

ASSET MANAGEMENT BEST PRACTICES AND IMPLEMENTING ISO 55000 AND ASTM STANDARDS



NOVEMBER 13-15
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TIME!


DR. DOUGLAS N. GOETZ
CPPM, CF
NOVEMBER 2013



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**THINK ABOUT THE PASSAGE OF
TIME!**

**Technological change, professional
development, growth, maturation....
How does that affect Property and
Asset Management?
So, are you ready?
Then let's have at it!**



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When he was cute!



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High School



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Undergraduate College Days



GOETZ,
DOUGLAS N.



Note – the Birth Control Glasses



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Government Job – Where in 1978 he met...?







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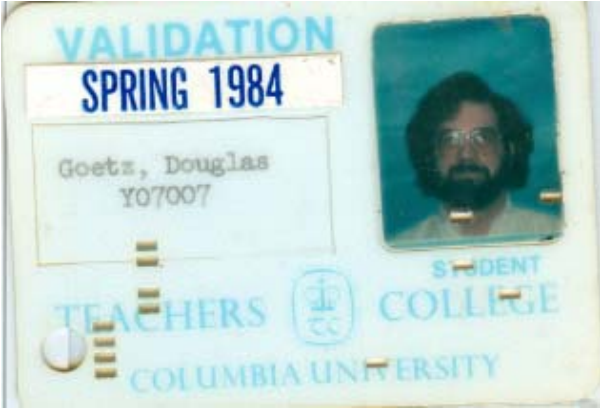
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The Radical UniBomber Phase



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The Wolfman Phase



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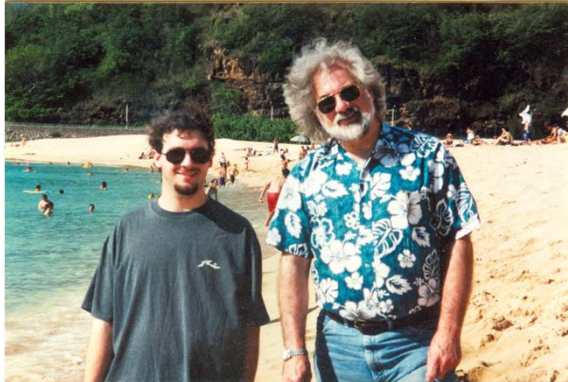
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The Jerry Garcia Phase



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The War Zone Phase



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FULL RETIREMENT PHASE



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O.k., you've had your laugh... So, what does all of this have to do with Asset Management?



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**Time goes by for all of us!
Hopefully, we grow and mature!**

- **Numerous Texts and Studies done in regard to “Adult Stage Development.”**
 - Eric Erikson – Adult Stage Development (1959)
 - Morris Massey -- What You Are Is Where You Were When (1972)
 - Daniel Levinson – Seasons of a Man’s Life (1986)
 - Gail Sheehy – Passages (1984)
 - Jason Dorsey – Y Size Your Business (2009)

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**What about our
Profession and the NPMA
-- A what stage do we
exist in our development--
have we matured?**

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**I have an answer...
and it is an UNEQUIVOCAL**

YES!



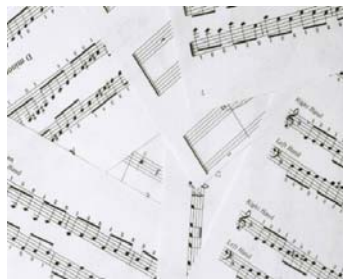
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- **Some of you know that at one point in my life I was a musician.**
- **And as I thought about our profession's maturation a musical analogy came to mind...**



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As Music
Matured
It became
Contrapuntal.
Two lines
(or more)
Working together
Following certain
Rules

As Music
Matured further
It became
Polyphonic.
Multiple lines
And harmonies
Working together
Sometimes following
Certain rules – other
Times EXPANDING
Outside of these rules.

Early Music
Was **Homophonic...**
One Line of notes.

