



IFMA™ Oregon & SW
Washington Chapter
International Facility Management Association

Chapter of the Year Submission



JOURNEY TO excellence

IFMA Oregon & Southwest Washington (OSWW) nomination for Chapter of the Year is grounded in a commitment to becoming excellent because excellence is not an event here:

It is a daily system of transparent governance, intentional collaboration across chapters and continents, and measurable member impact, strengthened by global leadership roles and a replicable model for women in FM.



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1. Summarize the basis for this nomination.

Nominating Statement: IFMA Oregon & Southwest Washington (OSWW) nomination for Chapter of the Year is grounded in a commitment to becoming excellent because excellence is not an event here:

It is a daily system of transparent governance, intentional collaboration across chapters and continents, and measurable member impact, strengthened by global leadership roles and a replicable model for women in FM.

What Makes OSWW Excellent: OSWW has built systems-based collaboration through **THREE CORE STRENGTHS**. First, governance innovation: our Advisory Committee of past leaders ensures leadership continuity, institutional knowledge transfer, and strategic mentorship. We've implemented formal conflict-of-interest protocols that build trust and transparency. Second, our FM Women's Connect initiative has delivered sold out events and attracted interest from IFMA Fellows for chapter wide scaling creating a replicable model now being formalized for other chapters. Third, despite our regional footprint, OSWW maintains extraordinary global integration: our members serve on IFMA's Global Board, Foundation Board, and Sustainability Board, while facilitating peer exchanges with chapters in Mexico and the Caribbean.



IFMA OSWW Symposium

1 GOVERNANCE INNOVATION

Our Advisory Committee of past leaders ensures leadership continuity, institutional knowledge transfer, and strategic mentorship. We've implemented formal conflict-of-interest protocols that build trust and transparency.

2 FM WOMEN'S CONNECT

The initiative has delivered sold out events and attracted interest from IFMA Fellows for scaling creating a replicable model now being formalized for other chapters.

3 GLOBAL INTEGRATION

Our members serve on IFMA's Global Board, Foundation Board, Sustainability Board, and FM Consultants Council while facilitating peer exchanges with chapters in Mexico and the Caribbean.

Measurable Impact: Cross committee planning and shared metrics enabled 30+ volunteers to deliver 12 major programs with increased member satisfaction and zero burnout. Our transparency systems and international collaboration have strengthened member engagement, volunteer retention, and award readiness.

Basis for Nomination: This nomination rests on three pillars:

GOVERNANCE INNOVATION

Advisory Committee structure, transparency protocols, and conflict-of-interest management

REPLICABLE MEMBER IMPACT

FM Women's Connect model being adopted by other chapters

DEEP IFMA ALIGNMENT

Global board representation, Foundation and Sustainability board service, Chapter Champion roles, and documented international peer exchanges

These are not aspirations, they are documented practices with demonstrated outcomes in member engagement, volunteer capacity, and cross-chapter influence.



PDX Airport Tour



Providence Park Tour

I joined IFMA to connect with other facilities professionals who understand that no two days are ever the same. It's a place to share real world experiences, learn what works, and realize you're not the only one juggling aging systems and last-minute surprises. IFMA helps me keep learning, stay grounded, and bring better solutions back to my team.

Joe Deherrera, CFM - Director of Facilities - OPB

2. What has been the most successful strategy for membership marketing? Describe in quantifiable terms how this strategy has strengthened the chapter. How is this strategy tied into the chapter's strategic plan?

Most Successful Strategy: Personal, Peer-to-Peer Invitation

Our chapter's single most successful membership marketing strategy is personal, peer-to-peer invitation. A current member directly asking a qualified non-member colleague to attend an event or join the chapter. This approach consistently outperforms all digital channels in both conversion rate and new member retention.

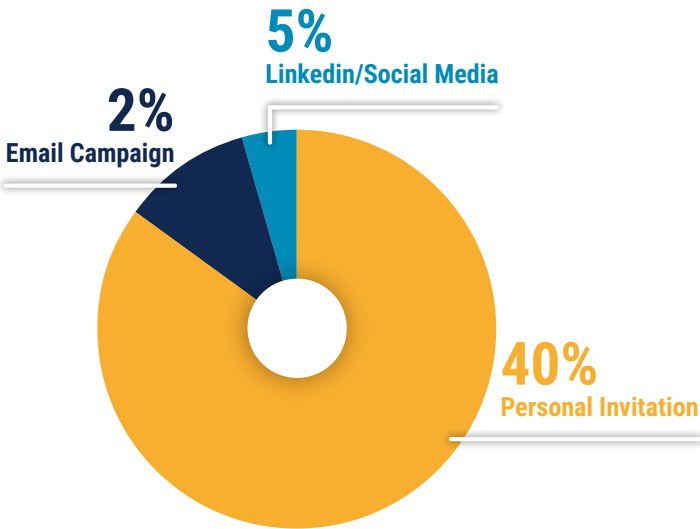
Why It's Most Successful: Quantifiable Performance

Personal invitations convert at approximately 40%, significantly outperforming our digital channels:



Tabling at OSFMA Tradeshow

Strategy Conversion Rate



Of the 32 new members added in the past 12 months, 21 (66%) joined after a personal invitation. Their 12-month retention rate is 90%, compared to 60% for members acquired through digital channels.

How It Strengthened the Chapter:

- Members recruited via personal invitation demonstrate significantly higher engagement:
- Attend 2.5 more events per year than digitally acquired members
 - Are 3x more likely to volunteer within their first 6 months
 - Generate stronger sponsor engagement, with sponsors now requesting introductions, increasing sponsorship renewal by 15%
 - We achieved 6% membership growth (from 250 to 258 members) while reducing digital marketing spend by 30%

How the Strategy Works

We've formalized personal invitations through several interconnected tactics.

IFMA 5 Free Campaign: In June of 2026 we added an additional 5 new members using "IFMA 5 Free" bringing our new member count to 258. Our chapter uses a membership scholarship application to screen potential new members to ensure they qualify for the free membership. In addition to the "IFMA 5 Free" base membership our chapter also gifts them with our chapter membership.

Event-Based Recruitment: Our highest conversion opportunities include:

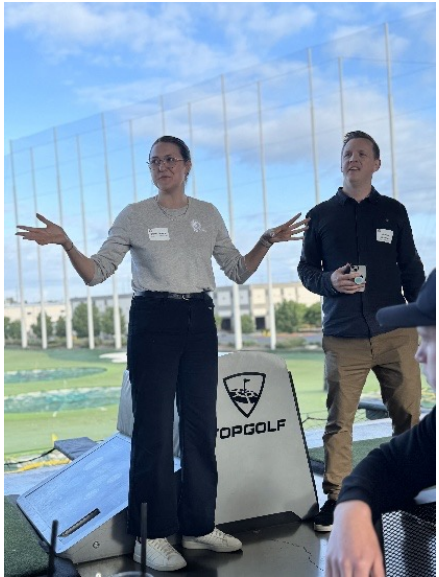
- Site tours where guests experience member value firsthand
- Annual Symposium with dedicated prospective member sessions
- Golf Tournament networking
- World FM Day celebrations that generate guest attendance, followed by personal follow-up from the member who brought them

Structured Follow-Up Process: The Membership Committee provides systematic support through email, phone calls, and one-on-one lunches to answer questions and discuss membership benefits, including pathways to FMP, SFP, and CFM certifications.

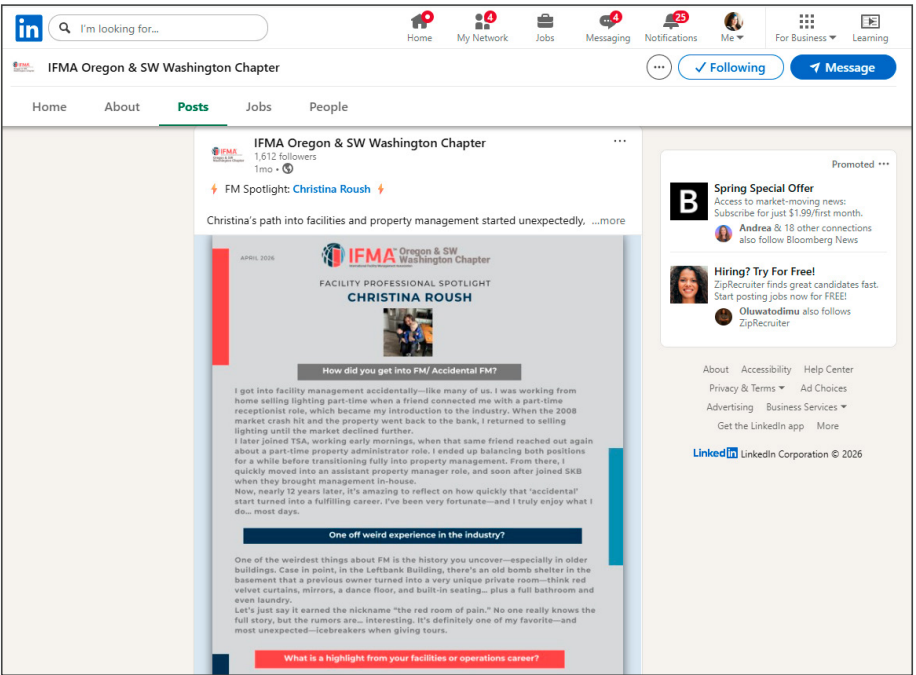
Supporting Marketing Channels and Tactics: While personal invitation leads our strategy, we employ complementary approaches:

Digital Channels:

- LinkedIn professional network outreach
- Email campaigns to warm prospects
- Social media membership drives



World FM Day at TopGolf



Linkedin Member Spotlight



EXPO 2026 Flier

As a new member to the Portland, OR IFMA chapter, I am delighted and grateful for the wonderfully welcoming experience I have received. The organizing and leadership team have already provided me with highly valuable resources for advancing my career through IFMA's professional development courses, as well as connecting me with the local FM community and their service provider rosters. I am thrilled to be part of the IFMA Portland network and excited to see the mutual benefits take shape.

Thomas SampleWood – Professional Member, Commercial Property Manager at CBRE

Strategic Partnership Outreach:

Vertical market booth presence at OSFMA (Oregon School Facilities Management Association), OSHE (Oregon Society for Healthcare Engineering), LOC (League of Oregon Cities), OASBO (Oregon Association of School Business Officials), AOC (Association of Oregon Counties), and NW Facilities Expo

Targeted Recruitment:

- Young Professionals initiative (currently 23 members, fastest growing segment at 35% year-over-year)
- Military outreach programs
- Student recruitment drives

These channels generate awareness and initial contact, but personal invitation remains the critical conversion catalyst.

Metrics: Quantified Growth and Quality

Membership Composition (Spring 2025):

- Total Members: 250 (chapter record)
- Growth Goal: 275 (10% increase)
- Professionals: 118
- Associates: 114
- Young Professionals: 23

Performance Indicators:

- **Conversion time:** As rapid as one week for personally invited prospects
- **Volunteer participation:** 3x higher among personally recruited members
- **Marketing cost per acquisition:** Near-zero for personal invitation vs. \$125+ for digital campaigns



IFMA OSWW Symposium

STRATEGIC PLAN ALIGNMENT

Chapter Strategic Pillar: Membership Growth & Engagement

Our strategic approach focuses first on creating meaningful value for our members and fostering a strong sense of community. Rather than emphasizing recruitment alone, we encourage current members to personally invite colleagues and peers who they believe will benefit from the connections, resources, and opportunities our chapter provides. This thoughtful, member-driven approach helps build authentic engagement, stronger relationships, and long-term participation.

The Membership Committee supports this effort through ongoing outreach, personal communication, and welcoming events (New Member Happy Hour and Coffee Connections) designed to help new members feel connected from the start. By creating opportunities for meaningful interactions and shared experiences, we cultivate a membership journey rooted in relationships, collaboration, and professional growth.

IFMA Global Priority of Building a Stronger FM Community:

Personal invitation executes the IFMA Global call for a connected, skilled FM community by building relationships before transactions. Peer-to-peer recruitment naturally clusters members by industry, geography, and career stage, strengthening local professional networks.

Our focus on FMP, SFP, and CFM credentials advances professionalism in the FM workspace. A stronger, more educated workforce serves facilities better and provides more efficiently managed and healthier spaces.

Cost-Effectiveness and Sustainability:

Reducing reliance on paid digital marketing while achieving record growth creates a sustainable, scalable model. **The near-zero marginal cost of personal invitation allows us to reinvest savings into member programming, creating a virtuous cycle: better member experience → more enthusiastic advocates → higher-quality invitations → stronger chapter.**

In summary: Personal, peer-to-peer invitation delivers superior conversion (40% vs. 2-5%), retention (90% vs. 60%), engagement (3x volunteer rate), and cost-effectiveness while directly advancing both chapter and global IFMA objectives.



NW Facilities Expo



IFMA OSWW Mugs



IFMA OSWW Mugs



Small Group Coffee Connect

3. What strategy does the chapter employ to retain its members? What feedback instrument is used to measure satisfaction? Describe in quantifiable terms how this strategy has strengthened the chapter. How is this strategy tied into the chapter's strategic plan?

Primary Retention Strategy

Our chapter's retention strategy centers on the *OSWW Buddy System, a structured pairing program that connects every new Facility Manager and Associate member with an experienced chapter member, preferably in the same geography for six months of intentional one-on-one mentorship and support.* This personalized approach ensures new members feel welcomed, informed, and connected from day one.

The Buddy System is strengthened through ongoing personal connections that help new members feel welcomed and engaged from the start. In addition to New Member Happy Hours and chapter events, we encourage one-on-one interactions, whether it's meeting for coffee, lunch, or simply taking time to connect and learn about a member's interests and goals. We actively encourage new members to get involved in committees, mentorship opportunities, and events that align with their professional interests. By building genuine relationships and creating meaningful opportunities for involvement, we help members develop lasting connections and become active participants in our chapter community.

Feedback Instrument

Our primary feedback instrument is the annual member satisfaction survey, deployed each Q4 with a consistent format aligned to IFMA's Balanced Scorecard. *In 2025, we achieved a 78% response rate.* The survey measures key indicators including sense of belonging, perceived value, event satisfaction, and likelihood to renew.

We supplement this with quarterly committee check-ins, post-event evaluations via social media engagement and direct feedback, and real-time member input during networking events. These secondary channels provide qualitative insights that inform program adjustments throughout the year.



IFMA buddy lunch with Denay and Mathew



IFMA OSWW Symposium

Quantifiable Strengthening

This retention strategy has measurably strengthened our chapter:

OVERALL CHAPTER GROWTH

Overall membership grew this year by 5.9%, sustained by consistent programming and active engagement.

COMMITTEE VOLUNTEER RETENTION

100% of committee volunteers remain active chapter volunteers, reflecting strong engagement and sustained participation.

PROGRAM PARTICIPATION RATE

Our diverse programming successfully connects 60% of members through annual participation.

MEMBERSHIP OUTREACH AND SUPPORT

We actively utilize IFMA Global resources to grow and support our membership. Each year, our chapter receives five complimentary memberships and scholarship opportunities, and 100% of these are awarded and utilized.

I joined IFMA to expand my facilities knowledge and intentionally connect with other professionals in the industry, and it has already exceeded my expectations. Since becoming a member, I've gained access to high-quality classes, webinars, and conferences that are actively helping me grow and move closer to my professional goals. The most valuable takeaway has been the opportunity to learn about a wide variety of facilities, understand the challenges they face, and hear firsthand how other professionals successfully overcome those challenges. So far, the KGW studio tour has been my favorite event—it was an incredible experience that combined behind-the-scenes insight with meaningful networking and learning opportunities.

Michael Hunter, CAMT, CPO - Facilities Operations Supervisor - Washington County, Oregon

Strategic Plan Alignment

This retention strategy directly operationalizes our strategic plan’s core pillars of Membership Engagement and Member Value Delivery. **Our strategic plan states: “Every new member must have a named connection within 30 days to foster belonging and accelerate integration.”** The Buddy System delivers this mandate systematically.

Furthermore, retention is tracked as a core **Balanced Scorecard metric** reviewed quarterly by the Executive Committee. The strategy ensures members understand IFMA’s operating model, expand their professional networks, and contribute meaningfully to shaping our chapter’s direction, all explicit goals within our strategic framework.

Our data reflects this alignment: **strong direct website traffic, consistent event attendance, and repeated member engagement demonstrate that our chapter serves as a central professional hub.** Through FM spotlights, leadership visibility, accessible resources, and layered value delivery, we’ve shifted from passive membership to active, ongoing involvement, directly supporting IFMA’s mission and our chapter’s vision for sustained member connection and growth.



New Member Happy Hour



PDX Fire Station Tour

4. How does the chapter contribute to the professional development of its members? Discuss the various monthly programs offered, additional seminars and chapter participation in encouraging members to obtain a credential. How is professional development strategy tied into the chapter’s strategic plan? What is the strategic theme?

