

## Myth-Busting Survey: Facility Managers Step Out from Behind the Scenes

Submitted by:  
Melissa Goldschmidt, Secretary



New survey results from Staples Advantage, the business-to-business division of Staples, Inc., suggest that more than 70 percent of today's office workers recognize that the role of facility managers in the workplace is changing and becoming increasingly strategic to the business.

The survey suggests the U.S. workforce is aware of, and appreciates, the facility managers that not only keep businesses going "as usual," but frequently go above and beyond the call of duty.

The survey, which polled U.S. office workers at businesses of all sizes, uncovered how many facility managers personally contribute to the overall welfare of not only the physical building, but also the occupants. In fact, **75 percent of respondents said a facility manager has "saved the day" for them.** Additionally, about 20 percent of respondents revealed that their facility manager performed a random act of kindness.

"Our survey suggests that not only are facility managers viewed as office heroes, they are also thought of as strategic decision makers," said Lisa Hamblet, vice president for the facility solutions and service business of Staples Advantage.

***"Facility managers are coming out from 'behind the scenes' when it comes to maintaining the health of a building and its tenants. The workforce now understands that the facility manager role is evolving daily."***

Recently, IFMA issued a Facility Professionals Salary Research Report. The findings note that facility managers have a combined annual purchasing power of \$100 billion and manage 37 billion square feet of property. Additionally, 68 percent of these facility managers said they manage a staff of six or more people.

### Facility Managers Recognized for Strategic Management Skills

Today's facility manager must interact with a wide range of stakeholders in order to successfully implement strategic initiatives and manage the day-to-day activities of their job. An understanding of the unique skills required of a facility manager was echoed by survey respondents:

**Financially savvy** - According to more than 80 percent of respondents, knowledge of financial and operational budgets is a must for facility managers.

**Strategically oriented** - Employees recognize the role of the facility manager has changed from tactical to strategic with more than 60 percent commenting on the importance for facility managers to have environmental and health and safety knowledge.

**Problem solvers** - Close to 80 percent noted it was very important for facility managers to have problem solving skills.

The facility manager's job is complex and multifaceted within any organization some quick tips for facility managers to continue elevating their role include:

**Make the case for sustainability** - By implementing a sustainable cleaning



program, facility managers can make a big difference.

**Promote building safety** - More than 80 percent of survey respondents noted they were very appreciative when building walkways were de-iced and shoveled. Facility managers understand the importance of general building maintenance and can advance building safety by ensuring the entire facility meets or exceeds OSHA regulations.

**Keep communication open** - The facility manager role is not only tactical but also strategic. Continue the ongoing dialogue with key stakeholders to discuss new regulations and the importance of continually reviewing products, equipment and vendors.

#### About the Survey

Staples Advantage conducted an online survey of office workers at nearly 200 businesses of all sizes across the U.S. The survey, conducted in April 2011, asked a series of questions about knowledge of facility managers and overall thoughts on how facility managers impact their workplace environment.

#### In this Issue:

Letter from the Board: 1  
 Membership Spotlight: 2  
 The Un-comfort Zone: 3  
 Upcoming Events: 4-5  
 Event Recaps: 6

## MEMBER SPOTLIGHT– Jeff Fessler



### Hobbies/Interests:

I enjoy all outside activities including hunting, fishing, camping, golf, down hill skiing, you name it! My favorite sport is racing motocross. I have been racing since I was 8 years old and hope to race this year in the 2012 World Vet race at Glen Helen raceway located in Southern California.

### Most Interesting Facility

#### Related Problem or Solution:

I would have to say our fire protection system. We have a dry sprinkler system that loves to give me headaches all winter when moisture gets in the lines and freezes resulting in sprinkler heads breaking off. Not fun in the middle of the night when that happens!

### The thing you appreciate most about IFMA?

Just meeting all the great people and sharing our experiences together.

### Your idea of a Dream Vacation:

I have not taken a vacation more than 3 days in over 15 years. My dream vacation would be to go skiing in the mountains for a couple weeks and then off to spend a couple weeks on the beach.

### Brief History of Work Experience:

I worked at Mountain Lakes Resort located in Lytle Creek California from 1985 - 1997. Here I started in sales and worked my way up to Sales Manager. Due to an illness in the family we moved back to Wisconsin.

I stayed on with Mountain Lakes for an additional year traveling back to California weekly. I eventually was tired of all the traveling and accepted an offer to sell capital equipment for Wisconsin Lift Truck for several years until I made a career move to C.Coakley Relocation Systems accepting a position to manage the Sheboygan operation. C.Coakley specializes in Commercial office relocations along with local & international residential relocations.

### Family/Home Life:

I am married to my wife Valerie whom I met in Fontana California. We have two children ages 23 and 17. We live in Sheboygan, one block from beautiful Lake Michigan!!

