



IFMA News

a publication of the Richmond Chapter of the International Facility Management Association

July 2011 Issue

Celebrating Our 26th Year

THE PRESIDENT'S MESSAGE...



Upon commencement of my term as your chapter President, it's hard to believe that we all just gathered yet again at our annual Llamarama event to install a new set of chapter Officers and Board Members. Special thanks to Barbara & Ranny Robertson for hosting this annual event which has proven to be a great tradition for the Richmond chapter.

I hope everyone had a safe and enjoyable Independence Day holiday as we give thanks to all those who protect us and help to ensure our safety here for our families. I also would like to extend a belated Happy Fathers Day to the members of our chapter who enjoy the pleasures and challenges of fatherhood.

On behalf of the outgoing and incoming Board of Directors, I would like to thank the membership for your continued support as our chapter has experienced steady growth over the past years despite economic challenges. The growth we have experienced is a direct result of your efforts and belief in promoting our chapter to our local professionals. My hope is that we continue to identify and recruit talented professionals to join our great organization. I am pleased to say that in addition to our chapter Officers, we have 10 committee chairs that will be dedicated to ensuring our meetings are enjoyable and beneficial to all of those who attend. I would like to acknowledge Mike Cline and his entire nominating committee who did a fantastic job putting together this year's Board and Committee members. I am thrilled to be supported by such great people that I have gotten to know over the past years. Last but certainly not least, I would like to thank Ned Netherwood our past President who we honored at the recent Llamarama event, but he was unable to attend due to recovering from heart surgery. Ned, congratulations on a job well done as you are a terrific leader who continued to move the chapter in the right direction. All of us associated with the IFMA Richmond chapter wish you a speedy recovery and look forward to your return to the chapter.

Being a past IFMA Professional Member for 7 years and now an Associate Member going on 5 years, I thank you for allowing me the opportunity of serving as your new Chapter President. I'm hoping to be able to bring a good mix of programs that promote Professional development as well as showcase many of the facilities and projects that both our Professional Members and Associate Members work together on.

Please don't hesitate to contact me with any ideas on how to improve our chapter. Thanks and I look forward to working with you.

Your President,

Jeff

MEETING

July 2011 Meeting

Date: Tuesday, July 12, 2011
Time: 5:30—7:30 pm
Place: SportsQuest
Program: Presentation & Tour
Cost: Members \$10 Guests \$25
RSVP: By Thursday July 7, 2011

Next Board Meeting:

Date: August 2, 2011
Time: 4:30 p.m.
Place: Markel Bldg. 4600 Cox Road

Next Membership Meeting:

Date: August 9, 2011
Time: 5:30 p.m.

2011/12 OFFICERS

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Golf Tournament

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AROUND THE CHAPTER

by Bud Vye, CFM

Big news at LlamaRama was that Ranny & Barb Robertson are planning to sell Railside Farm and downsize into a house down in Henrico county near one of their sons.

If it comes to pass that way, that will end an era of 21 straight Spring Socials at their place, a tradition that will be difficult to improve upon. Also learned that **John Hoogakker** (the big guy playing the bass for the Arachnophilia bluegrass quartet) is retiring from the U of R and taking a similar post (Facility Director) at Washington & Lee in Lexington. Over the years, John has hosted us a couple of times for programs at the school, including our Holiday Party @ Whitehurst Hall in '98, and our tour of the Weinstein International Center and Robins Stadium last year. Good luck in your new post, John. We'll miss you around here!

John Chewing of Solar Film noted sporting a big brace on his knee. When questioned, he sheepishly admitted that he had fallen awkwardly and twisted it while dismounting from a stationary bike while taking part in a spinning class. Most of you know I've been active in the local cycling club for years, during which time we've had many cycling accidents. I do think, however, that this is the first one I've heard of involving a stationary bike. Better get that mounting and dismounting of the stationary bike mastered before we let you come out with us on the road, John!

