



Greater Orlando IFMA Chapter Newsletter



Summer 2006

Features:

- Committee Updates
- Central Florida News
- Articles of Interest
- Industry Events
- CFM/FMP Corner
- Sponsorship/Advertising
- Call for Articles
- Calendar of Events
- Officers & Board of Directors





Greater Orlando IFMA Chapter Newsletter



Committee Updates

SOCIAL / GOLF – Look for upcoming news about our Annual Golf Tournament to be held on October 20, 2006 at StoneyBrook East. Portions of the proceeds will benefit The Russell Home.

MEMBERSHIP – The Committee has been working hard seeking Facility Managers who want to be a part of our association.

PROFESSIONAL DEVELOPMENT/PROGRAMS – CEU credits are a goal for all of the monthly programs. The August program will feature a CFM/FMP Panel Discussion.

PROGRAMS & EDUCATION - Reported that Dubsdread will remain our lunch location for 2007 programs. More information on CFM and FMP programs are being requested by many members.

SPONSORSHIP – Has a position available for interested committee members.

NEWSLETTER – Chuck received an overwhelming response to his request for articles. The summer issue is due to be published in June/July.

PUBLIC RELATIONS – Lisa Skelton is the new PR/Marketing Chair, and she would like to work on developing relationships between IFMA Orlando and the community.

IFMA Orlando Member Acclamations

Lisa Skelton was recently promoted to Purchasing & Facilities Manager at Truststreet Properties.

Lisa was also appointed to IFMA's PR & Marketing Committee as the new Chairperson and she was elected to the IFMA Orlando Board of Directors.

Congratulations Lisa!

Frank Campbell, AIA was recently promoted to Director of Interior Architecture at HuntonBrady Architects

Congratulations Frank!



Greater Orlando IFMA Chapter Newsletter



Hitting The Links for The Russell Home

Mark your calendar for the 2nd Annual IFMA Orlando Golf Tournament October 20, 2006 at the StoneyBrook East Golf Club. Last year's tournament was a resounding success, and this year's should prove to be another quality event.

This year, a portion of the proceeds will benefit The Russell Home (www.russellhome.org), which is a home for atypical children whose disabilities prevent them from functioning independently in the community and otherwise enjoying a normal life. This home is run completely on private donations and receives no government aid, so our contributions collected from this tournament would have a great impact on this wonderful and much needed facility.

Your day at the tournament will start off with a continental breakfast and cart assignments stocked with goodie bags for the players. Registration at 8:00 a.m. and shotgun start begins at 8:30 a.m. Throughout the course you will have a chance to participate in a Putting Contest, Hole in One, and others. Finally, to finish up the day, players will come off the course to enjoy a wonderful buffet lunch and awards presentation.

Now, to *really* get the most out of your day, consider investing in a sponsorship of this tournament. You can sponsor one of the contests, a green/tee, or breakfast or lunch. Your company will get quality marketing exposure in printed materials and not to mention being associated with supporting a quality charitable organization.

So, take this excellent networking opportunity to go golfing. Take some new clients, meet some new contacts, learn more about IFMA, and contribute to a great charity.

You will find your time and investment well spent!

For more information, please contact the IFMA office at 407-658-4333.

A Portion of the Proceeds to benefit:



The Russell Home for Atypical Children in South Orlando has been in continuous operation for over 50 years without any government support. The Russell Home is the only private, non-profit facility of its kind for severely handicapped children in Central Florida.



Greater Orlando IFMA Chapter Newsletter



Central Florida News

Developer Ramps Up Projects

Jack Snyder
Sentinel Staff Writer

Crescent Resources LLC, a developer with one of the bigger land banks in the Orlando area, is cautiously restarting its development engine after having paused to wait out softness in the market. The company has land in three prime locations that, taken together, can hold more than 4 million square feet of offices or other commercial space.

Crescent began banking land for future development more than a half-dozen years ago. Most of its acreage, all vested with approvals for development, is in prime locations in Lake Mary, Altamonte Springs and east Orange County.

In New Century Park, in Lake Mary, the company can develop 2.8 million square feet of commercial space.

In Gateway Center, in Altamonte Springs, 1.5 million square feet of development is planned.

In Central Florida Research Park, where Crescent completed four buildings with 550,000 sq. ft. of space, there's room for another 450,000 sq. ft. of offices.

The company is planning to build a 150,000-square-foot building in the research park -- possibly on speculation, meaning no tenants have been signed beforehand. That's because the research park has proved to be a strong leasing submarket, even during slow periods, said Whit Duncan, Crescent's director of Florida operations.

Crescent is also looking for tenants for a 150,000-square-foot building it wants to start building by March of next year at Primera in Lake Mary. The company already has five buildings there.

Continued...

