



INFORMATION

A QUARTERLY PUBLICATION OF THE WEST MICHIGAN CHAPTER

Volume 2, Issue 2, June 2004

Presidents Corner

On May 6 & 7 a group of officers from your West Michigan chapter went to Schaumburg Ill. for two days of chapter leadership training. Jim Corby VP of Public Relations, Mike Johnson, VP of Finance and myself went to this session to see what nuggets of information we could pick up for our chapter. The titles of the breakout sessions revolved around Communications & Public Relations, Membership Growth & Retention, Newsletters, Programs and Professional Development, Sponsorship, and Websites just to name a few. The sessions started at 1:00 PM on Thursday and went until 5:00. That evening the whole group got together for a reception at a local brew pub. The next morning there were several chapter officer education opportunities in the morning and also in the afternoon. Some of the titles were held during both morning and afternoon to give individuals the chance to attend both if they wanted to.

All of the sessions I went to were excellent. The two that particularly stood out for me were Membership Retention and Sponsorship. Membership retention continues to be a huge issue for our chapter. This last year we have grown considerably but we have lost more members that we have picked up. FM's leave for a variety of reasons. Lots of times they don't see the value that we bring to the table. Another issue is that they don't feel that they need to be a part of the "chapter" piece of IFMA. They stay members of IFMA but do not renew their chapter status. Chapters successful in keeping members usually have a separate committee other than board members who actively work on retention. They work actively with the board to make sure that member issues are addressed promptly and the programs we offer are what they are looking for. Another idea is to put a mentor in place for every new member i.e., a professional with a professional and an associate with an associate. Finally,



our members need to be identified so people know who they are. It is a lot easier to strike up a conversation with someone if you know who they are. We will be looking into this in the next couple of months. The other subject is near and dear to my heart is sponsorship. As your president I want to secure over and above financing for the chapter that would allow us to do more for our

And...New Retired Member Program

Last year the chapter started a program that allows chapter members to submit for reimbursement of their membership dues if they recently lost their job. This year we are starting a new program to keep Retired Members involved with facilities and active in the West Michigan Chapter. Effective July 1, 2004, all active Retired Members can submit for a \$90 reimbursement for chapter membership dues paid after July 1, 2004. In order to receive your reimbursement, you must submit a copy of your paid membership receipt to the chapter Treasurer, Mike Johnson.

Come Join the Fun at the IFMA Whitecaps Game in July!

On Wednesday July 14 we are hosting our annual IFMA Whitecaps Game! This year our VP of Programs has arranged for us to enjoy a buffet dinner on the first base deck area as well as box seats to comfortably enjoy the game. All this entertainment and food will cost only \$10 per person. Come bring your spouse or maybe a potential new member who is interested in finding out about some of the fun events the IFMA West Michigan likes to host.

As with previous years, seating is limited so call Rick Vande Kerkhoff today to reserve your tickets. Rick's number is 517.885.7676. Hope to see you at the game!

Jim Corby

Presidents Corner cont.

members. We have put in place a potential sponsorship program that would allow individuals and companies to pay an up an upfront fee and benefits would go to those individuals such as advertising, foursome in the golf tournament etc. This is just in the beginning stages. There are lots of variations from different chapters, but they mainly have two or three levels that would be available. We are actively pursuing this for next year as well.

Chapter leadership events are always worthwhile. We have the opportunity to discuss what works and warn others about what doesn't work. It is also an opportunity to become re acquainted and to meet new friends. It was a great two days!

Dave Kuiper

Spring Programs in Review

As we head into summer and prepare for seasonal festivities like the whitecaps outing and the annual golf outing, I'd like to recap and take the time to recognize those who developed some of our recent events.

In April we were hosted by the Whirlpool Corporation with an exciting tour of their remodeled office space in downtown Benton Harbor, their Research Center, the Emergency Power Center and of course, Headquarters! And we even received a box lunch too! Whirlpool should be commended for their community initiative and commitment. Our thanks to members Carl Nedderman, Ed Povinelli, Brian Babel and Russ Eftink for developing such a comprehensive visit.

For May we enjoyed a panel discussion hosted by Bob Mihos, Dave Kuiper and Wayne Veneklasen. This discussion was focused on Workplace Metrics and each of these veteran managers offered valuable insight on measuring performance. Bob's dialog centered on measurements his team uses at the County level. Dave's focus was on Herman Miller metrics that many of us could make use of, while Wayne's performance metrics helped you determine just how your space might work better for you. Our thanks to these three leaders!

In June, Mark Zoeteman from Fishbeck, Thompson, Carr and Huber filled us in on many new technologies and how they impact your workplace and environment. All useful information. Our thanks to Mark for keeping us up to date! In addition, the Golf Committee hosted a putting contest to help promote the golf outing and to give away some neat prizes. Those winning prizes were Mike Newman, Marilyn Gould, Wayne Veneklasen and Larry White.

Don't miss out on future festivities! July and August are going to be awesome! And don't forget to introduce yourselves at the next gathering. You never know who the next "Mystery Handshaker" will be.