Sam Jennings reported that famine has gone to feast since February on projects at VCU, so that now he's got more work than he can handle. Tough problem, Sam, but I'd rather have that one than what you were facing last winter. Front page photo of VCU's **Brian Ohlinger**, and feature story in the June 6th Metro Business, on the construction boom there, reminded me of how Brian was our host and guide on our tour of the Engineering & Business Schools back in July of '08. Same issue featured **Neal Lappe** of Web-Strategies in the People & Places section. Neal was the one the Chapter used to re-work our website about a year ago. Since I wasn't involved in that project, I was surprised later to learn that he was, as he was an old friend of mine from our Circuit City days back in the 90's when he was the shortstop on one of the intra-company league's co-ed, slow pitch softball teams that I pitched for and managed.

Speaking of my alma mater, it was good to see that **Mondial Assistance** (where we toured in October of '08) has expanded so dramatically that they are leasing 240,000 sq. ft. (four of the five floors) of our former Deep Run I Headquarters building (where we had our Holiday Parties in '97 & '02) and will consolidate all of their people into there next year, when their leases expire on the Parham Rd. and Innsbrook buildings.

Congratulations to **Connie Hom**, as Buckingham Greenery has a neat Vertical Garden on display during the month of June at the Virginia Center of Architecture on Monument Avenue, where we had our '08 Holiday Party.

When hearing the news of the tragic suicide of **Bruce Jamerson**, the Clerk of the House, I was reminded of another excellent program back in March of '08, when he and architectural historian James Wooten guided us through

(Continued on page 3)

the newly remodeled State Capitol. Always sad, and puzzling, when someone like Bruce unexpectedly takes their own life.

A couple of Chapter kids in the news, as founder **Tom Jarrett's** son Chris wins a Fulbright grant to fund his anthropological research among the Kichwa people of Ecuador, an area he got introduced to while doing a semester down there as an undergraduate at Elon. And **Charles Scott's** daughter, Mackenzie, making a name for herself as one of the top High School hurdlers in the area. Look out for her next year, when she will be a senior.

After seeing all the Artillery parked along the RR siding, waiting for a building to be displayed in, last month down at Ft. Lee, I noted that Fort Belvoir has been selected as the site of the **National Museum of the U.S. Army**. The last branch to have a museum of its own, the Army's will be paid for with private funds and is scheduled to be opened in June of 2015, not far up the road from that of the Marine Corps in Quantico.

Its not often I agree with Del. Bob Marshall, the far right wing conservative from up in Prince William county, but I thought he was correct in criticizing the **Richmond Fed** for flying the "Gay Pride" flag (beneath the Stars & Stripes) on their pole during the month of June. I think he's correct in that a quasi-governmental institution should not fly non-governmental flags, and that CEO Lacker's reasoning that they were doing it to be "inclusive" as a "business decision" is leaving them open to continued controversy. To prove that point, it only took a few days before the Sons of the Confederacy made application to have the Confederate Battle Flag flown in April of next year, during Confederate History Month. I don't think their flag belongs up there, either, but let's see what happens with the request now that the precedent has been established, since "inclusive" could cover almost any group.

Lots of news from the ever changing restaurant sector, as the **Conch Republic** opens next to the Boat-house at Rocketts Landing and its deck immediately proves to be hugely popular. Coming right behind these two is a third one at Rocketts, as Michael Hall leaves the Bull and Bear Club and leases 3,000 sq. ft. for the **M Bistro and Wine Bar** which should be opening shortly. The owners of the Hard Shell, Europa, deLux, Water Grill, and The Hill Cafe announce plans to open a 2nd **Hard Shell** in September, next to the Ruth Chris Steakhouse in the Shoppes at Bellgrade. **Davis & Main** closes abruptly down in the Fan, and **Byram's** on Broad St. changes hands. Hopefully, the new owner will have a more cordial relationship with his neighbors than the previous one, who made headlines when he threatened to "blow up" a neighboring business during a dispute which I believe was over parking.

