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IFMA's World Workplace 2014 New Orleans

IFMA'S WORLD WORKPLACE 2014:



Letting the Good Times Roll

BY ERIN SEVITZ

Still dreaming of Mardi Gras World? If you returned from World Workplace newly inspired at work or craving beignets, you're not alone.

IFMA staff and board members would like to thank attendees, volunteers, exhibitors and sponsors for making the 2014 World Workplace Conference and Expo an event to remember. Held this year in New Orleans, Louisiana, USA on Sept. 17-19, World Workplace brought together members of the FM community from all over the world for a week of education, networking and celebration.

Among the 4,300 attendees at this year's event were more facility management professionals from outside the United States than ever before. A total of 57 countries were

IFMA's
World Workplace
The Facility Conference & Expo
Sept 17-19, 2014 | New Orleans







represented, along with industry leaders from across the United States.

Attendees benefited from groundbreaking educational and networking opportunities as well as demonstrations of cutting-edge products and services relevant to the facility management industry. In addition to captivating keynote speakers, forward-thinking facility management conversations and receptions worthy of the venue, IFMA recognized outstanding achievements in facility management.

While the majority of World Workplace typically takes place over the last three days, some key activities were held prior to the official Wednesday start.

Pre-conference learning

Held in conjunction with the conference and beginning on Saturday, Sept. 13, IFMA's Fall Symposium offered instructor-led knowledge- and skill-building classes for those interested in continuing FM education. The symposium included courses for IFMA's Facility Management Professional and Sustainability Facility Professional® credentials, exam preparations for IFMA's Certified Facility Manager® credential and IFMA's newest introductory-level FM program, Essentials of Facility Management.

On Tuesday, Sept. 16, IFMA staff, board members and volunteer leaders led the House of Delegates and Annual Meeting. They presented high-level views of progress made during the 2013-14 fiscal year toward meeting the objectives outlined on IFMA's balanced scorecard and shared insight into the association's planned future trajectory.

In addition, three four-hour afternoon master classes allowed attendees to gain in-depth learning on emergency preparedness through hands-on simulations, strategic thinking and planning for the "new normal" of FM and lessons learned and insights on workplace analysis.

IFMA Foundation celebrates success

The IFMA Foundation got the festivities underway before the official conference start with a golf tournament and celebration gala held on Tuesday, Sept. 16.

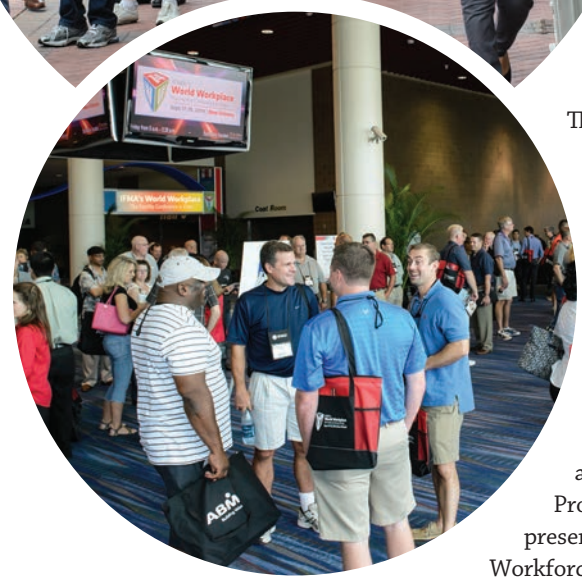
The 24th Annual Doug Underwood Memorial Golf Tournament, presented by DTZ, IFMA's Utilities Council and the IFMA Foundation, was held at Stonebridge Golf Club of New Orleans. Despite some uncooperative weather, the golfers were able to experience Stonebridge's unique course winding through the bayou landscape while contributing to the foundation's mission of supporting the long-term success of the FM profession.

That evening, supporters of the foundation were invited to don their best to celebrate the group's 25th anniversary at the









Silver Jubilee Casino Night and IFMA Foundation Celebration. Held in the expo hall, the event recognized the past year's successes and the generous contributions that helped make them possible while offering an opportunity for attendees to give back to the FM community by bidding on auction items.

Through sponsor donations, the foundation was able to award US$140,000 in scholarships and fully subsidize World Workplace travel and participation for 37 outstanding FM students. Those students were able to participate in the conference activities, serve as volunteers for an inside look at the event and were recognized for their academic achievements at the Academic Awards Reception on Thursday.

In addition, the foundation recognized Texas A&M University as its 31st Accredited Degree Program for facility management, presented on the Global Workplace Workforce Initiative which will introduce FM as a career of choice to high school and college students, named its ePoster competition award winners and supported the Academic and Research track educational sessions.

Experiencing New Orleans through the eyes of FMs

One of the best ways to explore a city as a facility manager is to see what makes key features of the built landscape tick. On Tuesday afternoon, those who arrived early were able to take advantage of exclusive behind-the-scenes looks at New Orleans with tours at state-of-the-art research, airport, military and sports facilities.

