

August 2009 – IFMA Sacramento Member Spotlight Serena Pancoast - CFM

An IFMA member since 1999 Serena Pancoast is the Supervisor of General Services at the Franklin Templeton Investment office in Rancho Cordova. After earning her degree in Organization Behavior from SFSU Serena eventually entered the facilities world to begin a career she has come to truly enjoy. As a FM Serena has come to learn that a successful person in the industry “are those who are well known, present, accommodating, caring and get out and about.”

Serena believes that “being in tune with where the company is going to determine how facilities can support” it is an essential part of the industry. She finds the field to be ever evolving and can see more of a need in the future for FMs who are responsible for multi locations, both nationally and internationally. Thus, she finds it ever important to constantly be learning and growing within the field.

Serena’s advice for someone new in the industry:

From experience Serena has found that being able to manage resources very well is vital. She also adds that you need to be prepared to constantly learn and gain an understanding in various areas, including finance, telecommunications, project management, real estate, communication, and sustainability. Overall, Serena has found FMs, especially those within IFMA, to be highly educated and respected individuals who are free with information and knowledge essential to the industry. As such, she believes this to be a positive part of the industry that separates it from other industries.

Serena’s thoughts on IFMA Sacramento: initially introduced to IFMA by a former manager who felt it was important Serena is now a CFM who realizes that IFMA makes it possible to stay up to date in the profession with many opportunities and resources. By not attending monthly meetings and programs she believes that you are missing

opportunities to connect with other FMs and Associates. She truly feels that the people are there to support each other.



Little know facts about Serena: She studied and lived in Italy for a time and enjoys new places. Recently she has become interested in exploring new and fun things to do in the Sacramento area, since, as she puts it: “You don’t have to travel far to find something interesting”. (Well put Serena.) So, Serena gladly welcomes any tips or information on new and fun things to do in Sacramento, specifically the Mid and Downtown areas . . . keep a look out for her!

TRUE OR FALSE:

Serena first learned of the facilities world . . .

- After touring the Transamerica Pyramid with her high school ROP class.
- Through a job fair after college where she learned of a job opening
- From her Dad, who was a FM for 30 years and a former IFMA member
- In her third year at SFSU from a professor who saw her potential and encouraged her to pursue a career in facilities.

Answer: b