

Platinum:

**Interface Flooring**

**OM Workspace**

**Shaw Contract**

Silver:

**Crescent Cleaning**

**Deborah Zeitler  
Associates**

**Henricksen**

**Johnsonite**

**TKA Partners**

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## Northern Illinois IFMA HOLIDAY PARTY BUTTERFIELD COUNTRY CLUB

2800 MIDWEST RD.

OAK BROOK, IL

60523

630-323-1000



New day this year:

**Thursday Evening,  
December 8, 2005**

Cocktails 5:30 pm to 6:30 pm

Dinner 6:30 pm to 7:30 pm

Group karaoke singing and dancing, immediately following. Practice your favorite song, Tune up the vocal cords. Get out the old soft shoes. Our entertainment last year proved to be a wonderfully exciting and entertaining event. See your associates and friends sing like you never heard before.

\$40 per person

Cash only bar following dinner.

Music by Knight Sounds

Please RSVP

Bring grab bag gift if desired, no more than \$20 to exchange

1. Eight ounce tender Filet Mignon

**OR**

2. Grilled Poached Salmon

Dinners include hors d'oeuvres, salad, potatoes, vegetables and dessert

Reservations necessary by December 2<sup>nd</sup>, 2005

Chapter Administrator

847-821-8243

ChapterAdministra-  
tor@ifmani.com



# Sponsors

Platinum Sponsor:

**Shaw S|C**

Interface



QMI  
Workspace

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**Johnsonite**

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orchestrating workspace solutions



**TKA**  **Partners**

  
crescentcleaningcompany

## President's Message

Welcome to the holiday season! It's that time of year where we run around like crazy trying to find the perfect gift for the loved ones in our lives. Don't forget your friends at Northern Illinois IFMA. We will be celebrating the holiday season together on December 8 at the Butterfield Country Club in Oakbrook. If you haven't made your reservations, get on the phone or on the internet and RSVP. Deb Radek and her committee have been working hard to make this event a success.

The end of the year also brings with it a new beginning, 2006! Haven't been to a meeting in a while? Make a resolution to become more active in the chapter. Seaby Bess and his committee have been working overtime to bring our chapter excellent speakers as well as great tours of our fellow members' facilities. Got a great new space that you would like to show off or know of a great speaker, let us know. We are always looking for both!!

During this holiday season, I would be remiss if I didn't give a round of applause to the board for all their hard work and dedication. I couldn't do this without you.

We are still looking for volunteers so if you have an afternoon or even more time than that, there are always projects to do for the chapter.

Happiest of holiday seasons, Northern Illinois IFMA! I hope to see you all at the holiday party or in the coming year at some of our great programs!



## 2005—2006 IFMA NI BOARD

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TKA Partners  
312-463-1600 x 603

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847-535-0441

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312-463-1600

### Webmaster

Cecilia Herdegen, CFM  
Audit Bureau of Circulations  
847-879-8252

### Chapter Administrator

Kathy Daloia  
847-637-3192

## Did you Know? - Clark Druesedow, CFM

Each month I will be choosing topics relevant to IFMA core competencies that will assist in providing better understanding that can be used in day-to-day facilities operations as well as provide training and learning that may relate to questions typically seen on the facilities management certification exam. This month's topic:

### **Safety**

Facility Managers often find themselves as the advocate and enforcer of safety in the work place. Safety begins as simple as proper use of a stapler all the way to as complicated as insuring indoor air quality and environmental hazards are properly controlled. Responsibility can also extend beyond the workspace setting to construction projects administrated by the Facility Manager. Office space and construction projects, no matter what the size, must to be managed in a safe environment. Safety procedures should be designed to include the safety of internal employees as well as visitors, vendors and contractors. Although there are calculated risks we all take on a daily basis, decisions should never be made that jeopardize the health and safety of a company's most valuable asset: people. Asset preservation is also an integral part of any safety program. What better way to protect a company from business interruption and loss of revenue than to avoid catastrophic loss of a building, warehouse or production facility.

A Facility Manager should be diligent in regard to safety. The best advise is: Be attentive to the workspace and/or construction project setting, look around for potential problems and be prepared to take action. Once a Facility Manager trains and focuses on safety the next step can be clear-cut. That step is assigning roles and responsibilities to the work force, vendor or contractor insuring issues are addressed, corrected and a safe work environment is maintained.

