to guide and develop facility management professionals. In support of its members, IFMA promotes the Facility Management profession by providing leadership, recognition and standards of excellence.

IFMA Atlanta Chapter  
1185 Willingham Drive  
Atlanta, GA 30344

## From the President

### Holiday Potpourri



No this isn't a scratch-n-sniff message this month, merely a compilation of various items that I want to share with the Chapter. For true Holiday potpourri see Martha Stewart.



Last month's column was spent in recognition of the Chapter of the Year award, so I didn't get a chance to mention the outstanding Fall Classic event, which also took place in October. I want to thank all of those who participated in the day's activities, for making it a fantastic event. Through the support of our gracious sponsors, we were able to raise over \$14,000 which goes toward supporting the IFMA Foundation & Georgia Tech FM scholarships. Since our organization's goal is to further the FM profession, I think that this is an admirable, ongoing commitment that the Atlanta chapter has made. A special thanks goes to **Steve Christopher** with Royal Cup Coffee, for once again leading the efforts to organize this event. Steve and his volunteers put a lot of time and effort into making this event a success. Kudos for a job well done.

Since it is the week of Thanksgiving as I write this, let me continue thanking some people for their ongoing work in the chapter. The speaker at the November luncheon was once again provided by the International committee. **Carlos Astolfi** with Turner Broadcasting presented an interesting example of the hurdles involved in real estate acquisition and construction projects in foreign countries. In this particular example, the country was Argentina, which was suffering through some extreme economic conditions. Thanks to **Eugene de Nijs Bik**, also with Turner, for getting Carlos to speak. Eugene chaired the International committee from its inception in 2003, and has now passed the leadership to **Shelly Hughes**.

The next bit of news relates to some changes on the Atlanta chapter board. As many of you know, **Chet Bounds** resigned his position as Membership chair due to a career change. **Monte Townsend**, with Flood Brothers, has agreed to take over this position. Monte's shift then created a vacancy over the Associates committee. I am happy to announce that **Joe Carroll** with IST Management Services, is joining the board as chair over the Associates committee. I am excited to have Joe on the Board since I know what an excellent job he has done as a member of our Career Services group. Thanks to Monte and Joe, as well as the rest of the board, for their willingness to serve.

And finally I would share this quote...

*"There is more to life than simply increasing its speed."* Mahatma Gandhi

I recently came across this quote and thought that it was particularly relevant for us as we come to the holiday season. We all need to exercise a Control-Alt-Delete in our lives at various times to refocus on those things that really matter, like family, friends and those in need. And with that thought, please remember to bring an unwrapped gift to the December luncheon. Happy Holidays.

Chapter President  
Stewart Smith  
st.smith64@comcast.net





# November IFMA Luncheon



## What you missed

Our November speaker was Carlos Astolfi, the Senior Vice President & Regional Financial Controller for Turner Broadcasting Systems Latin America, for the Latin American division. He currently is in the Board of directors as the Treasurer of the Georgia Hispanic Chamber of Commerce. He also is Vice President and founder of the Argentine-America Chamber of Commerce of Georgia. The presentation on International Project Management covered key points such as business reasons for the project, selection of the country where to locate the project, business conditions on real estate decision, selection of real estate agent and controlling the project and coordinating teams from different countries. More detail was provided on the following:

1. Effect of Macroeconomic fluctuations in property acquisitions
2. Business strategies and their influence in real estate decisions
3. Basic issues to consider when entering in a new market/country
4. Key lessons learned in dealing with multinational teams
5. Dealing with city permits and Historic district code
6. Doing business in Argentina

Our thanks to Mr. Astolfi for an interesting look at project management beyond our borders.