Tours included front- and back-of-house areas and were guided by facility staff who provided insight into project initiatives, sustainable/energy-efficient features, upgrades, strategic space planning, innovative technologies and daily operations in the post-Katrina cityscape.

The spaces explored included the New Orleans BioInnovation Center and Louisiana Cancer Research Center; New Orleans Lakefront Airport; Federal City; 17th Street Interim Closure Structure and Permanent Pumps Complex and Bonnet Carré Spillway; and the Mercedes-Benz Superdome, home of the New Orleans Saints National Football League team.

First-time attendee orientation

Ever attended a conference for the first time and had no idea where to begin? IFMA designed its highly popular first-time attendee program to help break the ice and give first-timers unique insights into the opportunities available throughout the three-day World Workplace event.

The orientation was presented to a packed room as IFMA members and staff guided attendees through program highlights and shared valuable tips on making the most of the conference offerings. Solo attendees had the chance to connect over coffee and breakfast and a few lucky winners started off the day with some great prizes.

FMJ-hosted panel on leadership

Now in its second year, the Wednesday morning FMJ-hosted panel brought together thought leaders from various aspects of the industry for an enriching discussion on the interplay between FM and leadership.

Moderator Bill Conley, IFMA Fellow, CFM, SFP, FMP, LEED AP, engaged the panelists in a people-focused discussion on how FM shapes individual leadership, how FMs serve as leaders within their organizations and what leadership opportunities the profession can offer to entice new practitioners. Panelists included Melissa Van Hagan, IFMA Fellow, CFM with Oracle, who provided insights as a seasoned FM; John Ringness, SFP, MRICS with NEXT Facility Management Solutions, who shared his perspective as an international FM consultant; David Smith with Lencore, who contributed his thoughts as an industry partner/vendor; and Sam Bent, 2014 IFMA Foundation International Student of the Year, who provided a student/emerging FM viewpoint.









Opening keynote

Attendees were officially welcomed to World Workplace by IFMA President and CEO Tony Keane, 2014-15 Chair Jim Whittaker and international business consultant Peter Sheahan. Keane kicked off the social spirit of the conference by taking a selfie with the audience in the background, while Whittaker quoted former chair Marc Liciardello who famously said of FM, "If you don't have a seat at the table, you're on the menu."

Founder and CEO of ChangeLabs™, and author of Fl!P and Generation Y, Peter Sheahan is known internationally for inspiring innovative business thinking and creating lasting behavior change. He has worked with some of the world's leading brands, including Google, News Corp., Harley Davidson and GlaxoSmithKline. Sheahan continued Whittaker's theme by spotlighting how the facility management profession fosters individuals who can successfully challenge business conventions. He shared how the world's leaders distinguish themselves by taking intelligent risks to innovate and drive change and held a book signing following the session.

Welcome reception at Mardi Gras World

Always a highlight of World Workplace, this year's opening reception at Mardi Gras World proved no exception.

Guests were met with the awe-inspiring sight of hundreds of official Mardi Gras floats as they wound through the parade storehouse to find the festivities. They were welcomed by some surprise IFMA VIPs dressed in traditional Mardi Gras gear tossing strings of beads from up on the floats.

The venue provided an authentic New Orleans experience, complete with outdoor views of the Mississippi River and Cajun and Creole specialties. Attendees danced the night away in front of two live music stages, got dressed up for the photo booth, had their fortunes told and met a live baby alligator.

Thanks to Caterpillar for making the "bon temps" kickoff such a success!

Educational sessions

This year IFMA introduced four learning labs (Leadership, Leading and Bleeding Edge, Management Skills and Performance) to help attendees tailor their learning experience.

Sessions followed 14 topic tracks at three different experience levels reflecting the facility





management competencies defined by IFMA's global job task analysis, including operations and maintenance, real estate and property management, human factors, finance and business, environmental stewardship and sustainability, project management, leadership and strategy, quality, communication, technology, emergency preparedness and business continuity, workplace, academic and research and FM solutions.

Looking for more photos? Official photos from **World Workplace New Orleans** can be viewed online on IFMA's Flickr page.

Conference attendees earned continuing education units for each session they attended, which were easily logged on conveniently located electronic CEU kiosks, and were able to give instant feedback by providing session ratings.

Solutions on the expo floor

The exhibition area provided a perfect networking opportunity for FMs at all stages of their career. Attendees browsed nearly 300 booths offering product and service solutions for the future of the workplace. Exhibiting companies represented a range of business sectors including alternative energy, architecture, building maintenance, disaster recovery, education, food services, furniture, health care, real estate, security and technology.

Serving as the heart of the expo floor, the IFMA Central area offered a space for attendees to network and learn about the association. Attendees could also visit the Council Pavilion to meet with professionals who share common work environments and gain insight into how IFMA's 17 councils support the specialized vertical markets in which IFMA members practice.