PROFESSIONAL DEVELOPMENT STRATEGY

How OSWW Contributes to Professional Development

OSWW advances member professional development through three interconnected channels:

1

Monthly programs mapped to IFMA's 10 Domains

2

Signature seminars and events

3

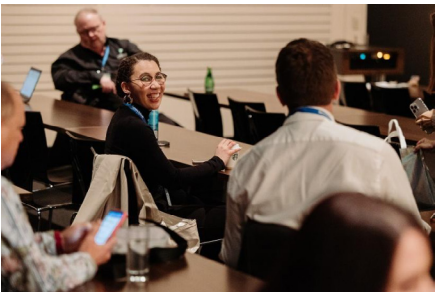
Comprehensive credential encouragement program including full reimbursement, recognition, & networking events

Our 2025–2026 theme “Learn • Lead • Credential”, operationalizes our strategic pillar of Professional Development & Credentialing Excellence.

Monthly Programs (September–June, 10 months)

OSWW delivers 10–12 monthly programs annually across five recurring formats:

- **Facility Tours** (4 - 6/year, avg. 58 attendees): Hands-on educational experiences at industry-leading facilities. Recent tours included:
 - Rivermark Community Credit Union Headquarters (48 attendees): Financial operations, workplace strategy, and operational excellence
 - Center for Addictions Triage and Treatment (CATT) (55 attendees): Healthcare facility design, DEI initiatives, risk management, and sustainability
 - Providence Park (93 attendees): LEED-certified stadium operations, hospitality management, and sustainability practices
 - Portland General Electric Integrated Operations Center (34 attendees): Mission-critical infrastructure, grid control, emergency response, and resilient building design
- **Women’s Connect** (quarterly, avg. 36 attendees): Sold-out sessions focused on professional growth, leadership development, and career navigation for women in FM. Topics have included negotiation skills, mentorship, and imposter syndrome.



IFMA OSWW Symposium

- **South Valley Events** (6/year, avg. 25 attendees): Regional programming in the Willamette Valley, alternating formats between educational tours, networking socials, and industry panels to serve our geographically dispersed membership.

The table below shows 17 professional development and networking events from the current year. Of these, 12 are recurring monthly/quarterly programs (tours, Women's Connect, New Member events), 2 are South Valley regional events, and 2 are signature social/networking events. All educational events are mapped to IFMA's 10 Domains.

EVENT NAME	EVENT DATE	ATTENDEE COUNT
1st Annual World FM Day at Top Golf	May 14, 2025	52
Providence Medical Center New Emergency Department Panel Presentation, Luncheon & Tour	May 22, 2025	39
South Valley Networking Event – Building Performance Standards	May 28, 2025	17
FM Women's Connect Group	June 4, 2025	44
Golf/Inauguration	July 18, 2025	163
Women's Connect	September 3, 2025	32
Rivermark Community Credit Union Tour	September 24, 2025	48
New Member IFMA 101	October 7, 2025	12
IFMA New Member Event	October 15, 2025	27
CATT Tour & Presentation	October 16, 2025	55
South Valley Wine Event	October 23, 2025	38
Providence Park Tour & Presentation	November 6, 2025	93
Holiday Party at the Oregon Zoo	December 10, 2025	122
South Valley Christmas Party	December 16, 2025	12
Women's Connect	January 7, 2026	40
PGE New Operations tour	January 15, 2026	34
South Valley Lunch & Learn	February 18, 2026	21
Terminal 1 Vancouver Tour	February 25, 2026	53
Women's Connect	March 2, 2026	50
Hillsboro Hops Baseball Park Tour & Presentation	March 19, 2026	124
New Member Happy Hour	April 1, 2026	19
Symposium	April 23, 2026	149
AVERAGE EVENT ATTENDANCE IS 57 PEOPLE PER EVENT		

Additional Seminars

Beyond monthly programs, OSWW offers two additional seminar formats annually:

- **Annual Symposium (20+ year tradition):** Full-day event featuring 5 - 6 expert-led sessions covering emerging trends, best practices, and strategic FM topics. Consistently attracts 100+ attendees and provides deep dive learning opportunities beyond monthly program formats.
- **Credentials Uncorked (launching 2026):** New credential-focused networking event at Amaterra Winery pairing credentialed members with candidates pursuing FMP, SFP, or CFM designations. This intimate setting provides mentorship, exam preparation insights, and career guidance.
- **Future Development:** We are collaborating with other IFMA chapters to develop virtual roundtable series for 2027, expanding access for remote members and creating cross-chapter learning opportunities.

Credential Encouragement

OSWW encourages FMP, SFP, and CFM attainment through:

- Full reimbursement for exam fees, books, and coursework upon completion (every request approved to date)
- Flexible workload management for Board members pursuing credentials, redistributing chapter duties to allow focus on studies
- Recognition at monthly events and on social media for new credential holders
- Five-year anniversary recognition program highlighting credential holders in their anniversary month at events and on social platforms
- Credentials Uncorked networking event (2026 launch) connecting credentialed members with candidates
- Scholarship application process requiring only a brief statement of intent, no barriers to access

Results

Our chapter credential holders grew from 52 to 55 individuals during the year:

FMP: 29 → 31 (+3)

SFP: 8 → 17 (+9)

CFM: 11 → 11 (maintained)

Multiple credential holders: 11→ 13 (+2)

Context: With 118 Professional members (the primary pool for FMP/CFM eligibility), our credential penetration among eligible members is approximately 26%. While net growth appears modest

Since becoming a member of IFMA and the Oregon/SW Washington Chapter, I've not only expanded my industry knowledge and grown my vendor network, but I've also developed professionally by serving on the local board and pursuing my FMP. IFMA offers boundless opportunities to learn, connect, and grow. Joining IFMA is truly a great first step toward advancing your career.

Andrea Hill - Workplace Services: Vice President - First Tech Federal Credit Union



Credential Scholarship Recipient – Andrea Hill



Credential Scholarship Recipient – Bobby LaRon

(+3 credentials), we prioritized depth, increasing multi-credential holders from 11 to 13. Our scholarship program launched this year; we expect accelerated growth of 15–20% in 2027 as awareness builds and our Credentials Uncorked event creates momentum.

CEU Support: While OSWW does not currently issue CEUs directly, all educational programs are designed to align with IFMA’s 10 Domains, and members receive documentation to self-report for CFM recertification. All programs qualify for credential maintenance points. We are exploring CEU co-sponsorship with a credentialed provider for 2027.

Strategic Plan Alignment

Our 2025–2026 strategic plan states: “Priority 4: Professional Development & Credentialing Excellence. Increase credential attainment by 15% year-over-year and deliver 10+ monthly programs annually mapped to IFMA’s 10 Domains.”

Both metrics are on track:

CREDENTIAL GROWTH: +3 credentials (6% growth, progressing toward 15% annual target with new initiatives)

PROGRAM DELIVERY: 12 professional development events delivered (exceeding 10+ target)

Performance is reviewed quarterly via our Balanced Scorecard, with program attendance, credential counts, and member satisfaction scores tracked as key performance indicators. This strategy directly supports IFMA Global Education & Knowledge mission and positions OSWW members as industry leaders through continuous learning and professional advancement.



IFMA OSWW Symposium

5. How has the chapter worked with local colleges, universities or institutes and other organizations to advance the facility management profession? Does the chapter offer support to the IFMA Foundation?

Academic and Organizational Partnerships & IFMA Foundation Support

OSWW is building a structured FM workforce pipeline through strategic partnerships:

- **Portland Community College (PCC):** OSWW initiated a partnership with PCC to develop an associate degree in Facility Management, designed to feed into Portland State University’s bachelor’s and master’s programs. We have engaged the IFMA Foundation as a collaborative partner in this effort. To validate workforce demand, OSWW secured commitments from three major regional employers (Intel, Legacy Health, Portland General Electric) who have expressed interest in hiring program graduates. The curriculum development committee was formed in late 2025, with target launch anticipated for Fall 2027.
- **Trade Union Engagement:** In 2025, OSWW initiated outreach to local trade unions, including IBEW Local 48 and UA Local 290, to demonstrate FM career pathways for skilled tradespeople. We hosted an informational roundtable attended by 15 union members to introduce FM as a professional advancement opportunity.
- **Future Plans:** Planned initiatives for 2026–2027 include FM career presentations in PCC classrooms (Spring 2026), development of paid internship programs with partner employers (minimum 5 positions annually starting Fall 2027), and an annual FM career fair co-hosted with PCC.

IFMA Foundation Support

OSWW consistently supports the IFMA Foundation’s mission through financial contributions, scholarships, innovative fundraising, and leadership:

Financial Contributions: OSWW contributed \$3,500 to the IFMA Foundation in FY 2025 and \$2,500 to date in FY 2026, totaling \$6,000 over 24 months.

Scholarships: OSWW has awarded 5 scholarships over the past 4 years. We are committed to sponsoring 2 additional scholarships to be awarded at World Workplace 2026.

QR-Code Giving Program: Our Immediate Past President, who serves on the IFMA Foundation Board of Trustees, spearheaded an innovative QR-code giving program will soon be deployed across all IFMA components. This program features incentive tiers including event recognition (\$50+), complimentary event registration (\$250+), and featured member spotlights (\$500+). In its first year of implementation, the program has driven measurable engagement and provided a replicable fundraising model for the broader IFMA community.

OSWW CONTRIBUTED:

\$3,500 to the IFMA Foundation in FY 2025
\$2,500 to date in FY 2026
TOTALING \$6,000
over 24 months



As a graduate of a Facilities Management program, I joined IFMA to connect with industry professionals who could deepen my network, share real-world insights, and support my continued growth in the field. In the coming weeks, I'll complete my FMP certification, which has reinforced the concepts I learned in the classroom and allowed me to see those concepts come to life in my day-to-day operations work. I've also had the opportunity to collaborate with several vendors whose expertise has helped me deliver greater value to my clients.

Jackson Aldous - Professional Member, Director of Facilities Operations, Sodexo

Board Representation: OSWW's Immediate Past President serves on the IFMA Foundation Board of Trustees, providing direct insight into Foundation priorities and ensuring OSWW's initiatives align with global workforce development goals.

Strategic Plan Alignment

These efforts directly support OSWW's strategic pillar of "Workforce Pipeline Development," measured quarterly through the number of academic partnerships established and Foundation dollars raised. Our initiatives align with the IFMA Foundation's global workforce development priorities and demonstrate our commitment to advancing the FM profession at local, regional, and international levels.



IFMA OSWW EC with Scholarship Student

Scholarship Student on WW Stage



6. Discuss chapter communications. How is important information disseminated to members? Include information about the newsletter, public relations, website, etc. How is this strategy tied into the chapter's strategic plan?

Communications Strategy

The OSWW Chapter communicates with members through four primary channels, measured monthly for effectiveness and aligned to strategic goals.

Primary Communication Channels & Cadence

Newsletter	Website	LinkedIn	Targeted Email Campaigns
Twice-weekly distribution (Tuesday/Thursday, 42 issues annually) reaches 450 subscribers. Each issue includes upcoming events (next 30 days), recent event recaps with photos, volunteer spotlights, rotating sponsor recognition, IFMA Global news summary, and 2-3 job postings. Thursday issues feature "Member Milestones" celebrating credentials, work anniversaries, and new roles.	Serves as the central hub featuring an event calendar, job board, member directory, and Industry Partners Directory.	The chapter's primary social media platform. Content focuses on event promotion, member recognition, volunteer spotlights, and amplification of IFMA Global messaging.	Strategic sequences support member lifecycle touchpoints including new member onboarding, lapsed member re-engagement campaigns, and event-specific reminders. Post-event communications include attendee thank-you messages and event recap highlights.
Metrics (2025): Average open rate 48% (industry benchmark: 25%), click-through rate 12%, highest engagement on event announcements (62% open rate).	Metrics (2025): 4,200 unique visitors, 8,500 page views. Top pages: Events (32% of traffic), Job Board (28%), Industry Partners Directory (18%).	Metrics (2025): 1,200 followers (+22% year-over-year growth), average post reach 1,800, engagement rate 6%.	Metrics (2025): 6-email welcome series, 100% open rate, 15% conversion to event attendance

Public Relations Efforts

OSWW's public relations strategy raises awareness of facility management excellence and strengthens the chapter's reputation across Oregon and Southwest Washington. Communications maintain clear, consistent messaging that positions the chapter as a reliable resource for professional learning and industry connection.

2025 Activities: The chapter issued three press releases (Annual Symposium, scholarship announcement, new board installation). The Chapter President co-authored an article for Facility Management Journal ("Sustainability Practices in the Pacific Northwest," Q3 2025). Public relations coordination is managed by the Marketing Committee, with formal media outreach identified as a growth area for 2027.

I joined IFMA to better understand how the spaces we design truly function long after construction is complete. As an interior designer, I wanted deeper insight into facilities operations, maintenance, and real-world performance so I could be a more informed and effective partner to my clients. Professionally, IFMA has expanded my perspective beyond design intent, strengthening my ability to align sustainability, functionality, and long-term value in real estate decisions. The most rewarding part of my membership has been giving back through active engagement with the local chapter—sharing a design perspective while learning directly from facility managers who steward these buildings every day.

Bethanne Mikkelsen -
NCIDQ, LEED AP – ANKROM
MOISAN

Key Differentiators

- **Twice-Weekly Cadence:** Unlike most chapters that communicate weekly or biweekly, OSWW’s twice-weekly newsletter enables real-time event promotion and fresh job postings that keep members current on opportunities.
- **Industry Partners Directory:** This searchable database of Associate Members organized by service category is a unique member resource not commonly offered by peer chapters. The directory increases visibility for associate members while reinforcing IFMA’s role in connecting facility management professionals with trusted industry resources.
- **Integrated In-Person Recognition:** Beginning in 2026, the chapter introduced printed banners and posters highlighting Sustaining Sponsors at all chapter events and educational programs. This tactile communications approach increases sponsor visibility while reinforcing the partnerships that strengthen the facility management community.

Effectiveness Measurement & Feedback

The chapter monitors communications effectiveness through multiple instruments:

- **Monthly email analytics review:** Open rates, click-through rates, unsubscribe rates
- **Biweekly LinkedIn analytics review:** Follower growth, post reach, engagement rates
- **Quarterly website analytics review:** Unique visitors, page views, top content, traffic sources
- **Annual member survey:** Includes three communications-specific questions; 2025 results showed 88% of respondents “satisfied” or “very satisfied” with chapter communications (78% survey response rate)
- **Post-event feedback forms:** Launched 2025 to understand member experience and inform future programming

Direct Impact on Member Retention & Engagement

Communications strategy directly supports retention objectives:

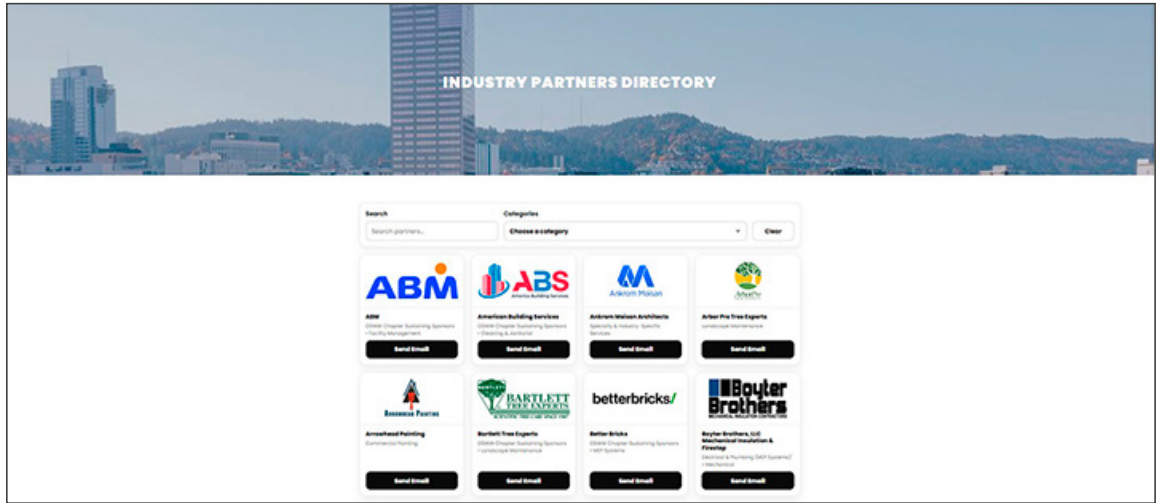
- New member welcome sequence achieves 100% open rate and accelerates integration
- Lapsed member campaigns (targeting 60+ days without engagement) convert 15% to event attendance
- Event recap communications drive future attendance through social proof, post-event newsletter opens average 55%
- Member Milestones recognition strengthens community connection and celebrates professional achievements

Strategic Plan Alignment

Our 2025-2026 Strategic Plan explicitly addresses communications effectiveness:

- Objective 5.1: Increase newsletter open rate to 50% by Q4 2026. Current performance: 48% (on track).
- Objective 5.2: Grow LinkedIn following to 1,500 by Q4 2026. Current performance: 1,200 followers, representing +22% year-over-year growth (on track).