Safety begins with the basics. The workspace should be clean and orderly. Adequate rest room facilities should be provided for the employee population. The restrooms should be maintained as fully operational, in a sanitary condition, with hot and cold running water. Drinking water should be available. Floors of the workspace should be clean and free of trip hazards. This may sound a bit too basic but employee health can be affected by a poorly maintained space. Proper maintenance has its rewards. The number one cause of injuries in the work place is slips and falls.

Following is a list for the Facility Manager to consider as they build their safety awareness:

**Inspections:** Periodic inspections should be performed in existing workspace to insure hazards are identified and corrected. Likewise, construction projects should be inspected to insure construction activities are performed safely and worker well-being is maintained. If a hazard or unsafe

activity is observed, the Facility Manager should take immediate action to have the hazardous condition corrected and/or have the unsafe activity stopped. On a construction project it is best to have the contractor's representative provide the correction. However, if immediate danger to life or property is observed, the Facility Manager should take direct action. The downside to directing a contractor's work force is; the Facility Manager will have to deal with the contractor on delays in time and/or cost impacts, perceived or real, caused by stopping the work.

**Expectations:** The Facility Manager should participate in the training of employees on safety processes established by their company. There should be clear guidance given to the employees for work activities, required safety measures and potential hazards that may be encountered in the workspace. Prior to beginning any construction activity work rules unique to the company should be reviewed with the contractor.

**Training:** All workers should be properly supervised, given clear instructions, trained to perform the assigned task, have the right tools, and fully trained on the equipment being used.

**Fire Safety:** Common practices for fire safety should be followed. The workspace/construction site should be maintained clean and free of debris as much as possible. Flammable materials should be properly stored. Any use of open flame or hot work should be monitored and insure adjacent materials cannot be set on fire. Everyone should abide by rules on smoking.

**Fire Extinguishers:** The proper type of fire extinguisher should be provided for the type of fire that is most likely to occur. Examples are: carbon dioxide for kitchens, water for paper, gas suppression (Halon, FE 25 etc.) for electrical equipment. The location of the extinguishers should be clearly identified and properly placed throughout the workspace/construction site.

**Emergency Procedures:** For all workspaces and construction sites a proper means of egress for emergency evacuation should be in-place. Escape routes should be properly sized, properly marked and clear of all obstructions. Evacuation plans should be periodically communicated, especially if there are changes to the routes or procedures. Building alarms (audible/visual) and paging systems should be maintained and full functioning.

**First Aid:** First aid kits should be available and the contents maintained. If in place, Automated Exterior Defibrillators (AEDs) should be mounted in a prominent location, alarmed if removed and maintained.

**Event Reporting:** A Facility Manager needs to educate themselves on all reporting requirements for local, state and

federal agencies, if an accident happens.

**Heavy Lifting:** Employees should be trained in proper of lifting or heavy materials. Insure employees lift with their legs, not their back. When ever possible lifting equipment should be used to minimize the potential for injury.

**Personal Safety Equipment:** When an area is designated as requiring hardhats, insure all people within the space are wearing a properly fitted and defect free hardhat. Don't fall victim to the excuse "it will muss my hair." Even though people are wearing hardhats, whenever possible, keep them away from overhead hazards. Safety glasses should be worn where there is a potential for eye injury. Anytime a task requires specialty protective clothing, the employees should be trained and monitored on use. Employees should be advised of any location and activity requiring noise and ear protection. If in doubt about the need for hearing protection a Facility Manager should perform a noise assessment.

**Ladders and Scaffolds:** All ladders should be in good condition, properly transported, and set up with the correct slope. The rule of thumb for ladder set up is to place the foot of the ladder on firm footing  $\frac{1}{4}$ th the distance of the length of the ladder from the base of the wall. Workers should not reach beyond a point that requires their body to extend beyond the sides of the ladder. Scaffolds should only be assembled by trained personnel. It should be constructed on a solid base using the proper footings. All connections should be in place and fully assembled. Connection to the adjacent structure should established, as necessary.

**Hazardous Substances:** All environmental substances should be identified and properly stored. Material Safety Data Sheets (MSDS) should be filed and on site. Controls to exposure should be in place and workers trained if they use these substances.