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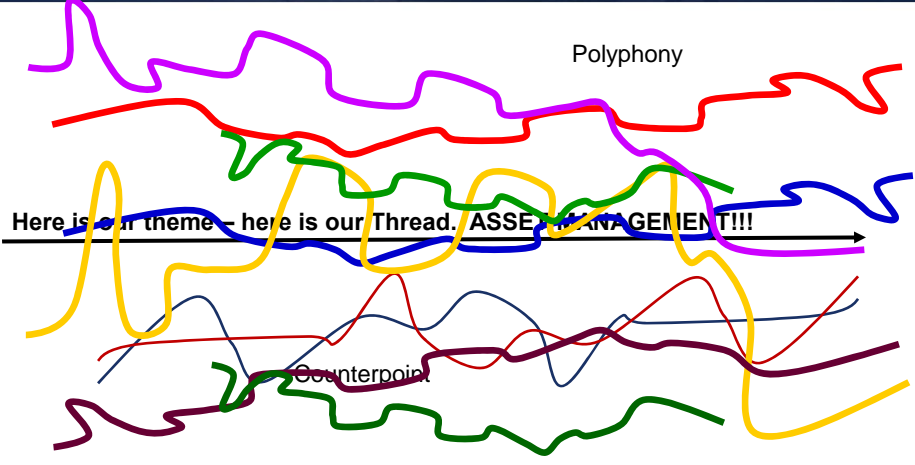
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Polyphony

Here is our theme - here is our Thread. ASSET MANAGEMENT!!!

Counterpoint

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**But the GOAL, the END STATE...
The GROWTH, the MATURATION, the
PROFESSIONALIZATION of ASSET
MANAGEMENT!!!**



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Proof of our Maturation

- I want to Focus on **THREE** areas which provide evidence of our Maturation as a profession and as a professional association
 - Our Focus as a Professional Association
 - Our Material and
 - Our Technical Efforts

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OUR PROFESSIONAL FOCUS

- **1970 – The NPMA’s focus was, quite simply, Department of Defense Property.**
 - Really, even more limited than DoD – DoD Property in the possession of Contractors
- **Today – our efforts and membership span not only nearly every Federal Government Agency, but,**
 - State and Local Governments
 - Universities
 - Hospitals
 - Technology, Manufacturing, R&D, O&M firms and the list goes on....

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OUR FOCUS

- **Where our concerns, our paradigms, our focus previously would lie purely with GOVERNMENT REGULATIONS... Today our view encompasses depth and breadth ACROSS NUMEROUS Organizational functional lines in an effort to provide credence that Asset Management is a Value Added Resource to ANY ENTITY!**



McFarland -- Value Based Asset Management Articles

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OUR FOCUS

- The Past – only in the Continental US.
- Today – our efforts are **INTERNATIONAL** in nature with chapters and members around the world, not only in North America but also in :
 - Europe
 - Asia
 - The Middle East
 - The Pacific
 - Even Brooklyn



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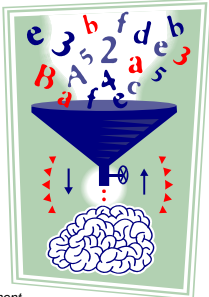
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OUR FOCUS

- Today – we are reexamining our beliefs beyond our historical life cycle approach embracing **OTHER** paradigms, other ways of viewing Asset Management



Dieter -- Beyond the Lifecycle: The Three Disciplines of Asset Management.

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OUR FOCUS

- The Old Days – ASPR and DAR
- TODAY -- The Herculean INTERNATIONAL effort to craft an Asset Management Voluntary Consensus Standard under the Auspices of ISO
- ISO 55000/55001/55002 – ASSET MANAGEMENT
 - On a Personal note for clarification -- ISO is neither an Acronym nor an Abbreviation –
 - “...our founders decided to give it the short form ISO. ISO is derived from the Greek isos, meaning equal. Whatever the country, whatever the language, the short form of our name is always ISO.”
 - <http://www.iso.org/iso/home/about.htm>


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OUR MATERIALS

- In our Association’s early days we had no literature – even worse, we had no way to rapidly disseminate literature or information to our members
- Through advances in Technologies our ability to convey information and communicate has grow exponentially.