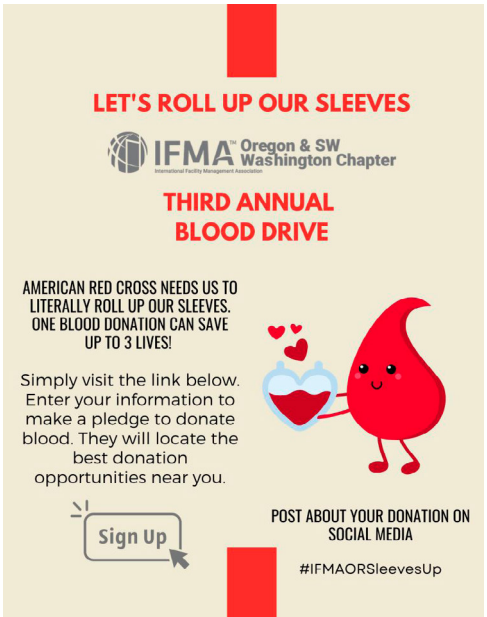
Both objectives are reviewed quarterly by the Marketing Committee. Communications strategy supports three strategic pillars: enhancing member experience through timely, relevant information; strengthening chapter brand through consistent, professional messaging; and amplifying IFMA Global visibility within the Pacific Northwest facility management community.



Partner Directory



Programming Tour Flyer



Blood Drive Flyer

7. Discuss the chapter's financial strategy. How are funds raised and how is revenue spent? Are donations made to the IFMA Foundation or scholarship funds? How does the chapter focus its charitable giving so that it meets their mission and advances the facility management profession? Are sponsorships accepted and how are they utilized? How is this strategy tied into the chapter's strategic plan?



End of Year Awards

Financial Strategy

Our chapter's financial strategy is established during our annual board retreat. Our current Treasurer, a financial services professional and member of the Banking and Credit Union Council, ensures that our approach is both fiscally responsible and aligned with our mission.

How Funds Are Raised

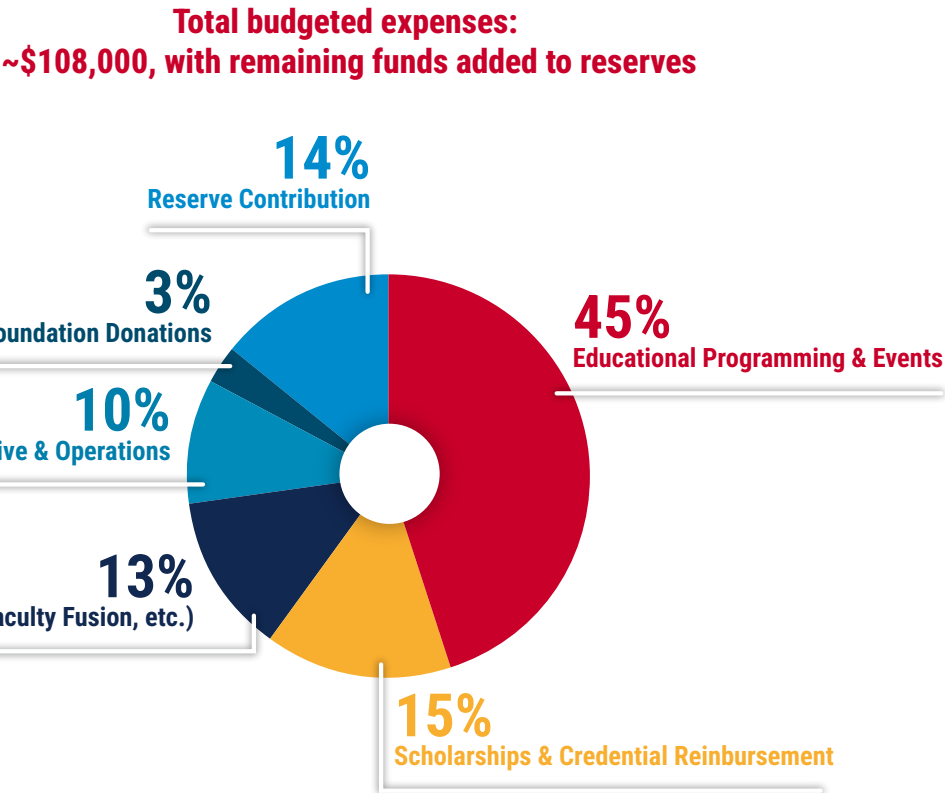
OSWW revenue comes from four primary sources:

- Sponsorships: \$80,000+ YTD (approximately 67% of total revenue)
- Event registration fees: \$18,000 (15%)
- Symposium: \$10,000 (8%)
- Neil Moodhe Memorial Golf Tournament (net): \$4,200 (3%)
- Other sources: \$8,000 (7%)

Total projected 2025 revenue: ~\$120,000

How Revenue Is Spent

2025 budgeted expenses reflect our commitment to member development and mission advancement:



IFMA Foundation Donations

OSWW has contributed \$15,492.48 to the IFMA Foundation over the past 5 years, including \$2,500 in the current year. Our Immediate Past President serves on the Foundation Board of Trustees, strengthening our connection to IFMA's global workforce development mission.

Scholarship Donations

OSWW has awarded 27 scholarships totaling \$24,000 over the past 5 years (average award: \$890). These scholarships support:

- Credential exam fees (FMP, SFP, CFM)
- Study materials and prep courses
- World Workplace attendance for students and emerging professionals
- The Neil Moodhe Memorial Golf Tournament has been a cornerstone of our scholarship fundraising. Over the past several years, this annual event has generated approximately \$18,500 for scholarships, with the 2025 tournament alone raising \$4,200 net—funding 3 full scholarships for IFMA credentials.

How Charitable Giving Meets Our Mission

Our mission: "To advance the facility management profession in Oregon and Southwest Washington through education, networking, and credentialing."

Our charitable giving directly operationalizes this mission:

- IFMA Foundation donations support global workforce development and research
- Scholarships remove financial barriers to credentials, enabling members to advance professionally
- Student sponsorships build the future FM pipeline by exposing emerging talent to industry leaders and best practices
- Every dollar donated advances the profession and strengthens our community.

Sponsorships: Acceptance & Utilization

Sponsorships are critical to our success and are accepted at multiple levels. Our most impactful innovation is the FM Sponsorship level, which allows free event admission for FM professional members, eliminating financial barriers while delivering sponsor visibility.

Our Sustaining Sponsorship Program provides recurring annual funding, creating predictable revenue streams that support long-term planning.

Sponsorship performance metrics:

- \$80,000+ raised YTD (2025)
- 85% retention rate year-over-year (2024 to 2025)
- 92% sponsor satisfaction ("likely to renew") based on our annual survey
- Sponsorship dollars offset event costs, enhance programming quality, and ensure accessibility for all members.

I joined IFMA because I already knew several people involved and was drawn to the strong sense of community within the chapter and some of its unique offerings. I love that IFMA offers hands-on opportunities like facility tours across the Portland metro, along with thoughtful programming that supports professional growth and creates space for women in the industry. Through my membership, I've already gained meaningful connections, exposure to different facilities and best practices, and access to educational sessions that help me better serve my clients and partners. What I value most is the opportunity to stay engaged, support fellow members, and contribute to a collaborative community that elevates the facilities profession across our region.

Tracy Kuehl - Business Development Manager - 1-800-PLUMBER + AIR



World FM Day Flyer



End of Year Award Recipients



Golf Tournament at Langdon Farms

Financial Oversight & Transparency

Our Treasurer presents monthly financial reports at every board meeting, including actual vs. budget comparisons and year-to-date variance analysis. An independent finance review is conducted annually by a CPA member (pro bono).

Reserves policy: OSWW is working toward reserves target of 18 months of operating expenses, approximately \$225,000 based on our current burn rate of \$12,000/month. Current reserves: ~\$192,000, reflecting strong fiscal discipline. Once we reach our target, excess funds will support expanded member benefits, including additional World Workplace and Facility Fusion attendance, enhanced scholarship offerings, and elevated member events.

YTD performance (2025): Revenue 102% of budget, expenses 95% of budget.

Strategic Plan Alignment

Our financial strategy is directly tied to our strategic plan:

- Objective 6.1: Maintain sponsorship retention above 80%. Current: 85% ✓
- Objective 6.2: Grow IFMA Foundation contributions 10% annually. Met (2024: \$2,273 → 2025: \$2,500 = +10%) ✓
- Objective 6.3: Award 5+ scholarships annually. On track (6 awarded YTD) ✓

All financial metrics are reviewed quarterly via our Balanced Scorecard, ensuring continuous alignment with strategic priorities.

In summary: Every dollar raised and spent reflects our commitment to advancing the facility management profession and building a strong, sustainable future for our members. Our financial strategy is fiscally responsible, mission-driven, and strategically aligned, ensuring OSWW remains a leading chapter for years to come.

8. How does your chapter recognize chapter volunteers? Does the chapter have an annual awards program? If yes, what awards do you give?

VOLUNTEER RECOGNITION STRATEGY

Annual Awards Program

OSWW's cornerstone recognition event is the Annual Awards Event, held each June with 65-80 attendees including board members, committee volunteers, sponsors, and Past Presidents. The President selects award categories annually based on that year's contributions and strategic priorities, with final selections approved by the Executive Committee.

Our Annual Awards Event includes the following awards:

- Advocacy Award
- Associate Member of the Year
- Association Partner of the Year
- Back in the Saddle
- Board Member of the Year
- Chapter Impact Award
- Comin' in Hot
- Community Impact Award
- Distinguished Sustaining Sponsor of the Year
- Emerging Leader Award
- Honorary Emeritus Member
- IFMA Champion Award
- Leadership Excellence Award
- Lifetime Achievement Award
- President's Award of Excellence
- Professional Member of the Year
- Volunteer of the Year

Nomination & Selection Process: Award nominations are solicited annually from all committee chairs and board members. The Executive Committee reviews nominations and selects winners by majority vote based on hours volunteered, impact on chapter goals, and leadership demonstrated. No self-nominations are accepted. Each winner receives an engraved plaque and recognition in the chapter's twice-weekly newsletter (reaching 450 subscribers) and on LinkedIn (averaging 1,200+ impressions).

Other Volunteer Recognition (Beyond Annual Awards)

FM Spotlights: We feature a "FM Spotlight" on our LinkedIn page highlighting individual member's stories and celebrating their achievements with our entire membership community.

Years of Service Recognition: Members are recognized for milestone anniversaries, 5 years, 10 years, 15 years, and beyond, with custom magnetic pins that can be worn on professional attire, symbolizing their sustained commitment to OSWW and IFMA.

Volunteer Appreciation Luncheon: Held during National Volunteer Week (April 19-25), this dedicated event focuses on fun, camaraderie, and team building with 35-45 attendees. The chapter funds all food and venue costs as a direct expression of thanks for the countless hours our most active volunteers commit to running initiatives, programs, and events.



Board Retreat Dinner



Years of Service Pins

Last summer, I was fortunate to be invited to World Workplace in Minneapolis with our board of directors. It was an incredible experience. I've never had the opportunity to attend anything like this professionally in the past, and it truly was eye-opening. From the guest speakers to the networking and collaborating, and all the way to the trade show floor, it was just a perfect experience.

Michael Ruchti - Facilities Manager - KGW • A TEGNA COMPANY

Sponsor Thank-You Dinner: An intimate event (approximately 25 attendees) recognizing the vital financial and in-kind support from our corporate sponsors. This setting allows leadership to personally express gratitude and discuss the tangible impact sponsor contributions have had on chapter programs throughout the year.

Past Presidents Recognition: Past Presidents receive complimentary attendance at the Annual Symposium and Golf Tournament as ongoing recognition of their service and continued contribution to chapter leadership.

Outgoing Board Members: Receive a certificate of appreciation and gift at the June meeting, honoring their dedicated service during their board tenure.

Presidential Thank-You Notes: The President sends handwritten thank-you notes quarterly to active volunteers, providing personal recognition for their ongoing contributions.

2025 Recognition Metrics:

ANNUAL AWARDS EVENT: 65 attendees, 17 award categories recognizing individual and team excellence

VOLUNTEER APPRECIATION LUNCHEON: 38 attendees

SPONSOR THANK-YOU DINNER: 25 sponsor representatives attended

VOLUNTEER SATISFACTION WITH RECOGNITION (2025 ANNUAL SURVEY): 91% “satisfied” or “very satisfied”

VOLUNTEER RETENTION RATE (YEAR-OVER-YEAR): 78% among recognized volunteers vs. 55% among non-recognized volunteers

ACTIVE COMMITTEE MEMBERS: 35

VOLUNTEER HOURS CONTRIBUTED: 840 hrs/yr

Strategic Plan Alignment

Volunteer recognition directly supports our strategic pillar of “Building a Strong Volunteer Culture” and IFMA Global priorities of Member Engagement and Leadership Development. Recognition metrics are reviewed quarterly by the Executive Committee to ensure our programs remain effective and aligned with member needs. By celebrating volunteerism as the cornerstone of IFMA, we inspire continued engagement and cultivate future leaders who drive the chapter and the broader association forward.

9. How has the chapter tied its strategic plan to IFMA’s strategic plan? What efforts are made for chapter-wide buy-in of the strategic plan?

Direct Alignment with IFMA Global Strategic Priorities

OSWW’s strategic plan is explicitly mapped to IFMA Global four focus areas as defined in the Chapter Alignment Framework: Community, Education, Advocacy, and Innovation. Below is our direct alignment with measurable outcomes:

IFMA Global Priority	OSWW Strategic Initiative	OSWW Metric
COMMUNITY: Build and strengthen member connections	Regular networking events; monthly facility tours; FM Women’s Connect (4 sold-out events, 40–50 attendees each)	513 total event attendance 92% satisfaction rate 82%-member retention
EDUCATION: Increase credential attainment and professional development	Full reimbursement for FMP/SFP/CFM; credential study groups; Credentials Uncorked event; educational scholarships; IFMA Foundation support	32 FMP, 17 SFP, 11 CFM holders; +3 year-over-year credential growth
ADVOCACY: Promote FM profession and legislative awareness	Legislative updates and compliance education at events; subject matter expert presentations on regulations relevant to facility management	70% of events include advocacy-related content; consistent legislative briefings
INNOVATION: Advance new technologies and sustainable practices	Feature emerging technologies and sustainable practices at events and in communications; board member on IFMA Sustainability Board; SFP credential support	17 SFP holders; sustainability content at 70% of events; innovation showcased at national events

Verbatim Alignment Examples:

IFMA Global Focus: “Strengthen member engagement and community building across all components.”

OSWW Strategic Plan: “Drive member engagement through twice-weekly newsletters, monthly site tours, and specialty networking events targeting underrepresented FM segments.”

Result: 48% email open rate; 513 total event attendance.

IFMA Global Focus: “Increase the number of credentialed professionals to elevate the FM profession.”

OSWW Strategic Plan: “Grow FMP/SFP/CFM credential holders through full reimbursement programs, facilitated study groups, and annual Credentials Uncorked celebration event.”

Result: 60 total credential holders; +5 year-over-year growth.

Being a member of IFMA has been an invaluable investment in my career and personal development. It helped me get my first job in the facilities field. It has helped connect me with some great people, some of which became customers or strategic partners. It helped give me leadership opportunities, from leadership positions on committees to being a member of a board. This organization has given me more than I would have ever expected an organization to give to its members. I am grateful to IFMA for all that it has helped me accomplish.

Stratton Turpen – Associate member, Township Building Services

Chapter-Wide Buy-In of Strategic Plan

OSWW ensures every member and volunteer understands and owns the strategic plan through multiple mechanisms:

- **Strategic Plan Development & Input:** The strategic plan is developed annually at a board retreat with input from all committee chairs and their respective committees. Draft goals are shared with the full membership for a two-week comment period before final board approval. This open process increases ownership and buy-in across the chapter.
- **Ongoing Communication & Reinforcement:** Annual Board Retreat: 100% board attendance; post-retreat survey shows 90% of attendees report they “clearly understand strategic priorities”
- **Strategic Plan One-Pager:** Distributed digitally and printed at all chapter events for member reference
- **Committee Charters:** Each of our six committees includes 2-3 strategic goals with quarterly metrics tracked in our Balanced Scorecard
- **New Member Onboarding:** 15-minute strategic plan overview included in IFMA 101 virtual meetings for all new members
- **Twice-Weekly Newsletter:** Strategic updates and progress reports delivered to full membership (48% average open rate)
- **Quarterly ‘State of the Chapter’ Presentations:** Open to all members with strategic progress updates (25-35 attendees average)
- **Annual Member Survey:** Includes “I understand the chapter’s strategic priorities” 2025 result: 82% agree (up from 71% in 2024)

Measurement & Accountability

OSWW uses a Balanced Scorecard approach tracking 12 metrics across four perspectives: Member Engagement (retention, attendance), Professional Development (credentials earned, event satisfaction), Financial Sustainability (sponsorship retention, reserves ratio), and Organizational Capacity (volunteer retention, leadership pipeline).

