

THE DOWNLOAD

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calendar BIFMA EVENTS

BIFMA (the Business and Institutional Furniture Manufacturer's Association) had scheduled the following list of meetings and events at press time. Additional events will be scheduled, so continue to watch for meeting notices on the Internet at www.bifma.org.

June 14, 2000
BIFMA Annual Membership Meeting
(Breakfast at 7:15 am, Meeting at 8 am)
Holiday Inn Mart Plaza
14th Floor, Sauganash Ballroom
350 N. Orleans St., Chicago, IL

June 14, 2000
Government Affairs Committee Meeting
12 noon - 2 pm
Holiday Inn Mart Plaza
14th Floor, Steamboat Room
350 N. Orleans St., Chicago, IL

June 26 & 27, 2000
Furniture Emissions Standard
Subcommittee Meeting
Greensboro, NC

June 28, 2000
Indoor Air Quality Symposium
Greensboro, NC

July 18 & 19, 2000
Panel Subcommittee Meeting
Grand Rapids, MI

July 20, 2000
Building Code Subcommittee Meeting
Grand Rapids, MI

July 27, 2000
Statistical Information Committee
Toronto, Canada

July 28, 2000
BIFMA Board of Directors Meeting
Toronto, Canada

August 8 & 9, 2000
Chair Subcommittee Meeting
Grand Rapids, MI

September 6, 2000 - Engineering
Committee & RTA/SOHO Subcommittee
Grand Rapids, MI

September 7 & 8, 2000
File Subcommittee Meeting
Grand Rapids, MI

February 1 - 3, 2001
Annual Management Conference
San Juan, Puerto Rico

BIFMA Ergonomics Guideline Ready For Industry Review

In June of 2000, the BIFMA Ergonomics Guideline Task Group expects to complete the draft of an Ergonomics Guideline for Office Furniture. The BIFMA membership and other interested parties are invited to participate in a review/canvass of this document.

89/044. Proper application of these principles will enhance the performance and comfort of the users when they adopt various work postures such as reclined, upright or declined sitting, standing, or a combination of them.



Five Members of the BIFMA Ergonomics Guideline Task Group (From Left to Right: Scott Calvelage of HON INDUSTRIES, Bill Dowell of Herman Miller, Denny Ankrum of Nova Solutions, Tom Rademaker of Steelcase, and Mark Harrigan of SMED)

Scope: The purpose of this Guideline is twofold.

1) Provide guidance in applying ISO 9241-5 measurable ergonomics principles and design requirements to the dimensions and adjustment ranges of components used in the design of workstations in North America, using the anthropometric data provided in Natick/TR-

2) Provide recommended dimensions/ranges for the design of workstation components such as chairs and worksurfaces to ensure that these components reflect the ergonomics principles and design requirements of ISO 9241-5.

(continued on page two)

Ergonomics Guideline Ready for Review

(continued from page one)

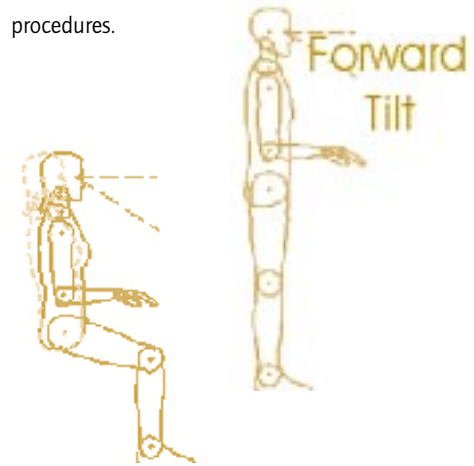
Natick anthropometric data was collected using US Army personnel. The ultimate tests for fit, however, can be applied universally.