As if the Justin French case didn't throw a big enough monkey wrench into the **Virginia Historic Tax Credit program** (that Mimi Sadler nicely explained to us at the VCU Brand Center during the November '08 meeting), a federal appeals court ruling in favor of the IRS that the allocation of such tax credits amounts to a "sale" and should be taxed as income threatens to kill it altogether. It'll take a while for the attorneys to sort out the ramifications of the ruling, but I'll be surprised if we see any developers initiating historic building projects for a while.

I have to mention the tremendous response that the **Art Museum** has experienced since their expanded facility re-opened a year ago in May. More than half a million visitors and a fourfold increase in members in the first year, with the **Picasso** exhibit alone bringing in more than 200,000 visitors and providing a \$40 million economic impact to the area. Obviously, the lengthy wait for the completion of the project was well worth it.

The success of the Ace Recycling plant that we visited in January of last year seems to be attracting competition as **Shoosmith Brothers** opens such a center at their existing landfill on Iron Bridge Rd.in Chesterfield county. Since Shoosmith already is receiving a substantial volume of waste at their facility,

(Continued on page 5)

MEMBERSHIP CORNER

By Julie Mutchler , Membership Chair

Welcome to our newest members !

Crystal A. Ozmar

Director of Facilities
Mondial Assistance USA
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Richmond, VA 23294
Email: crystal.ozmar@mondialusa.com

Mr. Lloyd Brucher

HVAC Sales Engineer
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4232 Park Place Ct
Glen Allen, VA 23060
Email: lloyd.a.brucher@ici.com



New Member Spotlight Crystal Ozmar



Mondial Assistance USA is one of the world's largest providers of specialty insurance and assistance services. Headquartered in Paris, the company is a member of the Allianz Group, the world's largest property and casualty insurer and the 14th largest company. With decades of experience and offices in 28 countries. Mondial Assistance provides local care with a global reach. Their associates speak over 37 languages and include a staff of trained medical personnel, as well as a global network of over 400,000 service providers. They are available 24 hours a day, 365 days a year to help make life simpler, safer and more financially secure. Whether you need emergency cash or an emergency evacuation in a foreign country, we provide a safety net for them anywhere in the world, anytime of the day or night. Travel insurance, event ticket insurance, concierge services and assistance services provide global medical and travel assistance overseas.

On behalf of the chapter board, "Thank You" to the following members for renewing this month.

Randolph N. Reynolds, Jr.

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Mathew Sobel

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(Continued from page 3)

and has a contract to provide the paper to Sonoco, it shouldn't take them long to get into the full swing of recycling. A similar plant, up in the Zion's Crossroad area of Fluvanna county, has experienced a tremendous amount of vandalism and sabotage as it tries to get into operation. Fingers point in the direction of Charlottesville area trash haulers, who don't want the competition, but no arrests have been made. Investors put the **Osage Bio Energy** plant down in Hopewell up for sale before it opens, citing "unfavorable market conditions". Town officials hoping for a quick sale and for someone to get the plant into operation, since it was expected to bring in up to \$2 million a year in tax revenue as it produced up to 65 million gallons of ethanol a year from barley.

Recent heavyweight lobbying slugfest up in the Senate between the Retailers and the Bankers came down in favor of the Retailers by a 54-46 vote. At issue was whether the banks could charge 44 cents per debit card transaction, or only 12 cents. 12 cents it is, starting in July, unless something changes. Opponents claim that many small banks may go out of business because of this ruling, and the Fed is studying the impact.

In closing, a note from the Middle East reporting that Israel (who presently has no oil, and has been buying through middle men from Iran and other unfriendly suppliers) has brought in a big, deepwater, well off of their coast. This will be a game changer, if the Israelis can get it into production any time soon, but these projects take a while.