**Electrical:** Adequate lighting should be provided throughout. Lock out tag out procedures to protect electrical workers should always be used. Existing utilities should be identified and marked and protected. Be sure to watch for overhead utility lines and post flags and warnings as necessary.

**Excavations:** Shoring and trench boxes should be used or the sides of the excavation should be sloped to a safe angle. Safe methods for installing and removal of supports and bracing should be followed. If the excavation requires, ladders should be used to provide safe access. Barriers and warnings should be in-place. Shoring and underpinning for adjacent structures needs to be places to insure against collapse.

**Fall protection:** Edge protection to prevent people and materials from falling while working on open structures and roofs should be used. Materials and structures that cannot support the weight of a person or construction materials should be marked off with barriers to prevent from falling through. Holes should be clearly marked and protected.

**Construction Equipment:** Vehicles and construction equipment should be properly maintained, operators properly trained on the equipment, the right equipment used for the right task, all safety guards in-place and operating properly, and the equipment used within it's rated capacity.

This is not a complete list and there is sure to be substantial detail for each area. It is hoped this article at least raises awareness and gets you looking around your workspaces and/or construction sites for unsafe conditions and activities. Facility Managers with developed safety awareness can be a very valued asset within their organization.

**Attention CFMs:  
Earn recertification points  
by contributing an article  
to our newsletter. For arti-  
cle submission please for-  
ward your article to  
gtoste4035@wowway.com**

# Avoid the Top Three Cover Letter Mistakes

As a career coach and professional resume writer, I'm often asked "How important are cover letters to my job search?" My answer is, "It depends on how long you want to search for your next job." If you are in no hurry to get interviews, then don't worry about your cover letter.

The fact is I've never met a job searcher who wants to have a painfully slow job search. The whole point of sending out resumes is to get multiple interviews as quickly as possible. But many job seekers still unwittingly sabotage their efforts by using substandard cover letters. Instead of helping you, your cover letter may actually be hurting your job search.

For fast job search results, make sure to avoid these top three cover letter mistakes:

1. Not understanding the hiring motives of your audience
2. Repeating rather than introducing your resume
3. Overuse of the word "I"

## **1. Not understanding the hiring motives of your audience**

There are three basic audiences that a job seeker sends his/her resume to: executive decision-makers, resume screeners, and third-party recruiters. Each of these groups has its own hiring motives.

\* Executive decision-makers are looking for candidates who will have a significant impact on bottom-line initiatives, such as time saved, income generated, revenue built, etc.

\* Resume screeners are searching for candidates who directly match the lists of qualifications in the job description.

\* Third-party recruiters are looking for selling points to help position you as a top candidate.

Knowing these hiring motives will help you craft your cover letter specifically to catch the attention of your particular hiring audience. By appealing directly to the reader, you are creating an immediate bond that will make you a stronger candidate.

## **2. Repeating rather than introducing your resume**

Repeating the exact same things you wrote in your resume is one of the most common cover letter mistakes. No one wants to read the same thing twice. By the time most people have finished writing their resume, they feel that they have run out of ideas and just cut and paste to create a cover letter.

Instead, the cover letter should be what sells the reader on your skills. Like the jacket-cover introduction to a good book, the cover letter should give the reader a taste of the great things to come and encourage them to read more.

If you don't have any idea what your top skills are and how they will help the company, neither will your reader. Take the time to craft the right words and statements to make your skills shine.

## **3. Overuse of the word "I"**

A cover letter that begins nearly every sentence with "I" is as boring as a conversation with someone who only talks about himself. That kind of person one avoids at all costs. Is that the way you want your reader to see you?

Focusing all the attention on yourself may seem like a good way to sell your skills. But it can also reflect lack of interest in the company, in the job, and in making a real contribution to that workplace. There's a good balance to be drawn between selling yourself and selling what you can do for the company.

Creating variety in the sentences of your cover letter is an easy way to show your interest without being self-centered. By shifting the emphasis to the recipient/company-and away from yourself-you can prove that your main interest is not just in winning the job but also in doing it effectively. Try to rewrite sentences that start with "I," "me," or "my," to start with "You," or "Your." Show how you can make a difference for them.

A cover letter that is poorly written may cause your resume to be ignored. But a well-crafted cover letter will invite and encourage the reader to take a closer look at your resume. You'll make a positive first impression before your resume is even opened.