### IFMA 2006-2007 Executive Board

**Chapter President – Stewart Smith**  
st.smith64@comcast.net

**Chapter Vice President – Andrea Noland**  
Dekalb Office, anoland@dekalboffice.com

**Chapter Treasurer – Fran Rissland**  
A-R-T& Associates, fran.rissland@artandassociates.com

**Chapter Secretary – Christine Vest**  
vestcn@comcast.net

**Past President – Rachel Blankenship**  
Sage Software, Rachel.blankenship@sage.com

#### Get Involved with IFMA

*Please contact a committee chair for the date and time for the next monthly meeting. Your input is greatly appreciated.*

**Vice President Professional Development – Anne Shrock**  
Relogistics, ashrock@relogisticsatl.com

**IFMA Foundation Sustaining Patrons – Joyce Roper**  
jroper@na.cokecce.com

**Community Service – Joanne Cole**  
CDC, bzv6@cdc.gov

**Membership – Monte Townsend**  
Flood Brothers Inc., monte.townsend@floodbrothers.com

**Associates – Joe Carroll**  
IST, joecarroll@istmanagement.com

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InterContinental Hotels Group, shane.lomax@ichotelsgroup.com

**Programs – Kathy Roper**  
GATech, Kathy.roper@arch.gatech.edu

**Education – Clara Smith**  
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**Newsletter – Pat Dingels**  
Verizon, pat.dingels@verizonwireless.com

**Newsletter – Lynn Moorman**  
ABS Furniture, lmoorman@absfurniture.com

**Website – Alan Jones**  
Wegman Group, ajones@wegmanfrp.com

## Save The Date...

January Monthly Luncheon at Villa Christina Wednesday, January 17, 2007

# First Impressions and Body Language Keynote Skills and Insights for the First Five Minutes

**Y**ou're meeting a client for the first time, buying something from a vendor, sitting next to someone new on a plane, or watching an employee come through the door at the beginning of the day. In each of these situations, you are forming a first impression that determines how you'll interact with that person. Whether stranger or friend, our first impressions determine our communication, our relationships, and essentially, the quality and texture of our lives.

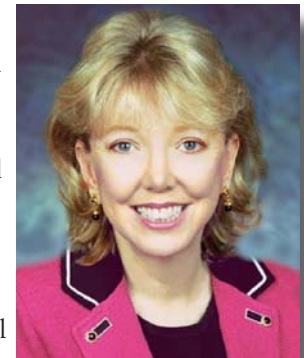
In this high energy, interactive keynote, you'll learn to accurately assess others and use the power of your "gut level" responses to improve your business savvy. We form

first impressions during the first 90 seconds of an interaction.

Patti Wood MA, Certified Speaking Professional, is an international speaker who has been researching, writing and speaking on communication for more than 25 years.

Since 1982 she has spoken to hundreds of top companies and national associations. Clients include recognizable names such as: AT&T, GTE, Chick-Fil-A, DuPont, Eli Lilly, Merck Pharmaceuticals, Lucent Technologies, The Kroger Company, Nortel Networks, Price Waterhouse, Nextel, Hewlett Packard, UCB Pharma, Old Navy, Bell South, BMG, NASA

and hundreds more. She is on the CEU faculty of Kennesaw and Emory Universities and does training for several other Universities including the Wharton School of Business.



Patti is called "The Babe Ruth of Body Language" by the *Washington Post*, and recognized by the *New York Times* for bringing the science of body language into popular culture.

## What is in your Disaster Preparedness Plan?

Join your other IFMA Professionals with a "hands on" session conducted by Jeff Jellets, The Salvation Army Territorial Disaster Coordinator, who "wrote the book" on Disaster Preparedness Planning for The Salvation Army.

Bring your laptop and/or a CD to download an Outline Plan that you can use for your own Organization.

Date: 01-26-07

Time: 9:00 am to 1:00 pm

Place: The Salvation Army Southern Headquarters, 1424 Northeast Expressway Access Road North Druid Hills and I-85)

Lunch: Provided

Cost: \$25 for IFMA Members, \$35 for non Members

Please register on line at [www.ifmaatlanta.org](http://www.ifmaatlanta.org) for questions please contact Clara Smith: [clara.smith@mindspring.com](mailto:clara.smith@mindspring.com)



## Georgia Tech Corner

**D**o you know any great Facility Management instructors? The Georgia Tech's masters program has an opening for new faculty. Candidates must have a master's degree; a Ph.D. is preferred and experience in the facility and property management industry. The initial search within academia has us competing with numerous other universities for open instruction positions, so let all professors know that we have these openings. To get detailed position descriptions contact Kathy Roper at 404-385-4139 or [kathy.roper@gatech.edu](mailto:kathy.roper@gatech.edu).





