



# NEW Review

May 2009

## Chapter 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.*

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

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## From the Programs Co-Chair...

### [Tee Up for the N.E.W. IFMA Golf Outing](#)

Our chapter has put in a full round of programs this year, and now it's only par for the course that we finish our monthly meetings with our annual golfer/non-golfer scramble.

Mark your calendars now for Tuesday, June 23<sup>rd</sup> at Mid Vallee Golf Course.

We will be looking for the usual suspects this year—

- Golfers
- Non-golfers who want to join the fun and drive a cart
- Hole sponsors who want to add to the fun with goofy games and cheesy prizes
- Companies to donate door prizes
- Willing volunteers to help pull it all together

If you can lend a hand with a hole sponsorship, door prizes, or your time, please contact Melissa Schumacher at [schumacherm@allsteeloffice.com](mailto:schumacherm@allsteeloffice.com).

Watch for upcoming registration details!

*Melissa Schumacher*

## 2008-2009 EXECUTIVE COMMITTEE MEMBERS

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*Member Anniversaries*

- Pat Bourassa - 5/1/2006
- Jacque Boyle - 5/16/2005
- Mike Danelski, CFM - 5/22/1998
- Garry Dietrich, CFM - 5/26/2006
- Julie Green - 5/13/2003
- Chris Monroe - 4/4/2002
- Russ Janeshek - 5/24/2004
- John Machnik - 5/17/2005
- Jean Roskams - 5/18/2002
- Jeff Tappen, CFM - 5/26/1999
- Rod Wilson - 5/27/1998



**Things to note:**

- We are now accepting credit card payment via the Internet.
- Diane Stegmeier's presentation has been approved for 0.3 CEUs and 3.0 CFM Maintenance Points by IFMA.
- There is still time to become an event sponsor. Sign up today to get the most exposure before, during, and after the event.
- We are looking for 8-10 volunteers to help set up and make sure the event runs smoothly; if you are interested please email [info@ifmatrichapter.org](mailto:info@ifmatrichapter.org).

**Information on the event and registration details can be found at [www.ifmatrichapter.org](http://www.ifmatrichapter.org)**

***The Un-Comfort Zone  
Will You Freak Out or Hunker Down?***

*by Robert Evans Wilson, Jr., [www.jumpstartyourmeeting.com](http://www.jumpstartyourmeeting.com)*

Sometimes motivation is forced upon us. We are thrust into the Un- comfort Zone. And, whether we sink or swim depends on how we respond to the situation. How do you react during a crisis?

Here are the stories of two men who faced a crisis late in life and how they dealt with it. One was a restaurant owner; the other a janitor. The former went into bankruptcy at an age when most people retire, and the latter was fired from a job he'd had for nearly 20 years.

The restaurant owner enjoyed a successful business in a small town at the edge of the Appalachian Mountains. It was a great location along busy U.S. Route 25. And, because he offered the best food and service around, his eatery was jammed from sunup to sundown. But it wasn't to last.

The janitor started his job at St. Peter's Church in London as a teenager. Over the years he married and raised a family and enjoyed a perfectly predictable profession with solid job security. That is until the new vicar came along.

Over the course of 26 years, he was honored by the state governor for his recipes; and was praised by famous restaurant critic, Duncan Hines, in his column Adventures in Good Eating. Then in 1956, the new super highway bypassed the little town. It's amazing the difference just a few miles can make. Two years later the restaurant was closed and the property auctioned off to pay creditors. At 64 years old, the restaurant owner was broke.

It was around the turn of the twentieth century when the new vicar, a stickler for decorum, took over St. Peter's



***The Executive Committee would like to take this opportunity to welcome the following new members to our chapter! Please join us in greeting them at the next meeting!***

**Lisa Beimborn, ThermoFisher Scientific**  
**Kelly Cecchi, Humana, Inc.**  
**Jodi Koller, Schneider National**  
**Lynn Rickert-Steen, Schneider National**

***The Tri-Chapter Fly-In is ready to take off!***

We are now less than 2 weeks away from IFMA's 18<sup>th</sup> Annual Wisconsin Tri-Chapter Event at the EAA Airventure Museum in Oshkosh on Tuesday, May 12. We are offering a terrific day of programming and networking.