Rather than making your cover letter an afterthought, take the time to really consider the type of presentation your cover letter will make. If your resume isn't winning you job interviews, consider hiring a professional resume writer to help. It's true what they say: You never get a second chance to make a good first impression.

Deborah Walker, CCMC  
 Career Coach ~ Resume Writer  
 Find more job-search tips and resume samples at:  
[www.AlphaAdvantage.com](http://www.alphaadvantage.com) <<http://www.alphaadvantage.com/>>

## Council Benefits—Mark Kischner, CFM

As a long time council member, first with the Public Sector and now with the Corporate Headquarters Council, I have been lucky to receive the unique perspective of facility managers in the business as me. Some facility challenges such as managing churn, energy efficiency and choosing finishes are pretty much universal. However, how many of us deal with remodeling an airport control tower or how to bid large projects for a government agency? Those are very specific challenges that a council can help with.

I can not begin to tell you how many times a listserv question someone else asked solved a challenge that I hadn't even dealt with yet. When the issue came up, I was able to attend to it on the spot or at least present a variety of options, usually with minimal research. Sure, I would have probably been able to investigate the options and figure out how to address the issue on my own. However, by interfacing with council members through the list serve, meetings and newsletter articles it made Mark a much more wise and efficient FM (at least I was able to fake it better).

With the above in mind, take a look below and give some thought to joining a council.

### Top Five Reasons to Join an IFMA Council (from IFMA.org)

#### 1. Focused Networking

Your facility is unique. You have a unique set of skills reflecting the special needs of your work environment. You possess specialized knowledge about the business you support. When you have a facility-related question, you want to confer with a peer who has shared experiences in that particular work environment.

IFMA councils unite members who have similar responsibilities and working situations. Councils direct their own programs, which are structured to meet the needs of their membership.

#### 2. Targeted Information

Council participation is the ideal solution for facility professionals seeking highly targeted information in particular areas of expertise. Councils allow you to share work experiences and case studies with industry peers. Truly global in nature, councils are not limited by location. You are able to communicate with colleagues worldwide about issues, concerns and best practices specific to your area of facility management.

#### 3. Community of Interest

You are a part of a community with common concerns.

#### 4. Information Sharing

Sharing information is a necessity in today's global business community. IFMA formed councils in order to meet the industry-specific networking and information needs of its members. Councils provide opportunities for interaction that transcend chapter and regional boundaries, enabling members to meet other professionals who share an interest in a particular FM practice or who work in the same business sector. Helping each other resolve traditional as well as new day-to-day challenges.

#### 5. Heightens your marketability

Validates importance of position. Services offered by IFMA councils may include: newsletters, directories and other publications; listservs-electronic discussion groups; teleconference meetings and discussions; benchmarking and best practices studies; council-specific Web sites; industry-specific seminars and conferences.

*Continued from previous page....*

For additional information click on the underlined links or go to [http://www.ifma.org/chapters\\_councils/council\\_listing.cfm](http://www.ifma.org/chapters_councils/council_listing.cfm)

[Academic Facilities](#)  
[Airport Facilities](#)  
[Banking Institutions & Credit Unions Council](#)  
[Call Centers](#)  
[Corporate Headquarters](#)  
[Corporate Real Estate](#)  
[Environmental Health & Safety:](#)  
[FM Consultants](#)  
[Health Care](#)  
[Information Technology](#)  
[Legal Industry](#)  
[Manufacturing Council](#)  
[Museums/Cultural Institutions](#)  
[Public Sector Facilities](#)  
[Research & Development Facilities](#)  
[Utilities](#)

**Council benefits may include:**

**Newsletters:** Covering current council news and articles by members on “hot topics.”

**Directories:** Membership rosters are available to all council members.

**Listservs:** An e-mail network providing instant access to the entire council membership.

**Teleconference meetings:** A venue for discussing benchmarking and best practices.

**Web sites:** Updated frequently to keep council members up to date on discussions and activities.

**Seminars and conferences:** At a minimum, each council meets at IFMA’s annual conference and expo, World Workplace. Many councils host spring meetings as well.

Council Resource Manager  
 Leslie Scantlebury  
 Ph: 713-623-4362

## New Member Profile

Member Profile: David Tarson

David is the President of Kimco Corporation and has been with Kimco Corporation for twelve years. He is responsible for all operations of the company. Kimco Corporation provides custodial services for commercial, retail, schools, airports, and manufacturing buildings. Kimco currently self performs service in over 30 states and employs over 5200 people nationwide.