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OUR MATERIALS

- **Our literature has moved from opinions and discussions of Government regulatory material, i.e., DAR, ASPR, FAR to a RICH, ROBUST LITERATURE BASE exploring ALL ASPECTS of ASSET MANAGEMENT, for example, empirically based research papers**
 - See the 2013 NPMA Journal of Property and Asset Management
 - <http://www.npma.org/pages/journals.htm>

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OUR MATERIALS

- **THE NPMA JOURNAL, Volume 3, Number 1, June 2013**
 - How Much Are Your Capital Assets Really Costing You? by William M. Love, CPPS
 - Use of Statistical Samples in Physical Inventories by Michael Showers, CPPA
 - What It Takes To Become A Respected Property Manager and Subject Matter Expert by Robert J. McFarland, CPPM, CF
 - Total Asset Management: From Acquire to Retire by Steven F. Holland, CPPM, CF
 - It Is Not Chattel: A Look at Personal/Tangible Property Issues in Research Administration by Kathleen Lorenzi, Vincent "Bo" Bogdanski and Dr. Douglas N. Goetz, CPPM, CF

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OUR MATERIALS


- **Our Reference Texts used for our certification training:**
 - Currently undergoing a **COMPREHENSIVE** review, update and rewrite!



FUNDAMENTALS OF BRIDGES
PROPERTY MANAGEMENT



CITYWIDE ASSET MANUAL



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OUR MATERIALS

- I already discussed our involvement with ISO
- But we have also made gigantic strides in the creation of **Voluntary Consensus Standards** through **ASTM International**.



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ASTM
INTERNATIONAL



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TECHNICAL EFFORTS


- **Our Association's move to the use of electronic media:**
 - The Property Professional
 - Electronic Library of Publications
 - Conference Proceedings, Papers, Presentations, The Journal
 - SIGS



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NPMA Special Interest Groups



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TECHNICAL EFFORTS




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NPMA Special Interest Groups

- UID
- Contract Property
- Property Inventory Management
- NASA & Contractor
- Subcontractor –Held Property
- State and Local Government

- Hospitals and Medical Facilities
- University, College and other Non-Profits
- Electronic Stewardship
- Excess Property and Disposition
- DOE/NNSA & Contractors
- **ISO 55000/1/2**



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TECHNICAL EFFORTS

- **WEBINARS**

to support the memberships wants and needs

Contract Property SIG: DoD Re-Engineering of Contract Property
 Webinar (Times are EST)


Contract Property SIG: ISO 55000 Asset Management Webinar (Times are EST)



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**Quite Clearly, we have
 matured!!!**

**And I believe that we are on
 the cusp of a GOLDEN AGE OF
 ASSET MANAGEMENT!!!**

**(Remember the Music Analogy –
 We are definitely in the age of
 Polyphony)**



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THE FUTURE – Where to Now? THAT’S YOUR CALL!!!

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- **That’s your call!**
 - **DEMOGRAPHICS**
 - **From and AGE AND EXPERIENCE PERSPECTIVE, THE NPMA MEMBERSHIP IS BIMODAL**
 - The Old Guard
 - The Young Turks and
 - The Millennials

Bimodal Distribution



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The Old Guard

- And I am NOT being Ageist here!
- We need to capture the knowledge of our senior members...
 - We need to engage in Knowledge Management
- Creating an historical record, a repository of the things we have learned and want to transfer and leave for those that follow.




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The Young Turks – The Millennials

- Your challenge:

Straus and Howe in "Generations" first to Use the term.

 - Learn
 - YES -- "Think out of the Box..." Common Business Metaphor
 - BUT -- "To think OUT of the box, you need to know first what was IN THE BOX!" (My Rebuttal)
 - Learn Academically
 - Learn Experientially


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The Young Turks – The Millennials

- **Your challenges:**
- **Strive**
 - To add to our “Body of knowledge” – **CREATE!!!**
 - Research
 - GOOD SOLID HISTORICAL RESEARCH
 - GOOD SOLID EMPIRICAL RESEARCH
 - VOLUNTEER TO PARTICIPATE IN THE WRITING OF STANDARDS
 - To add to our “Body of knowledge” – **CONTRIBUTE!!**
 - WRITE
 - PRESENT

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The Young Turks – The Millennials

- **Your challenges:**
- **Strive**
 - To **SERVE** your Profession
 - Volunteer!!!
 - Chapter
 - Regional
 - National Levels

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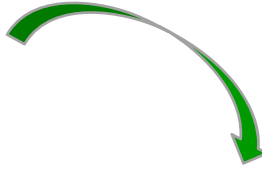
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Future Conditional

I
WOULD
LIKE
TO



WE NEED TO
MOVE TO THE
ACTIVE
PRESENT



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Keep on STRIVING!

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the person who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.” — Theodore Roosevelt

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THANK YOU!

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