Intended Users: This Guideline is intended for use by the following:

- Furniture Manufacturers, Dealers and Clients
- Interior Designers/Architects/Specifiers
- Facility and Material Managers
- Purchasing Managers
- Ergonomists
- Testing Facilities
- Other professionals involved in the design, manufacturing, specifying, qualifying and purchasing of office furniture for VDT environments

BIFMA's goal is to assist the marketplace with this guideline and task group members have stressed that it will be only a "guideline", as opposed to an official standard. The association is committed to assisting with the canvass of the Human Factors and Ergonomics Society's revised standard, HFES 100, and stands ready to comment on that document as soon as it is released.

Based on industry experience, it could take some time after the HFES document is released for canvass before it completes ANSI's procedures.



BIFMA hopes that its Guideline will serve as a helpful interim tool. Contact BIFMA for further information at email@bifma.org.

Annual Meeting @ NeoCon/3 Join Board

At BIFMA International's Annual Meeting on June 14 in Chicago, three new members will be officially welcomed to the Board of Directors. David Feldberg of The Global Group, Mo Bhayana of Inscape/Office Specialty and Kevin Sauder of Sauder Manufacturing have been named to the BIFMA Board.

David A. Wyss, chief economist at Standard & Poor's DRI in Lexington, Massachusetts, will be this year's featured speaker. In his position

at DRI, he is responsible for their economic forecasts and publications, and co-authors the monthly *Forecast Summary* and the weekly *Financial*

Notes. Before joining DRI, Dr. Wyss was a Senior Staff Economist with the President's Council of Economic Advisers, Senior Economist at the Federal Reserve Board, and Economic Advisor to the Bank of England.

Dr. Wyss will focus on the office furniture industry and will offer an economic outlook along with implications for business.

BIFMA's Annual Meeting and Breakfast takes place on Wednesday morning at NeoCon each year.



David Feldberg



Mo Bhayana



Kevin Sauder

Welcome To BIFMA's Newest Members

REGULAR MEMBERS:

- Cosco, Inc. - Columbus, IN
- Iceberg Enterprises - Glendale Heights, IL
- Workstream, Inc. - Fairfield, OH

SUPPLIER MEMBERS:

- Hickory Springs Manufacturing Co. - Hickory, NC
- ITW B & L Plastics - Rockford, MI
- J. M. Huber Corporation - Commerce, GA
- PPG - Delaware, OH
- VT-Industries - Holstein, IA

SERVICE MEMBERS:

- Morgan Stanley Dean Witter - New York, NY
- Suntrust Equitable - Atlanta, GA
- INTERNATIONAL MEMBERS:
- Nurus Group - Ankara, Turkey

BIFMA Website Unveils Member Section

By Tom Reardon

BIFMA has stepped up efforts to communicate with members more efficiently. During the past year the association has moved to e-mail as the primary communication method, for the most part replacing traditional mail.

In June of 2000, BIFMA unveiled a new, revamped website. The new site features a password-protected member section where members can access statistical data, register for meetings and obtain meeting minutes and other association information. We are very excited about the new site and are confident that it will



quickly become the preferred method of obtaining association and industry information. All the documents that used to get misplaced or "borrowed" will now be available online exactly when they are needed.

BIFMA wishes to thank Davison Dietsch McCarthy (DDM) for creation of the new design and MacVision for their help connecting our database to the site. In the future, we will offer visitors to the site a way to search for manufacturers by product type.

Members who are not yet linked to the site should notify BIFMA at email@bifma.org.

7 Habits of Highly Effective Websites

By Sara Marberry and Jonathan Lehrer (The Web Audit Group)

Somewhere in the back of your office sits a box of outdated brochures.

Maybe you've changed your fax number, or replaced your v.p. of marketing or even changed the direction of your business since those expensive pieces were printed and they're no longer usable. You wouldn't want a new customer to see one.

Many companies staking out a claim in the wild, wild west of the Internet have a website that is just like those old brochures.

And, just like the old sales materials, these outdated or incomplete websites aren't fit for public consumption, but they're out there, just waiting to be found by your potential customers.

