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## Diversity in the Workplace



# IFMA Facility Fusion 2011: Recap

Laurie Steiner

The International Facility Management Association held its second annual Facility Fusion Conference & Expo from March 23 to 25 in Boston, Mass., at the Westin Boston Waterfront Hotel. A combination of all of IFMA's previous spring events, Facility Fusion helped facility, design and real estate professionals recharge their careers through instructor-led educational courses, an expo showcasing the latest workplace products and services, cutting-edge facility tours, and other professional development and networking opportunities.

The conference offered a fusion of new ideas, best practices, and leadership and management training, as well as industry-leading keynote and power speaker presentations, educational sessions and an expo of leading facility management companies and product and service providers.

Facility Fusion kicked off on Wednesday, March 23, with the formal announcement of the new Sustainability Facility Professional™ credential by IFMA Chair Francis J. Kuhn, CFM, CFMJ, and Second Vice Chair Marc S. Liciardello, CFM, MBA, CM.

The opening keynote presentation from “The Gen Y Guy” Jason Dorsey—acclaimed generational consultant, entrepreneur and speaker—followed the announcement. Dorsey gave a fun and energizing presentation titled “Crossing the Generational Divide: Making the Four Generations in Your Workforce a Competitive Advantage in Any Economy,” in which he highlighted what each generation brings to the workplace and how to build on these strengths to achieve better results.

## The expo

Facility Fusion was highlighted by a free two-day expo featuring nearly 70 exhibiting companies providing the latest in workplace products, services and educational opportunities. Exhibitors specialized in energy efficiency, construction services, facility management and real estate consulting, green cleaning, office furniture, software solutions and more.





# IFMA FACILITY FUSION BOSTON 2011

This year's expo also featured popular attractions including Regional Pest Management's bed bug K-9 detection services, Hot Logic's automated hot-meal preparation and Natural Choice's ion-based water purification system, among others.

Beyond the latest products and services, expo attendees learned how to further their careers through continuing education and professional certification. George Mason offered information on its Facility Management Professional classes; Massachusetts Maritime Academy promoted its Master of Science degree in facilities management; and the IFMA booth was buzzing about the new SFP™ credential.

In addition, the expo included three Solutions Arenas offering product demonstrations by Fox RPM Corp., Optimum Energy and tekWorx. Expo attendees earned Continuing Education Units for participating in any of these 60-minute sessions.

The expo floor was also the setting for this year's welcome reception. Attendees and exhibitors mixed and mingled, music played, and cocktails, hors d'oeuvres and light snacks were served.

### Learning opportunities

Educational sessions were a large component of the conference and expo. Facility Fusion featured a broad range of educational content addressing issues relevant to the performance and safety of today's built environment, and sessions followed six educational tracks, including Sustainability, Best Practices, and Leading & Managing.

The first day consisted of educational sessions highlighting sustainability best practices, building security, leadership development and maximizing the return on investment internships provide. Representa-

tives from Jones Lang LaSalle, Pfizer and the Smithsonian Institution presented.

One of the educational highlights was a session on emergency planning and preparedness presented on day two by retired Lt. Gen Russel Honoré, a 37-year U.S. Army veteran and decorated three-star general.

Currently a CNN preparedness contributor and senior scientist with The Gallup Organization, Honoré is perhaps best known for leading Task Force Katrina in the aftermath of the devastating hurricanes that struck the U.S. Gulf Coast in the summer of 2005. His leadership—which followed a heavily criticized response from the Federal Emergency Management Agency—led many in the media to hail him as the “Category 5 General.”

In his presentation “See First, Understand First, Act First: Leadership and Preparedness in the 21st Century,” Honoré gave a powerful, first-hand account of his experiences and discussed how to develop a culture of preparedness, the difference between leadership and management, and the power of being well-equipped in the face of an emergency.

Educational sessions on Friday covered topics including new legislation impacting the training and certifying of facility managers, how to build a career in facility management, and the intersection of sustainability and public policy. Representatives from the U.S. General Services Administration, Massachusetts Institute of Technology and State Farm Insurance presented.

Power speakers Elizabeth Freedman, MBA, and Bob Nunnally, provided stimulating presentations on the final day as well.


Freedman—an author and career and workplace expert—presented “Personality Poker: How to Lead with Your Strong Suit,” in which she helped participants identify their personality “hand” and use it to better achieve their career goals.


Nunnally—a retired U.S. Air Force fighter pilot and experienced facility manager—delivered “Commanding Your Organization,” in which he taught attendees how to take charge of their careers through character and performance and defeat the “missiles of adversity” they encounter along the way.


The event concluded with behind-the-scenes tours of the Westin Boston Waterfront; Center for Life Science | Boston; and Trinity Church Boston.

### Relive the experience

With photos, videos and more, see what you missed and check out the Facility Fusion highlights on IFMA's social media sites.

 Flickr - [www.flickr.com/photos/IFMA](http://www.flickr.com/photos/IFMA)

 YouTube - [www.youtube.com/IFMAGlobal](http://www.youtube.com/IFMAGlobal)

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Laurie Steiner is the senior associate editor of the *Facility Management Journal* and IFMA's social media coordinator. She may be reached via email at [laurie.steiner@ifma.org](mailto:laurie.steiner@ifma.org) or at +1-281-974-5664.