The Voice
Of Silicon Valley Facility Management

The State of Silicon Valley
HVAC Maintenance in Today’s Economy

Volunteer Appreciation Awards
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Coming Events

April 8 - 9  FMP Class  Operations & Maintenance
April 14  FM Roundtable  Change Management Luncheon
April 17 & 24  Community Outreach  Rebuilding Together
April 28  Chapter Meeting  Impact of the Diverse Workforce

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“The State of Silicon Valley” was the topic for our March meeting and ties into my current thinking about our chapter as we end the first quarter of 2010.

What is Silicon Valley? We live and work here everyday, but what does this place mean to you? More importantly, how do you envision Silicon Valley in the future?

Certainly, the Silicon Valley state of mind differs from anywhere else in the world and our vision of our chapter reflects this. With the Valley’s brainpower continually inventing and redefining the technology that shapes the global marketplace, and with our economic clout, we could be one of the largest states in the country.

Each of us has the opportunity to shape our environment and hopefully make Silicon Valley a better place in the future. The Silicon Valley chapter of IFMA plays an important role in this process and our actions can shape the environment across the globe. I’d like to provide you with a few highlights on the State of the IFMA SV Chapter whose members work in the companies that define the Valley’s landscape and innovativeness.

I’m pleased to report that our Chapter is stronger than ever. Our total membership remains stable with more than 500 members. We continue to be one of the largest IFMA chapters and are strong in many other ways. Here are just a few of the exciting recent highlights that I am proud to share with you that highlight some of our strengths.

Leadership & Teamwork
I believe that our Chapter leadership and organizational teamwork make us the best association in Silicon Valley for our industry.

- We now have a full Board of Directors with 9 members. This includes our newest director, Wendy Newcomer. She is a long-time Chapter volunteer and Community Outreach Committee co-chair and joined the Board in February. Welcome, Wendy!

- We have filled all of our committee head positions and added new volunteers. One look at the new Organizational Chart that I unveiled at the February monthly meeting shows how strong a team we have with more volunteers than ever.

- We are operating under best practices with our Balanced Scorecard program that we use at every Steering Committee meeting and is updated by each Strategic Initiative owner to ensure that all our activities are aligned and properly resourced.

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Editor’s Message

Creation and management of our built environment is a collective effort and as a member of this community that is responsible for the development, management and maintenance of the built environment – where we spend most of our day in or the rest around – the facilities professional plays a very important role in increasing the quality of the space around us. As an integral part of Silicon Valley, we are members of a dynamic, innovation community, leading rather than following. And as the gatekeeper of our buildings, we are responsible for raising the bar for providing a healthier, safer and aesthetically pleasing environment that empowers and evokes the best performance of the many Users.

But while the facilities professional realizes this, it is even more so for the community to understand and support the role of the facilities professional. So how do we do this? By being proactive, innovative, excelling in our roles and leading the way in awareness and aspiration for a higher ideal. With the tools to rally support from the community and senior management, our goals for a better, improved environment will become more attainable & fulfilling.

Last month’s events included a series of programs, instrumental in this endeavor. In addition to the continuing education program, we hosted ‘A day with a Facility Professional’ a program which is helpful in bringing awareness to potential professionals and attracting great talent. We also held a roundtable on ‘Marketing Facilities Management’ which provided strategies and tools to get support from senior management for facility professionals to function effectively & be successful. The essentials of obtaining credentials is emphasized again to promote recognition of qualifications, especially for so many of us who may or may not have a technical background but have years of valuable hand on experience.

I have included an article on HVAC maintenance provided by Alan Pong. I have also brought your attention to a couple of articles published by our members. Happy Reading!
We began 2010 hoping for the best but preparing for the worst. Now as we close out the first quarter, the State of Silicon Valley is one of cautious optimism. No one can blame us for being a bit skeptical as we are still licking our wounds from what was arguably the most challenging year most of us have experienced. Beginning last summer/early fall when leading economic indicators had stabilized we began to debate if things were going to get better or plummet to even lower levels than before. These fears were prompted from some economist’s forecasts that called for a “double dip” meaning that we would experience another downturn/recession prior to a recovery. At this point most economists have abandoned those projections and are now talking about a period of glacially slow growth over the next 18 months. In the recent 2010 index produced by Joint Venture Silicon Valley, most of the historical charts produced were very hard to digest. With only 1 IPO in 2009, the new model is find capital to fund your idea then find someone to buy it. However, the missing ingredient in 2009 was funding. Unemployment cannot retreat to acceptable levels without capital to get these companies hiring again. In 2009, if you looked to the government for stimulus, you were likely disappointed. According to the recent IFMA presentation given by Russell Hancock, the CEO of Silicon Valley Joint Venture, the Valley saw very little stimulus money last year. Interestingly enough Huntsville, Alabama and Washington, DC saw the most. This leaves the Valley in a unique situation; should we fend for ourselves? Don’t book your flight to Alabama just yet; economic indicators have begun to trend in the right direction, so let’s spend some time looking at those and focus on a better 2010!