What can you do to make your website better? For a start, consider these seven habits of highly effective websites:

1. **Be up front & personal** - A website is

much more informal than a brochure or letter. Write in a first-person, conversational style. Be sincere and friendly.

2. **Seem obvious** - Tell visitors who you are, what you do, and make it easy for them to find information about your company and products. Many websites seem to purposely hide the telephone number of their corporate office!

3. **Give visitors a reason to return** - Keep your website up-to-date and regularly add fresh content not only about your company and products. To add interest, post information about developments in your industry.

4. **Stay focused on purpose** - Who is the audience for your website? How do you want them to use it? If the purpose of the website is to sell products, your site should feature attractive pictures of your line.

5. **Begin with the end in mind** - Figure out what you want the website to achieve and

start the planning process from there.

6. **Know that less is more** - Don't get caught up in fancy graphics and animated features. Keep the text to a minimum. Remember, you only have about 6 minutes to hold someone's attention.

7. **Relate to the bigger picture** - Think about how the website can be used to enhance other aspects of your business, whether it be sales, customer service, or marketing. Make sure your web address is on your business cards and stationery, right along with your "snail mail" address.

Sara Marberry, a former editor of Contract Design magazine, and her colleague Jonathan Lehrer are principals of The Web Audit Group (www.webauditgroup.com) in Evanston, Ill. They discussed "Making the Most of the Internet" at the BIFMA Management Conference in February.)

Bipartisan Group Seeks to Clarify OSHA Position on Inspections of Home Offices

By Jon Brandt, Rep. Pete Hoekstra's Office

WASHINGTON - Seeking to put to rest concerns that the Occupational Safety and Health Administration could inspect home offices, Congressman Pete Hoekstra, with the support of a bipartisan group of House members, has introduced H.R. 4098, the "Home Office Worker Protection Act of 2000." Hoekstra, R-Holland, was joined by five Democrats and seven Republicans in introducing the bill.

"This bill will solidify OSHA's recently announced policy decision that they will not inspect home offices as a general rule," Hoekstra said. "Furthermore, it will require the Department of Labor to go through a rule-making process to finalize the policy. We believe that workers and

employers deserve to have a say in developing the policies that will govern home office work."

The controversy over the issue began when OSHA published an advisory letter on Nov. 15, 1999, stating that companies are accountable for federal health and safety violations that occur when employees work at home or "telecommute." The Labor Department withdrew the letter on Jan. 5, less than a day after the advisory received national media and Congressional attention.

"OSHA's decision to issue an internal policy, rather than going through a true rule-making process with public input, is not good enough," Hoekstra said. The legislation has been referred to the House Committee on Education and the Workforce, of which Hoekstra is a mem-

ber. Hoekstra said the rapidly growing number of people who work in their homes rather than commuting to their jobs - estimated at nearly 20 million Americans today - points out the need to clarify current federal laws and regulations as the American workforce continues to evolve thanks to technological advances.

"Workers across this country are clamoring for the opportunity to do their work in their homes, allowing them to spend more time with their families and less time on crowded highways," Hoekstra said. "We should be encouraging that behavior, not discouraging it. That's what H.R. 4098 is all about."

San Juan Conference Speaker Selected

BIFMA's 2001 Management Conference will be February 1-3 in Puerto Rico at the Ritz-Carlton, San Juan Hotel, Spa & Casino located on eight acres of prime beachfront property, convenient to both the city's business district and historic Old San Juan.

Our theme is "Technology and the Workforce" and participants will hear presentations on topics such as e-commerce, lean manufacturing, and how to train employees on rapidly changing technologies. Keynote speaker Tom Faranda will speak on "E-Commerce: The Web of Wealth". Tom will look at digital delivery, Internet demographics, wealth of the future and how to use E-Commerce to your competitive advantage.

Mr. Faranda is a technology corporation CEO who was named one of the top speakers in



Tom Faranda

America by "Meetings & Conventions Magazine" due to his high-content, humorous programs with global examples, stories and practical ideas.