### Mission Statement

*The Northeast Wisconsin IFMA Chapter is an Association of Facility Management Professionals with the common goal of advancing their profession and promoting individual career development through education, networking and information-sharing*

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## UN-COMFORT ZONE with Robert Wilson

### Pack Mentality

When my son was two years old, we got a Samoyed puppy, and for the next 18 months they were the best of friends. Then the dog changed. Suddenly she started growling at my son and biting him. At first I thought that maybe he was pulling her tail or something else that was irritating her, but that wasn't it. My dog had become an adult and instinct kicked in. She became concerned with her place in the pack hierarchy. I learned that our family was her pack, that I was alpha-dog, and that she had no intention of being at the bottom of the pecking order. That meant someone had to be beneath her and the easiest choice was my toddler. Through training and discipline we got the biting to stop, but to this day she still considers my son subordinate to her.



It's all about status and exclusivity. And human beings are just as motivated by it as a pack animal. When Abraham Maslow created his Theory of Human Motivation in 1943, he identified five levels of motivation or five needs that humans strive to satisfy. Those needs are, in order: Survival, Safety, Social, Esteem, and Fulfillment.

Status is an esteem need and regardless of where we fall on the economic ladder, we all strive to achieve status before we can move on to the highest need. Whether we admit it or not, we all want to feel as if we are a little bit better than the people around us. We begin to establish that - at least in our own minds - with the accouterments of wealth such as branded clothing, jewelry, luxury automobiles, and exclusive neighborhoods. Even the poorest of people find symbols with which to establish their status. The visibility of these status symbols can create the powerfully motivating emotion of envy.

Most happiness that is acquired by achieving status symbols is short lived. Overtime such trappings become meaningless to us, at which point, we seek genuine achievements to prove our worth. Studies have shown that after reaching a certain income level (usually around \$250,000 a year) an individual's happiness does not in-

crease until they reach the status of super rich (approximately \$10,000,000 a year).

But, status can continue to motivate us long after money ceases to do so. Bestowing a new title with added responsibilities yet without any added pay is a common method for rewarding employees.

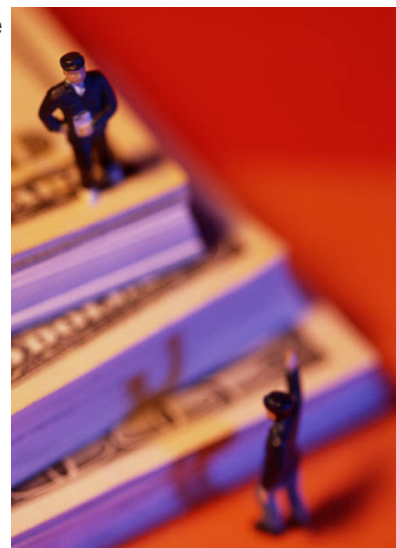
Volunteers can be motivated in a similar fashion.

I have been a Boy Scout leader for the past five years. The Boy Scouts of America rewards its leaders with patches embroidered with colorful square knots that are worn on the adult uniform. Different colored square knots represent the variety of services a volunteer has provided or achievements that he or she has earned. Some square knots represent achievements earned years earlier when the volunteer was a Boy Scout. When I attend formal full uniform functions, I find myself scanning fellow leaders' square knots to note their status. There is one we all look for; it is the red, white and blue knot that indicates the wearer earned the highest status in scouting as a youth: the Eagle Scout award.

When the United States was founded, one of its distinguishing characteristics from the rest of the world was the lack of a feudal or caste system. That doesn't mean status doesn't exist in America. Indeed it does, but here we must earn it. Best of all, people have a choice and can rise above the station they were born into.

Lacking status puts us in the Un-Comfort Zone and drives us to achieve. When you help someone up the social ladder, you can motivate them in a powerful and positive way.

*Robert Evans Wilson, Jr. is an author, speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit: <http://www.jumpstartyourmeeting.com>*



# Upcoming Events

Monthly Meeting Schedule for IFMA-NEW  
(Location, Dates and Times Subject to Change,  
Please check the Website for Future Updates)

DATE	MEETING PLACE	EVENT
Tues. 2/21	UW-Oshkosh	Tour of Sage Hall
Tues. 3/20	Main Event Steakhouse	2 Speakers: Mark Sekula (The Importance of Credentialing) Joni Juergens (Flooring Trends)
Tues. 4/17	Thrivent	Speaker/Tour
Tues. 5/15	Lambeau Field, Green Bay, WI	Tri Chapter Mtg.
Tues. 6/19	Woods Country Club, Green Bay, WI	Golf Outing/Wrap-up Mtg.

