

# FACILITY FACTS

Oklahoma City Chapter



SEPTEMBER 2009

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## Did You Know IFMA Has a Presence on a Variety of Social Media Sites?



Are you a member of IFMA Facebook group? If so, you may have noticed that the group is growing! After much consideration, IFMA recently closed its separate IFMA

Facebook fan page to consolidate all Facebook efforts through one main IFMA group. With discussion topics, links, photos, videos and more, IFMA's Facebook group is thriving and now has more than 800 members!

Want more? IFMA's LinkedIn group has more than 3,000 members—now with additional subgroup options. Look for the new subgroups for some of IFMA's councils and communities. Subgroups are like break-out sessions at a conference; they enable you to create more focused areas within the main group. The following subgroups are presently available: corporate facilities, corporate real estate, public sector, manufacturing, environmental health and safety, and FM consultants. Join today and choose from more than 250 discussion topics.

You can also watch IFMA videos on YouTube at <http://www.youtube.com/user/IFMAGlobal> and follow IFMA on Twitter at <http://www.twitter.com/IFMA>

Article found on [www.ifma.org](http://www.ifma.org)

## Have You Visited FM Alert Lately?



The International Facility Management Association's *Facility Management Journal* and *Today's Facility Manager*

magazine product FM Alert, a blog dedicated to providing up-to-date, breaking news to the facility management professional.

Keeping industry professionals current on emerging trends, news and the latest innovations and insights in facility management, the blog format is a convenient, efficient and environmentally-friendly way for facility managers to stay on top of this ever-changing industry.

FM Alert articles are also posted to social networking sites powered by Today's Facility Manager and IFMA.

For more information or to read FM Alert, visit [www.fmjonline.com](http://www.fmjonline.com) or [www.todaysfacilitymanager.com](http://www.todaysfacilitymanager.com).



Myfacilitiesnet is the hub of the facilities management industry. This community allows facility professionals

to connect with their colleagues, discuss management strategies, share valuable resources and build strong relationships.

<http://my.facilitiesnet.com>

## Find IFMA on the web in these social networks:

- [twitter.com/IFMA](http://twitter.com/IFMA)
- [linkedin.com/group?gid+38141](http://linkedin.com/group?gid+38141)
- [Facebook.com/group.php?gid+21067334364](http://Facebook.com/group.php?gid+21067334364)
- [Flickr.com/photos/ifma](http://Flickr.com/photos/ifma)
- [Youtube.com/ifmaglobal](http://Youtube.com/ifmaglobal)

## Most Facebook users are older, study finds

Verne Kopytoff, Chronicle Staff Writer; Wednesday, July 8, 2009  
Go to: [www.sfgate.com](http://www.sfgate.com) for entire article

Facebook users are getting grayer.

Long a hangout for college students, the social-networking giant has morphed into a virtual parlor for the middle-aged, according to a new study.

People 35 to 54 are now the biggest age group on the Web site, accounting for 28.2 percent of all U.S. users as of July, according to iStrategy-Labs, an online marketing firm. Following close behind are 24- to 34-year-olds, who represent 25.2 percent of users.

The findings reflect a major evolution at Facebook, which until January was dominated by young adults, some of whom famously festoon their profiles with photos of beer bashes and belly buttons. Although their numbers continue to grow on the service, younger users have been overtaken by their seniors, who are joining at a faster rate.

The 18-to24 age group accounted for 25.1 percent of users, down from 40.8 percent in January, the study found. Those 17 and under made up 9.8 percent of the Web site's users, down from 13.5 percent.

Interested in *becoming*  
*a member* of IFMA?  
Contact Monica @ 943.2348

### OSU Student Membership Drive

Stillwater, Oklahoma—August 2009



The Oklahoma State University IFMA Chapter held their annual membership drive on Wednesday, August 26th at Mazzio's in Stillwater. The event was hosted by Mazzio's

Pizza and Mr. Ted Webb from the Tulsa IFMA Chapter. 33 student membership applications were collected and processed with Oklahoma City Chapter funding. In addition, the Oklahoma City Chapter of IFMA presented two checks that evening. A \$2,500.00 check was presented to Dr. Paulette Hebert and the College of Human Environmental Sciences for the funding of the development of the second Facility Management Course at Oklahoma State University and a \$1000.00 check was presented to the OSU Student



Chapter President Ms. Hanna Hulin to fund her attendance at World Workplace this October in Orlando, Florida. Information was also provided to all in attendance about the upcoming Oklahoma City Chapter's OSU Student Scholarship 2009 program which is set to start September 14th.



If you are interested in sponsoring a chapter meeting, please send an email to [david.nugent@patcraftdesignweave.com](mailto:david.nugent@patcraftdesignweave.com). Monthly chapter sponsorship includes a business card size advertisement in the Newsletter and the privilege of a display table at the chapter meeting. Cost is \$100.



OSU 2009-2010 Officers



Pete Pickett presents a check to Dr. Hebert



Pete Pickett presents a check to Ms. Hulin

### Tweet Your Way Into a New Job



As Twitter.com quickly rises as one of the most popular and influential information sharing and social networking sites, the North American division of Adecco Group, the world's largest recruitment and workforce solutions provider (Twitter.com/Adeccogroup), joins in on the conversation in order to make the job search process easier for the millions of Americans that are currently unemployed. In March and April 2009, while the national unemployment rate rose to 8.9%, Twitter.com quadrupled in size to 17 million visitors with 'unemployment' registering as one of the most popular trending topics. Jobontwitter.com and Jobsalealertontwitter.com features live automatic feeds of open job listing in every region of the country.

"The growth of social networking sites like Twitter have revolutionized how people start and engage in dialogue with others as well as find and share information." said Tig Gilliam, CEO, Adecco Group North America. "With unemployment continuing to rise, we know that now more than ever it is important to provide job seekers with real-time, customized access to career opportunities. Twitter's reach combined with our unparalleled access to employment opportunities creates a win-win scenario for both our clients who are looking for top talent as well as job seekers who are looking for the very best career options."

For full article, visit [www.ifma.org](http://www.ifma.org)

### IFMA Releases Strategic Facility Planning White Paper

The International Facility Management Association is pleased to announce the release of "Strategic Facility Planning: A White Paper," a report that outlines the key principles of strategic facility planning and details all stages of the process, including understanding, analyzing, planning and acting.

Many facility managers today understand the importance of linking facility management to their business's overall strategy, but have difficulty finding the time or resources to devote to developing a strategic facility plan. This white paper provides information on the strategic facility planning process, its requirements and benefits, and gives facility managers the basic tools to launch and successfully complete a strategic facility plan.

"Strategic facility planning's ultimate purpose is to provide a framework to link business strategy to capacity planning," said Gary Broersma, director of strategic facility planning & development at Covance and past chairman of the IFMA board of directors. "Well written, flexible plans account for growth as well as contraction, providing strategies for seizing opportunities and for reacting to economic downturns. It is my hope that this report encourages all facility management professionals to engage in this critical process in their own organizations."

The new white paper defines what strategic facility planning is and what it is not, using accepted business planning methodology and applying it to facility capital planning. It presents a four step facility planning process that is clear, concise and repeatable, while recommending tools that can assist in each step of the process.

For a free copy of the white paper, visit [www.ifma.org/daily\\_articles/?pg=041609](http://www.ifma.org/daily_articles/?pg=041609)