## Community Corner

This is the time of the year when we all like to acknowledge those people whose friendships we value and cherish. I'd like to take this opportunity for a special thank you to the members of the Community Service Committee. All that has been accomplished in the past year would not have been possible without the unselfish support of all of my committee members and in particular, my team leaders, who act as points of contact for each of our community partners. On the community service website ([http://www.ifmaatlanta.org/pdf/team\\_structure\\_06.pdf](http://www.ifmaatlanta.org/pdf/team_structure_06.pdf)) is a link to our team structure, along with a list of our faithful associates who have helped our community partners on various projects. I hope when you find the need for appropriate services for your facilities that you will look to these outstanding companies and their representatives for your needs.

Look for even greater things to come in the coming months. I wish you all a very happy holiday season!

Joanne Cole  
Chair – Community Services Committee

### Partner Updates Branan Towers

Watch for updates and photos on this \$1.3M renovation project in the January newsletter.

### CDA – Child Development Association

The CDA has just completed the renovation and move-in of their new administrative offices and plans to celebrate the new space on Thursday, December 7th. Drop in between 7:30 – 9:30 or 2:30 – 4:30 for refreshments and a tour. Bring a jar of baby food with you and a generous anonymous donor will match the cost of the baby food in dollars for operating funds for the Center.

### City of Refuge Christmas In The City

*Celebrating the birth of Christ  
with those in need*

When: 8:30 a.m. - 1:00 p.m.

Saturday December 9th

6:00 p.m. - 9:00 p.m.

Wednesday December 13th

6:00 p.m. - 9:00 p.m.

Thursday December 14th

6:00 p.m. - 9:00 p.m.

Friday December 15th

8:30 a.m. - 1:00 p.m.

Saturday December 16th

Our 7th Annual Christmas in the City is an exciting time around City of Refuge.

It is one of several major celebrations that the kids of the city talk about all year long. For five amazing days, both participants and volunteers experience the joy and peace of the Christmas season. Each day 50-75 children from the communities we visit each week will be brought to the City of Refuge for dinner, crafts, games, gifts and a program that dramatizes the story of Jesus' birth. Not only will we have the opportunity to share with them a physical gift, but we will also share with them the gift of Jesus. This year, Christmas in the City will be celebrated on December 9th, 13th, 14th, 15th and 16th.

We are seeking volunteers and sponsors for the 300+ children that will attend. Volunteers will help chaperone, serve food, lead craft time, sit with the kids during the service, and help pass out presents.

Sponsors can make a donation of \$25 per child for a night, which includes transportation, a meal, crafts and a gift, or \$2,000 to sponsor an entire night. If you are interested, please sign up to volunteer for a night of Christmas In the City, or send a donation to City of Refuge. Your gift will provide a lasting memory for a child who may receive nothing else this Christmas.

Please contact the Director of Kid Mix, Chris Brown 404-564-7756 for more information.

Volunteers needed per night: 25  
Information: Please contact Pastor Chris Brown at 404-564-7756  
[chris@cityofrefuge.cc](mailto:chris@cityofrefuge.cc)

### DDMGA – Developmental Disabilities of Georgia

The DDMGA has exciting news! They've found a new home. An offer has been made for their new headquarters, located just off Peachtree Industrial and Holcomb Bridge Road. Inspections are in progress. They hope to seal the deal early in December and start the new year off in their brand new headquarters. Thanks to John Crewdson of Roofchek, Richard Tilson of Aircond and Alexa deKok of Essex Engineering for their help and support with building inspections. The building is in almost occupancy ready condition. Support and help doing some minor improvements such as paint and carpet and actual move-in is anticipated. Please contact team leader, Christy Jellets at 404.591.1578 if you'd like to help.

