



**INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION  
2012 HOUSE OF DELEGATES ANNUAL MEETING MINUTES  
Tuesday, October 30, 2012  
Henry B. Gonzalez Convention Center, Room 217AB  
San Antonio, Texas USA**

**Welcome**

IFMA Chairman Marc S. Liciardello, CFM, MBA, CM called the meeting to order at 2:40 p.m. CDT. The 2012-2013 board of directors; chapter and council leaders; past chairs of the association; IFMA Fellows; IFMA Foundation leaders; and staff were recognized. A moment of silence was observed for the passing of Shari Epstein, former IFMA Director of Research who was tragically killed October 26, 2012.

**New Business**

**Minutes of the 2011 House of Delegates Annual Meeting**

Corporate Secretary Linda Pate presented the minutes of the 2011 House of Delegates Annual Meeting. A motion to waive the reading and approve the minutes was made by the Central Ohio Chapter of IFMA (OH3), seconded by the Seattle Chapter of IFMA (WA1). The motion carried.

**Financial Report**

Second Vice Chair James P. Whittaker, P.E., CFM, CEFP, FRICS presented the 2011-2012 fiscal year results. The total revenues for the fiscal year ending June 30 were \$12,577,899, up \$915,000 or 7.8 percent from the previous year. Member dues and fees remained flat year over year although total membership increased. At year end, total membership stood at 22,659. Revenue from conferences and exhibitions increased 15 percent and professional development revenue increased 16 percent. Last year the gain on investment was \$744,000 however this year there was a loss of \$84,000.

Total expenses for the fiscal year ended June 30, were \$12,465,987. Direct expenses associated with the delivery of products and services were \$4,918,480, while indirect operational expenses were \$7,547,507. Direct expenses increased 15 percent over prior in direct response to costs associated with education product development and cost of sales and credential expenses.

The association's reserve funds are governed by a written investment policy approved by the finance committee and the board of directors. IFMA's cash and cash equivalents at year-end totaled \$418,000. The value of the investment portfolio at year end was \$4,641,316. To fund capital projects, \$500,000 was transferred from long term cash reserves to the short term cash reserves. At the end of the fiscal year the balance in short term reserves was \$1,000,000.

IFMA's annual financial audit was conducted by Briggs and Veselka. The audit committee agreed that it would be a good idea to engage a new audit firm since IFMA had been using the same auditors for the past 15 years. The audit firm is engaged by, and reports to, the audit committee. The audit committee was chaired by Meredith Thatcher, LEED AP, CFM, IFMA Fellow; David M. Eisenreich; Diane H. MacKnight, CFM, FRICS, IFMA Fellow; Christeen Seymour; and Second Vice Chair James P. Whittaker, P.E., CFM, CEFP, FRICS.

The auditor's report expressed Briggs and Veselka's opinion that IFMA's financial statements fairly represent, in all material respects, the financial position of the association as of June 30, 2012. The audit report was reviewed and approved by the audit committee.

The operating budget was developed in alignment with the Balanced Scorecard ensuring that the association is funding the priorities approved by the board of directors in their strategic planning process. The 2012-2013 budget calls for total gross revenues of \$14,883,819. After direct and indirect expenses, projection is a net surplus at year-end of \$365,000. The anticipated increase in revenue is directly related to education programs, conferences and exhibitions.

Ongoing monitoring of the variances to budget will alert management to necessary adjustments. Management will work with the finance committee to review changes in the market and other economic concerns and will adjust spending to reflect the actual changes in revenue.

To achieve the strategic objectives, measures and targets in IFMA's strategy the budget accounted for membership value proposition, membership campaign, continued investment in technology infrastructure, rebranding, development and implementation of additional body of knowledge and the revised CFM exam and sustainability initiatives. Focusing on these areas will enable staff to provide excellent service to the members and to expand global initiatives.

A motion to approve the 2012 IFMA Financial Report was made by Atlanta Chapter of IFMA (GA1), seconded by the Los Angeles Chapter of IFMA (CA1). The motion carried.

#### **Foundation Report**

Foundation First Vice Chair Jennifer A. Corbett-Shramo, IFMA Fellow, ICE, ICS & CSI presented the Foundation report. Mission: Support the advancement of the facility management profession and expand the knowledge of the built environment through education, scholarship and research. Currently there are 26 accredited degree programs, 15 in North America, seven in Europe, and four in Asia/Pacific. The Foundation is awarding 43 scholarships to students from around the world this year totaling \$165,000. The total investment in FM students since 1991 is \$1,056,250.

