

# “Cut it Out” Presentation Brief WWP 2009

---

1. Main Point of Contact Complete Information –
  - a. Jennifer A. Corbett-Shramo, IFMA Fellow, ICE, IFMA Foundation Trustee,
    - i. Regional Vice President
    - ii. DCS Global Enterprise USA LP
    - iii. 27031 South Ridge Drive
    - iv. Mission Viejo, California
    - v. 92692
    - vi. [jshramo@cox.net](mailto:jshramo@cox.net)
    - vii. 949-702-0009
2. Title of Presentation
  - a. “Cut it Out”
3. Description –
  - a. The IFMA Foundation has kept the pulse on what is happening in the world of FM’s and PM’s today. Current IFMA Foundation research has found that Managers of the built environment are faced with potentially the most challenging operating decisions of their careers – Increased operational efficiencies as mandated by owners as they watch their properties plummet in value, fierce competition attracting tenants away while they are diligently trying to manage tenant satisfaction, new legislation requiring them to become more energy efficient rounded all out with no budget to finance the tools they need to address these amassing concerns.

From the IFMA Foundation’s acute awareness of this crisis, an innovative publication has been written - *Cut it out*. This handbook is designed for all those who face these management challenges in buildings today, it is the GPS for driving innovative cost reductions and it template for sustainable answers demanded by today’s environmentally minded occupants.

The remarkable team of authors of *Cut it Out* will present timely and tactical strategies for providing immediate measurable results in the areas of alternate workplaces, leasing, energy, commercials cleaning, and administrative infrastructure. They will demonstrate that it is time to “cut it out,” when it comes to the old ways of managing the built environment and to re-think the way we use what is clearly one of every organization’s largest—and most critical—assets.

4. 3 Learning Objectives –
  - a. Reducing operating costs in energy, landscape, janitorial, office infrastructure, alternative workspace, leasing and more in the built environment
  - b. Integrating sustainable processes in tandem with these cost reduction strategies to create new methods for operations.
  - c. To present small, medium and large cost cutting models in these areas that can successfully be implemented in a 6 month to one year period of time.

## “Cut it Out” Presentation Brief WWP 2009

---

5. Level of Learning: (beginner, intermediate, and advanced) – Intermediate to advanced
6. Speaker Names (as you wish it listed in marketing materials), Any Designations, Speaker’s Company or Organization, Speaker brief bios (no more than 2-3 paragraphs), Each Speaker’s contact information (complete mailing, email)
  - a. Diane Coles, MCR -
    - i. Director, Workplace Services
    - ii. SCAN Health Plan
    - iii. 3800 Kilroy Airport Way
    - iv. Long Beach, California
    - v. 90808
    - vi. [dcoles@scanhealthplan.com](mailto:dcoles@scanhealthplan.com)
    - vii. (562) 989-8327
    - viii. Diane has over 20 years experience in the facilities management and corporate real estate field. She is currently the Secretary of the IFMA Corporate Real Estate Council. Diane was President of IFMA Orange County Chapter 2006-2007 and the Sponsorship Chair of the IFMA Foundation Gala 2005-2007. Diane is the winner of the 2005 IFMA OC award of Excellence in Facility Management, the 2006 IFMA OC Professional Member of the Year, and the 2009 IFMA OC Award of Excellence in Facility Management for the AWESOME Project, an innovative alternative workplace strategy.
  - b. Janice L. Cimbalo, Esq., MCR
    - i. Senior Director
    - ii. Cushman & Wakefield
    - iii. 601 S. Figueroa Street, 47th Floor
    - iv. Los Angeles, CA
    - v. 90017
    - vi. [janice.cimbalo@cushwake.com](mailto:janice.cimbalo@cushwake.com)
    - vii. 310.621.8669
    - viii. Janice L. Cimbalo has been exclusively representing tenants with their office space requirements for 11 years, and she has been at C&W for four years. She is responsible for strategic planning and implementations for portfolio tenants throughout Southern California as well as nationally and internationally. As in her previous position, Ms. Cimbalo works with corporate users from a variety of industries and geographic locales, becoming their advocate in the marketplace. Prior to her position as a tenant advocate, she was a litigation attorney for seven years, handling cases relating to real estate, corporate, international, antitrust, bankruptcy, product liability, and medical malpractice law. Her legal experience assists clients in evaluating their real estate transactions on an additional level, while coordinating the various transactional elements. This approach includes helping clients avoid potential issues/obstacles throughout the process and ensuring that they seek appropriate information in a timely manner from legal counsel, project managers, architects, and other necessary specialists to facilitate the transaction process.
  - c. Edie Fee, MCR
    - i. Consultant
    - ii. Resources Global Professionals
    - iii. 695 Town Center Drive, Suite 600
    - iv. Costa Mesa, CA