The morning will begin with Diane Stegmeier's interactive presentation "Resistance to Results: Guiding Business Leaders on Managing Change in the New Workplace". This will be followed by a choice of breakout sessions in the afternoon. Topics include: Landscaping, Sustainability, Career Development (specifically attaining the IFMA FMP and CFM designations) and Ways to Save Money and Create Value in a Tough Economy.

Church. When he learned that the janitor could not read, he gave him three months in which to learn. Quite depressed by the news, the man thought it might make him feel better if he smoked a cigarette.

Unable to afford the cost of opening another restaurant closer to the highway, he reviewed his assets. All he had left was his knowledge and the delicious recipes that made his food so popular. So, he got into his car.

As he walked home, the janitor searched for a tobacco shop. There was usually one on every block, but there were none near the church. He walked block after block without finding one. By the time he reached his house he knew exactly what he was going to do.

Town by town, he drove, stopping at every restaurant along the way. He told the owners they would be more successful if they served his secret recipes under his brand name and paid him a royalty. Two years later, in 1960, he had 400 restaurants serving his food. By 1963 he was making a profit of \$300,000 per year. And, in 1964, Colonel Harlan Sanders sold Kentucky Fried Chicken to investors for \$2 million, plus a lifetime salary of \$75,000 per year.

With his meager savings, he opened a tobacco shop near the church. It was an immediate success. His profits went to open a second, then a third and before long he thriving tobacco shops all over London.

Ten years later, he met with his banker about investing his earnings. The banker gave him some papers to sign. The man asked the banker to read the papers to him, explaining that he didn't know how. Shocked, the banker exclaimed, "You are so successful, just think where you'd be today if you could read!" Albert Edward Foreman smiled and sighed, "I'd be the janitor at St. Peter's Church." (Based on a true story by Somerset Maugham)

Did you know that in Chinese, the symbol for the word "crisis" is the same symbol used for the word "opportunity?" Two sides of the same coin. In other words, it's all in our perspective. Will you find the opportunity in your next crisis?

### ***Building Sector Must Change to Meet Global Energy Targets, New Study Finds***

*from www.ifma.org*

In the most rigorous study ever on the subject, The World Business Council for Sustainable Development (WBCSD) demonstrates how to achieve a 60 percent reduction in the energy use of buildings by 2050 to help meet global climate change targets.

To reach ambitious carbon footprint reduction goals set by the widely recognized Intergovernmental Panel on Climate Change, the building sector must undergo a transformation toward greater energy efficiency through a combination of public policies, technological innovation, informed customer choices, and smart business decisions. Supported by specific

implementation steps, this is the central message from the WBCSD's Energy Efficiency in Buildings report, "Transforming the Market: Energy Efficiency in Buildings."

United Technologies Corp. and Lafarge, which co-chaired the study, presented the report in Paris today at the Alliance to Save Energy's EE Global Forum and Exposition. The report is also being released in Washington, D.C., and Beijing.

"Buildings worldwide account for a surprisingly high 40 percent of global energy consumption and the resulting carbon footprint, significantly exceeding those of all transportation combined. Large and attractive opportunities to reduce energy use in buildings exist," said UTC Chairman George David. "Differing markedly from other sectors and carbon abatement mechanisms, energy efficiency technologies and products for buildings exist today. We have the capacity to reduce the carbon footprints of buildings by half over a decade and with reasonable financial returns," he added.

The project took a data intense and financially and market driven approach to understanding the barriers to reduced energy use, based on the most detailed view ever of the current state of energy demand in buildings. Researchers analyzed energy use by building type for hundreds of millions of existing and new buildings projected out to 2050 and accounting for differences such as climate, fuel type, and building design. Refined through an extensive simulation model, the study showed market responses to various combinations of financial, technical, behavioral, and policy options, identifying the optimum mix to achieve transformation for each market studied.