The Foundation publishes industry- related research to address current needs and future challenges in facility management. It published two how-to-sustainability guides this year, in a series of 14 guides. *Work on the Move: Driving Strategy and Change in Workplaces* was released at World Workplace 2011. A Workplace Strategy Summit 2012 was held at Cornell University with 125 attendees composed of luminaries, academics and practitioners.

#### **State of the Association Report**

The state of the association report was presented by Marc S. Liciardello, CFM, MBA, CM – chair; Jon Seller – second vice chair and Tony Keane, CAE – president and CEO.

#### **IFMA Headquarters Relocation**

IFMA is embarking on a headquarters workplace transformation that will deliver a more effective and satisfying work environment, support a distributed service model and implement strategies for long-term flexibility and operational sustainability. This is the first step in creating a network of global hubs, IFMA Centers of Excellence, that will allow for a more distributed service model and allow for flexibility in the workplace as IFMA continues to grow. As IFMA grows over time, a Global Kit of Parts will allow IFMA to create adaptable solutions to a variety of locales and development of an interconnected network to be able to respond to member needs, as well as address IFMA's own evolving operational goals.

The project team developed the following program requirements for use in the building selection process:

**Base Program Requirements**

- Occupancy by 12/15/2012
- 9500 usf
- A greater Houston location
- Parking of 4/1,000 rsf in or near the building
- An ENERGY STAR® rated /labeled building
- Easy access to major airports and freeways
- A Class B building, or better, that supports IFMA’s image
- Aligns with the Workplace Strategy (wps) Vision, Design Brief & Business Plan

**Desirable Requirements**

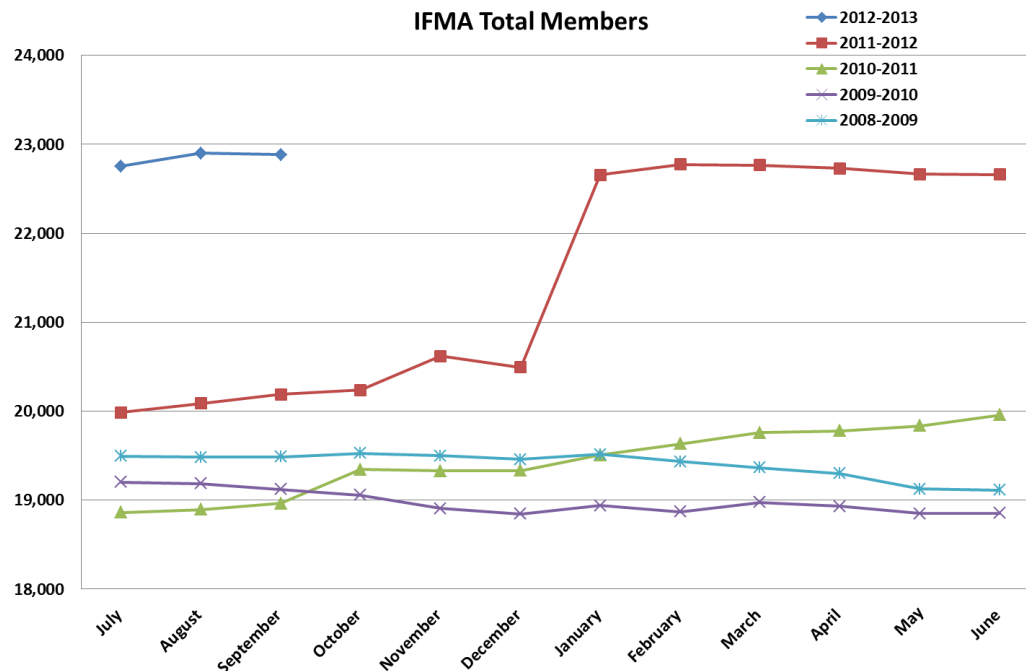
- Elevator lobby exposure and signage
- A LEED certified building
- Food service - in-building/catering/walking distance
- Day-lighting to meet wps intent
- Reserved parking available
- Security to parking, building and the space
- In-building conference auditorium room

IFMA Headquarters Update

The new Center of Excellence is located at 800 Gessner, Suite 900, Houston, Texas USA. The building is in compliance with the base requirements and the majority of the desirable requirements. Location and design of the office is in support of the wps and IFMA’s sustainability strategy and will drive innovation and collaboration by staff in support of the IFMA member. Occupancy is on target for December 2012.

Membership

IFMA surpassed a major milestone as the association now has more than 22,000 members with more than 25 percent of the membership residing outside the United States. These members are part of 129 chapters throughout the world. The membership team focused on evaluating and streamlining both the new member and renewal member process.