In addition to a software company, Tom

owns three hotels and has many other ventures besides speaking. He studies the trends and puts them into practice. His clients include INTEL, Motorola, 3M, IBM, GE and firms from Asia to the Americas. His books include "UncommonSense Leadership" and "Gaining Competitive Advantage" (due in 2000). Tom has a BS in Sales, an MBA in International Business and a Doctorate in Education. He is an airplane pilot, mountain climber, is a certified River Raft Guide, and is SCUBA certified.

BIFMA is excited to have Tom lined up for our program in Puerto Rico. Often discussed as a possible 51st State, the U.S. Commonwealth allows travelers to visit without need of passport and with the convenience of the same currency. Contact BIFMA for registration information.

Product Liability Seminar a Success

By Bruce Preston

BIFMA presented its second seminar on product liability in Denver, Colorado on March 27 and 28, 2000. The program was chaired by Bruce Preston, recently retired from Steelcase and now a consultant, who provided an overview of product liability laws and insurance.

Frank Grooms, First Source, presented background on product defects and defenses, recall and repair, and discovery. Jim Williams, Knoll, discussed documenta-

tion, followed by Gary Bell, Sauder, who discussed warnings and CPSC regulations. Mike Dunlap, Suspa, discussed the role of the supplier as a third party litigant.

The presenters responded to many interesting questions from the attendees, which showed a high level of interest in the subject mat-

from Miller, Johnson, Snell & Cummiskey, discussed legal perspectives and trends and provided an overview of the product liability process from

the defense attorney's perspective. This was followed by the mock trial testimony of Bruce Preston as a fact and opinion witness for the fictitious company, Furnichair. David Ringwood, from Howarth & Smith, appeared as the defense attorney



Attorney Craig Lubben speaks during mock trial with Bruce Preston on the witness stand (seated and facing the audience)

ter. At the end of the first day the presenters were joined by Robert Hupe, VIRCO, in forming a panel to field more questions.

On the second day, Craig Lubben, Esq.

and conducted the direct examination. Craig Lubben then appeared as the plaintiff's attorney and conducted the cross examination, which was unrehearsed and resulted in a lively seminar.

Cost-Effective Open Plan Environments

By the National Research Council of Canada

A new project aims to provide office space designers, facilities managers, and other buildings professionals with the tools they need to plan truly cost-effective office spaces.

The project, known as COPE (Cost-effective Open Plan Environments), will objectively evaluate how a variety of office design choices affect the indoor environment (noise, air quality, temperature and lighting). The office design parameters under scrutiny include: workstation size, partition height, ceiling tile properties, light fixture type, and air diffuser location.

Further, and most importantly, COPE

will examine how these indoor environment effects relate to worker satisfaction. Some important trade-offs and interactions are expected to emerge. For example, the trend toward smaller workstations with lower partitions continues, driven by the promise of cost savings and increased productivity through enhanced communication between co-workers. However, there are potentially negative consequences for the indoor environment - higher density occupancy means greater concentrations of air pollutants; lower partitions mean less privacy.

If the investment is not made to improve ventilation and acoustics, the negative

effect on worker satisfaction could easily outweigh the anticipated benefits of the space design. One of the outcomes of the COPE project will be software to perform cost-benefit analyses of design options - analyses that incorporate worker satisfaction. This software is planned as an adjunct to existing workstation design and layout tools.

The project is sponsored by public and private sector organizations in Canada and the United States.

For more information contact Dr. Guy Newsham by email: guy.newsham@nrc.ca or visit <http://www.nrc.ca/irc/ie/cope> on the Internet.

In Review is published quarterly by BIFMA International to provide a brief update of committee and association activities.