The Scorecard is reviewed at every board meeting and shared with all committee chairs to ensure accountability and transparency. Strategic progress is reported to the full membership quarterly through State of the Chapter presentations and our regular communications.

Key Performance Metrics

- **Completion rate of strategic objectives:** Tracked monthly via Balanced Scorecard
- **Committee performance:** Each committee reports quarterly on strategic goal progress
- **Member awareness measures:** Email open rates (48%), social media engagement (likes, reposts, shares), event attendance (513 total)
- **Scorecard performance results:** 82% member retention; 85% sponsorship retention; +15% event attendance year-over-year

Evidence of Effectiveness

This structured alignment and buy-in approach has produced measurable results that demonstrate the effectiveness of our strategic plan:

MEMBER RETENTION: 82% (compared to regional average of 74%)

EVENT ATTENDANCE: Up 15% year-over-year

SPONSORSHIP RETENTION: 85%

CREDENTIAL GROWTH: +3 year-over-year

MEMBER UNDERSTANDING OF STRATEGIC PRIORITIES: 82% (up 11% year-over-year)

Our commitment to strict adherence to IFMA Global strategic framework, combined with transparent communication and member involvement in plan development, has created strong chapter-wide ownership and delivered consistent, measurable progress toward shared objectives.



IFMA SoCal Chapter Leadership Retreat



Facilities Fusion 2026



IFMA OSWW Symposium

**BALANCED
SCORECARD**

- Grow and Maintain Membership
- Educate Members
- Engage FM's
- Provide Value to FM's and Associates

- Met target by end of fiscal year
- Off-Track, plan exists to get on-track to meet target by end of Fiscal year
- Off-Track, action is required or target will not be met

Strategic Objectives		KPI's	Targets FY 2025-6	Initiatives	Current Status (green, yellow, red)
Financial Perspective	INCREASE MEMBERSHIP REVENUE	September 22, 1102141:12:00	275 Members	Partnering with other associations (OSFMA, OSHE, WAMOA)	
	INCREASE AND BROADEN SPONSORSHIPS	July 1 2025: 1 Platinum, 14 Gold, 5 Silver, 4 Bronze, 1 FM Sponsor	3 Platinum Sponsorships, 15 Gold Sponsorships, 8 Silver, 5 Bronze	Outreach to Sponsors ahead of renewal, Annual Sponsorship Appreciation Dinner, Focus on other vendor specialists, Filling gaps of Service for FM's, Early renewal incentives	
Stakeholder Value	INCREASE FM ATTENDANCE AT EVENTS	July 1, 2025 36%	Increase # of FM's at events by 10% from 36% to 46%	Round tables (FM Only), Free attendance to Programs covered by Sponsorship Tier, Women in FM Committee	
	INCREASE CREDENTIALIED AND CERTIFIED MEMBERS	July 1, 2025: FMP - 29, SFP - 8, CFM - 15, FMP/SFP - 5, FMP/CFM - 4, SFP/CFM - 1, FMP/SFP/CFM - 1	Increase credentialed members by 10%	FM inperson, SFP by world fm Day, and schoalrships	
	IMPROVE VISABILITY of ASSOCIATES TO FM's ON WEBSITE	Target date October 1st	Publish Vendor Directory	Chapter members/sponsors on a Vendor directory on our website. Contact information, Simple categories.	
Internal Perspective	IMPROVE VALUE OF INFORMATION TO MEMBERS	Monthly Review of the website, Analyze website traffic	Increase website traffic by 10%	Updating the website, provide Vendor directory, Offer FM Roundtables	
	ENHANCE COMMITTEE VOLUNTEERS	Verify with committees at board meetings on volutneer levels	8 New Committee members for the chapter	Invite new members to join committees, New committee members get a job immediatley. Update bylaws for clairty and reorganization. Job Descriptions for each committee. Monthly Committee meetings	
Organization Capacity	GET PROFESSIONAL DEVELOPMENT & Women's Connect FULLY OPERATIONAL	Monthly review at board meetings	4 WC meetings (quarterly) 8 Virtual Roundtables	Women's Connect Host Kick off and survey, quarterly meetings. Virtual FM roundtables focused on the capabilities	
	SUBMIT APPLICATION FOR CHAPTER OF THE YEAR AWARD	Our chapter has been improving in many areas, growth, leadership, events, chapter strategy. This has spured us to take the step to apply	We will have targeted initiatives to grow the chapter, the number of credentialed members, our presence in the community, more focussed educational events. We will present a professional looking presentation with the award application	Initiatives are listed in above areas	



APPENDIX
PROGRAMS, PROJECTS,
AND INITIATIVES

IFMA

**IFMA Oregon & Southwest
Washington Chapter**



CHAPTER OF EXCELLENCE
NOMINATION NARRATIVE

Detailed writeups on chapter initiatives, committees and projects

Updating the Sustaining Sponsorship Program

Over the past several years, the IFMA Oregon & SW Washington Chapter Sustaining Sponsorship Program has evolved into a comprehensive, annual partnership model designed to support the continued growth and impact of the chapter. As membership and event participation have increased, the program has been intentionally built to provide consistent funding that allows IFMA to expand educational programming, enhance events and networking opportunities and support long-term chapter initiatives.

Sustaining sponsorships help deliver high-quality experiences across our programs, strengthen member engagement, and foster meaningful, long-term connections between industry partners and the facility management community.

IFMA [®] Oregon & SW Washington Chapter ANNUAL SUSTAINING SPONSORSHIP PACKAGES					
	3 AVAILABLE	1 AVAILABLE	15 AVAILABLE	8 AVAILABLE	5 AVAILABLE
	PLATINUM	FM SPONSOR	GOLD	SILVER	BRONZE
	\$7,500	\$6,000	\$5,000	\$3,000	\$1,500
Sponsor Benefits	you receive	you receive	you receive	you receive	you receive
Sponsor Logo Website	Sponsor Logo on the IFMA Oregon Website Home page with link	Sponsor Logo on the IFMA Oregon Website Home page with link	Sponsor Logo on the IFMA Oregon Website Home page with link	Sponsor Logo on the IFMA Oregon Website Home page with link	Sponsor Logo on the IFMA Oregon Website Home page with link
Industry Partner Directory	Included in the Industry Partner Directory as a Sponsor	Included in the Industry Partner Directory as a Sponsor	Included in the Industry Partner Directory as a Sponsor	Included in the Industry Partner Directory as a Sponsor	Included in the Industry Partner Directory as a Sponsor
Sponsor Logo Emails and Promotional Events	Sponsor logo to be included on all email communications	Sponsor logo to be included on all email communications	Sponsor logo to be included on all email communications	Sponsor logo to be included on all email communications	Sponsor logo to be included on all email communications
Event Recognition	Logo on all event slideshows and/or signage	Logo on all event slideshows and/or signage	Logo on all event slideshows and/or signage	Logo on all event slideshows and/or signage	Logo on all event slideshows and/or signage
Annual Awards & Inauguration Dinner	6 tickets to event	4 tickets to event	4 tickets to event	2 tickets to event	
Board Retreat Dinner	2 attendees invited to the Annual Board Retreat Dinner				
Symposium	Booth at Symposium with 2 attendees	Booth at Symposium with 1 attendee	Booth at Symposium with 1 attendee	Choice of 50% of Symposium Booth OR 50% off Golf Sponsorship Level	
Golf Hole Sponsorship	Golf Hole Sponsorship with 2 attendees	Golf Hole Sponsorship with 2 attendees	Golf Hole Sponsorship with 2 attendees		
Annual Sponsor Dinner	4 tickets to event	3 tickets to event	3 tickets to event	2 tickets to event	1 ticket to event
Social Media Recognition / Sponsor Spotlight	Sponsor to provide content - NTE 150 words for Social Media Recognition (twice a year)	Sponsor to provide content - NTE 150 words for Social Media Recognition (twice a year)	Sponsor to provide content - NTE 150 words for Social Media Recognition (twice a year)	Sponsor to provide content - NTE 150 words for Social Media Recognition (twice a year)	
Attendee Lists	Upon Request, Attendee List for Golf & Symposium Provided	Upon Request, Attendee List for Golf & Symposium Provided			
1st right of renewal	Yes				

IFMA OR & SW WA - Annual Sustaining Sponsorship Packages

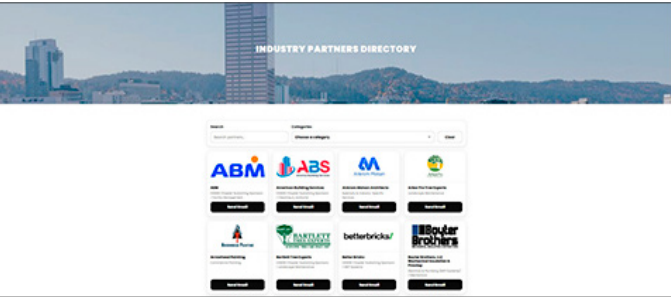


2026 Sustaining Sponsors

Partner Directory

The Industry Partners Directory was created as a resource for IFMA Oregon & SW Washington members to easily identify and connect with associate member companies that support the facility management community. The directory highlights associate members by service category, making it easier for facility managers to find trusted partners, solutions, and expertise when needs arise. This effort strengthens engagement between FM professionals and associate members, encourages relationship-based business within the IFMA network, and provides added visibility and connection opportunities for associate members beyond individual events.

Link to Directory: [Industry partners Directory | Facility Management | IFMA Oregon + SW Washington](#)



IFMA OR & SW WA - Industry Partners Directory

Updated Chapter Bylaws

We had an experience with our President last year, and after he resigned, we took a serious look at our bylaws and realized that we needed to effect some changes. We removed any unilateral authority from the president and moved it to the Executive Committee. By doing this a group now makes those decisions, not an individual, ensuring a more balanced decision-making process. This required full board approval, then the approval of the Global Board of IFMA followed by the approval of our chapter, by vote. This has built trust of leadership within the chapter and allowed us to heal and move forward. The results can be seen by our numbers and efforts this year.

Annual Sustaining Sponsor Dinner

The Annual Sustaining Sponsor Dinner is designed to deepen relationships with the organizations that provide ongoing support to our chapter. By creating a personal and relaxed environment, the event allows for authentic conversations and a greater understanding of shared goals, moving beyond transactional sponsorships to cultivate true partnerships. The evening highlights the impact of sponsor contributions while celebrating collective achievements. By recognizing these partnerships and creating space for meaningful engagement, the chapter continues to build a strong network that supports both professional growth and organizational success.



IFMA OSWW Symposium

IFMA OR & SW WA Chapter Annual Symposium

The Annual Symposium is the chapter's premier educational and networking event, bringing together facilities professionals, industry partners, and thought leaders from across the region. Featuring expert-led sessions on emerging trends and innovative technologies, the Symposium delivers high-value content and actionable insights. The event emphasizes professional development and continuing education, equipping participants with the tools needed to navigate an evolving industry. Its continued growth and strong attendance reflect the chapter's commitment to delivering relevant, high-quality programming.

Annual IFMA OSWW Golf Tournament – Honoring Neil Moodhe and Investing in the Future of FM

Each year, the IFMA Oregon & Southwest Washington Chapter gathers for our annual golf tournament. This event that has become one of our most meaningful traditions. Held in memory of longtime IFMA leader and chapter legend Neil Moodhe, this tournament celebrates not only his legacy of service, mentorship, and community, but also the spirit of connection and camaraderie he brought to our profession. Neil's passion for supporting others continues to guide this event, making it far more than a day on the course.

A significant portion of the tournament's proceeds directly funds scholarships for the next generation of facility management professionals. These scholarships help current FMs pursue IFMA credentials such as the FMP, SFP, and CFM, strengthening their expertise and advancing their careers. They also support college students seeking financial assistance for FM-related coursework or other relevant educational pathways. By participating in this tournament, our members and sponsors play an active role in shaping the future of the FM profession, opening doors,



Golf Tournament at Langdon Farms

removing barriers, and ensuring that emerging leaders have the resources they need to grow.

The annual golf tournament stands as a tribute to Neil Moodhe's enduring impact and a testament to our chapter's commitment to education, professional development, and community. It's a day of connection, remembrance, and purpose, as well as a reminder that when we invest in people, we strengthen the entire FM industry.

World FM Day Celebration – IFMA Oregon & SW Washington Chapter

Each year, our chapter comes together to honor the essential work of Facility Management professionals, highlighting the people who keep our buildings operating, our workplaces safe, and our communities moving. World FM Day is our opportunity to recognize the dedication, resilience, and expertise of the FMs who make a measurable impact every day across Oregon and Southwest Washington.

This annual celebration is designed not only to acknowledge the contributions of our members, but also to give them space to recharge, connect, and enjoy time with the people who support them most. That's why this year's event once again welcomes both FMs and their partners, creating an environment that blends professional appreciation with personal connection.

We're excited to host this year's World FM Day at Topgolf, a venue that proved to be a standout success last year. Its relaxed, interactive atmosphere encourages networking in a way that feels natural and fun, whether attendees are seasoned golfers or picking up a club for the first time. The energy, accessibility, and high attendance we saw previously made it clear that Topgolf is the perfect backdrop for celebrating our FM community.

Beyond the activities, this event serves as a meaningful touchpoint for our members. It strengthens relationships, fosters collaboration, and reinforces the value of being part of a professional association that truly sees and supports its people. World FM Day is more than a date on the calendar, it's a reminder of the pride we share in our profession and the community we continue to build together.



World Workplace 2025

IFMA OR & SW WA Chapter World Workplace Attendance - Board-Wide Participation – Leadership Alignment & Chapter Impact

As part of our ongoing commitment to leadership development and chapter excellence, the Board made the intentional decision to include our full Board of Directors and Chapter Administrator in this initiative. While our Executive Committee sets strategic direction, we recognize that successful execution depends on alignment, engagement, and capability across the entire board.

By investing in all board members, we ensure that leadership development, strategic priorities, and best practices are consistently understood and carried out at every level of the organization.

This approach reinforces a unified leadership model, where all board members are equipped with the same knowledge, exposure, and perspective. It allows each committee lead to bring back relevant insights directly tied to their role, whether that be programs, sponsorship, membership, communications, or professional development. Rather than information being filtered through a few individuals, the entire board

benefits from firsthand learning, resulting in faster implementation, stronger ideas, and more innovative programming for our members.

There is also significant value in peer-to-peer engagement at scale. Sending a larger group allows us to connect with a broader network of chapter leaders, industry partners, and IFMA stakeholders, increasing the diversity of ideas and solutions we bring back. It creates opportunities for benchmarking, collaboration, and sharing of proven strategies that can be adapted to strengthen our chapter's operations, events, and member engagement efforts.

Additionally, this investment accelerates leadership continuity and development. Exposure to high-level content and chapter best practices helps prepare current and future leaders for expanded roles within the organization. It builds confidence, strengthens decision-making, and creates a deeper bench of informed leaders who can sustain and grow the chapter over time.

Beyond the educational and strategic benefits, bringing the full board together fosters stronger internal relationships and trust. This shared experience enhances communication, alignment, and accountability across the team, resulting in a more cohesive and effective leadership group. Ultimately, this translates into a higher level of service, consistency, and value delivered to our members.

To support participation while maintaining a level of individual commitment, the chapter covers all primary expenses associated with the event, including registration, hotel accommodations, meals, and team-building activities. The only cost responsibility for attendees is airfare, which serves as a "buy-in" to ensure engagement and accountability. This model has proven to be an effective balance, allowing broad participation while reinforcing the value and commitment associated with attending.

Based on the impact and long-term value, the chapter has committed to supporting full Board and Chapter Administrator participation on an annual basis moving forward.

IFMA OR & SW WA Chapter Facility Fusion Leadership Attendance - Leadership Development & Strategic Investment

As part of our commitment to advancing leadership within the chapter, the Board approved sending our Executive Committee



Facilities Fusion 2026

and Chapter Administrator to Facility Fusion. This event is specifically designed for leaders in Facility Management, on both the Professional and Associate side, and serves as a key platform for chapter leaders to engage with industry best practices, emerging trends, and peer-driven insights. Given that our Executive Committee represents the highest level of leadership within the chapter, this investment ensures they are equipped with the knowledge, perspective, and tools needed to effectively lead and grow the organization.