Meanwhile, Crescent is starting construction in Primera on a 170,000 sq. ft. headquarters for the Central Florida Educators' Federal Credit Union. "Our land position is what got us that build-to-suit deal," Duncan said. Holding a lot of land primed for development is an enviable position, Duncan acknowledged. "We have competitors asking if we want to sell some," he said.

The only development constraint facing Duncan is the timing of the new construction so that it coincides with the arrival of higher rents. Rents locally are beginning to rise as new leases are executed and old contracts come up for renewal.

Damien Madsen, a longtime office broker now with Broad Street Partners Inc., expects office rents to increase by at least 15 percent over the next two years. Commercial rents were depressed by the 2001 recession, when demand sank and inventory grew. There has been a surge in office-condominium construction -- commercial space that has sold, not rented. The biggest example is Premiere Trade Center and its two towers in downtown Orlando, but office-condo development has been strong in the suburbs as well.

One challenge for developers contemplating rental-office projects is figuring out how much of the space in office condos is being bought by investors and winding up in the market's rental pool. Research by Advantis Commercial Real Estate Services in Orlando found more than 1 million square feet of office-condo space under construction or in planning stages during the first quarter of this year. Still, if demand remains strong and available space keeps filling up, tenants will have to accept higher rents, which will spur further construction, Duncan predicted.



Greater Orlando IFMA Chapter Newsletter



Articles of Interest

Use Your Resume To Help Negotiate a Higher Salary

Deborah Walker, CCMC
Career Coach ~ Resume Writer

Most job seekers believe that salary negotiation starts once they have an offer in hand, but nothing could be farther from the truth. In fact, your resume can make the difference between negotiating at the top end of the salary range—or the bottom end—in your next job offer. If that sounds strange to you, consider the following points:

- A prospective employer's first impression of you is created entirely by your resume.
- The employer's first impression of you will assign a value and build a level of urgency for the employer to contact you—before someone else does.
- First impressions are nearly impossible to change.

If your resume sells your skills short, then you can't expect to receive offers at the upper end of your salary scale. Your current resume could be losing you thousands of dollars in income power. By making a few key changes in your resume now, you can position yourself for higher salaries in the future. There are three resume strategies for promoting high salary negotiation success:

1. Show that you are a high return on investment with quantifiable results.

Many job seekers throw around the phrase "results oriented", but they fail to back it up with concrete evidence—leaving the reader to conclude otherwise. You may feel that you have no quantifiable evidence of your value in previous jobs, but every job has quantifiable results that can better reflect your worth on your resume. Revenue, sales dollars and material costs are not the only results that use numbers.

Continued...

Consider using the number of man-hours saved in process improvements, the percentage of repeat customers, or the number of peers helped by a particular efficiency to help reflect your abilities. Every employee is hired to solve problems, and most problems have some quantifiable element at their core.

2. Illustrate the breadth of your experience.

Notice the use of the word "breadth" rather than "length" of experience. Just because a candidate has been doing a job for a long time does not necessarily mean he is worth more. Breadth of experience focuses on quality, not quantity. There are two key ways to express breadth of experience:

• Industry knowledge

Since industry expertise is usually in high demand, you can show your value through insider understanding of industry issues.

• Transferable skills

If your career spans many industries within the same occupation, highlight the transferable skills that have enabled you to bridge the gaps from industry to industry.

3. Entice the reader to want to know more about you.

Job seekers often make the mistake of assuming that the job of their resume is to inform the reader. Not so! The ONLY job of your resume is to entice the reader to want to know more about you. What that translates to is an understanding of what to include and what to leave off your resume.



Greater Orlando IFMA Chapter Newsletter



Articles of Interest

Continued...

Too much detail can distract the reader and lose his interest, but not enough information, and the reader will wonder what you have been doing with your life. A proper balance between detail and result will win the reader's interest and leave them saying, "I've got to call this guy for an interview today!"

A professional resume writer can create a resume that sells you as a high return on investment. By portraying you as someone with great breadth of experience and a wide range of critical skills, potential employers will see you immediately as someone of high value, building their vision—and your self-confidence—of you in the upper end of the salary scale.

Find more job-search tips and resume samples at:
AlphaAdvantage.com
Email: Deb@AlphaAdvantage.com

IFMA Orlando's Previous Monthly Luncheons

May 25, 2006

Subject: OSHA Audits

Speaker: David Casavant

Contact Information:

david@carlyleconsultants.com



June 22, 2006

Subject: Demystify Design

Speaker: Frank Campbell

Contact Information:

[HuntonBrady Architects](http://HuntonBradyArchitects.com) – 407-839-0886





Greater Orlando IFMA Chapter Newsletter



Industry Events

The Business of FM Course

August 7-10 , 2006
Houston, TX 77046

Fall Symposium

October 4-7, 2006
San Diego, CA

IFMA's Leadership Institute

October 5-6 2006
San Diego, CA

World Workplace 2006 Conference and Expo

Oct. 8-10, 2006
San Diego, CA



World Workplace 2006 San Diego California Convention Center

IFMA's World Workplace is the largest, most comprehensive educational, networking and buying event for the facility management industry. World Workplace addresses the TOTAL built environment, focusing educational content and career-enhancing activities on topics relevant to FM, as well as related workplace fields. The 2006 conference and expo will also focus on the future of the workplace highlighting innovative tools and practices, a progressive approach to managing today's built environment, and cutting-edge knowledge and skills professionals need to remain competitive. Get your first look at 2007 products and services exhibitors will introduce the latest products and services to take you into 2007 and beyond! IFMA's World Workplace is the single FM-focused conference and exposition backed by 25 years of research, education, forecasting and career development for facility and workplace professionals. World Workplace attendees represent anyone responsible for the functionality, design, security and maintenance of the built environment, as well as those responsible for managing and supporting other professionals.



Greater Orlando IFMA Chapter Newsletter

CFM/FMP Corner with Geoff Allen from Glatting, Jackson, Kercher, Anglin, Lopez, Rinehart, Inc.



We would like to use the CFM/FMP Corner to provide information on the process of obtaining the CFM and FMP designations.

In this article I asked Geoff Allen several questions about the process he just went through to get his CFM. If you want to hear more detail from any of the answers please contact Geoff.

Q. How long does the process take from the time you receive the study materials until you take the test?

A. It's up to you, you can get the study guide and take the self assessment any time.

Q. How much study time should someone expect to spend preparing for the FCM exam?

A. If you have the relevant experience, I'd estimate 6-12 hours.

Q. Are the practice tests helpful?

A. Yes, very much so, because you can identify your strengths and weaknesses and know where to focus your study.

Q. How often is the test given in the Central Florida area?

A. You can schedule the test any time after your application has been accepted. I took a paper and pencil exam, which I think they have about every other year in Orlando.

Q. How much time are you given to take the test?

A. It takes a whole day. There are 4 sections of 90 minutes each.

Q. If you don't pass the test on your first try is there a waiting period before you can take it again?

A. You can take it again after a time, it used to be 6 months.

Q. Do you recommend any particular book or study material to use in preparation for the test?

A. I used the CFM study guide from IFMA, supplemented by real estate, space planning, project management types of books I could find in the library.

Q. What do you have to do to keep your CFM status?

A. You have to stay active in facility management, and accrue maintenance points each 3 years. Active facility management, reading journals, participating in local chapter activities, continuing education and conventions like World Workplace are examples.

For more detailed information please visit www.ifma.org/learning, click on FM Credentials on the right and learn more about becoming a CFM/FMP.



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Sponsorship Opportunities

Sponsor an IFMA luncheon, educational program, or special event and:

- Increase your visibility with local Facility Management experts
- Align your business with an established association of professionals
- Network and build relationships with local businesses
- Market to a targeted audience
- Reach potential clients through a variety of marketing opportunities including print materials, Internet ads, announcements from the podium, and more...

Prices for sponsorship opportunities:

\$250.00 will allow two minutes at the podium, display a logo at the front of the room, and distribute flyers to members and guests.

\$500.00 will allow four minutes at the podium, logo and flyer privileges.

For information on joining our Great Chapter please contact Grace Cubarrubia at [grace@millicareof orlando.com](mailto:grace@millicareoforlando.com).

Also, feel free to contact the IFMA Office with help on how to submit an on-line application at IFMA International with your credit card.

To download a membership application please visit: www.ifmaorlando.org.

ATTENTION ALL MEMBERS

If you come across an interesting article, or have written one yourself that you think our members would be interested in reading please forward it to Chuck Aldrich at chuck.aldrich@hughessupply.com.



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Calendar of Events for Aug - Oct 2006

August 06						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September 06						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October 06						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Date	Program	Location
08/4/06	IFMA Audio Seminar: Hot topic TBD 11:00 am	Register On-Line at www.ifma.org
08/10/06	Board of Directors Meeting 11:30 am	Nextel/Sprint – Maitland
08/17/06	IFMA Audio Course: Understanding the FM Productivity Link 1pm	Register On-Line at www.ifma.org
08/21/06	RSVP's due for luncheon by noon	Dubsdread
08/24/06	IFMA Luncheon: "Lease Pitfalls" 11:15 am	
09/04/06	Labor Day	
09/11/06	Patriot Day – Remember our 9/11 Victims	
09/14/06	Board of Directors Meeting 11:30 am	Nextel/Sprint - Maitland
	IFMA Audio Seminar: Lead, Follow, or Get Out of the Leader's Way 11:00 am	Register On-Line at www.ifma.org
09/25/06	RSVP's due for luncheon by noon	Dubsdread
09/28/06	IFMA Luncheon 11:15 am	StoneyBrook East
10/20/06	Annual IFMA Orlando Golf Tournament	



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ORLANDO 2005-2006

BOARD OF OFFICERS AND DIRECTORS

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