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Facility Executives and Suppliers Make Critical Connections at The TFM Forum

Second annual event garners rave reviews.

November 24, 2008, Huntington Beach, CA — Earlier this month, The TFM Forum brought together a powerful roster of facility executives searching for products and services for their facilities and the companies that provide those products and services. Held November 9 -11 at the Hyatt Regency Huntington Beach Resort & Spa in Huntington Beach, CA, the second annual TFM Forum garnered excellent reviews from facility executives and suppliers in attendance.

The TFM Forum hosted an impressive group of facility executives. To be invited to the event, facility executives had to meet stringent requirements in terms of their job duties, current and upcoming projects, budgets, and the buildings they manage. As always, 100% of facility executives attending The TFM Forum are involved in purchasing facility management products/services for their facilities and all have upcoming modernization or new construction projects. The average budget for each facility executive attending this year's TFM Forum is \$16.1 million over the next 12-months, and each facility executive manages an average of 41.25 buildings

“The TFM Forum received rave reviews from suppliers and facility executives alike,” said Susan Coene, co-president of Group C Media, Inc., the parent company of The TFM Forum. “After the event, several facility executives told me that they will be going back to their offices and specifying products of the vendors they met while at the Forum. The return on investment for suppliers of facility management products and services is outstanding at this event, and that’s crucial in this economic climate.”

Suppliers of facility management products and services were impressed with the caliber of facility executives who attended The TFM Forum, as well as the unique format of the event, which provides each participant with a customized itinerary of one-on-one meetings, networking events, and conference sessions.

“We are here to meet decision makers ... So far it’s been absolutely amazing what we’ve accomplished here, who we’ve met here, and what we’ve seen here,” said Bob Scheir, President and CEO of Steril-Aire, Inc. “It’s well worth the time and effort.”

“I would absolutely recommend this event to other companies — this has been a great experience,” said Keiran Corcoran, Market Segment Leader for Invista/Antron Carpet Fiber. “Comparing this event to a regular trade show, it’s a little exhausting but the conversations are more meaningful and you know that the person on the other side of the table really wants to talk to you and is interested in what you have to say. At the same time, you can get much deeper than the five minutes you get to talk to someone at a trade show. You can find out what their concerns are and deliver a more consultative approach.”

Dan Miller, ARCHIBUS Sales Manager for Pyramid Systems, Inc., agreed: “The experience here at The TFM Forum has been great. We’ve met a lot of good people who have needs that are right up our alley and we hope to work with them in the future. The format is very effective: You are meeting one-on-one with folks who know about you and they know they want to speak with you. You aren’t speaking with just anyone walking by, so compared to a typical trade show we do think it’s going to be more effective.”

“We chose to come to The TFM Forum because we like the format of meeting individually with customers and we’ll hopefully be able to partner with them for energy efficient projects,” said Larry E. Smith, Vice President and General Manager, SAERIS. “We are looking forward to being part of The TFM Forum: Education/Government, which is coming up in March.”

“This is my first time at The TFM Forum, and I’m having a great time,” said Scott Boehm, Director of Corporate Sales, VYKON, by Tridium. “It’s always effective to have a one-on-one experience on neutral territory, where there are no distractions. This puts everyone in relaxed atmosphere and we can get some good conversations going. I feel confident that I’ve got a high percentage of follow ups from this event.”

Facility executives who attended The TFM Forum felt the event’s format helped them meet their goals of finding products and services for their organizations’ facilities, and was more effective than a typical trade show.

“This event has been very interesting to us because it’s a unique format that I am not very familiar with,” said Steve Brubaker, Senior Vice President of Corporate Affairs at InfoCision Management Corporation, which has 4,000 employees at 35 call centers in 15 Midwest locations. “Usually we go to a trade show, and it’s a big room where you just sort of wander around and meet people. This is great because we’re getting meetings with specific people we really want to talk to, we’re getting some great insight, and so far we’ve learned some good things.

“We are finding there are some products and applications that we could consider that we hadn’t before,” Brubaker continued. “So we’re glad to be here, this is a good opportunity for us.”

“I learned a lot,” commented Tiffany Gulla, Facilities Manager for Fidessa Corporation. “It’s important to meet with the people who have the new, innovative products, especially when you’re trying to incorporate environmental issues and going ‘green,’ into a business. The TFM Forum was very successful and I would absolutely come back. I learned so much more than I was expecting.”

Craig Hirschfeld, Director of Facilities Planning, Crown Equipment Corp. attended The TFM Forum for the second year: “I really enjoy the dialog with people in the field. It’s good to share time with people in your industry and share information, and the one-on-one sessions are very good.”

Kane Kretzinger, National Retail Property Manager for Key Bank, said, “The TFM Forum really gives you a chance to meet with vendors and learn a lot more about the company, how they can meet your needs, and see if there is a partnership there worth moving forward with. I’ve gotten a lot of value out of the one-on-one meetings.”

ABOUT THE TFM FORUM

The TFM Forum gives facility executives with active projects a chance to learn about the industry, network with other facility executives, and evaluate vendor options for upcoming projects. In 2009, The TFM Forum will take place October 18-20 at the exquisite Sanibel Harbour Resort and Spa in Fort Myers, Florida. The TFM Forum: Education/Government will take place March 22-24 at the Hotel del Coronado, San Diego, California.

The invitation-only event—which includes a world-class conference program, deluxe accommodations, meals, and ground transportation—is designed for senior-level facility executives with the most demanding schedules. Endorsed by *Today’s Facility Manager* magazine, The TFM Forum provides an atmosphere that fosters highly productive discussions with leading facility product and service suppliers who can help to expedite facility executives’ upcoming renovation/new construction needs. Vendors who offer facility management products and services participate in The TFM Forum as sponsors.