Equally important is maintaining strong alignment with IFMA Global. As a chapter, our ability to deliver value locally is directly tied to how well we stay connected to the broader organization's strategy, resources, and direction. Attending events like Facility Fusion allows our leadership team to engage directly with IFMA Global staff, board members, and strategic partners. These interactions strengthen our understanding of organizational priorities, provide clarity on evolving initiatives, and create opportunities to bring back ideas and best practices that align with IFMA's mission. This connection ensures our chapter remains not only relevant, but also forward-thinking and aligned with the global FM community.

We also included our Chapter Administrator, recognizing the critical role they play in the chapter's overall success. Based on prior attendance and peer benchmarking, many high-performing chapters include their administrators in Facility Fusion due to the availability of targeted learning labs, classes, and presentations that directly support chapter operations, communications, and member engagement.

Providing access to these resources strengthens both our leadership and operational effectiveness.

To support participation while maintaining a level of individual commitment, the chapter covers all primary expenses associated with the event, including registration, hotel accommodations, meals, and team-building activities. The only cost responsibility for attendees is airfare, which serves as a “buy-in” to ensure engagement and accountability. This model has proven to be an effective balance, allowing broad participation while reinforcing the value and commitment associated with attending.

Beyond education, Facility Fusion serves as a valuable team-building opportunity. Bringing our leadership group together in this environment fosters stronger alignment, collaboration, and cohesion across the Executive Committee and administrative leadership. This unified approach enhances our ability to execute strategic priorities and deliver value to our members. Based on the impact and outcomes, the chapter has committed to making this an annual initiative moving forward.

New Member Buddy Program

The IFMA Oregon & SW Washington Buddy System, launched last year, was created to strengthen connections between both Facility Managers and Associate members by pairing them one-on-one with experienced, long-time chapter members. Whenever possible, buddies are matched within the same geographic area to encourage meaningful, in-person interactions. This has led to the growth of smaller, more personal monthly coffee meetups throughout the greater Portland area, as well as intentional one-on-one connections over coffee or lunch. These conversations create space for new members to share what they hope to gain from IFMA, both professionally and personally, while also exploring how they can get involved and give back to the chapter, ultimately fostering a more engaged, connected, and supportive community. This opportunity to connect is offered in the initial “welcome to IFMA” email all new members receive and again during both the New Member Happy hour and the IFMA 101 Virtual meeting.

This is also a concept that our chapter has shared during the “Conversation & Coffee: Best Practices” with Treslyn Onajoko.

Advancing Sustainability: Our Chapter’s Voice on the IFMA Sustainability Board

Having one of our IFMA Oregon & SW Washington Chapter Board Members serving on the IFMA Sustainability Board strengthens our chapter’s voice and influence within the broader FM community. Their SFP credential brings recognized, FM-specific sustainability expertise to the table, ensuring our region is represented in national conversations about energy efficiency, waste reduction, occupant well-being, and long-term operational resilience. This connection allows our chapter to stay aligned with IFMA’s global sustainability priorities while contributing real-world insights from the Pacific Northwest.

Their involvement also brings direct value back to our members. By participating in the Sustainability Board, they help shape educational content, identify emerging trends, and translate best practices into actionable guidance for local FMs. This ensures our chapter remains a leader in promoting responsible, data-driven facility operations and reinforces our commitment to advancing sustainability across Oregon and Southwest Washington.

Amaterra Credentials Uncorked

Credentials Uncorked is a unique, credential focused networking event designed for IFMA members at every stage of their professional journey. Hosted at the beautiful Amaterra Winery, this special evening brings together facilities professionals who are actively pursuing or have already earned an IFMA credential. Attendees will have the opportunity to connect with peers, exchange study tips and insights, and build meaningful relationships within the IFMA community, all in a relaxed and inspiring vineyard setting.

The evening will feature a panel of credentialed professionals who will share their personal credentialing journeys, lessons learned, and how earning an IFMA credential has supported their career growth. Attendance is free and limited to IFMA members who currently hold a credential or are actively enrolled in a credentialing program.

Women’s Connect Committee

The FM Women’s Connect group was established in 2025 to create meaningful opportunities for women members of IFMA OSWW to advance their careers in facilities management through connection, collaboration, networking, and



FM Women’s Connect

professional support. The group operates through a dedicated chapter committee focused on women supporting women, delivering consistent, high-impact programming and fostering meaningful engagement throughout the year.

In our inaugural year we hosted four sold-out events (40-50 attendees), where we discussed topics that disproportionately affect women such as negotiating pay/position and navigating a male-dominated field. Feedback from attendees has been resoundingly positive including words like impactful, fun, engaging, and educational. In addition to engaging our current members in new ways, we have successfully grown membership at both a global and a local level through these events.

The committee’s success caught the attention of two IFMA Fellows, Alana Dunoff and Wayne Whitzell, who are working with committee lead and OSWW board member, Nina Tall, to explore expanding the chapter’s FM Women’s Connect model to a larger scale. This group is currently developing a project charter proposal that includes creating a toolkit for other chapters to start their own local committee, national gathering opportunities, and more.

Chapter Collaboration & Best Practices Conversations – Knowledge Exchange & Community Impact

As part of our commitment to continuous improvement and alignment with the broader facility management community, our chapter launched an initiative focused on intentional collaboration with other IFMA chapters, both domestically and internationally. The objective is to create a consistent forum for open dialogue, idea sharing, and relationship building, allowing chapters to learn from one another while contributing insights that strengthen the organization as a whole. This initiative directly supports our goal of staying connected, relevant, and aligned with evolving member needs and IFMA Global priorities.

These conversations are structured around key areas that drive chapter success, including professional member engagement, educational programming, chapter growth and retention strategies, leadership development, and innovative approaches to events and operations. By creating a two-way exchange of ideas, we are able to benchmark against other chapters, identify best practices, and implement proven strategies within our own operations. At the same time, we contribute our own experiences and successes, reinforcing IFMA’s collaborative culture and collective impact.

To date, we have held collaborative discussions with several chapters, including Chicago, Denver, San Fernando Valley, Mexico, and the Caribbean. Each conversation has provided unique insights and perspectives, further expanding our understanding of how different chapters operate and succeed across diverse markets. The knowledge gained through these discussions has been invaluable, offering practical ideas, proven approaches, and new ways of thinking that we have already begun to evaluate and incorporate into our chapter. These exchanges have not only validated many of our current strategies but have also challenged us to think differently and continuously improve.

This initiative has proven to be a high-value, low-barrier way to expand our perspective beyond our local market while strengthening relationships across the IFMA network. It enables our leadership team to stay informed, adaptable, and forward-thinking, ensuring we continue to deliver meaningful value to our members and contribute to the success of the broader FM community.

IFMA OR & SW WA Chapter South Valley Committee - Strengthening Regional Presence & Future Chapter Formation

As part of our commitment to serving the full geographic reach of the IFMA Oregon & Southwest Washington Chapter, we established the South Valley Committee approximately three years ago to better engage members in the Willamette Valley—from Salem south to Eugene. We identified that many professionals in this region were not regularly attending events in the Portland/Vancouver metro area, creating a gap in accessibility and engagement. Recognizing our responsibility to serve the entire chapter footprint, we made the intentional decision to bring programming directly to this audience, rather than expecting participation to come to us.

Since its inception, the South Valley Committee has grown to approximately 35 active members and continues to build momentum. The committee currently hosts six events annually, including a mix of educational programs, site tours, and social gatherings, with average attendance of around 25 participants per event. Engagement and consistency have significantly increased over the

past several months, reinforcing both the demand and long-term viability of a sustained presence in the region.

As a result of this growth, we have begun preliminary conversations with IFMA Global to explore the potential of transitioning the South Valley Committee into its own standalone chapter—an outcome that has been a long-term objective since the committee’s formation. IFMA Global has expressed strong interest in this initiative, noting that while there have been numerous examples of chapters merging, it is far less common to see a chapter successfully expand and evolve into a new, independent entity. This positions our chapter at the forefront of a unique growth model within IFMA, demonstrating a proactive and strategic approach to expanding the organization’s reach and impact.

Past President Engagement – Recognition, Continuity & Leadership Development

As part of our commitment to honoring leadership and strengthening long-term engagement, the Board approved a motion to provide complimentary attendance for all Past Presidents at our annual Symposium and Golf Tournament. This initiative serves as a meaningful way to recognize the individuals who have dedicated significant time, energy, and leadership to the growth of our chapter and the advancement of IFMA’s mission in our region. Their contributions have been foundational, and this is a small but intentional way to give back and keep them connected to the organization they helped build.

Beyond recognition, this initiative is designed to foster stronger connections between past and current leadership. Bringing Past Presidents into these key events creates valuable opportunities for mentorship, knowledge sharing, and continuity. It allows current board members and emerging leaders to engage directly with those who have previously navigated similar challenges and opportunities, strengthening institutional knowledge and supporting more informed decision-making.

Additionally, the Board views this as a strategic leadership development and recruitment tool. By reinforcing a clear and rewarding leadership pathway—from Board Director through the Executive Committee and ultimately to Chapter President—we are creating added incentive for members to deepen their involvement. This

initiative helps demonstrate that leadership within the chapter is both impactful and valued long-term, encouraging greater participation, retention, and progression within our leadership pipeline.

This effort also supports sustained engagement from Past Presidents who may otherwise become less involved over time. By creating intentional opportunities for them to reconnect with the chapter, we maintain access to a valuable network of experienced leaders who can continue to contribute through guidance, participation, and advocacy. Their continued presence helps reinforce a culture of leadership, service, and community that benefits the chapter as a whole.

Ultimately, this initiative strengthens the overall leadership ecosystem of the chapter—bridging past, present, and future leaders. It ensures that the knowledge, experience, and passion that have shaped the chapter over time continue to play an active role in its future growth and success.

Alignment and Support of IFMA Foundation including current engagement with PCC & PSU for degree programs

Partnering with the Foundation and its endeavors to make Facility Management a career of choice has motivated us to initiate conversations with local community colleges and universities to begin Facility Management degree programs. We are currently engaged with Portland Community College (PCC), and they are interested in having an Associate’s degree program. They are then willing to help us have conversations with Portland State University (PSU), since PCC is a feeder to PSU. This would enable the PCC graduates to go to PSU to get either a Bachelor’s or Masters in Facility Management. We are working with the Foundation in these discussions.

We are also working on building relationships with local high schools, so that we can speak to their students on career days to introduce them to Facility Management as a career using the Foundations slide deck.

We have donated \$2000.00 again this year and are committing to sponsoring two scholarships as well. We have a QR code that we display at events for individuals to contribute to the foundation as well.

Brent's Affiliations with IFMA Foundation Board & Global Board

A member of our Chapter, Brent Ward is on the IFMA Foundation Board of Trustees and has brought us much insight into the workings and needs of the Foundation. Understanding the work that goes into starting a degree program at a college or university encouraged us to begin the process here in Oregon. We are also more aware of the need for sustaining sponsors, individual donations and the support of IFMA Components which is why we display a QR code at events for individuals to donate. This has also brought our chapter into focus with the foundation and IFMA. It is a privilege for our Chapter to have someone on the Foundation’s Global Board leading the way in fundraising, awareness and academics. This relationship led to inviting Rachel Biundo, Director of the Foundation to our Symposium, where she spoke to what the foundation does, why, and how individual chapters can assist. She also thanked us for our ongoing support of the foundation.

Facility Management Consultant’s Council

Brent Ward is on the Facility Management Consultant’s Council as the Treasurer, and a past Vice-President. This has allowed for global relationships within that Global community of IFMA. Through these relationships we selected some of the chapters that we are in conversation with to talk best practices. It has also lead to writing articles for FMJ, and speaking on the FMCC’s behalf at IFMA World Workplace.



South Valley IFMA 101 Lunch & Presentation



What We'll Cover

- Learn what IFMA is and how it supports facility managers.
- Discover the benefits of IFMA membership and how to make the most of it.

Facilities Professional Members: FREE
Associate Member: \$25 Non-Member: \$45

EWEB Operations Center

4200 Roosevelt Blvd,
Eugene, OR 97402
FEB 18th, 2026
12:00 - 2:00pm

[REGISTER NOW >](#)

South Valley Event Flyer



Brent and Bobby Speaking at World Workplace 2025

America's Advisory Board to the IFMA Global Board

Brent Ward is a Regional Director on this advisory board handling two regions, meeting with them to discern common issues, best practices and celebrate wins. This has led to the strengthening of these chapters and helps the Global Board understand what is happening in the chapters.

Chapter Champions

Brent and Bobby are both Chapter Champions, assigned to chapters that are looking to become more proficient as chapters. Bobby is working with the Redwood Empire chapter, and Brent is working with the East Ohio chapter. We meet with our chapters regularly to guide them toward excellence, increase volunteerism and sponsorship among other governance issues.

Education Scholarships – Supporting Member Success Through Certification

As part of our commitment to advancing the profession and delivering meaningful value to our members, the IFMA OR & SW WA Chapter has made education and credentialing a core strategic priority. We actively encourage and support members in obtaining IFMA's globally recognized credentials, including the FMP, SFP, and CFM. These designations not only elevate individual careers, but also strengthen the overall credibility, capability, and professionalism of the facility management industry. Credentialed members bring a higher level of knowledge, strategic thinking, and operational expertise to their organizations, which ultimately drives better outcomes across the built environment.

To support this priority, the chapter has implemented a robust scholarship program designed to remove financial barriers to entry. Through this program, members who apply and successfully achieve their credential are reimbursed 100% of the associated costs, including books, coursework, and examination fees. This approach ensures that motivated individuals have a clear and supported pathway to certification, regardless of financial constraints. It also reinforces our belief that investing in our members' growth is one of the most impactful ways to strengthen the chapter as a whole.



Credentials Scholarship-Nina Tall

Beyond increasing the number of credentialed professionals, this initiative also serves as a strategic retention tool. By providing tangible support for career advancement, we create deeper engagement and long-term value for our members. Individuals who pursue and achieve credentials through the chapter are more likely to remain active, involved, and invested in the organization. This not only enhances member retention but also contributes to a more knowledgeable, engaged, and leadership-ready membership base.

In addition to financial support, the chapter is placing a strong emphasis on recognition and community around credentialing. Beginning this year, we will host an annual Credentialed Event to celebrate those who have earned their FMP, SFP, or CFM, as well as those currently working toward certification. This event will serve as both a recognition platform and a source of inspiration, highlighting the achievements of our members while encouraging others to pursue similar paths. Our first annual event is scheduled to take place this June.

Through this comprehensive approach, combining financial support, recognition, and ongoing encouragement, we are building a culture that prioritizes education, professional growth, and excellence. This initiative not only benefits individual members but also strengthens the chapter's reputation, increases engagement, and supports the long-term advancement of the facility management profession within our region.

Advisory Committee – Strategic Guidance & Leadership Continuity

As part of our commitment to strengthening leadership and decision-making within the chapter, the Executive Committee established an Advisory Committee composed of past chapter leaders. This group meets on a monthly basis, directly following our Executive Committee meeting, creating a natural cadence for timely input and alignment on key discussions. The intent was to create a trusted group of experienced individuals who could serve as a sounding board, provide mentorship, and offer guidance on key initiatives and decisions. Recognizing that many of the challenges we face today have been navigated before, this structure allows us to leverage institutional knowledge in a meaningful and accessible way.

The impact of this decision has been significant. Having direct access to leaders who have previously served in executive roles has provided valuable perspective, helping to inform decisions, avoid common pitfalls, and validate strategic direction. Their willingness to engage, share experiences, and provide thoughtful input has been a key contributor to the chapter's success this year. It has reinforced the importance of continuity in leadership and the value of learning from those who have helped shape the chapter over time.

In addition to supporting current leadership, the Advisory Committee provides a natural pathway for continued involvement for those transitioning off the Board. It allows past leaders to remain engaged and contribute at a high level, while requiring less time than a formal board position. This creates a sustainable model for retaining knowledge, maintaining relationships, and ensuring that leadership experience is not lost as roles evolve.

Another important function of the Advisory Committee is its ability to take on larger, strategic projects that may be outside the bandwidth of the Executive Committee or Board. By dedicating a

group specifically to these initiatives, the chapter is able to advance key priorities without detracting from day-to-day operations. This year, the Advisory Committee is leading the development and submission for Chapter of the Year, providing focused attention and expertise to a high-impact initiative.

Looking ahead, the role of the Advisory Committee will continue to evolve, with new projects and focus areas identified each year based on chapter needs. This structure not only enhances our ability to execute on strategic initiatives, but also strengthens the overall leadership ecosystem of the chapter. By bridging past and present leadership, the Advisory Committee plays a critical role in ensuring long-term stability, growth, and continued success.