Full details of the EEB proposed "transformation roadmap" for the building sector can be found in the report, available in English on the World Business Council for Sustainable Development website at [www.wbcd.org](http://www.wbcd.org). A printed copy and multiple language versions will also be available over the coming months.

### ***'Pandemic Preparedness Manual' Offers Guide to Dealing with Possible Swine Flu Pandemic***

*from www.ifma.org*

With more than 100 deaths and hundreds of other infections reported around the world, the recent swine influenza outbreak has triggered global concern as governments everywhere scramble to contain it. In an effort to assist businesses in preparing for a potential pandemic, the IFMA Foundation is offering the "Pandemic Preparedness Manual," a complimentary resource that can assist in planning for, controlling and responding to the threat of influenza.

Workplaces have a vested interest in mitigating the effects of a pandemic. The Spanish flu of 1918, for example, affected hundreds of millions of people and resulted in more than 50 million fatalities. Today, a flu outbreak could lead to the absenteeism of 25 to 50 percent of employees for up to four months, potentially causing supply chain disruptions and the

closure of retail facilities, further impacting the global economic downturn.

To prepare for and deal with these issues, the “Pandemic Preparedness Manual” suggests facility professionals perform pre-planning and develop business continuity plans. Pre-planning involves establishing internal and external communications protocols and reviewing corporate policies on pay, time off, visitor and travel restrictions, and medical clearance. Triggers for building closure, mandatory absences and other preventative measures should also be put into place.

The manual advises employers on steps they can take to help control the outbreak of flu, beginning with employee training on awareness and prevention. Employers are encouraged to make supplies such as tissues, hand soap and sanitary wipes available, and to be vigilant in sanitizing commonly touched surfaces.

“The IFMA Foundation has this manual ready to go 24/7 on its Web site as a resource for anyone concerned about maintaining the health and safety of their workplace,” said IFMA Foundation Executive Director William Rub. “When used in conjunction with information provided by the Centers for Disease Control and Prevention and the latest media reports, we feel this manual gives facility professionals the tools they need to do their part in mitigating the harmful effects of this outbreak.”

The “Pandemic Preparedness Manual” was prepared in conjunction with Environmental and Occupational Risk Management, a company that specializes in the development and implementation of cost-effective environmental, health and safety solutions. To obtain a free copy of the report, visit [www.ifmafoundation.org](http://www.ifmafoundation.org).

### **Swine Flu: Key Facts for Facility Professionals**

*from Today's Facility Manager Facility Blog*

*The following post is based on information provided by Stephen Ashkin, president of The Ashkin Group and leader in the green cleaning and maintenance industry. It has been supplemented with information from IFMA and updated with data from CNN.*

On Sunday (4/26/09), the U.S. Department of Homeland Security declared a public health emergency in a bid to stop the spread of a swine flu virus. As of today (4/28/09), the World Health Organization has raised its pandemic alert level based on newly gathered data.

Richard Besser, acting director of the U.S. Centers for Disease Control and Prevention (CDC), said his agency has confirmed 50 non-fatal cases of swine flu within the United States, including several cases found among New York City high school students. The other cases were detected in Ohio, Kansas, Texas, and California. Besser indicated that the U.S. cases were identical to the swine flu that has been hitting Mexico, where 152 deaths were deemed “likely linked” to the new strain of the virus with more than 1,600 reported ill.

The following are some “tips” for limiting the risk of catching the swine flu. These suggestions come from the CDC. WebMD has also compiled a list of “Frequently Asked Questions” that may help facilities professionals deal with this issue on a personal and professional basis.

There are several easy and affordable ways for FMs to assist with employee health, including:

- Displaying hand care posters for the restroom;
- Providing articles for their internal newsletters (such as the CDC tips presented below);
- Posting small signs and other materials to encourage hand washing
- Considering the installation of waterless hand sanitizer stations in their buildings (to be used in addition to washing with soap and water, not in lieu of it)
- Placing hand sanitizing stations strategically around the facility where employees congregate—such as elevator lobbies, break rooms, etc. (people tend to use resources that are provided in plain view).