**Congratulations
on your certification**

**Bernadette Coleman
Tony Caton**

Save the Date

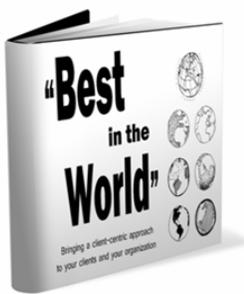
See Page 8 for more information



**18TH ANNUAL RICHMOND
IFMA GOLF TOURNAMENT
Monday, September 19, 2011
Hermitage Country Club**

“Can a “Culture of Service” build a stronger support team?”

Facility managers rely on an integrated team of support staff, vendors and contractors to ensure proper daily maintenance of their facilities. Each player in this complex team relies on trusting relationships to ensure that a facility’s operations are rigorously supported. Successful facility managers expect and trust that their vendor’s knowledge of various building functions are often better than their own. They also trust that the vendor is equally committed to the right solution, weighing alternatives with the facility’s best interests in mind. Unfortunately, one uncommitted player in the mix can cause the entire support structure to fracture. Establishing a committed level of dedication among any support team requires the development of a “culture of service” in which all vendors, consultants and contractors feel fully engaged in a facility’s operational success.



To achieve a “culture of service”, organizations must develop an approach which communicates the importance of commitment to their support team and provides the tools for strengthening, understanding and empowering individuals. In an effort to develop such a strategy for their own organization, KSA Interiors adopted a service methodology aimed at developing a deep level of understanding with their partners. Easily adapted into any organization, this process, titled “Best in the World”, distinguishes between the ideals of serving someone to the best of your ability and providing someone with the best possible service.

The foundation of this process exists in adopting five key behaviors - “Elicit-Empathize-Empower-Enthuse-Eject”. These keys foster the understanding necessary to become an extension of your partner’s organization. “Best in the World” contractors understand how to elicit a deep understanding of a situation or problem and empathize from the perspective of their client. They have empowered employees who have the willingness and authority to act on their client’s behalf and who build enthusiastic relationships focused on their client’s success, ejecting processes or procedures that hinder rather than help solve problems.

When a vendor asked Andrew Grove, then CEO of Intel Corporation, how to gain more work from the computer chip manufacturer, he replied “Go out and learn how to make chips, and then help us do it better”. Intel’s varied team of supporters understands that their primary purpose is to put their talents to use in helping Intel improve its own ability to do business. From landscaping to R&D, or from facilities to sales, every employee, consultant, and vendor shares the same overriding job description: to help their client’s organizations perform better at what they do.

The free eBook “Best in the World – A Client Centric Approach” details the five keys identified above, and outlines a process for becoming an integral part of any organization’s success. To download the free eBook simply scan the QR Code pictured here or visit KSA’s Blog, “What Inspires You?” <http://ksainteriors.blogspot.com/>



JUNE MEETING REPORT

by Bud Vye, CFM

A decent turnout of 55 found their way up to Railside Farm on June 14th for **LlamaRama XXI**. Absolutely perfect weather for the 2nd consecutive year, and the group seemed to be earlier arriving than usual. In any event, it was right into the socializing and music, as **Arachnophilia** (the U of R connected quartet featuring our own **John Hoogakker** on bass) launched right into the Bluegrass and the attendees wasted no time in locating the liquid refreshments. As our hosts, **Ranny & Barbara Robertson**, had announce their intention of selling the farm and moving back closer to Richmond, the mood seemed slightly subdued, with the thought that we might be attending the last one of these events that had come to be an annual fixture on the Chapter's program calendar. Outgoing President **Ned Netherwood** was recovering from heart surgery and unable to attend, so VP (and in-coming President) **Jeff Bradley** stepped up to pre-side and things moved smoothly along without a hitch.



After a suitable period of socializing, the band took a break and we assembled the incoming officers and chairs so that I could duly install them in the absence of Past President **Mike Cline**, who was out of town on business with his new job. Having had this assignment a few times over the years, I thought I'd vary the ceremony a little, and provided all involved with a script. They did admirably, reciting their lines perfectly, and soon were installed so the rest of us could hit the food line, where **Chef Lars Bors** of the Hickory

Notch Grill was serving his usual Barbecue, Chicken, Baked Beans, Cole Slaw, and Hush Puppies while **Arachnophilia** picked up their instruments and provided the dinner music.