IFMA OR & SW WA Chapter - Monthly IFMA President Group Up Meetings: President-Elect Preparedness, Candid Mentorship, & Leadership Continuity

Early in the term, a pivotal question was raised by our Vice President (President-Elect): What can I do to be more prepared to step into the role of Chapter President? This simple, forward-looking inquiry sparked a meaningful evolution in how we approach leadership transition. Rather than offering a one-time briefing, we sought a more durable and impactful solution. The result was the creation of the Monthly IFMA President Group Up Meetings, a dedicated, consistent forum designed to bridge the gap between current and incoming executive leadership. The core concept is straightforward yet powerful: gather a committed group of past Chapter Presidents who are willing to meet monthly, at the same location and on a predictable cadence, to serve as a trusted sounding board for the current President and Vice President.

This structure provides an invaluable layer of mentorship and guidance that extends far beyond traditional board reporting. The intent is to create a private, candid environment where the current President and Vice President can bring forward ideas, challenges, or uncertainties and receive unvarnished truth and seasoned advice. Having direct access to leaders who have successfully navigated the role before allows for pressure-testing of strategic decisions, exploration of potential pitfalls, and validation of direction, all before those ideas reach the broader board or

membership. It is not a formal decision-making body, but rather a circle of confidants who offer perspective grounded in real, lived experience. This has proven to be an exceptional way to sharpen leadership instincts and build quiet confidence in both the sitting President and the incoming President-Elect.

The impact of this initiative has been profound. What began as an answer to a single question has grown into a cornerstone of leadership continuity for the chapter. The ability to speak candidly, without the weight of formal governance, has fostered a level of trust and openness that is rare in volunteer leadership. Ideas that might otherwise feel too early or unrefined are welcomed, discussed, and strengthened. The feedback is direct, respectful, and always aimed at making the current and future leaders as effective as possible. For the Vice President, this monthly exposure to past Presidents provides an immersive, low-stakes learning environment, accelerating readiness in a way that no manual or orientation ever could.

Importantly, this model has proven to be deeply rewarding for the past Presidents as well. Far from being a one-way commitment, the group has become a genuine source of camaraderie and fellowship. Former leaders, who might otherwise drift away after their terms end, now have a meaningful, low-time-commitment avenue to stay connected, contribute their expertise, and maintain relationships with peers who understand the unique challenges of the role. The monthly gathering has taken on a rhythm of mutual respect and shared purpose, where both current and past leaders leave the table feeling energized and valued. It is a sustainable way to retain institutional knowledge while also nurturing the personal bonds that make a chapter strong.

Looking ahead, the Monthly President Group Up Meetings represent a scalable and adaptable model for leadership development. While currently focused on the President and Vice President, the framework could naturally extend to support other officer transitions or high-potential future leaders. The key is its simplicity: a regular, consistent meeting of experienced past leaders willing to show up, listen, and speak honestly. This initiative has reinforced that the best preparation for leadership is not a document or a checklist, it is

ongoing, candid conversation with those who have already walked the path. By formalizing this space for mentorship and unfiltered dialogue, we have not only answered the Vice President's original question but have built a lasting mechanism for leadership excellence and chapter resilience. We are hoping this continues and becomes a tradition.

IFMA Qualified Instructor

Our Chapter also has an IFMA Qualified Instructor (IQI). This has really brought focus on IFMA Credentials and training. We can now host Credential training in-person or virtually. Our IQI has trained virtually for IFMA locally, in the US, and in Saudi Arabia and the United Arab Emirates providing exposure for Oregon Southwest Washington.



Brent at World Workplace

OSWW 3 Year Strategic Plan 2025-2027

mission

To be the premier resource for learning, connecting, and advancing the profession of facility management in the Oregon + SW Washington community.

vision

To support the diverse membership of the Oregon + SW Washington Chapter of IFMA and encourage each member's growth in all areas of facility management.

Education is at the core of advancing Facility Management; therefore, we emphasize educating our FMs in all our programs. We utilize the funding from our golf tournament and our sponsors to provide scholarships to our members to pursue their certifications as FMPs, SFPs or CFMs. Our chapter has an IQI, so we offer in person training, or help as needed.

Growing our chapter and its reach is a priority. Not only physically but professionally. We want to create and provide 'Job Descriptions' for each Executive Board Member and Committee Chair. This will help manage expectations, maintain consistency, and train next generation leaders. It will also enable those that wish to become more involved to see what the expectations are as they advance toward the presidency. By creating a local job board on our web site, we will enable members to search what is available for them in the area.

We have elected to send at least one Board Member to Facilities Fusion and World Workplace each year, more if funding is available. This allows the member to benefit from the education and networking, this enables the growth of that member, and by extension the chapter, with what is shared upon return. Getting members involved at the global level helps them grow and become even more involved, this leads to succession, a strategic goal.

As a chapter we are working diligently to retain and increase our membership, our reach in Oregon and Southwest Washington, and the quality and frequency of our programs. We are adding programs in the South Valley (Salem/ Eugene) to extend our reach to that area with the goal of creating a new chapter.

As a Board, we strive to fully support our committees as they fulfill their responsibilities.

We encourage collaboration between Committees to fulfill their goals and the Chapter's Strategic Plan. We provide the goals and metrics to succeed at reaching our goals and give the chairpersons the freedom to accomplish that task.

Marketing has the goal of continually upgrading our website to make it more navigable, informative, and a valuable tool for our members, professional and associate alike. Social media posts will be 'templated' to make them recognizable and consistent. They will begin tracking social media posts to see what to improve to reach more audiences.

Membership is working on growing OSWW to 275 members. This means that working on retention of members is critical as well. Quarterly new member welcome meetings with an IFMA 101 presentation on how to get the most out of your membership. New member welcome emails, asking for referrals, and assigning a Board Member as a mentor are all in the works. Adding a recorded virtual new member program for those that cannot make it to the in-person meeting has been accomplished. Adding anniversary letters and social media posts is coming as well. They are also looking at getting a booth at trade shows to increase awareness and membership. We are also pursuing collaborative efforts with like-minded organizations.

Our goals for South Valley are to get 50 local members. Additional local programs and tours will provide a good education boost to the South Valley. To gauge the interest in the area we want to have a golf tournament separate from the main one in Portland. Partnering with other associations like the Oregon School Facility Managers Association and Oregon Association of Counties to collaborate and grow membership. Sponsoring 3 members to get their FMP or SFP and

put on a World FM Day event. Growing the number of programs, including our Symposium are longer term goals, as well as having 4 hybrid events, so FMs in far flung areas such as Bend and Medford can join.

See Balanced Scorecard on page 28 for details and timeline.

The following goals have been set by the major Committees:

GOLF

2025

1. Make the experience even better, a bigger draw
2. Get bigger sponsorship dollars
3. Work with South Valley to create a small tournament there to determine interest

2026

1. Make the experience even better, a bigger draw
2. Create a full tournament in South Valley if last year showed promise
3. Work with South Valley to create a small tournament there to determine interest

2027

1. New venue
2. More sponsorship opportunities
3. Create a South Valley tournament if 2026 showed interest

MARKETING

2025

1. Create and hold regular meetings for content creation of any media needed for team to avoid in-demand creation needs.
2. Grow social media engagement from previous year.
3. Create content creation calendar and templates for regular posted media.
4. Have IFMA Oregon retain and secure ownership of all social media platforms.
5. Post content from events within 48hrs of event completion.
6. Add 'Vendor Directory' to website.
7. Create a 'Foundation' page dedicated to Foundation items

2026

1. Optimize content creation planning and execution
2. Grow social media engagement further
3. Enhance content creation calendar
4. Further our event content strategy
5. Find an additional committee member (if there is a need)
6. Do more headers with events from IFMA Global

2027

1. Do more links to IFMA Global events on our event page
2. Celebrate credential and IFMA anniversaries on the webpage.

MEMBERSHIP

2025

1. Membership to 275
2. Find ways to retain members, move retention to 70% from 61%
3. Continue to select deserving members for scholarships
4. Expand communication channels to ensure new members are aware of IFMA offerings and opportunities
5. Establish two new partnerships with relevant associations

2026

1. Membership to 275 unless South Valley becomes it's own chapter
2. Identify and award more scholarships to deserving members
3. Develop an onboarding program to streamline informing new members of IFMA offerings and opportunities
4. Solidify partnerships and explore co-hosting events with at least three other associations

2027

1. Maintain membership retention and growth
2. Review and update all 'Introduction', 'Expiring' and 'Welcome' emails
3. Work with Professional Development to bring in students from PCC and PSU

SOUTH VALLEY

2025

- 1. Find synergy by partnering with other like-minded organizations
- 2. Add 15 local members
- 3. Get at least 3 members credentialed
- 4. Put on a local World FM Day event

2026

- 1. Review and learn steps to becoming an independent chapter
- 2. Host a Symposium event
- 3. Schedule monthly events following 10 Domains
- 4. Hold 4 events virtually to draw members in more remote areas to the organization
- 5. Grow to 50 members

2027

- 1. Become an independent chapter with reciprocity with OSWW
- 2. Grow to 60 members

PROGRAMS

2025

- 1. Increase FM attendance at programs by an additional 10%
- 2. Include FM Best Practices in all programs
- 3. Greater alignment with IFMA's 10 Domains
- 4. Collaborate on events with Greater Seattle and Northern Rockies
- 5. Increase building tours

2026

- 1. Increase FM attendance at programs by an additional 10%
- 2. Increase number and variety of networking events (location, time of day...)

2027

- 1. Maintain FM attendance percentage as membership grows
- 2. More diverse and specific topics based on surveys of FMs and what they want to hear

PROFESSIONAL DEVELOPMENT

2025

- 1. Get an audience with PCC and begin working toward the goal of having a FM Associates degree program
- 2. Encourage PCC to begin prepping PSU for beginning a Bachelors program to be followed by a Masters program

2026

- 1. Get an audience with PSU and begin working toward the goal of having a FM Bachelors degree program to be followed by a Masters program
- 2. Get students from PCC involved in the chapter

2027

- 1. Continue talks with PSU regarding the Masters program
- 2. Get students from PSU involved in the chapter and start a student chapter
- 3. Since we now have Emerging Professionals, start up the Emerging Professionals meetings

FM WOMEN'S CONNECT COMMITTEE

2025

- 1. Formally establish the committee and host a kick-off meeting
- 2. Gather feedback to shape the direction and priorities
- 3. Launch regular FM Women's Connect sessions based on member input
- 4. Increase overall chapter membership
- 5. Expand and develop the committee to support event planning and execution

2026

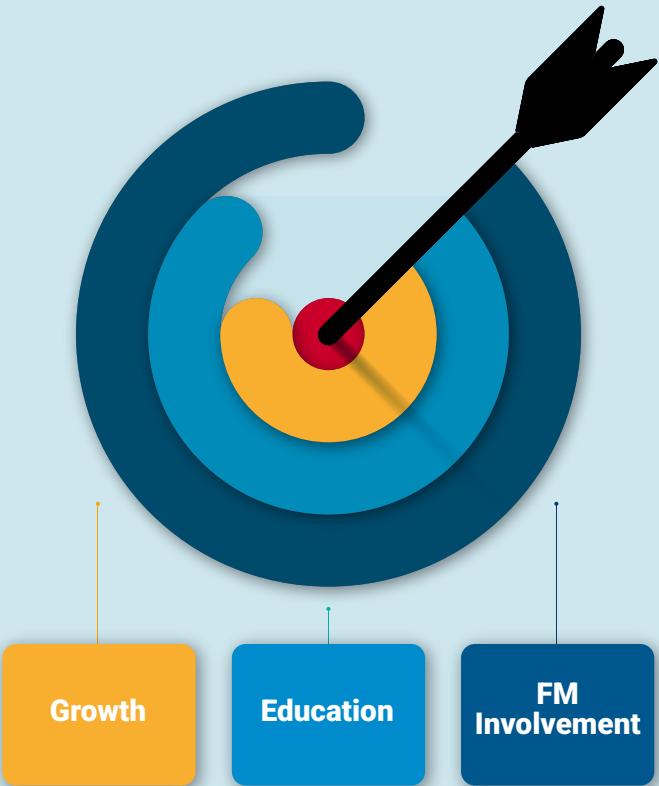
- 1. Continue hosting quarterly FM Women's Connect sessions
- 2. Grow chapter membership
- 3. Address topics that disproportionately impact women in the FM industry
- 4. Create a safe and supportive environment to build networking skills and professional confidence

2027

- 1. Continue all 2026 goals
- 2. Grow size of large annual event for 2027
- 3. Explore scholarship opportunities for women

SUMMARY

We have three main goals that are shown throughout the committees' goals:



These goals are symbiotic, education promotes growth and involves FMs. Involved FMs means better education and growth. Growth and having involved FMs draws a variety of associates, in turn growing the chapter, allowing greater educational programs at more exciting venues...

As we work as 'ONE IFMA', following the lead of IFMA Global and IFMA Foundation, yet blazing trails that other chapters can follow and learn from, we grow, we mature, and all involved grow and mature with us, creating a growth mindset, which gives birth to the next generation

of leaders, Global Board Members, Global Corporation FM Leaders, yes you, OSWW Chapter Members.

As we move to these goals, each will become easier, smoother as previous goals are passed, enabling us to have even loftier goals in the future. The work is never complete, just goals reached. We are the premier source of great FMs through education, networking as well as the personal and professional growth of our members.

We are the premier source of great FMs through education, networking as well as the personal and professional growth of our members.

Letters of Support...

Date: June 12, 2026

Subject: Recommendation for the IFMA Oregon and SW Washington Chapter – Chapter of the Year Submission

Dear Members of the IFMA Awards of Excellence Selection Committee,

It is my distinct privilege to write this letter of support for the International Facility Management Association (IFMA) Oregon and SW Washington Chapter for the prestigious Large Chapter of the Year Award. As an IFMA Global Board Director, I have the unique opportunity to observe chapters worldwide, and the Oregon and SW Washington Chapter stands out as a stellar example of innovation, leadership development, and cross-border collaboration.

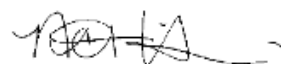
The chapter's impact is felt across three distinct areas of excellence:

- **Strategic & Cross-Chapter Leadership:** The chapter has demonstrated enhanced governance by creating its newly formed Advisory Committee of Chapter Presidents. This initiative preserves institutional knowledge while providing modern strategic direction. Furthermore, their proactive approach to international collaboration—establishing strong communication and knowledge-sharing lines with the Toronto and South Central Ontario Chapter—embodies the "Global" spirit of IFMA.
- **Exceptional Member Engagement:** Their dedication to their local community is highly visible. They continuously drive professional development, networking, and consistent value to their membership base, maintaining high engagement even in a shifting industry landscape. Having spent time with their leaders and members at WWP, I can tell that they are a close knit community, passionate about FM and supporting their peers.
- **A Pipeline for Global Talent:** Most impressively, this chapter serves as an incubator for facility management leadership and continued volunteerism. Their ability to foster and develop dedicated volunteers who graduate to highest-levels of global leadership positions within IFMA is impressive. This is clearly demonstrated by individuals like Bobby LaRon, who serves with distinction as an IFMA Global Board Director, and Brent Ward, who contributes significantly as an IFMA Foundation Trustee.

The Oregon and SW Washington Chapter does not just manage local membership; they actively advance the global facility management profession by building pipelines for the next generation of leaders. Their operational excellence, spirit of collaboration, and proven track record of elevating volunteer leaders make them exceptionally deserving of the Large Chapter of the Year honors.

I give them my unreserved recommendation.

Sincerely,



Nick Heibein, MCR, FMP, SFP

Global Board Director, International Facility Management Association (IFMA)

Hi Stratton,

I have been reflecting on last week's Symposium, and I have some thoughts I believe I must share with you. Over the past 26 years at IFMA, I have worked with many chapters, helping them with strategic planning, speaking, and assisting with succession planning. I have had the pleasure to meet so many lovely people whose dedication to IFMA is humbling and inspiring. Over the past year, I have gotten to know your chapter and its leadership quite well and I have marveled at just how special your chapter is on several levels. As someone who has worked with small and large chapters, councils and communities, your chapter has achieved a level of strategic alignment with IFMA HQ that is remarkable.

Often, when I am working with a chapter on strategic planning, we must double-back and start with the essential layers and basics of a planning process. This is usually because their current plan is not aligned with or tied to IFMA HQ/International in any deliberate way. Moreover, I rarely see a balanced scorecard or a tool which brings those plans to an executable action. When I began interacting with your chapter, I was shocked at just how mature and deliberate your strategic planning process was. In fact, I could draw a straight line to everything your chapter is doing to IFMA International's defining objectives. After years of doing this, I know that kind of alignment comes from many years of working on the chapter, institutionalizing processes, and developing leaders with intent rather than just putting "warm bodies" in roles. Last week's Symposium was just another outward example and result of your chapter's on-going alignment with IFMA International. It was like another facet on a jewel, or a solar flare from the sun. It was just one of many amazing things your chapter has accomplished, any one of which would be impressive on its own. Yet, there does not seem to be an end to your chapter's initiatives, results, and human connection. Therefore, I have an "ask."