CDC’s tips for limiting your risk of catching the swine flu virus:

- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water, especially after you cough or sneeze. Alcohol-based hands cleaners are also effective.



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- Try to avoid close contact with sick people.
- If you get sick, stay home from work or school and limit contact with others to keep from infecting them.
- Avoid touching your eyes, nose, or mouth. Germs spread that way.

outbreaks in pigs. People do not normally get swine flu, but human infections can and do happen. Swine flu viruses have been reported to spread from person-to-person, but in the past, this transmission was limited and not sustained beyond three people.

#### **Frequently Asked Questions from WebMD:**

##### **What is swine flu?**

Swine Influenza (swine flu) is a respiratory disease of pigs caused by type A influenza viruses that causes regular

##### **Are there human infections with swine flu in the U.S.?**

In late March and early April 2009, cases of human infection with swine influenza A (H1N1) viruses were first reported in Southern California and near San Antonio, Texas. Other U.S. states have reported cases of swine flu infection in humans

and cases have been reported internationally as well. An updated case count of confirmed swine flu infections in the United States is kept at [www.cdc.gov/h1n1flu/index.htm](http://www.cdc.gov/h1n1flu/index.htm). CDC and local and state health agencies are working together to investigate this situation.

### **Is this swine flu virus contagious?**

CDC has determined that this swine influenza A (H1N1) virus is contagious and is spreading from human to human. However, at this time, it not known how easily the virus spreads between people.

### **What are the signs and symptoms of swine flu in people?**

The symptoms of swine flu in people are similar to the symptoms of regular human flu and include fever, cough, sore throat, body aches, headache, chills and fatigue. Some people have reported diarrhea and vomiting associated with swine flu. In the past, severe illness (pneumonia and respiratory failure) and deaths have been reported with swine flu infection in people. Like seasonal flu, swine flu may cause a worsening of underlying chronic medical conditions.

### **How does swine flu spread?**

Spread of this swine influenza A (H1N1) virus is thought to be happening in the same way that seasonal flu spreads. Flu viruses are spread mainly from person to person through coughing or sneezing of people with influenza. Sometimes people may become infected by touching something with flu viruses on it and then touching their mouth or nose.

### **How can someone with the flu infect someone else?**

Infected people may be able to infect others beginning one day before symptoms develop and up to seven or more days after becoming sick. That means that you may be able to pass on the flu to someone else before you know you are sick, as well as while you are sick.

### **What should I do to keep from getting the flu?**

First and most important: wash your hands. Try to stay in good general health. Get plenty of sleep, be physically active, manage your stress, drink plenty of fluids, and eat nutritious food. Try not touch surfaces that may be contaminated with the flu virus. Avoid close contact with people who are sick.

### **Are there medicines to treat swine flu?**

Yes. CDC recommends the use of oseltamivir or zanamivir for the treatment and/or prevention of infection with these swine influenza viruses. Antiviral drugs are prescription medicines (pills, liquid or an inhaler) that fight against the flu by keeping flu viruses from reproducing in your body. If you get sick, antiviral drugs can make your illness milder and make you feel better faster. They may also prevent serious flu complications. For treatment, antiviral drugs work best if started soon after getting sick (within two days of symptoms).

### **How long can an infected person spread swine flu to others?**

People with swine influenza virus infection should be considered potentially contagious as long as they are symptomatic and possible for up to seven days following illness onset. Children, especially younger children, might potentially be contagious for longer periods.

### **What surfaces are most likely to be sources of contamination?**

Germs can be spread when a person touches something that is contaminated with germs and then touches his or her eyes, nose, or mouth. Droplets from a cough or sneeze of an infected person move through the air. Germs can be spread when a person touches respiratory droplets from another person on a surface like a desk and then touches their own eyes, mouth or nose before washing their hands.

