



EXCHANGE

NEWSLETTER OF THE INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION - MINNEAPOLIS / SAINT PAUL CHAPTER

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PRESIDENT'S LETTER

Overwhelmed. This is what I hear the most when I ask how others are doing. It has been a year full of new types of difficulty. As we have all navigated 2020 while trying to manage our responsibilities, it has often seemed like "overwhelmed" doesn't quite capture it.

I find that being overwhelmed means that things have shifted in some way and I need to re-examine my priorities, commitments, or approach.

More on page 2

UPCOMING EVENTS:

We're excited to announce we've been planning in-person & hybrid programs beginning January 2021!

TOP GOLF

Tuesday, January 12, 2021

Registration & details will be announced in early December!



PRESIDENT'S LETTER



Author: Jon Heaton, Bartlett Tree Experts

When I'm overwhelmed, I use an exercise I learned from Tim Ferriss using Pareto's Principle, the idea that 80% of the results come from 20% of the efforts. To start the exercise, think of what results are important to you. With that in mind, answer these 2 questions:

1. What 20% of my activities/efforts/etc. are giving me 80% of the positive results that I want?
2. What 20% of my activities/efforts/etc. are giving me 80% of the negative results, or pain, that I do not want.

Writing lists or journaling on these questions helps to bring me renewed focus and energy, especially when I make time for more of the positive and say no to more of the negative.

Inevitably, I find that a good portion of the positive can be described with words like connection, community, and collaboration. These are all things to be had through involvement with our local IFMA chapter. Our chapter provides a rich community of professionals who have come together in pursuit of doing better. Even while we aren't able to meet in-person, our chapter has a number of ways to get involved and keep our community strong.

Opportunities include regular chapter meetings where you can gather new ideas or hone your understanding of important topics, and our bi-monthly virtual roundtables are a great way to hear how others are solving their difficult questions and problems or to ask for advice. Consider signing up for IFMA's World Workplace conference, December 9-10, and join your colleagues virtually from across the world while we learn and grow professionally.

If you're having a particularly tough challenge, find a fellow member through the membership directory and reach out to see how they handle it. Or, check out the chapter marketplace on our website to find a great professional who can help solve your problem. There are so many great options to stay engaged with your IFMA community. I hope to join you at one of them soon.



Jon Heaton
Bartlett Tree Experts



Executive Committee

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Jon Heaton

TREASURER
Chad Stout

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Trenna Ross, CFM

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Laura Magnuson, CFM

GOLF RECAP

CELEBRATING FACILITIES OUTSIDE WITH STYLE



Author: Dan Perry, Prime General Contractors, LLC

The Annual IFMA MSP Golf Tournament was a resounding success again this year! Attendees were able to enjoy the fall colors as well as fantastic golf and fellowship with our community of Facility Professionals! 108 Golfers attended the one “can’t miss” tournament of the summer and were awarded over \$3,000 in prizes and give-aways!



Despite living in an expansive metropolitan area, our facilities community is smaller than anyone might think and IFMA MSP events help keep OUR community together and thriving. Thank you to all those who attended this year and if you were not able to, we hope to see you at an IFMA MSP event soon!



A big thank you and shout out to Legends golf course and IFMA MSP Special Events Committee for all of the hard work that goes in to make this tournament such a special event!



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SkillsUSA

Author: Allecia McDonald, Cushman & Wakefield



SkillsUSA is the nation's fastest-growing career technical student organization. With over 435,000 members in high school and colleges in 2019, Skills USA students have not only a superior

graduation rate, they're coached to be job-ready the day they leave school. The Faciliton is a competition designed to introduce students with advisors to careers in Facility Management. The competition tests a student's ability to thrive in an FM environment through a 50-question common-sense quiz, a 10-minute FM role play and the FM Challenge, an emergency scenario that the student must immediately react to.

Until 2019 the Faciliton had been rolled out in 4 states, but in 2020/21 we are bringing Minnesota to the table making it 5. We are proud to recognize our IFMA Academic Outreach Committee who has worked hard over the last 4 years to bring this career event to our area. The first Minnesota SkillsUSA Faciliton will be coming this program year! Thank you for your hard work and dedication team!

Outreach Committee: Trenna Ross, Sharon Harrington, Derek Hillestad, Bryan Heller, Laura Magnuson and Peggy McCarthy

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FACILITHON

Author: Allecia McDonald, Cushman & Wakefield



As expected, all in-person SkillsUSA competitions were canceled when COVID became a U.S. reality. Even before many SkillsUSA in-person events were canceled, we were ready to take the Facilithon virtual: Facilithon Online! The first online competition ran with great success this spring in California. With the support and assistance of Minnesota's and other SkillsUSA state directors, we are preparing to conduct additional online Facilithon competitions for SkillsUSA students in several states this fall.

- To keep the students engaged in SkillsUSA
- To energize them about potential FM careers
- To help fund their future studies

This November 18th and 19th we are looking for volunteer judges to listen and score students' responses to role play and emergency scenarios presented. If this is something you would be interested in volunteering for, please reach out to Peggy McCarthy, pmcsolutions2@gmail.com for more information.