### Tri-Chapter: Looking for Committee Members and Volunteers

The three Wisconsin Chapters of IFMA (Madison, Northeast, and Southeast) are in the preliminary planning phase for our Tri-Chapter Event to be held at Lambeau Field in Green Bay, Wisconsin on May 15, 2012. The Tri-Chapter is an all day seminar that focuses on the needs and interests of Facility Management.



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Operations and Maintenance

Planning and Project Management

Quality Assessment and Innovation

Real Estate

Technology

### Newsletter Change!

IFMA-NEW has changed the frequency of its newsletter. It will now be published every other month.

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

## Upcoming Events



**IFMA's WORLD WORKPLACE 2012**  
The Facility Conference and Expo  
Oct. 31 - Nov. 2 | Henry B. Gonzalez Convention Center

### February Program

Tour of Sage Hall at UW-Oshkosh. Details are still pending, Watch your email for information hopefully this week!

Tuesday, February 21, 2012

Registration: 11:30, Lunch Program/Tour: 12:00 - 1:00

Member Registration is \$15; Non-Member Registration is \$25

To Register Please Visit: [www.ifmanewisconsin.org](http://www.ifmanewisconsin.org)

### SEW IFMA Chapter to Host FMP Certification Courses in 2012

The Southeast Wisconsin Chapter of IFMA is offering the four FMP modules required for you to become a certified FMP. These classes will be instructor led and taught by SEW WI chapter member Mark Sekula, FMP, CFM, LEED-AP, IFMA Fellow.

**WI Association Management:** 11801 W. Silver Spring Dr., Ste 200, Milwaukee, WI

Dates of the classes: (8am to 5pm each day)

February 21-22, 2012 - FMP Module: Leadership and Strategy

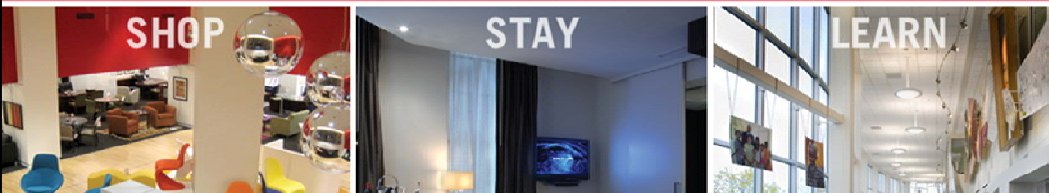
April 17-18, 2012 - FMP Module: Operations and Maintenance

June 19-20, 2012 - FMP Module: Business and Finance

August 21-22, 2012 - FMP Module: Project Management



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### Did You Know...

If you Click on the Title of the event while on-line you will link to its web page for more information.



## REGISTER NOW

# CHICAGO 2012

Facility Fusion will be held April 11-13, 2012 at the Sheraton Chicago Hotel & Suites, Chicago, IL. It is IFMA's third annual Facility Fusion Conference & Expo is a *fusion* of FM-centric education, best practices, solutions and leadership training. This year's program will focus on "Leading the Future of FM." Explore innovative, nontraditional methodologies that will optimize your core business processes and reduce operational costs. [Learn more »](#)

Studying for your CFM Exam?

There is a Practice Exam on-line to help you prepare.

Click for more information.

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

# Event Recaps



## Recap of the December Program:

### Holiday Party and Tour of the Railroad Museum

IFMA-NEW visited the National Railroad Museum in December and had a chance to consider the humor in the Facility Management Profession, with the help of a Wisconsin Based Comedian. Mike Marvell encouraged us all to laugh at ourselves as we took a minute to forget end-of-year responsibilities and enjoy the museum, the history of the trains, and the holiday season.



## Recap of the January Program: Behind the Scenes Tour of the Brown County Sheriff's Department

When we asked our membership what stuck with them after this tour we heard responses like the following:

- ◆ It was interesting how they were able to convert the space and maximize what was there
- ◆ The move was very complex, and they stayed operational!
- ◆ Showed that LEED is worthwhile
- ◆ The tour was informative, interesting and fun too...it's such a different environment from what we normally see.



*Do you have information that our membership would appreciate?*

*Please send details to [info@ifmanewisconsin.com](mailto:info@ifmanewisconsin.com) to have it posted on our website, or included in our newsletter.*

- January/February Anniversaries**
- Lydia Bessert
  - Jamie Blom
  - Joseph Eggener
  - John Evans
  - Andrew Gaerthofner
  - Richard Hedtke
  - Jill McEwen
  - Anne McMahan
  - Paul Petersen
  - Paul Pinkston
  - Peter Rohe
  - Mark Rowe
  - Rudolph Sajdak
  - Gail Schroder
  - Patricia Soma
  - Azariah Stevens
  - Gail Witthuhn
  - John Zeller

*Special Thanks to our Newsletter contributors:*

**Melissa Schumacher, Allsteel**  
**Elizabeth Crain, BSI**

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