### **How long can viruses live outside the body?**

We know that some viruses and bacteria can live two hours or longer on surfaces like cafeteria tables, doorknobs, and desks. Frequent handwashing will help you reduce the chance of getting contamination from these common surfaces.

### **What can I do to protect myself from getting sick?**

There is no vaccine available right now to protect against swine flu. There are everyday actions that can help prevent the spread of germs that cause respiratory illnesses like influenza. (See aforementioned list of tips from the CDC.)

### **What is the best way to keep from spreading the virus through coughing or sneezing?**

If you are sick, limit your contact with other people as much as possible. Do not go to work or school if ill. Cover your mouth and nose with a tissue when coughing or sneezing. It may prevent those around you from getting sick. Put your used tissue in the waste basket. Cover your cough or sneeze if you do not have a tissue. Then, clean your hands, and do so every time you cough or sneeze.

### **What is the best technique for washing my hands to avoid getting the flu?**

Washing your hands often will help protect you from germs. Wash with soap and water or clean with alcohol-based hand cleaner. We recommend that when you wash your hands—with soap and warm water—that you wash for 15 to 20 seconds. When soap and water are not available, alcohol-based disposable hand wipes or gel sanitizers may be used. You can find them in most supermarkets and drugstores. If using gel, rub your hands until the gel is dry. The gel doesn't need water to work; the alcohol in it kills the germs on your hands.

### **What should I do if I get sick?**

If you live in areas where swine influenza cases have been identified and become ill with influenza-like symptoms, including fever, body aches, runny nose, sore throat, nausea, or vomiting or diarrhea, you may want to contact their health care provider, particularly if you are worried about your

symptoms. Your health care provider will determine whether influenza testing or treatment is needed. If you become ill and experience any of the following warning signs, seek emergency medical care.

In children emergency warning signs that need urgent medical attention include:

- Fast breathing or trouble breathing
- Bluish skin color
- Not drinking enough fluids
- Not waking up or not interacting
- Being so irritable that the child does not want to be held
- Flu-like symptoms improve but then return with fever and worse cough
- Fever with a rash

In adults, emergency warning signs that need urgent medical attention include:

- Difficulty breathing or shortness of breath
- Pain or pressure in the chest or abdomen
- Sudden dizziness
- Confusion
- Severe or persistent vomiting

#### **How serious is swine flu infection?**

Like seasonal flu, swine flu in humans can vary in severity from mild to severe. Between 2005 until January 2009, 12 human cases of swine flu were detected in the U.S. with no deaths occurring. However, swine flu infection can be serious. In September 1988, a previously healthy 32-year-old pregnant woman in Wisconsin was hospitalized for pneumonia after being infected with swine flu and died eight days later. A swine flu outbreak in Fort Dix, NJ occurred in 1976 that caused more than 200 cases with serious illness in several people and one death.

#### **Can I get swine influenza from eating or preparing pork?**

No. Swine influenza viruses are not spread by food. You cannot get swine influenza from eating pork or pork products.

For up-to-date information from the Center for Disease Control, go to [www.cdc.gov](http://www.cdc.gov).

#### **Top 10 "Out of Office" Auto Replies**

*from about.com*

1 // I am currently out of the office at a job interview and will reply to you if I fail to get the position. Please be prepared for my mood.

2 // You are receiving this automatic notification because I am out of the office. If I was in, chances are you wouldn't have received anything at all.

3 // Sorry to have missed you, but I'm at the doctor's having my brain and heart removed so I can be promoted to our management team.

4 // I will be unable to delete all the emails you send me until I return from vacation. Please be patient, and your mail will be deleted in the order it was received.

5 // Thank you for your email. Your credit card has been charged \$5.99 for the first 10 words and \$1.99 for each additional word in your message.

6 // The email server is unable to verify your server connection. Your message has not been delivered. Please restart your computer and try sending again.