### Special Notice

*It is with great sadness that I tell you that one of our newest committee members, Heather Daniels of GENSLER, passed away on the 25th of November. Please keep Heather and her family and friends in your prayers in their time of grief and sorrow.*

# IFMA Member Profile

## PROFESSIONAL

Ken Gwinner



**Q: What is the name of your company?**

**A:** Advent Associates

**Q: What is your email address?**

**A:** gwinnerken@comcast.net

**Q: What is your educational background?**

**A:** Bachelors and Masters of Architecture, Georgia Tech

**Q: How did you get into the career you are in now?**

**A:** First job out of college was working for a small architecture firm that designed the original CNN Studios in Atlanta. From there, our small firm got swallowed up into TBS to manage design and construction in-house

**Q: How long have you been an IFMA Member?**

**A:** Over 18 years

**Q: Where is your favorite vacation destination?**

Paris

**Q: What is your favorite movie?**

**A:** The Man Who Would Be King, with Sean Connery and Michael Caine

**Q: What is the most challenging aspect of your present job?**

**A:** I am just starting a new business with a partner in New York to provide Project Management Services and do our own new developments, primarily in the southeast. It is exciting to start a new business, but challenging at the same time. My friends in the Atlanta community have been really great in supporting me during this transition. I look forward to working with many of the firms that support IFMA in the future.

*Ken is an IFMA Atlanta Past President.*

## ASSOCIATE

Alan Jones



**Q: What is the name of your company?**

**A:** Wegman Associates, Inc.

**Q: What is your email address?**

**A:** ajones@wegmangrp.com

**Q: What is your educational background?**

**A:** Bachelors, Georgia Tech

**Q: How did you get into the career you are in now?**

**A:** After finishing my tenure in the music industry, I was working with a head hunter in 1979 who had an opening in the new specialized area of the relocation industry called "Office Moving". I was the first person in Atlanta to specialize in that segment of the industry. That was 27 years ago.

**Q: How long have you been an IFMA Member?**

**A:** Over 4 years

**Q: Where is your favorite vacation destination?**

**A:** Negril, Jamaica

**Q: What is your favorite movie?**

**A:** Dances With Wolves

**Q: What is the most challenging aspect of your present job?**

**A:** Meeting deadlines with regard to furniture installations as so many aspects of projects get delayed by other vendors for various reasons but the "drop dead" finish dates usually don't change and we are the last vendor in.

*Alan serves as current IFMA website committee chair.*

## CFM Exam Review Questions (Finance)

1. The ROI during the term of ownership is the:

- A. Yield
- B. Interest
- C. Inflation
- D. Spread

2. Which approach to valuation considers depreciation?

- A. Gross Income Multiplier
- B. Market Comparable
- C. Income
- D. Cost

3. Consumer Price Index Statistics are published by:

- A. Federal Reserve Bank
- B. Bureau of Consumer Affairs
- C. IFMA
- D. Bureau of Labor Statistics

4. What is the appreciation period for commercial non-residential property?

- A. 30.5 years
- B. 27.5 years
- C. 39 years
- D. 50 years

Answers 1. A, 2. D, 3. D, 4. C

# Professionalism = Courtesy = Good Business

An editorial by Kathy Roper

A phenomenon is transpiring in Facility Management. It may be cultural, or just a trend, but it impacts the professionalism we all expect and deserve in our industry. As a former practicing Professional member I can appreciate the demands on everyone's time, but now that I am neither a practicing FM nor an Associate from my "Ivory Tower on North Avenue," I feel that we need to refocus on some of the basics and allow ourselves time to commit to the professionalism we all endorsed as we became members of IFMA.

Quoting from the IFMA Code of Conduct which each member is expected to comply, "Professionalism – IFMA members shall treat each other with respect when dealing with matters that could affect their professional reputations. All members shall recognize that the profession will be judged by the conduct of individual members."