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AUGUST PROGRAM RECAP

DRIVING INNOVATION THROUGH EMPLOYEE EXPERIENCE: ENHANCING YOUR ORGANIZATIONS FINANCIAL AND HUMAN PERFORMANCE



Author: Carey Brendalen, Alliance

In August's virtual program, Mamie Harvey and Rochelle Maresh shared how employee experience, shaped by organizational culture, is by far the most significant determinant of employee performance. Recent research has demonstrated positive employee experience creates engagement resulting in increased productivity, organizational innovation, and financial success.

As the speakers contemplated the post-pandemic workplace, they challenged the program's participants to focus on creating irresistible workplaces. The irresistible workplace was described as the deliberate interplay between an organizations culture, technology, and the physical workplace. The most successful workspace will draw people together to creatively solve complex problems. They will do this by supporting a variety of work styles that promote planned and serendipitous interactions that build knowledge and nurture ideas.

Flourishing workplaces were described as, both physically and virtually, places where organizations seamlessly connect, collaborate, share knowledge, ideate, and innovate. Successful workplaces attract talent, enable effective mentoring and training, and foster organizational well-being. Social engagement is a key catalyst for employee experience. It is when we are collaborating with each other, that we have deeper, richer, and more fulfilling work experiences.

The presenters then introduced the idea of Space Syntax, the use of computational modeling to predict decision making and human behavior within the built environment. Using a case study, the presenters used Space Syntax to illustrate how static and dynamic factors affect occupant preferences based on different planning and design options. The modeling output yielded heat maps of the two design options demonstrating how the occupants would use the space based on variables that included spatial layout, proximity, movement, sight lines, and transparency.

Today, facility managers can optimize organizational outcomes by enhancing employee experience and leveraging computational modeling to efficiently and systematically assess planning and design options that promote collaboration and innovation, leading to financial success.

Mamie Harvey is an architect and lead designer at Alliance.

Rochelle Maresh is a workplace strategist and project leader at Alliance.

The advertisement features a modern office interior with large windows, a white conference table, and grey chairs. The Prevolv logo, an orange circle with a white swirl, is in the top left. The text 'prevolv' is in a large, white, sans-serif font. Below it, the tagline 'Evolving your work environment.' is followed by two lines of services: 'Architectural Walls + Open Systems' and 'Private Offices + Filing & Seating'. A white box contains the text 'Helping create spaces that empower people to work, learn and rebuild.' At the bottom, the name 'Bill Harris' is listed as 'Manager, New Client Relations' with contact information: 'd: 651.789.5550 | c: 612.581.2507', 'bharris@prevolv.com', and 'www.prevolv.com'. Social media icons for LinkedIn, Facebook, and Instagram are at the bottom.

OCTOBER CHAPTER MEETING



Author: Rhonda Small, RSP

John Rimer, CFM, is the Owner/Principal of FM360Consulting. With over 23 years of FM experience as well as being an IFMA Qualified Instructor, John presented “Getting an A-Grade at the C-Level; Selling the Value of FM” to our chapter for our October Chapter Meeting. Here is a brief recap of his presentation.

The current State of Facilities is that we are dealing with Deferred Maintenance, being asked to do more with less and being more reactive with maintenance because of the above AND the skilled labor shortage. This means we need to be creating a business case now more than ever.

We are always selling whether it is selling your operating budget, capital budget and all other business cases. Here are some tips to helping you prepare your business case:

Remember the C-SUITE

- **C – Collect Data** such as Financial data and Operational statistics such as KPIs to understand and know your business.
- **S – Study Players** by Identifying the stakeholders and getting to know them. Find out the business goals, drivers and passions that motivate them. What can they get out of this so that you are both winners.
- **U – Understand Climate** by doing your research and being prepared. Explain the benefits and how they are not just financial, there are social and environmental benefits as well.
- **I – Interpret Facilities** and translate your business into their language by avoiding the technical language and focus on things like safety and risk. Explain the why behind your business case – don’t just asking for money.
- **T – Tout Value** by communicating what you do. The whole team is selling the facilities business so invest in soft skills and make sure they realize the value in what they do.
- **E – Execute** by delivering on your promises and continuing to monitor the progress with KPSs and Benchmarking. Continue to learn and grow but remember to celebrate progress!

When you do all of the above, creating the Business Case is a whole lot easier. Try to keep it short, possibly one page, and follow the C-Suite above to add details to these 5 pieces of your Business Case.

1. Start with a brief description of what the issue is
2. Define what the current condition is
3. What is the risk and impact of failure (financially, socially and environmentally)
4. Define the timeline
5. List the critical next steps to keep this on schedule, what do you need to know and by when.

We are all managing relationships, one of those relationships should be with the C-Suite. Let’s make sure we are marketing our hard work, what facilities is doing and how it can benefit not only them, but the entire business.

Feel free to check out more examples from John Rimer at www.fm360consulting.com/selling.