7 // Thank you for your message, which has been added to a queuing system. You are currently in 352nd place, and can expect to receive a reply in approximately 19 weeks.

8 // Hi, I'm thinking about what you've just sent me. Please wait by your PC for my response.

9 // I've run away to join a different circus.

10 // I will be out of the office for the next two weeks for medical reasons. When I return, please refer to me as 'Kate' instead of Dave.

#### **Just for Grins...**



#### **Help us keep in touch with you!**

If you have a change in address or any other information, please contact Grace Lindner at [grace.lindner@unilever.com](mailto:grace.lindner@unilever.com) or Patty Hendrickson at [phendrickson@cleanpower1.com](mailto:phendrickson@cleanpower1.com).



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# N.E.W. IFMA MAY PROGRAM

May 12, 2009

## Tri-Chapter Symposium

Every year the three Wisconsin IFMA chapters, Northeast, Madison, and Southeast, get together for a day of educational programming. This year we are excited to present this opportunity at the EAA Airventure Museum in Oshkosh. Following is a listing of the presentations scheduled for the day:

### **From Resistance to Results—Guiding Business Leaders on Managing in the New Workplace**

*Diane Stegmeier*

Workplace professionals have increasingly voiced the need for additional support in convincing the business leaders in their organization to embrace workplace transformation themselves, as well as in helping these individuals learn how to manage their staff in the new work environment. The strongest push-back to workplace strategy often stems from middle managers up to, and including, the senior executives. At the highest levels of the organization—where decisions are being made—business leaders often feel exempt from the behavioral changes expected of the balance of the workforce. At mid-levels of authority, managers are ill-prepared to drive the edicts for workplace change being handed down, and like their peers and subordinates, often do not receive appropriate and effective communications linking the new workplace design to how those physical space changes support shifting business conditions and overall organizational goals.

This interactive educational program will reveal key findings from Diane Stegmeier's 10-year research study on resistance to workplace change, and her discovery of 15 Critical Influences™ affecting behavior in the workplace—and ultimately, of workplace strategy success today and in the future. Well known for taking the complexity of organizational change and simplifying the business issues using everyday language, Diane will use tangible props and thought-provoking activities to engage participants in dialogue on how to proactively support business leaders on managing in the new workplace environment, and help attendees become better prepared to respond to managers' resistance to workplace changes.

### **Breakout Sessions**

#### **The Ins and Outs of Landscaping**

*Chris Kujawa, KEI*

Chris will discuss landscaping topics including: Maintenance vs. Enhancements vs. Original/New Install; Cost Savings Programs; and How to Select a Contractor.

#### **Sustainability Economics**

*Dr. Joe Jacobsen, MATC*

Dr. Jacobsen's presentation will focus on sustainability economics as it relates to facilities, covering the merger of natural systems, conservation, depletion, pollution and climate change.

#### **Career Development and Certification - Panel Discussion**

*Mark Sekula, Facility Engineering Associates*

This presentation is a panel discussion on the importance of ongoing personal professional development, specifically attaining the IFMA FMP and CFM designations. The panel will include Tri-Chapter members who have attained those designations. We will discuss the importance of attaining them, the benefits of having those designations and the process required to attain them. Following will be an open discussion with the audience during which time the panelists will answer any of the audience's questions.

#### **Saving money and creating value in a tough economy - How I saved over \$7 million over the last three years.**

*Ty Wagner, Schneider National*

Ty will discuss the benefits of Facilities and Purchasing partnering together to save money and improve effectiveness and efficiencies

Lunch will be included and will give attendees an opportunity to meet members from the other Wisconsin chapters and network with people from all areas of the FM field. Approval is pending on CFM CEU certification for the morning presentation by Diane Stegmeier. At the end of the day, attendees will be able to participate in a tour of the museum if they wish. Please join us for a jam-packed day of learning and relationship-building with your peers and partners in the facilities industry!

**[Please go to the event website at www.ifmatrichapter.org for schedule, directions, and to register.](http://www.ifmatrichapter.org)**