David joined IFMA to explore the networking capabilities of IFMA and hope it to be a valuable resource of both leads and services. David lives in Deerfield is married and has four children. During his free time he likes to go sailing and scuba diving.

Nominations for Chicago Commercial Real Estate Awards due January 5, 2006

Nominations for the 18th Annual Chicago Commercial Real Estate Awards are due at 4 p.m. January 5, 2006. Nomination forms are available online at [www.chicagosfoodbank.org](http://www.chicagosfoodbank.org). New for this year is the Project Manager of the Year award.

The Chicago Commercial Real Estate Awards Dinner is the premier event recognizing the achievements of individuals and firms in the Chicago metropolitan area. All entries must reflect projects and accomplishments completed in 2005. Finalists will be chosen by a Blue Ribbon Panel comprised of representatives from the winners of the 2004 Awards, real estate associations and other members of the real estate community. Winners will be announced at a dinner ceremony on March 16, 2006, at the Sheraton Chicago Hotel & Towers in downtown Chicago. Proceeds benefit the Greater Chicago Food Depository, Cook County's food bank.

## Job Openings

**Company: Millward Brown**  
**Position: Real Estate**

### Job Description

We are seeking a Corporate Real Estate Manager for our headquarter office in Naperville, to manage Millward Brown's North American (NA) real estate portfolio, with emphasis on project and transaction management, as well as assisting with projects and transactions for the global real estate portfolio. The Corporate Real Estate Manager will assist in developing space plans and strategies for NA as well as globally, manage internal customer and 3rd party consultant relationships and assist in deals as required including selecting location, negotiating, documenting, coordinating due diligence and closing property transactions, office leases, renewals and terminations both in NA and globally. Additionally, this individual will manage the Corporate-wide lease database and fiscal year budgeting process.

### Specific areas of focus include:

Financial and Administrative - preparation of NA real estate budget, administrative requirements for lease/sublease agreements, review/approve invoices to apply cost allocation, etc.

Facility Relations - repairs and maintenance, construction, renovation and furniture reconfiguration.

Office Equipment Support - security system, phone system, manage and maintain facility vendors and services, plan and execute all intra-facility moves.

### Qualifications

Bachelor's degree in business management or related field.

Minimum 5 years proven successful project management.

Minimum 2 years experience in leasing transactions and interpretation.

Applied understanding of lease transaction process as well as ability to interpret and abstract lease documents including lease and related documents (SNDA, Estoppels, Work letters, etc.).

Applied facilitation, negotiation and communication skills. Ability to interact with Brokers and all levels of management internally and externally.

Experience in facility management; applied understanding/familiarity of facility operations. Ability to work as a part of a team to handle all office needs and to effectively motivate team members.

Ability to work under pressure in a fast paced environment with good follow-through.

Apply for this job:

[hr@us.millwardbrown.com](mailto:hr@us.millwardbrown.com)

**Company: ShopKo Stores**  
**Position: Facility Operations**

### Job Description

This position is the regional facilities single point of contact, responsible for ongoing maintenance of the store buildings and properties, annual expense and capital budgets, and the delivery of Facilities Management maintenance and capital improvement projects. You will also investigate and implement cost savings technologies and programs with a special emphasis on HVAC and Energy Savings for all facilities.

1. Bachelors Degree in related field or equivalent experience.
2. Minimum of 5 years experience in facilities management.
3. HVAC and building automation equipment experience.
4. Computer literate with MS Office.
5. Ability to work independently on multiple concurrent projects and initiatives.
6. Construction and Electrical knowledge is an added plus.
7. Ability to travel up to 20% regionally.

Contact: Jean Hale

[jean.hale@shopko.com](mailto:jean.hale@shopko.com)

920-429-7749

## Map & Directions—Butterfield Country Club 2800 Midwest Rd Oakbrook, IL

# Butterfield country club directions

**From the North:** Take I-294 (Tri-State Tollway) South to I-88 West. Exit at Route 83 South, approximately one mile to 31st Street (Oak Brook Rd). Turn right on 31st, approximately one mile to Midwest Road. Turn right on Midwest Road, approximately 1/4 mile to Butterfield entrance.