Not as many kids as usual in attendance, but there were a few (from the Coll, Davidson, Lunsford, & Ostergren families) so hostess **Barb Robertson** went to the barn to bring out a horse and a llama so the kids could give them a little exercise.

Having gotten into full swing a little earlier than normal, the picnic similarly wound down a little earlier and many volunteers pitched in to quickly bring in and stack the tables and chairs (thanks to **Julie Mutcher** of **Office Furniture Rental Alliance** for providing them!) before heading for home.

Many thanks, again, to **Ranny & Barbara Robertson** for hosting our Chapter's Spring Social all these many years! Many of us veteran attendees are looking forward to what the Program Committee will come



up with to fill this slot on the calendar next year. If you have a suggestion, don't be bashful about passing it along to **Matt Sobel**.





18TH ANNUAL RICHMOND IFMA GOLF TOURNAMENT

Monday, September 19, 2011
Registration & Lunch at 11:00, 12:00 Shotgun Start
Hermitage Country Club

**TOURNAMENT PROCEEDS TO BENEFIT:
REBUILDING TOGETHER &
HANOVER HABITAT FOR HUMANITY**

Company/Contact Name: _____
Telephone #/E-mail Address: _____
Sponsorship Type: _____
Players Names (4): Captain: _____

SPONSORSHIP OPPORTUNITIES AVAILABLE

Contact Tim Hume at 804-708-8927 or timh@hermitagecountryclub.com regarding sponsorship availability. All sponsorships are \$850, include 4 players & will be recognized throughout the tournament day.

Hole 'N One Sponsor
Beverage Cart Sponsor (2 Carts Available)
Beverage Tent Sponsor
Lunch, Dinner Sponsor
Scorecard Sponsor
Program Sponsor
Putting Contest Sponsor
Door Prize Sponsor
Trophy Sponsor
Sign Sponsor
Hole Sponsor

JOIN IN THE FUN & REGISTER EARLY!

Registration begins at 10:30 a.m.
Indoor Seated Lunch and Dinner with new Menus and Deserts Bar
Captain's Choice Format
Prize Holes, Including Hole-In-One, Long Drive, Closest to the Pin
Mulligans \$5 each, Putting String \$2 per foot
Bigger and Better Prizes and Awards for 2011



**Richmond Chapter of IFMA
July Membership Meeting
Tuesday, July 12, 2011**

**SportsQuest
Sports Quest Indoor Sports Center
2300 Oak Lake Blvd.
Midlothian, VA 23112**

Big Vision, Big Facility!

SportsQuest is a sports and family entertainment campus that is located on a 250 acre campus located in Chesterfield County at the intersection of Route 288 and Powhite Parkway. SportsQuest will include sports programming for recreational enjoyment, youth development, and high performance athletes in 20 Olympic amateur sports.

Dr. Steve Burton will be providing an introduction to the existing and coming sports facilities and the role that they will play in driving millions of new economic development into the greater Richmond area.

Host: Dr. Steve Burton, CEO

**5:30 - 6:30pm Social Hour & Networking
6:30 - 6:45pm Chapter Business
6:45 - 7:30pm Presentation & Tour**

Join us for a great evening!

Thank you to our sponsors:



Parking: On-site parking lot

**RSVP by Thursday, July 7, 2011
Simply e-mail Barbe Shaffer at ifmarichva@gmail.com
or register on our website at www.ifmarichmond.org
and pay by PAYPAL**

Members: \$10.00

Guests: \$25

No Shows will be billed

July Meeting

**SportsQuest
Sports Quest Indoor Sports Center
2300 Oak Lake Blvd.
Midlothian, VA 23112**

**Tuesday July 12th
5:30—7:30 PM**