### Alliance Program

The IFMA Alliance Program is a partnership building a worldwide FM community. IFMA began alliance relationships with Facility Management Nederland, the recognized FM organization of the Netherlands with more than 2,000 members; and the Health Care Institute (formerly the Health Care Council). Partnerships with other organizations, governments and academic institutions will allow us to increase networking opportunities for IFMA members worldwide while offering value to local FM organization individual members.

### Government Affairs

Chapter and council leaders participated in IFMA's Advocacy Day and Public Policy Forum in Washington, D.C., USA and the European Public Policy Forum in Brussels, Belgium. IFMA is committed to working with public and private sector partners to provide reliable information to government leaders on issues affecting the built environment and investing in the nation's infrastructure by updating existing building stock.

### New Website Demonstration

Director of Communications and Editor-in-Chief, *Facility Management Journal* Andrea Sanchez provided a demonstration of IFMA's newly launched website. The Web project was guided by an overall strategy of user-centered design.

### Business Goals:

- Promote the IFMA vision and strategic plan
- Launch a new mobile-friendly design
- Position the IFMA home page as IFMA at a glance
- Improve the position of educational and career information
- Create a better sense of unity and community
- Better support knowledge sharing and learning opportunities
- Enable leadership, members and staff to generate content, collaborate and engage online
- Improve Web development and support processes
- Enhance business intelligence, analytics and reporting around key performance indicators

The site launched on September 7, 2012.



Metrics comparing three weeks in October 2012 vs. three weeks in October 2011:

- Number of visits to site relatively unchanged
- Unique visitors up 6%
- Page views up 55%
- Average duration up 27%
- Bounce rate (visit page and leave site) down 12.7%
- Mobile usage up 82% (6.85% vs. 3.64%)
- 46% of traffic now from search engines
  - Google traffic up 7%

### **IFMA Fellows Presentation**

Past Chair Kathy O. Roper, CFM, MCR, LEED AP, IFMA Fellow provided an introduction to the Fellows Program. The program was established to recognize members dedicated to IFMA and the facility management profession. Eligibility for Fellowship includes active IFMA members who have contributed to the profession internationally, locally, and through their chapters, councils and other organizations with sustained interest and involvement. There are currently 88 IFMA Fellows worldwide: 80 in the Americas, six in Europe and two in Asia/Pacific. The responsibilities, requirements and benefits of an IFMA Fellow were reviewed.

### **Qualifications of a Nominee**

Nominee must be a current Member, Associate, or Retired Member in good standing with a cumulative total of eight years of IFMA membership. Nominee cannot have served as a voting member on IFMA's Board of Directors or IFMA Foundation Board of Trustees during the two years prior to the submission due date. A nominee may be nominated for two consecutive years. If the nomination is not successful after two consecutive years, a third-year waiting period is required from the date of the last nomination.

The Class of 2012 IFMA Fellows:

- Prof. Dean T. Kashiwagi, PhD, PE, IFMA Fellow
- Prof. (FH) Dr. Thomas Madritsch, IFMA Fellow
- Helena Ohlsson, CFM, MScArch, IFMA Fellow
- Pat W. Turnbull, MA, LEED AP, IFMA Fellow

### **Ambassador Program**

Director of Membership and Councils Lowell M. Aplebaum, CAE introduced the Ambassador Program. Traditional IFMA support consists of chapter liaisons, IFMA's overall chapter knowledge experts. They participate in monthly chapter leader calls and volunteer leader sessions at Facility Fusion. The Ambassador Program is a strategic partnership. Senior IFMA staff was each assigned to 6-12 chapters as strategic partners. They are the point person for connection, collaboration and ideation with the global IFMA organization. The partnership will provide opportunities for collaboration on strategy (Balanced Scorecard); identify best practices to share; a reference for obstacle-solutions and better overall identification to the larger IFMA organization. Measures of success will be a greater insight and alignment into IFMA's overall strategy; ambassadors become trusted sources of tools, solutions and information, and possibly an 'honorary' part of the chapter.

### **Comments from the floor**

- What is the process for proposing a task force for IFMA to focus on? Contact Tony Keane with the suggestion and the Executive Committee will evaluate.

- How do I meet my chapter liaison? Contact Lowell Aplebaum
- How were ambassadors chosen? Looked at skill sets, common language, travel schedules and balanced chapter areas.
- What is the process for the rebranding project? The IFMA Bylaws and Constitution were revised in 2011. The logo was removed from the Constitution which will allow the board of directors to approve the logo. A branding program will be launched and a consultant will be hired.

The House of Delegates Annual meeting adjourned.

Minutes submitted by corporate secretary Linda Pate.