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VIRTUAL ROUNDTABLES



Author: Rhonda Small, RSP

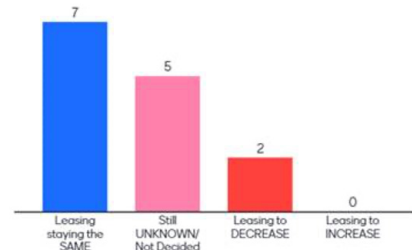
Our Virtual Roundtables continue to answer important questions that are impacting our industry. Over the past 3 months we have had 3 interesting topics including how recent events have affected your business, HVAC issues and concerns during a pandemic, and adjustments to 2021 budgets.

In August we were impacted by the Return to School plans as they were not only changing daily but also changing by county and district, discussions about defunding the police as well on top of the already existing issues with Covid-19. The polling showed us that most people were either not making Real Estate decisions yet or were just not sure if they were going to.

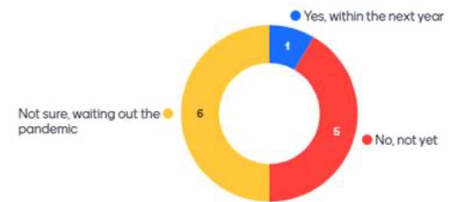
In September, Harris Mechanical joined the roundtable to specifically discuss what HVAC changes have been made since Covid-19 and what that means for your business. Tom Daly answered many of your burning questions and also provided a nice checklist which can be found on our website:

And in October we took a look at how people are budgeting for 2021. With so many things changing and so many unknowns, we looked at budgets for PPE, janitorial services, and even winter plowing contracts. And with so many unknowns, some of these budgets are staying the same, while other are increasing such as PPE and janitorial services.

Any big decisions made about leasing changes for 2021 or is it too soon



As you looking at making future Real Estate decisions, is reducing your footprint part of your goals?



Continue to look for your next invitation to join our Virtual Roundtable and make sure to send your burning questions to Rhonda Small at [Rhonda.Small@rsparch.com](mailto:Rhonda.small@rsparch.com) so we can line up more experts to answer these questions and more at the next Virtual Roundtable.

What HVAC Questions do you have?



| | | |
|--|---|--|
| Does Covid has the ability to spread through HVAC systems? If so, what can we do to mitigate this problem? | What are your thoughts about bipolar ionization in HVAC systems? Do you recommend installing them? | Are people hiring consultants or engineers to make HVAC recommendations for COVID? |
| Are people actually going to maintain the 40-60% RH in our buildings per ASHRAE? | What are tangential benefits of bipolar ionization beyond potentially mitigating COVID? Are there tax incentives? | How are you handling the state requirement for the 40-60 rH for Winter? |
| What is the current thinking around ultra violet use for disinfecting HVAC systems | Have you used any CFD modeling to simulate how Covid may circulate/spread in a space. If so, what | |

BUDDY PROGRAM



CALL FOR VOLUNTEERS!

The IFMA MSP Membership Committee is looking for volunteer buddies for our buddy program. This buddy program was created to give our newly joined IFMA MSP chapter members the opportunity to meet with a seasoned chapter member to provide insight and mentorship and to explain how to get the most out of their IFMA membership.

What we are looking for:

- IFMA member who has been a part of the chapter for 5 years
- Someone willing to meet either virtually or in person with a new member to provide advice and mentorship within the chapter
- Willingness to help our new members and make them feel part of our chapter right away

If you are interested in volunteering, please reach out to Eric Rausch so we can talk!

Eric Rausch, IFMA MSP Membership Co-Chair

Eric.rausch@suddath.com | 507-995-6730

JOB POSTINGS



The Minneapolis/St. Paul Chapter IFMA offers companies the opportunity to post job opportunities/internships on our website at no charge! Below is a list of the most recent postings. For information on these opportunities and to post your own, go to www.msp-ifma.org/advance/jobs.

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MEMBER PROFILE



ERIC RAUSCH - WORKPLACE EXECUTIVE AT SUDDATH RELOCATION SYSTEMS



Path to Profession:

Studied at University of Minnesota Duluth & Metropolitan State University. Upon completion of my degree, I joined my current company and have been with them for over five years.

IFMA Connections & Involvement:

I joined IFMA and shortly after reached out to Karen Appelbaum and she invited me to join the membership committee. I have been on the committee for two years and recently became one of the two new co-chairs.

How long an IFMA Member:

Going on three years.

Recently Completed Project:

Clearing out the middle & high schools at Somerset for them to begin renovations. 25 Truckloads loaded in three days and organized and loaded by room. This allowed the General Contractors to start earlier and get a good start on their projects & allowed them to practice great social distancing.

Challenging Aspects of Your Job:

Making sure our crews & customers are on the same page during the project.

Hobbies & Interest:

The outdoors has always been the main component to all of my hobbies and interests; camping, hiking, fishing, and golfing.

Little Known Personal Fact:

I help coach a Special Olympics basketball team, and it is my favorite and most rewarding thing I have ever done!

Recent good read:

Sapiens: A Brief History of Humankind
by Yuval Noah Harrai

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