I would like to work with your chapter on scaling your process for strategic planning, setting and accomplishing goals, and succession planning so that it can be shared with other chapters, especially small chapters. When asked by other chapters, I would like to point to your chapter as an example of how starting at the bedrock of alignment with IFMA HQ/International is how chapters achieve success for their members and the profession. Alana Dunoff and I developed a session called, "Strategic Planning Made Simple." I would like to use your chapter as an example, citing your alignment, multi-year process, balanced scorecard usage, and measurable results. If you are comfortable sharing some of your documents, strategies, and tools with me for this purpose, I would appreciate it. It would help to anchor the concepts I teach with a real-world IFMA chapter experience.

Please feel free to share this with your chapter leadership if necessary for approval to share any of your tools or documents with me. I am also available to answer any questions if necessary.

Best,

Wayne Whitzell

WAYNE WHITZELL, CFM, FMP, SFP, IFMA FELLOW, LEED AP, BEP, GBO
Senior VP Strategic Accounts
Second Vice Chair, IFMA Global Executive Board

☎ (916) 862-5505
✉ wwhitzell@solidcare.com
🌐 solidcare.com



28 May 2026

Letter of Support for IFMA Oregon & SW Washington Chapter

I provide this Letter of Support for the IFMA Oregon & SW Washington Chapter in their application for the IFMA Chapter of Year for 2026 award.

I have known the chapter leadership for several years, specifically President Stratton Turpen, Immediate Past President Brent Ward, and VP Stephen Bradshaw. I have collaborated with them several times and have learned from their experiences as chapter leaders and IFMA leaders. I also had the pleasure of meeting Treasurer Andrea Hill recently and gained some interesting insights into how the chapter finances operate compared to our Chapter.

I always meet up the Oregon & SW Washington Chapter folks at World World Place and as recently as this year's Facility Fusion where they had a strong contingent. The Chapter is always very welcoming to us – friendly, helpful, and always willing to share their experience and wisdom.

We also recently had a shared chapter board meeting to share our experiences with each other in a more structured way. We benefitted greatly from the meeting and would be happy to do it again. We look forward to finding other opportunities for collaboration in the near future.

I and the IFMA Caribbean Chapter endorse IFMA Oregon & SW Washington Chapter as being worthy and deserving of the IFMA Chapter of the Year Award 2026.

Regards

A handwritten signature in blue ink, appearing to read "Edward Kacal".

Edward Kacal
IFMA Caribbean
President and Professional Development Chair

IFMACaribbean 2025-2026 Executive Board: President – Edward Kacal, Vice President - Richard Gunpat,
Treasurer - Cindy Guevara, Secretary – Jackie Gittens
5 Chancery Lane, Port of Spain, Trinidad & Tobago



January 26, 2026

Re: Chapter of the Year Award of Excellence

To Whom it may concern:

I would like to endorse the nomination of the IFMA Oregon & SW Washington Chapter for the Awards of Excellence for Chapter of the Year. For the past several years I have been working with the chapter to expand their Sustainability knowledge. I have spoken at a number of the Chapter's Board meetings, Committee meetings and Chapter meetings, helping to guide them with their sustainability endeavors. By directing them to explore their local government's sustainability initiatives, they were able to develop programs to assist their chapter members to ensure that they were implementing sustainability practices in their facilities operations that were compliant with their applicable states and local jurisdictions.

In addition, I was able to introduce the Chapter to IFMA's Sustainability Community (ISC) and the resources ISC offers to assist IFMA Members. Links to ISC's Climate Change Fundamentals, Adapting to Climate Change for Facility Managers and the updated Adapting to Climate Change for Facility Managers in the Knowledge Library were provided, so they could share the information with their chapter members. The chapter designated members to join ISC, in efforts to expand their sustainability knowledge. Participating in webinars, reading ISC Newsletters and attending ISC programs at World Workplace and Facility Fusion, have been instrumental in expanding the Chapter's sustainability efforts.

ISC is very appreciative the IFMA Oregon & SW Washington Chapter's support and participation.

Sharing knowledge and experience makes us all better global citizens. It's all of the chapter's accomplishments in addition to their sustainability education that make the IFMA Oregon & SW Washington Chapter worthy of receiving the 2026 Chapter of the Year Award.

Respectfully and sustainably,

A handwritten signature in black ink, appearing to read "Debbie".

Debbie Jaslow Shatz, CFM, LEED AP, IFMA Fellow
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May 22, 2026

Dear IFMA Awards of Excellence Body of Judges,

It is with great enthusiasm and sincere appreciation that I write this letter in strong support of the nomination of the IFMA Oregon & SW Washington Chapter for the "Chapter of the Year – Large Chapter" Award.

Since April 2026, the IFMA Mexico Chapter has had the privilege of developing a collaborative relationship with the Oregon Chapter. As a small chapter currently in a stage of growth and strategic development, IFMA Mexico found in IFMA Oregon & SW Washington an exceptional mentor, partner, and example of leadership within the global IFMA community.

Throughout this collaboration, the Oregon Chapter has demonstrated an outstanding commitment to advancing the Facility Management profession while generously sharing its knowledge, experience, and best practices with our chapter. Their support has had a meaningful impact on our organizational development and long-term vision.

The IFMA Oregon & SW Washington Chapter has actively contributed guidance and mentorship in several key areas, including:

- Best practices for engaging professional members
- Educational program topics and event formats with proven success
- Initiatives supporting chapter growth, membership retention, and leadership development
- Innovative approaches to events, partnerships, and chapter operations
- Strategic alignment and chapter overview planning
- Sponsorship development and foundation support initiatives to advance the FM profession
- Volunteer engagement and leadership succession strategies
- Best practices and guidance to pursue recognition through the Small Chapter of the Year Award

Additionally, on a personal and professional level, I have had the opportunity to interact directly with several members of the Board and leadership community of IFMA Oregon & SW Washington. These interactions have been highly valuable and instrumental to my own professional development within the Facility Management industry. Their mentorship, openness, and willingness to support professionals beyond their own chapter boundaries

have undoubtedly created a positive impact on countless FM professionals across the international IFMA community.

What stands out most is the strong sense of unity, collaboration, and professionalism they demonstrate as a leadership group and as FM professionals. Their culture of mentorship, knowledge sharing, and commitment to supporting emerging leaders reflects the highest values of IFMA.

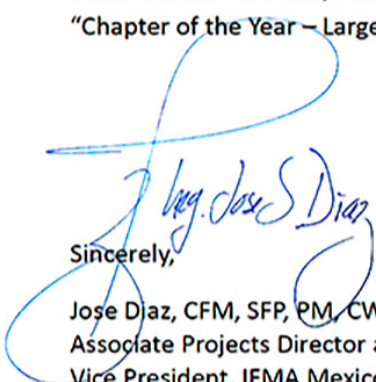
Furthermore, several active members of the chapter have served in significant leadership roles across the IFMA community, including participation in the IFMA CFC, IFMA Americas Advisory Board, IFMA Foundation, and the IFMA Global Board of Directors. This level of involvement clearly demonstrates their professionalism, leadership capacity, and strong commitment to advancing the Facility Management profession at a global level.

What has impressed us most is not only the quality of their leadership and operational excellence, but also their willingness to collaborate internationally with openness, professionalism, and a genuine commitment to helping other chapters succeed.

The IFMA Oregon & SW Washington Chapter embodies the values of IFMA through innovation, mentorship, community engagement, and continuous advancement of the profession. Their leadership extends beyond their local chapter and contributes positively to the broader international IFMA network.

On behalf of the IFMA Mexico Chapter, I extend our deepest gratitude for their collaboration and fully endorse the IFMA Oregon & SW Washington Chapter for the "Chapter of the Year – Large Chapter" Award. They are truly deserving of this recognition.

Sincerely,


Jose Diaz, CFM, SFP, PM, CWO, CM, CP, WD, IAQ, EI, CFT
Associate Projects Director at PWT
Vice President, IFMA Mexico Chapter
IFMA Emerging Professional of the Year 2025
IFMA CFC Sue Thompson Teamwork Award 2024
IFMA Corporate Facilities Council – International Outreach Committee Lighthouse
IFMA WE Global Board – WE Green
IFMA ISC Newsletter Committee and Eric Teicholz Scholarship Volunteer

APRIL 15, 2026

DEAR IFMA COLLEAGUES,

The qualities that define outstanding chapters—membership marketing, professional development, communications, fiscal responsibility, strategic planning, quality growth, innovative fundraising, and high member participation—are all areas where the Oregon & SW Washington Chapter consistently excels. However, what truly distinguishes this chapter, and what I believe makes it exceptionally deserving of recognition, is its unique ability to foster a nurturing ground for leadership that transcends local impact and contributes significantly to IFMA's global mission.

Indeed, the Oregon & SW Washington Chapter stands as a testament to how a local entity can produce global leaders. It is truly remarkable, and perhaps unprecedented, that a single chapter has produced not one, but two individuals serving in IFMA's highest echelons (with overlapping terms)—a Global Board Director (myself) and an IFMA Foundation Trustee. This achievement is not a mere coincidence; it is a direct reflection of the chapter's deep commitment to its members' professional growth, its robust professional development programs, and a culture that actively identifies, nurtures, and elevates talent.

I believe the IFMA Oregon & SW Washington Chapter truly embodies the spirit of excellence and continuous improvement that benefits its members and the broader FM community. Their dedication to "excellence in becoming excellent" makes them an exemplary model for IFMA chapters worldwide.

Sincerely,



BOBBY R. LARON, MScM, CFM, FMP, SFP –
Professional Member | Director, Global Board of Directors, IFMA



To the Oregon Southwest Washington Chapter of IFMA,

I want to thank you for being who you are, for being real, for being a family.

As many of you know, when I joined IFMA, I did not join a chapter, in instead joined a council, as I didn't want to spend the time and energy to be part of this type of organization. My experience in other adjacent organizations was not ideal. When Liz called on me as a vendor and invited me to an event, I was skeptical to say the least! Yet I felt something different at that event and convinced myself to give it a shot, and here I am.

I think the why I am here, why I am on 3 boards within IFMA and the America's Advisory Committee, am a Chapter Champion, speak as often as possible at global IFMA events and webinars speaks to this chapter's culture, enthusiasm, and drive. Unlike other organizations, IFMA's culture of inclusivity, encouragement, education, family is what OSWW emulates. Being asked early on to join the Board, speak, join at Facility Fusion and World Workplace showed me that this group is not competing with each other, but truly pulling each other up, the culture is: run with us, let's see what we can do together, where we can go together and who we can gather with us.

As a chapter, we see IFMA's big picture, we see 'One IFMA' and we are doing all we can to align with and keep up with the vision of Global, to support it and to use what it provides, education, networking, and friends to our benefit individually and collectively. We recognize that we get out of this organization what we put in. So many of us now have friends globally because of IFMA and our association with it. This organization and this chapter are truly unique in the world of associations, and I am proud to be part of it, part of you Oregon Southwest Washington.

I never imagined that I would be involved at all with a chapter, let alone this involved at the IFMA Global level, and if it wasn't for the growth mindset, the mentorship, the real encouragement I wouldn't have these privileges, honors, that I truly believe are ours as a chapter, I share all of this success with you, and thank you for running with me, doing this together, and gathering a team to continue the success of Oregon Southwest Washington.

With Pleasure,



R. Brent Ward CFM, FMP, SFP, IQI

Chapter Collaboration Meetings-Testimonials



Dear IFMA Oregon & SW Washington Chapter,

On behalf of the IFMA Mexico Chapter, we would like to sincerely thank you for the collaboration, mentorship, and support you have generously provided as we continue strengthening our chapter and advancing the Facility Management profession within the international IFMA community.

The recent meetings held between both Boards was an outstanding experience that reflected the professionalism, openness, and collaborative spirit that define your chapter. As a growing chapter, IFMA Mexico greatly values the opportunity to learn from your leadership team and exchange ideas, experiences, and best practices that will positively contribute to our strategic development.

We are especially grateful for the guidance shared regarding membership engagement, chapter operations, leadership development, sponsorship initiatives, educational programming, and long-term strategic planning. The willingness of your Board members to openly share their experience and knowledge truly demonstrates the strength of the IFMA network and the importance of supporting fellow chapters.

A very special thank you to Denay Love and Stratton Turpen for coordinating this wonderful interaction between our chapters and for their continuous support, professionalism, and commitment to fostering meaningful international collaboration within IFMA. We are excited to continue strengthening this relationship through our ongoing quarterly meetings and future collaborative initiatives. We truly believe this partnership will create lasting value for both chapters and contribute positively to the growth of the global FM community.

Thank you once again for your partnership, leadership, and commitment to advancing the Facility Management profession.

With sincere appreciation,

Jose Diaz, CFM, SFP, PM, CWO, CM, CP, WD, IAQ, EI, CFT Associate Projects Director at PWT
Vice President, IFMA Mexico Chapter IFMA Emerging Professional of the Year 2025
IFMA CFC Sue Thompson Teamwork Award 2024 IFMA Corporate Facilities Council – International Outreach Committee Lighthouse IFMA WE Global Board – WE Green IFMA ISC Newsletter Committee and Eric Teicholz Scholarship Volunteer



The Chicago Chapter truly enjoyed meeting your board and learning more about the exciting initiatives underway with the Oregon & Southwest Washington Chapter. We were especially impressed by your symposium—an engaging, all-day educational event complemented by a trade show—which seems like a fantastic way to bring members and partners together.

We also appreciated hearing about your approach to event-based sponsorships, rather than relying solely on annual commitments. This is something our chapter has begun to explore as well, and it was valuable to see how successfully you've implemented it.

Additionally, after reviewing your website, we were particularly impressed by how clearly you outline the descriptions and responsibilities of your committees. It provides great transparency and structure, and serves as an excellent model for other chapters to follow.

Christian Swiencki
Corporate Account Manager, BOS
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w: www.BOS.com e: christian.swiencki@bos.com



"Our session with the OR/West WA chapter was highly beneficial for us as we're a smaller chapter currently experiencing a growth phase. They are a great group of people who were extremely insightful, generous and supportive and we hope they received close to as much value from speaking with us as we did with them."

Jeremy Lubin
Senior Regional Sales Manager – Southern California
Universal Site Services, Inc.
M 213-215-4867



The Caribbean Chapter (IFMA Caribbean) and the Oregon & SW Washington Chapter recently held a joint board meeting to share ideas. This was an initiative of the Oregon & SW Washington's President Stratton Turpen and Immediate Past President Brent Ward.

We benefitted greatly from the collaborative discussion, and I was particularly happy for my new Events and Membership Committee Chairs to hear about how other chapters operate.

We discussed different strategies and methodologies for membership retention and engagement, professional development, sponsorship, and even the challenges and benefits of in-person vs virtual meetings.

We benefitted greatly from the meeting and would be happy to do it again. We look forward to finding other opportunities for collaboration in the near future.

Please do not hesitate to contact me if further clarification is needed.

Regards

Edward Kacal
IFMA Caribbean
President and Professional Development Chair

Members Kind Words...

I have been a part of IFMA in Oregon/SW Washington for many years. When I was a newbie someone took me under her wing and introduced me to everyone and helped me find my way. I got my WELL AP credential with a scholarship from IFMA, for which I am very grateful. The new Women's Connect group is something I am really enjoying. Our chapter evolves with the changing times.

Wendy Weaver, WELL AP

My eight years as an IFMA member have been instrumental in my professional growth. I originally joined to expand my facility management knowledge and broaden my network, and the experience has exceeded every expectation. Engaging with peers through IFMA and the local chapter has provided invaluable interaction, knowledge-sharing, and real-world insight. Chapter expositions have also connected me with critical vendors and innovative solutions that directly support my work. These experiences have strengthened my professional acumen and inspired me to complete the CFM exam in the near future.

Kraig Albright - Facilities Administration Manager - Rivermark Community Credit Union

I joined IFMA to connect with like-minded professionals who care about quality business, the earth and the impacts we have and to stay informed about industry best practices. Over the years, my membership has significantly boosted my professional development, providing invaluable networking opportunities and access to specific knowledge in facilities management. The most rewarding aspect of my involvement has been the chance to be involved through participation in various initiatives. One of my favorite experiences was facilitating the recent PGE event, where I gained profound insights to a state of the art facility and forged some solid connections. Another was at the Amaterra Winery where we just hosted lunch and had an open Q&A time for FM's to come and ask questions about Electrification.