'til next time,

Rick

VandeKerkhoff

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IFMA Golf Outing in August

Get your clubs ready for the 2004 IFMA West Michigan Golf Outing to be held at Boulder Creek Golf Club on Thursday, August 19th. We start off with a 7:00 AM registration and 8:00am Shotgun Tee Time with lunch following the golf around Noon.

The 2003 event raised nearly \$2,000 and we hope to raise over \$3000 this year. Last year everyone liked the outing scramble format and the special Pink Lady event. This year we are planning even more fun! We will be having a raffle, selling mulligans to the teams, giving away great gift bags, snacks for the course and wrap it up with a lunch buffet even better than last year.

So far we have several outing sponsors signed up including: Work Squared; IFMA SE Michigan Chapter; United Commercial Services; Kentwood Office Furniture; Canteen Services; Bishop Distributing; and, Corporate Portfolio. Sponsorships are still available.

As we did at last years outing, the current student scholarship winner will give a brief speech during the buffet luncheon. In addition, we are having a guest speaker, Jeff Holmes, Golf Course Manager at Egypt Valley Country Club. Jeff will be talking about the complexities of maintaining a 36 hole golf course, range and grounds covering 357 acres and hosting a televised Senior PGA Tour golf tournament. Should be an interesting presentation.

There are still open spots available for those who want to play golf and we could use non-golfing volunteers for the day of the event. Registration forms are on the IFMA West Michigan web site www.ifma-wm.org Contact Jill Wendorf 616-262-9517 or Carson Cooper 616-638-4228 if you have any questions.



Larry White gets ready to sink a putt at the June meeting putting contest.

Board Member Election Results

There were three positions up for election this June, VP of Membership, VP of Programs and VP of Public Relations. This year we used technology to allow our membership to vote quickly and accurately by using a web based election system. We wanted to avoid any hanging chads or counting errors. Nearly 40% of the membership voted and all three incumbent board members were re-elected to another two year term. Your 2004-2006 board members gaining re-election are:

VP of Membership—Marilyn Gould
 VP of Programs—Rick Vande Kerkhoff
 VP of Public Relations—Jim Corby

Congratulations Board Members!



Marilyn Gould



Rick Vande Kerkhoff



Jim Corby

West Michigan Logo Shirts

We sold a few logo shirts at the May meeting when we were handing out the new CFM shirts. These will look great at the Whitecaps game or the golf outing in August and will help you proudly display your membership in the West Michigan Chapter.

The shirts are a cotton polo shirt available only in black. The cost is only \$20 per shirt. To order your shirt contact Jim Corby at 616.246.9748 or by email at jcorby@steelcase.com. He'll just need to know the quantity and sizes you would like and then will coordinate payment (check or cash) and delivery.



Welcome New Chapter Members

We are pleased to have you join us and look forward to your involvement and participation in the IFMA West Michigan Chapter:

J Costen, CSI - Engineered Systems of West Michigan
Jill Douglas - United Commercial Services Inc.
Steven Mallett -Quality Air Inc.
Raymond Brennan - Thomas M. Cooley Law School
Timothy Marcus, PE - 3D/I

Our Chapter Mission:

The West Michigan Chapter of the International Facility Management Association (IFMA) is a professional association to promote the advancement of the facilities management profession at the local level by providing opportunities for education and creating an environment that encourages its members to share knowledge and experiences.

West Michigan Board 2004-2006

Past President	Wayne Veneklasen	wvenekla@comcast.net
President	Dave Kuiper	dave_kuiper@hermanmiller.com
Secretary	John Morrison	
VP Finance/Treasurer	Mike Johnson	michael.johnson@priority-health.com
VP Membership	Marilyn Gould	mgould@ameritech.net
VP Public Relations	Jim Corby	jcorby@steelcase.com
VP Programs	Rick Vande Kerkhoff	richard.vandekerkhoff@gm.com

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UPCOMING EVENTS

Monthly Meetings & More...

June 24, 2004, 1:00-2:00pm, GRCC Applied Technology Center
IFMA's FM Edge Audio Seminar Series (FREE to Members)
Topic: Is There More to FM Than Cost Cutting Efforts
Speaker: Steven Lockwood, CFM, Foresight Associates

July 14, 2004, 3:30-5:00pm, 5th/3rd Ballpark
Topic: Whitecaps Game, cost is \$10 per person
Call Rick Vande Kerkhoff to reserve a seat today!

July 22, 2004, 1:00-2:00pm, GRCC Applied Technology Center
IFMA's FM Edge Audio Seminar Series (FREE to Members)
Topic: Linking the Corporate Culture to FM Organization Success
Speaker: Stormy Friday, IFMA Fellow, The Friday Group

August 19, 2004, 8:00AM - ???, Boulder Creek Golf Club
Topic: 2nd Annual IFMA West Michigan Golf Outing
(find more details on our web page)

September 15, 2004, Noon-2:00pm, Location TBA
Topic: Membership Drive luncheon and guest speaker
(more details coming in August)

October 17-19, 2004, Salt Lake City, UT
Topic: World Workplace 2004
(find more details on the IFMA web page ifma.org)

IFMA West Michigan Chapter
7680 Whitburn Dr. SE
Ada, MI 49301

Place Stamp Here

We're on the web!

www.ifma-wm.org