**From the East:** Take I-290 West (Eisenhower Expressway) to 88 West. Exit at Route 83 South, go approximately one mile to 31st Street (Oak Brook Rd). Turn right on 31st, approximately one mile to Midwest Road. Turn right on Midwest Road, approximately 1/4 mile to Butterfield entrance.

**From the South:** Take I-294 (Tri-State Tollway) North to I-88 West. Exit at Route 83 South, approximately one mile to 31st Street (Oak Brook Rd). Turn right on 31st, approximately one mile to Midwest Road. Turn right on Midwest Road, approximately 1/4 mile to Butterfield entrance.

**From the West:** Take I-88 East and exit at Midwest Road. Head South on Midwest Road. Go approximately 1/2 mile to Butterfield Entrance

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## NI CALENDAR

### Thursday, December 8

Annual IFMA/NI Holiday Party  
Butterfield Country Club  
Oak Brook, IL

### January 10, 2006 (note: 2<sup>nd</sup> Tuesday of month)

Sedgebrook Retirement Community  
Lincolnshire, IL

### February 7

Oakton Community College  
Des Plaines, IL

### March 7

Cummins-Allison Corporation  
Mount Prospect, IL

### April 4

Door Systems, Inc.  
Itasca, IL

### May 2

Cuneo Museum  
Libertyville, IL

### June 6

Mooseheart Child City & School  
Mooseheart, IL

### July 11 (note: 2<sup>nd</sup> Tuesday of month)

### October 8-10

World Workplace 2006  
San Diego Convention Center  
San Diego, CA

### World Workplace 2007

New Orleans, LA

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## Mark your FM Calendar

### Mark Your FM Calendar

note: the following information is provided solely as a convenient listing for IFMA/NI members. Further details may be learned by contacting each group as listed below.

### November 29-December 2

The National Ergonomics Conference and Exposition/

### The Productivity Show

Caesars Palace  
Las Vegas, NV  
www.ergoexpo.com

### December 20-22

Boilers: An Operator's Workshop  
Elk Grove, IL  
National Technology Transfer, Inc.  
(800) 922-2820  
www.nttinc.com

### January 17-19, 2006

Basics of Industrial Electricity: AC/DC Theory  
Elk Grove, IL  
National Technology Transfer, Inc.  
(800) 922-2820  
www.nttinc.com

### January 31-February 2

Variable Frequency Drives  
Elk Grove, IL  
National Technology Transfer, Inc.  
(800) 922-2820  
www.nttinc.com

### March 7-9

National Facilities Management and Technology Conference/Exposition  
Baltimore Convention Center  
Baltimore, MD  
www.nfmt.com

### March 20-21

Leading-edge Management Models –

Capital Projects & Facilities Management  
Hilton Head, SC  
Tradeline, Inc.  
(925) 254-1744 x 12  
www.tradelineinc.com/conferences

### March 23-24

Managing Risk in Real Estate  
Gleacher Center (U of C)  
Chicago, IL  
Center for Real Estate/University of Wisconsin-Madison School of Business  
www.bus.wisc.edu/wcre

### March 27-28

The International Biocontainment Facilities Conference  
St Petersburg, FL  
Tradeline Inc.  
(925) 254-1744 x 12  
www.tradelineinc.com/conferences

### April 10-11

Summit on Facilities for Emerging Sciences  
St Petersburg, FL  
Tradeline Inc.  
(925) 254-1744 x 12  
www.tradelineinc.com/conferences

### April 10-12

**The TFM Show**  
Navy Pier  
Chicago, IL  
www.thetfmshow.com

### May 1-2

Research Buildings  
Boston, MA  
Tradeline Inc.  
(925) 254-1744 x 12  
www.tradelineinc.com/conferences

### June 12-14

NeoCon World's Trade Fair  
Merchandise Mart  
Chicago, IL  
www.neocon.com

### October 8-10

IFMA World Workplace 2006  
**San Diego Convention Center**  
**San Diego, CA**  
www.worldworkplace.com

### October 26-27

### **Academic Science Buildings**

San Diego, CA  
Tradeline Inc.  
(925) 254-1744 x 12  
www.tradelineinc.com/conferences

### November 13-14

### **Animal Research Facilities**

San Antonio, TX  
Tradeline Inc.  
(925) 254-1744 x 12  
www.tradelineinc.com/conferences