Professionalism applies equally to Associate and Professional members. As such, we expect that members will support one another and act in the best interest of all members. But our days are hectic, our schedules full and our time limited. Our professional code of conduct, our professional reputation and the reputation of our Facility Management industry is at stake when we address our professional duties. One of these is returning phone calls. Miss Manners and numerous other business and social experts agree that it's customary to return telephone calls within 24 hours. If you cannot attend to the caller's needs within that time, briefly phone the person to say when you will be available.

As professionals, we can respond to a vendor with appropriate information, such as, "I appreciate your call but we're not purchasing any XYZ at this time." Or inform the caller that you use another vendor. This is common courtesy. An Associate's job is to call on potential clients to present information, establish a relationship and eventually to potentially sell a product or service. Associates understand that not everyone will buy. They would much rather

get this information than be "blown off" and left hanging.

The Facility Management profession is suffering due to the inattention that some Facility Managers provide in returning vendor phone calls. Associates understand that 24-hour turnaround isn't always possible and that they are not your top priority, but remember the Golden Rule. Although we don't have a lost potential sale, Facility Managers also have consequences from their actions. In this rapidly changing work world, one never knows when an associate might hold the key information for a new job or even might become our new boss as more and more FM's transition from Professional corporate employee to Associate third-party

provider. Our personal reputations are at stake, as well.

Research indicates that a conversation over the telephone carries just as much weight as a face-to-face meeting, as it is a great opportunity to communicate in real time. E-mails and instant messaging haven't changed this; in fact, they reinforce the impact of a real time, real person conversation. So not returning a phone call can resemble turning your back on someone during a live conversation. Statistics reflect that 75-80% of business today is still conducted by telephone, so return phone calls and promptly. It's one way of expressing our personal, professional and IFMA professionalism.

## New Member Update

**William Adams, CEM**

**Christine Adkins** – GMAC Commercial Finance

**Joseph Akyempong, II** – AFLAC, Inc.

**Brian Allen** – Atlanta Public Schools

**Stephen Alligood** – Chick-fil-A, Inc.

**Michael Beadling** – Southstar Funding

**Jerry Bond** – Atlanta CGCI LLC

**Godwyn Bowen**

**Christopher Bragg** – GC&E Systems Group

**Karen Burns** – Audio Visual Innovations

**Paul Cleary** – Mohawk Commercial Carpet

**Jessica Cortina** – Aaron's Corporate Furnishings

**Mark Cowart** – Lee Technologies, Inc.

**Sean Dalton, PE, CFM, LT, CEC** – US Navy

**Tracey Delbridge** – Porter Novelli

**David Dendy** – Certified Finishes

**Scott Dexter** – Siemens Building Technologies

**Robert Donnes** – Rite Way Service, Inc.

**Ron Drag** – Pitney Bowes Management Services

**Susan Ebanks** – Matria Healthcare Inc.

**Stephanie Eckert** – Flood Brothers Moving and Storage

**Chris Ethridge** – Crossroads Community Church

**John Ferzola** – Warranty Corporation of America

**Tom Fleming** – Infinity Insurance Company

**Susan Freed** – Antron Fiber Consultant

**Janet Sue Fricks** – American Safety Insurance Services, Inc.

**Richard Garrison** – MACTEC Engineering and Consulting

**Lyle Gladney** – Johnson Controls

**Bill Gregory** – Milliken and Company

**Robert Hascall** – Emory University

**Ray Hayford** – Philpot Relocation Systems

**Ronald Hertwig, Jr.** – US General Services Administration

**Barbara Ann Holbrook-Willis, IIDA** – Partners Design Group

**Andrea Hoover** – The BEST Consultant

**Todd Jarvis** – Servidyne

**Carol Jordan** – Castleberry Office Furnishings, Inc.

**Steve Kuhlman** – MVK Group

**Sherry Kwintner** – Comprehensive Search/Careertrip.com

**John Kysel** – Newhaven Moving Equipment

**Beth a L'hoste** – Padgett Group

**Terry Laman** – SBS

**Patti Leach** – Americrate

**Kiyoung Lee** – Student member





## 2006 IFMA Atlanta Sustaining Patrons

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*As budgets come up this time of year,  
please patronize the vendors that support IFMA!*



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