Chris Ernst - Client Solutions Director – EC Electric

Being a part of the IFMA Oregon & SW Washington Chapter has been a big part of my career development. Since joining the Chapter a few years ago, I have become a part of the Board of Directors and Chairman of the Golf Committee, and I completed my studies to receive my Facility Manager Professional (FMP) credential which was an awesome accomplishment. The personal relationships and professional partnerships that have come from my IFMA involvement have been long lasting and valuable to my personal life and evolving career.

Steven Bradshaw, FMP – Professional Member, Facility Manager Conrac Solutions Operators LLC,

I joined IFMA as a vendor member to better understand the world facilities professionals operate in and to build authentic, long-term relationships. What I've gained goes far beyond networking. IFMA has given me real insight into the challenges, priorities, and pressures facility managers face, which has made me a better partner and problem solver for my clients. The Oregon & SW Washington Chapter does an exceptional job creating spaces where vendors and practitioners can learn from each other through education, panels, and events, which consistently deliver practical, forward-thinking content. The most rewarding part of my involvement has been giving back through active participation, showing up consistently, and contributing to a community that values professionalism, collaboration, and continuous improvement. IFMA sets the standard for what a strong, engaged professional association should be.

I became a member back in 2015 for a couple of years and decided to focus on other things which was probably a mistake. The difference between now and what the chapter looked like then is night and day. It's vibrant and engaging now and I don't think I really have any constructive criticism. Keep rockin!

Joey Harrison - Vice President Sales & Marketing – DeSantis Landscapes

I became involved in the chapter because, as a facilities professional, I wanted to expand my local network, not only to connect with other FM peers, but also to build a strong and reliable vendor network. I've been able to achieve both of those goals through my membership. Since I work in the banking industry, I also chose to join the Banking and Credit Union Council, which has allowed me to engage with professionals in my own sector and access valuable industry-specific learning opportunities.

Professionally, my membership has supported my growth in meaningful ways. I was able to earn my FMP certification, which has strengthened my professional brand and demonstrated my commitment to continuous development within my organization.

One of the most rewarding aspects of my involvement is volunteering. In addition to serving as a volunteer on our chapter board, I've made it a priority to connect with other women in the local FM community and have begun a mentoring relationship. Supporting and elevating women in FM is especially important to me, as we continue to be underrepresented in this field.

World Workplace is always an inspiring experience, and while it's difficult to choose just one highlight, being introduced to the Women in FM group through World Workplace has been particularly impactful. The connections and encouragement I've gained through that community have been truly meaningful.

Andrea Hill, FMP - Workplace Services, Vice President - First Tech Federal Credit Union

As a longtime member of the IFMA Oregon & SW Washington chapter and formerly the Seattle chapter I have found the Local Oregon Chapter to be the most valuable organization I currently participate in. I have served locally on the chapter as a Board member and volunteered on committees. The professional relationships that have developed over the years have been a fundamental part of my career success, and the friendships will undoubtedly be lifelong.

Denay Love – Associate Member, Service Point Commercial Janitorial

Members Kind Words...

IFMA has provided me with invaluable exposure to a plethora of building types and operational best practices that can't be learned on the job by working for just one company. The operational vendor-partners involved are truly top-notch in their respective fields, and it feels great being committed to an organization committed to excellence in the field of building operations.

Chris Folkestad, CFM – Professional Member, Melvin Mark Companies

OSWW has been a great resource for networking within the FM community and with vendors as well. A huge plus is the educational opportunities it provides at its events. The board really works to better its members through education and information.

Ronald (Brent) Ward FMP, SFP - Professional Member

I initially joined IFMA to have access to their online resources, but I stayed because of the genuine community the Oregon & SW Washington chapter has built. Additionally, I have found that the national conferences offer a unique blend of high-level educational sessions and the chance to build valuable relationships with vendors and peers alike. Whether it's going to a conference session or networking at a local IFMA event, the collective expertise in this group has been an invaluable asset to my professional development and my confidence as an FM leader.

Dan Zalkow – Director Facilities & Property Management – Multnomah County

I have been an active member of the Oregon and SW Washington Chapter of the International Facilities Management Association (IFMA) for over 13 years, and I am consistently impressed by the exceptional work they do. Their commitment to promoting industry best practices, fostering professional development, and creating valuable networking opportunities is unmatched. I highly recommend membership to any FM professional.

Bobby LaRon, MScM, FMP – Professional Member, Senior Commercial Property Manager, CBRE

I've been an IFMA member for 22 years now, and a member of the Portland-Vancouver Chapter for 22 years as well. Our local IFMA chapter was instrumental in helping me early in my career in Facilities. It initially helped me to network with other members and to learn more about FM as a viable and rewarding career. Attending monthly meetings for many years enabled me to learn so much about FM, buildings, customer service, and building and maintaining valuable working relationships. The local chapter helped me to pursue my FMP credential a few years ago, and to continue my professional development in FM when I pursued my SFP credential on my own. Some of my most favorite local IFMA Chapter events have included the annual symposiums: getting to tour other members' buildings and learning about the different ways to effectively work together on shared problems really helped me in my career. I continue to rely on our local IFMA Chapter for networking and third-party vendor recommendations.

Len Harjala, FMP, SFP – Professional Member, Facilities & General Affairs Manager

Being part of this vibrant community has been an invaluable experience, providing me with exceptional education, unparalleled networking opportunities, and a strong sense of belonging. The local chapter's commitment to delivering value has empowered me both professionally and personally, and I am grateful for the continuous support.

Robert Alcorta - Associate Member - Arrowhead Painting

Getting involved with IFMA started when I first heard about the IFMA golf tournament. We signed up as a sponsor, and from there my involvement naturally grew. One of the most valuable benefits I've gained through IFMA has been the relationships I've built with both Professional and Associate members. The sense of community and collaboration within the chapter is truly special. While I'm still getting my feet wet, I enjoy bringing a little extra fun and energy to events to help make them welcoming and memorable. Whether it's providing prizes, food, or a photo booth, or even engaging in a little friendly smack talk with fellow members on LinkedIn before the South Valley Holiday Party cornhole tournament, I love contributing to the positive and engaging culture that makes IFMA such a great organization to be part of.

Kris Mannale - Senior Business Director - Fitzpatrick Painting and Construction

I was introduced to IFMA by Denay Love. Denay works for the company we contract with for janitorial services here at KGW. I was invited to some IFMA events and eventually invited to play in the IFMA Golf Tournament with fellow members. When I started spending time going to these events, I quickly realized that this was an organization I really wanted to get involved with. The opportunity IFMA presented for obtaining credentials to further my career and the support they provide in doing so, was very appealing.

Professionally, I've gained extremely valuable knowledge and unifying, strategic support from the organization and its members. I joined the Board of Directors just this past year and have embarked on an effort to partner with local colleges to offer IFMA credentialed courses. IFMA has also provided fun ways to help me network with contractors and share insights and information with other facility managers. This month, I will begin courses to obtain my FMP credential through IFMA.

The most valuable way I've found to give back to my community/chapter is through my involvement with the board. I like to volunteer my time for this organization because they make it easy. IFMA hosts many events throughout the year for our community, and I like to be involved with the planning and execution of each of those.

Michael Ruchti - Facilities Manager - KGW • A TEGNA COMPANY

The main takeaway from my long-time IFMA membership is the amazing opportunity to network with other FM's, particularly learning from them. It is amazing, too, how much one can learn from vendors (Associate Members), the kind of services and innovations out there in the marketplace.

Philip Pui-Lit Lee, CFM, FMP – Professional Member, Facilities Manager, Moda Health

I've recently joined the IFMA Oregon and SW Washington chapter and have found my tribe. By joining the chapter, I have access to highly experienced facility professionals who are exceptional resources to network and/or discuss the day to day issues we face as facility managers. As a new member to IFMA, I'm impressed with the willingness this chapter exhibits to assist others in career development, credential certification and job seeking. This is an exceptional organization and chapter.

Don Fitchett - Professional Member

Members Kind Words...

Wow, the experience of IFMA over the last 8 years has been nothing but positive.

Thru IFMA, the networking friendships have become great acquaintances, and some have become better friends. I've been very impressed on how they consistently keep the monthly meetings fresh with interesting topics and locations!

This chapter has become a top notch run organization and it benefits the IFMA board, the facility managers, and the valued vendors.

Everett J. Walker – Associate Member, JH Kelly, LLC

I have been involved with IFMA for the past 8 years, and it has truly been a transformative experience. Through this association, I have not only gained valuable professional knowledge and skills but also formed lifelong friendships and connections. IFMA provides a platform for like-minded individuals to come together, share ideas, and collaborate on various projects. The opportunities for networking and learning are limitless, whether it's through attending conferences, workshops, or engaging in online discussions. The resources and support offered by IFMA have been instrumental in my personal and career growth. I have accessed a wealth of knowledge, best practices, and industry trends that have helped me excel in my field. The association's dedication to providing ongoing education and training has kept me at the forefront of my profession. But what truly sets IFMA apart is its strong community spirit. The members I have met through this association have become my mentors, advisors, and friends. We have shared experiences, exchanged ideas, and supported each other through both professional and personal challenges. IFMA has provided me with a sense of belonging and a network of individuals who genuinely care about each other's success. The association's commitment to fostering genuine relationships and creating a supportive environment is commendable. I am grateful for the countless opportunities and lasting connections that IFMA has provided me over the years. It has not only enriched my professional life but also contributed to my personal growth and well-being. If you are looking for an association that prioritizes professional development, networking, and fostering meaningful relationships, I wholeheartedly recommend IFMA. It is a community that goes above and beyond to support its members and create a positive impact in their lives.

Aaron Sawyer – Associate Member, Corporate Communications Manager, Lovett

I've been a member of IFMA, Oregon & SW Washington Chapter, for over 20 years both in the capacity as a professional and associate member, and I can't express enough what a wonderful experience it has been. Education wise, I've not only learned a wide range of applicable subjects – from highly technical to leadership to personal development, but also who some of the local experts are in these fields for use as a resource when needed. The other primary and to me the greatest benefit of this organization, is the networking with other professionals in this industry, both local but also nationally and internationally. The high level of professionalism and supportive nature of the membership has left a lasting impression upon me and the friendships and fun we enjoyed over all these years I'll never forget.

Ted Spear – Associate Member, Consulting Technical Manager at RWDI

When I originally joined IFMA Oregon & SW Washington chapter 20 years ago, I was new to FM and looking for networking opportunities to learn and grow my career.

Little did I know I would gain so much more. After attending my first meeting, I was drawn in by the professionalism, wealth of knowledge and dedication that filled the room.

Over the years I have been an ongoing board member, taken advantage of many educational courses, volunteered on multiple committees, and participated in some amazing events.

As my career has increased my experience and knowledge, my time with IFMA has gained me countless professional contacts and many lifelong friends along the way.

Bobbie Redington – Professional Member, Facilities Manager

As a member, the most valuable way I've given back to our community and chapter is by getting involved and using what I've learned to support others. I helped create our chapter's FM Women's Connect group to spark conversations around topics that matter to women in the FM field and to create more opportunities for connection and networking. The skills I've gained through FMP have also helped me improve my university's facilities in ways that affect the student learning environment. Serving on the local chapter board this year has allowed me to support chapter goals and strengthen the impact we have as a group. I've been involved in many organizations over the years, and none have provided the level of professional development and meaningful networking that this chapter has. I'm proud to give back and help ensure the hard work of this chapter continues.

Nina Tall, MSEd, FMP, SFP – Director of Portland Campus Operations – Linfield University

Serving as the Membership Committee chair for the last year has been incredibly rewarding and has allowed me to meet new people and help grow our chapter. I am thankful for the relationships I have made and partnerships that have helped us all develop in our careers.

Paul Noel – Associate Member, MacDonald-Miller

IFMA OR SW WA has proven to be the most valuable professional organization in the Portland area for me. As a woman-owned small business, I feel like my voice is heard by the leadership in this group and the resources they provide have been game-changing. Not only are the events some of the best I've seen in this area, but the people make it such an outstanding group.

Amy Summers – Associate Member, Spring Forward LLC | Certified WBE

As a newer member of IFMA Oregon & Southwest Washington, I've already experienced how valuable it is to be part of a community that truly understands the challenges and rewards of facilities management. The connections I've made with other facilities professionals have been encouraging, insightful, and incredibly practical. It's empowering to be surrounded by peers who are willing to share knowledge, resources, and real-world experience to help each other grow.

Jessica Varwig - Professional Member - The Canby Center

Members Kind Words...

To say that my involvement with IFMA has changed my life would be an understatement. I have been involved with the Oregon & SW Washington chapter for 10 years and I am looking forward to the next 10. Without this chapter I wouldn't have found my lifeline in Facilities Management, nor would I be surrounded by the amazing growing community that this chapter has created and continuously brings together.

Glo Webb, FMP – Professional Member, Facilities Manager, JLL

For over 25 years, my membership in the IFMA Oregon and SW Washington Chapter has been a cornerstone of my professional journey. Serving in various leadership roles—including two terms as Chapter President—has given me a front-row seat to the immense value this community provides to Facilities and Capital Projects professionals.

IFMA has done much more than just provide an amazing network, educational meetings or symposiums; it has fundamentally changed how I approach my work. Having this membership is like having an on-call library of expertise at my fingertips. Whether I'm navigating a complex capital project or seeking a specialized facility solution, the resources available are unparalleled.

What truly sets this chapter apart is the culture of mutual support. Whenever a challenge arises, I know I can reach out to my peers, and the associates are always ready to jump in and assist. This collective knowledge hasn't just made me better at my job; it has made my job easier and my outcomes more successful.

Bassam Khalifeh

I joined the Oregon & SW Washington Chapter of IFMA 2 years ago to be part of a professional community that truly advances the facilities management profession. Through IFMA, I've gained meaningful professional growth by learning from peers, earning and applying industry credentials, and building relationships that directly strengthen my leadership and operational impact. One standout experience was the event at PDX Airport, which was truly above par. Walking through the step-by-step transformation of the airport, from high-level planning down to the specific materials and intricate details used, was both fascinating and inspiring. What I value most about this chapter is watching new members walk through the door and quickly recognizing the value IFMA provides. It opens doors to professional development and creates lasting relationships across the industry that genuinely shape and elevate the future of our careers.

Larry Petta, CFM, FMP, PMP, CRL, CHEEP, MEHP - Sr. FM Engineering Op's Manager

I joined IFMA as a vendor member to better understand the day-to-day realities facilities professionals face and to build meaningful, long-term relationships within the industry. From day one, Denay was incredibly welcoming and instrumental in helping me navigate the chapter, make introductions, and feel like part of the community. What I've gained through IFMA goes far beyond networking. It has given me direct insight into the operational challenges facility leaders manage, strengthened my ability to be a trusted resource, and connected me with professionals who genuinely value collaboration and education. The Oregon & SW Washington Chapter sets the standard for engagement, professionalism, and creating an environment where both practitioners and vendors can grow together.

Anthony Barrueta-Digesti – Associate Member, Business Development Manager, FACS

As a new member of IFMA, I've already found it to be incredibly helpful. The educational and networking events have been fantastic—I've learned a lot, met some wonderful people, and discovered great vendor resources for my building. I'm looking forward to many more opportunities to connect and grow, and I'm especially excited to take advantage of the credentialing programs IFMA offers.

Sara Dorsey, CMCA - Professional Member, Onsite Association Manager, Nova Association Management Partners

My IFMA experience has been an amazing journey. The family-oriented trek has brought me numerous networking and career enhancement opportunities. The access IFMA provides to so many subject matter experts within a single platform is an invaluable tool for today's FM Professional. I'm always amazed at the speed in which IFMA shares the latest facility technology, trends, and processes, helping to keep me proficient in my FM role. FM professionals would be hard pressed to find a greater experience out of a single organization than what IFMA provides today.

John Marshall – Professional Member – Lead Building Maintenance Tech, EWEB

I've found that the most valuable way I've been able to give back to IFMA has been by getting involved early, especially through the Special Programs Committee. I feel really lucky to have had the opportunity to join within my first year, as it truly accelerated my involvement and helped me build real relationships across the chapter. Being able to plan and support events like the holiday party feels like a meaningful and enjoyable way to contribute my time, stay engaged, and give back to a community that's been so welcoming.

Alex Dooley - Business Development Manager - ABM

"My facilities manager first introduced me to IFMA and really encouraged me to get involved. She shared how valuable the networking opportunities are and all the potential doors that membership can open. Working in facilities myself, I was immediately drawn to everything IFMA offers, though I'll admit I haven't fully explored all the resources yet. Right now, I'm focused on earning my FMP certification through IFMA and excited to see where that credential might take my career."

Tyler Bemis - Assistant Facilities Manager - JLL



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