



International Facility Management Association

**For Immediate Release  
March 18, 2010**

## **Leaders of the Built Environment to Meet with Joint Venture: Silicon Valley Network President & CEO, Russell Hancock to Address Regional Challenges**

*Silicon Valley Chapter of IFMA to host acclaimed thought leader at March 24<sup>th</sup> Chapter Meeting*

**San Jose, CA — March 24, 2009** — The Silicon Valley Chapter of the International Facility Management Association (IFMA) is one of the bay area's leading organizations for professionals who design, construct, manage and maintain commercial buildings, as well as their service providers. Amongst the membership of the chapter are the industry's local heroes who are helping lead the way to resolving local, national and global challenges facing the region. According to the U.S. Green Building Council (USGBC), in the United States buildings account for 72% of electricity consumption, 39% of energy use, 38% of all CO<sub>2</sub> emissions, 40% of raw materials use, 30% of waste output, and 14% of all potable water consumption. The industry heard the call to action long ago and has been working toward a positive footprint ever since.

Through continued focus on sustainable practices, design, innovation, and a global look at the businesses and buildings they support, the members of IFMA Silicon Valley are at the heart of the progress, ensuring positive advancement continues toward the future sustainability of the region. An area making positive strides is the Cleantech industry which is steadily gaining foothold and longevity in the valley. Facilities professionals are the prime consumers of many of the products and services this emerging sector has to offer. Materials, conservation, regeneration, and independent power are just a few of the fields gaining traction in the Cleantech market today, all largely impacted and fueled by the naturally reciprocating relationship between the new innovators and the facilities that are supporting the need for them to do more. Efforts in green building alone will support 7.9 million U.S. jobs and pump \$554 million into the U.S. economy over the next four years (2009-2013)<sup>1</sup>.

Joint Venture: Silicon Valley President & CEO, Russell Hancock has recognized the influence of the Facilities industry and will be joining IFMA Silicon Valley March 24<sup>th</sup> to drive home the critical message that the valley's ability to prevail will be based on our continued focus. The innovation, diversity and global outlook IFMA Silicon Valley's members are embedding into their buildings and businesses are exactly what this region needs. At Joint Venture's *2010 State of the Valley Conference* in February, and in the nationally recognized "Silicon Valley Index" the organization publishes each year, Russ focused on the key indicators shaping Silicon Valley's current economic strength and community health while highlighting the challenges we need to take on for the wellbeing of the valley going forward. "We must continue to build on [our] strengths if we are to maintain our position in a world that is rapidly rising to challenge us", Dr.

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<sup>1</sup> USGBC statistic sited in *Green Building Facts* [Department of Construction (2008). *Annual Value of Construction Put in Place.*]

Hancock says in the opening letter in the index, “We must face facts and address the vulnerabilities that put our economy and community at risk.”

The Facilities Industry is responsible for the same wellbeing in the buildings they build, occupy, operate and maintain. As the proclaimed environmental quality teams of the companies they support, Facilities departments are improving the environment inside and outside their four walls. It is through Facilities teams’ efforts in design, conservation and sustainability that a commercial space can be transformed into an efficient environment that fosters collaboration and facilitates a positive influence on the business, the company culture, the people and the communities that surround it.

IFMA Silicon Valley has a proven track record of moving progress forward in the areas of corporate responsibility, sustainable design opportunities, and diverse talent cultivation; these are the same areas Russ Hancock and Joint Venture have called-out as the most critical areas growth is needed for future stability in the valley. Armed with the sobering statistics Russ will provide, March 24<sup>th</sup> the industry will rally around the issues for a renewed commitment to the future.

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**Date:** March 24, 2010

**Event:** IFMA’s “State of the Valley” with Russell Hancock

**Sponsors:** Dome Construction, Clean Innovation

**Time:** Registration: 5:00-5:30; Presentation: 5:30-7:00; Reception: 7:00-8:30

**Place:** Santa Clara University Music & Dance Hall

500 El Camino Real – Building 14, Santa Clara, CA 95053

**Cost:** Members free

Non-member pre-registration, \$60 per person

(Guest attendance available with current IFMA member sponsorship)

Register at [www.ifmasv.org](http://www.ifmasv.org).

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### **About Russell Hancock**

Russell Hancock is President & CEO of Joint Venture: Silicon Valley Network, a position he has held since 2003. In this role, Dr. Hancock is best described as a civic leader, community gatherer, institution builder, social entrepreneur, and outspoken advocate for regionalism. Since taking the helm of Joint Venture he has quadrupled the size of the organization, assembled a potent board filled with mayors, CEOs and university presidents, built strategic partnerships, recruited a highly talented staff, and launched initiatives that are delivering measurable results to the region.

He is also the founder of the annual State of the Valley conference, a “town hall” meeting attracting more than 1,500 leaders for a day spent in dialogue and discussion about the Valley’s opportunities. Annually, the conference features the release of Joint Venture’s *Silicon Valley Index*, a document now receiving national and international attention.

### **International Facility Management Association (IFMA)**

IFMA is the world’s largest and most widely recognized international association for professional facility managers, supporting more than 19,000 members in 60 countries. The association’s members, represented in 125 chapters and 16 councils worldwide, manage more than 37 billion square feet of property and annually purchase more than US\$100 billion in

products and services. Formed in 1980, IFMA certifies facility managers, conducts research, provides educational programs, and recognizes facility management certificate programs. The Silicon Valley Chapter of IFMA is one of the largest with over 560 members. The Chapter received the prestigious Award of Excellence in 2009 for Professional Development and the 2008 award for Membership Marketing and Chapter of the Year. Visit [www.ifmasv.org](http://www.ifmasv.org) for more information.

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