Solutions Arenas, located around the perimeter of the show floor, offered exhibitor-led product demonstrations and information sessions. Sponsored by IBM and FM:Systems, the Solutions Arenas held sessions by Archibus, FM:Systems, IBM, the IFMA Foundation/ JLL, ISS and Manhattan Software. These presentations offered strategies and solutions centering on BIM, outsourcing, analytics and space utilization to help FMs maintain and improve the facility landscape.

Networking opportunities and career fair

Following IFMA's first virtual career fair held in June, the inaugural career fair at this year's World Workplace connected FM job seekers with prospective employers in a face-to-face setting.

Attendees also got to experience a taste of New Orleans while participating in unique networking opportunities. Among these were receptions geared toward young professionals (students and those within the early stages of their FM careers), recognizing IFMA credential holders and for members of IFMA's Canadian chapters.

Awards of Excellence luncheon and evening gala

On Friday, Sept. 19 the Awards of Excellence







celebrations offered a chance for those who have contributed most significantly to the FM profession over the past year and throughout their careers to be recognized by their peers. Among those honored were the 2014 class of IFMA Fellows (see page 16 for more details), as well as outstanding chapters and leaders. In addition, IFMA Chair Jim Whittaker awarded Joseph M. Drew, CFM, SFP and Kit Tuveson, IFMA Fellow, CFM, SFP, with Chairman's Citations in honor of their behind-the-scenes leadership, hard work, selfless actions and exceptional achievements.

The festivities began with a luncheon during which three renowned speakers shared their insights in condensed, impactful presentations modeled after the popular TED Talks. Leadership "imagineer" and former Disney Institute sales director Simon T. Bailey encouraged the audience to shift their thinking, social media guru Crystal Washington demonstrated how FMs can leverage online platforms for critical communications during times of disaster and motivational author Kaplan Mobray showed how leaders can create the right conditions to encourage innovation. Book signings by each of the speakers followed the lunch presentations.

Awardees recognized at the luncheon included:

- Chapter Associate Member: Robert Dills, SFP
- Chapter Government Affairs: Central Pennsylvania Chapter (Kristan Screen accepting)
- Chapter Professional Development Large Chapter: Denver Chapter (Lone Libby accepting)
- Chapter Professional Development Small Chapter: San Antonio Chapter (Robert Mosher, SFP, CFM accepting)
- Council Communications: Information Technology Council (Ted Ritter accepting)
- Council Programs and Professional Development: Corporate Facilities Council (Serena Pancoast, CFM, SFP accepting)
- Distinguished Author Article or Research Paper: Peter Kimmel, IFMA Fellow
- Distinguished Author Book or Instructional Materials: Christopher P. Hodges, CFM, IFMA Fellow and Mark Sekula, IFMA Fellow, CFM, FMP
- Distinguished Author: Web Based/ Social Media: Tiffany Rivers (James McDonald accepting)
- Emerging Professional: Anthony Maddox
- International Associate Member: Kate North

The celebration continued at the formal evening gala with dinner, entertainment and plenty of dancing.

Awardees recognized at the banquet included:

- Chapter Distinguished Member: Wayne D. Veneklasen, Ph.D., CFM
- Council of the Year: Airport Facilities Council (Eddie Clayson, AAE, CFM, SFP accepting)
- International Distinguished Member: Stephen Ballesty, CFM
- Large Chapter of the Year: Silicon Valley Chapter (Jennifer Olsen, CFM, SFP, FMP accepting)
- Sheila Sheridan Award for Sustainable Facility Operations and Management: William D. Broome, SFP, CFM, LEED Green Associate
- Small Chapter of the Year: Sacramento Valley Chapter (Rob Turnage accepting)
- Student Chapter of the Year: Greater Phoenix Student Chapter (Anna Thurston accepting)

Both the luncheon and evening gala were hosted by members of Brave New Workshop, the U.S.' oldest satirical comedy theater, who entertained the audience with off-the-wall improvisations.

The evening banquet was generously sponsored by ISS.

See you in Denver!

We are thrilled to take World Workplace to the Mile-High City for the first time in 2015. The event will be held at the Colorado Convention Center in Denver, Colorado, USA on Oct. 7-9. A number of attendees and vendors took up the echo, "See you in Denver!" on the last days of this year's conference in anticipation of next year's event. The Denver Chapter of IFMA and Kiewit spurred on the excitement with some innovative Colorado-themed Lego creations (of which we've heard a rumor there is more to come).

Add worldworkplace.ifma.org to your bookmarks list and check back frequently for details on World Workplace 2015, including the call for presentations, registration, housing and exhibit and sponsorship opportunities. FMJ



Erin Sevitz is editorial manager for IFMA. She is responsible for internal communications, leads the copy editing, art direction and production of FMJ, and contributes to the development of IFMA's social media strategy. She is a University of Florida graduate with bachelor's degrees in English and French and tweets on leadership, branding and the workspace @ESevitz.