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CALENDAR of industry events

Updated regularly on BIFMA's Internet Site: www.bifma.org

June 5-7, 2000, FM World Africa 2000 - Gallagher Estate, Midrand; Contact: AIC Worldwide; Internet: <http://www.aic-africa.com/aicworldwide/exhibition/E201/>

June 12-14, 2000, NeoCon World's Trade Fair 2000 - Chicago, IL; Contact: Merchandise Mart Properties, Inc.; Telephone: 800-677-6278; Internet: www.neoconwtf.com

June 14, 2000, BIFMA International's Annual Meeting - Chicago, IL; Telephone: 616.285.3963; Fax: 616.285.3765; Email: email@bifma.org; Internet: www.bifma.org

June 15-17, 2000 - International Furniture and Equipment Show for the Office - Buenos Aires, Argentina; Internet: www.soempro.com.ar

July 6 - 8, 2000, TECNO MUEBLE INTERNACIONAL - Guadalajara, Mexico (for suppliers to the furniture industry); Contact: Carlos Barragan, Show Manager; Fax: (523) 671-0335

July 20-23, 2000, Furniture & Office Facilities China 2000 / Office & Automation China 2000 - Shanghai, PR of China; Website: www.wes-expo.com

July 30-August 4, 2000, International Ergonomics Association XIVth Triennial Congress / Human Factors and Ergonomics Society 44th Annual Meeting - San Diego, CA; Contact: HFES; Internet: <http://hfes.org>

Aug. 9-12, 2000 - EXPO MUEBLE INTERNACIONAL VERANO 2000 - Guadalajara, Mexico (summer furniture show for all kind of furniture and accessories for furniture); Contact: Carlos Barragan, Show Manager; Fax: (523) 671-0335

August 24-27, 2000 IWF 2000 - The International Woodworking Machinery and Furniture Supply Fair - USA - Georgia Dome & Georgia World Congress Center - Atlanta, GA USA; Contact: <http://www.iwf2000.com>; E-mail: iwf@sprynet.com

Sept. 13-16, 2000 - Furniture China 2000 - Shanghai, China; Telephone: 301.424.7060; Internet: www.globexpo.com/furnchi.htm

September 17-19, 2000 - World Workplace 2000 - New Orleans, LA; Contact: IFMA; 713-623-4362; Telephone: 800-677-6278

September 28-29, 2000 - IIDEX/ NeoCon Canada - The National Trade Centre at Exhibition Place, Toronto, ON, Canada; Contact: Merchandise Mart Properties Inc.; Telephone: 800-677-6278 or 312-527-7598; Internet: www.iidexneoconcanada.com

Oct. 4-6, 2000 - Design Days NY - New York, NY; Telephone: 888.316.8228 or 203.656.4100; Internet: www.designdays.com

October 19-24, 2000 - ORGATEC 2000 - Cologne, Germany; Contact: German American Chamber of Commerce; 212-974-8837

October 19-26, 2000 - International Home Furnishings Market - High Point

November 1-3, 2000, Interplan/ NeoCon East 2000 - New York, NY; Contact: Merchandise Mart Properties Inc.; Telephone: 800-677-6278 or 312-527-7598

November 10-11, 2000 - Midwest Industrial Woodworking Expo (SM) and Plast*Fab (SM) 2000 - Grand Rapids, MI; Contact: Trade Shows, Inc., PO Box 2000, Claremont, NC 28610; Telephone: 828-459-9894; FAX: 828-459-1312; E-mail: tsiwoodworkingshows@twave.net. Website: www.tsiwoodworkingshows.com.

Nov. 11 - 14, 2000 - International Hotel/ Motel & Restaurant Show - New York, NY; Telephone: 800-272-SHOW; Internet: www.glmshows.com

February 1-3, 2001 - BIFMA International's Management Conference - San Juan, Puerto Rico; Telephone: 616.285.3963; Fax: 616.285.3765; Email: email@bifma.org; Internet: www.bifma.org

November 29-30, 2001, NeoCon West 2001 - Los Angeles, CA; Contact: Merchandise Mart Properties, Inc. ; Telephone: 312.527.7600; Internet: www.neoconwest.com