## “Cut it Out” Presentation Brief WWP 2009

---

- v. 92626
  - vi. EdieFee@gmail.com
  - vii. 949-350-8777
  - viii. Edie Fee is a corporate Real Estate professional. She has been providing consulting services to the corporate real estate community since 1996. Prior to that time she served as Vice President of Corporate Real Estate for AVCO Financial Services where she was responsible for a portfolio of over 1500 properties in North America plus their international headquarters and data center in Irvine, California. Edie specializes in bringing operational efficiency to the real estate and facilities departments of major corporation. In addition she incorporates change management practices to insure successful project implementations.
  - ix. Edie also consults with non-profit organizations in the development of social enterprises. She currently serves on the board of FeelBetterNetwork.com, the local affiliate board of Habitat for Humanity and the Camino Health Center. She formerly served as chair of the board of Mission Hospital, chair of the board of the local chapter of the American Diabetes Association and the chair of Leadership Tomorrow.
  - x. Edie is active on the local boards of CoreNet and IFMA. She has actively held the Master of Corporate Real Estate designation for over 12 years.
- d. Georgia Perkey
- i. Managing Partner
  - ii. iNPOINT Advisors
  - iii. 3446 Newridge Drive
  - iv. Rancho Palos Verdes, CA
  - v. 90275
  - vi. gperkey@inpointadvisors.com
  - vii. 310-732-6448
  - viii. Georgia’s consulting work focuses on business optimization – helping clients find alignment between business strategy, operational tactics, organizational structures and technology platforms. Her responsibilities have included leading cross-functional teams of 5 to 140 across multiple functions and geographies. She has had responsibility for projects involved in the design, development and implementation of technology strategy and solutions, enterprise governance, and corporate process management. She headed the research team for the CoreNet 2010 project, “Technology and the Web” and maintains active involvement in several real estate groups, including IFMA and CoreNet as well as professional IT organizations.
- e. Charles E. Grantham, Ph.D.
- i. Executive Producer
  - ii. Work Design Collaborative, LLC
  - iii. 627 West Lee Blvd
  - iv. Prescott, AZ
  - v. 86303
  - i. [charlie@thefutureofwork.net](mailto:charlie@thefutureofwork.net)
  - ii. 928-771-9138

## “Cut it Out” Presentation Brief WWP 2009

---

- f. Dr. Grantham is a co- Founder of the Work Design Collaborative, a small “think and do” tank located Prescott Arizona. He has been active in this area for over 25 years and is recognized as an international expert on the design of information and organizational systems which support these new forms of work. Dr. Grantham received his Ph.D. in Sociology from the University of Maryland in 1980. He also a honors degree in psychology and another in urban studies. He has published six books and over two dozen technical papers. His latest book “Corporate Agility” published by the American Management Association looks at how to integrate the management of technology, human resources and corporate real estate assets.
- g. James P. Ware, PhD.
  - i. Executive Producer
  - ii. Work Design Collaborative, LLC
  - iii. 966 Creston Road
  - iv. Berkeley, California
  - v. 94708
  - vi. [jim@thefutureofwork.net](mailto:jim@thefutureofwork.net)
  - vii. 510-558-1434
- viii. James Ware is a cofounder of the Work Design Collaborative and the *Future of Work* program. He has over 30 years experience in research, executive education, consulting, and management, including five years on the faculty of the Harvard Business School. His most recent book, *Corporate Agility* , co-authored with Charles Grantham and Cory Williamson, addresses the need for organizations to coordinate and integrate HR, IT, and CRE/facilities to develop new business capabilities for competing in a flat, global economy. Jim holds Ph.D., M.A., and B.Sc. degrees from Cornell University and an MBA (With Distinction) from the Harvard Business School. He served on the board of trustees of Heald College from 1998 to 2007, the last two years as Chairman. He lives and works in Berkeley, California.