CORPORATE PROFITS LEAD TO JOBS
Job creation is widely considered to be a leading indicator of demand for an overall recovery. Is there a good leading indicator of job creation? Corporate profits: If a company is profitable, it will have an easier time securing debt or equity capital to expand, which in turn means buying equipment and staffing up to grow its earnings. Nearly three-quarters of the companies in the Standard & Poor’s 500 index exceeded earnings estimates in the fourth quarter 2009. While some of this was due to cost-cutting efforts, including massive layoffs, companies can only pursue this strategy for so long. Eventually they’ll need to expand in order to grow earnings and compete with their rivals along with competition of the best talent. Smaller-sized companies are having more trouble borrowing from their traditional lenders, mainly small banks, who are dealing with nonperforming commercial real estate loans still on their books. Larger companies are able to tap the credit markets by issuing bonds, and this business has been booming. Companies have issued nearly $200 billion of debt year-to-date, up 17 percent from the same period last year.
Continuing to act as an intellectual hub, the Silicon Valley holds the most US patents year to date. It also makes up approximately 3 percent of GDP. Yet as we look towards the most important ingredient for recovery in 2010, employment, opinion varies on not how, but when, the job recovery will begin. According to the San Jose Mercury News, Silicon Valley 150 (data that covers a collaborative group of publicly held tech firms that are headquartered in the Valley), indexes are up 60.1 percent from a year ago.

Revised data from the Department of Labor showed an increase of 64,000 net new payroll jobs in November 2009, but the trend dipped into the red again in December, January and February. We’ll know more when the Department releases its Employment Situation report for March. In the meantime, the weekly jobless claims report is painting a hopeful picture. For the week of March 20, the four-week moving average of new claims dropped to 454,000, its lowest level since the week ending September 13, 2008, which led to the infamous “Lehman Brothers Weekend” when the firm filed for bankruptcy protection. That was when the recession took a turn for the worse and the global financial markets began to quake. Continuing claims remain high at 4,648,000 for the week ending March 13, but this total has declined by nearly 1 million over the past year.

Is 2009 and the problems associated with it now far behind us? Has Silicon Valley seen a boost in the past couple months? Yes. As Russell noted in his presentation to IFMA SV, the majority of the new businesses created in 2009 were zero-employee companies. Will that continue into 2010? If we take a moment and look around, recently some companies have made hiring announcements. LinkedIn, Facebook, eBay, Cisco, Google and Apple are all hiring and some of these were looking for employees even during the recession. In fact, 500 of the 800 manufacturing jobs gained in the month of February were linked to computer and other electronic firms. A recent article in the San Jose Business Journal noted hiring in small businesses continued to rise in March as well. The information was taken from Mountain View based company Intuit (NASDAQ:INTU) and their Small Business Index. They went on to say that March employment grew by 0.25 percent, which translates to a 3 percent annual growth rate.

With 50,000 new jobs in March and 175,000 new jobs since June 2009, it seems that things are looking up. According to economist Susan Woodward, who helped Intuit create this index, “All the numbers indicate a continuing recovery for small businesses that began in the summer of 2009. And while the numbers seem small, they show clearly that small businesses are hiring and stopped trimming their payrolls last summer.” According to the Mayor of San Jose, Chuck Reed, who recently returned from a trip to Washington, D.C., much of the Department of Energy (DOE) loan guaranty money that the city received will be used to attract clean energy companies looking to expand into San Jose. This money has just become available in the past couple weeks and will give the green light to move forward to companies who may have held off on hiring. Additionally, an estimated 85% of the $105 Million Dollars of stimulus money that was earmarked for the region has yet to be received or spent within the region. This bodes well for many companies who are eagerly awaiting this much needed capital.

**CONSUMER CONFIDENCE**

Overshadowed by our employment situation reports from the Labor Department, the Federal Reserve released its G19 report, which stated that total consumer credit increased by 2.4 percent in January, ending a string of 11 consecutive monthly declines. This report, together with an earlier report from ICSC, stated that chain store sales rose by 3.7 percent in February, suggesting that consumers are beginning to climb out of their bunkers and cautiously make some purchases that they put on hold last year. If the trend continues, it would be good news not only for retailers but also for overall GDP, 70 percent of which is fueled by consumer spending. So how is this relevant to Silicon Valley with Santa Clara County’s unemployment rate at 11.7 percent? Well interestingly enough that is down from 12.1 percent in January. In the month of February, 1,700 people went back to work in Silicon Valley. Historically this number is in the 4,400 range but nevertheless, as these individuals go back to work and collect their first paychecks, consumer confidence and spending will follow suit and continue to trend higher.

**COMMERCIAL REAL ESTATE**

With rental rates at their softest levels in years, now is an excellent time for tenants to lock in a long-term lease. But that doesn’t seem to be happening as the average lease terms for office and industrial deals signed thus far in 2010 continue to set new record lows, at 44.4 months for industrial leases and 52.6 months for office leases nationally. Part of this might be due to sublease deals that are beginning to pick up, and those typically have shorter term extensions rather than locking in a full five-year term even if they can get better rates.

These tenants are willing to pay a little extra to keep their options open in case the recovery falters. The average lease size nationally has continued to dip this year, a sign that tenants aren’t paying for extra space to accommodate growth. In Silicon Valley we are continuing to see a large number of sub 3,000 SF deals and a larger than normal number of 50,000 SF requirements and above. The numbers of deals that fall into the 10,000 - 25,000 SF range remain soft as we enter the second quarter of 2010. One thing we can see is that overall the number of tenants in the market and lease deal volume has increased in the first quarter and continues to grow stronger each month.

**CONCLUSION**

Although most regions can fall prey to a state of gloom and doom, we in Silicon Valley have a knack for reinventing ourselves. Positive outlooks in the job market give new hope to stabilization and moderate growth for 2010. Clean technology tenants that helped nourish demand for part of 2009 are expected to reacquaint themselves with potential expansions. So, are we home free, out of the woods and on the road to riches again? Not quite yet, but I believe that things are getting better and will continue to strengthen here in Silicon Valley in the coming year. It is human nature to believe that, when times are good, they will keep rolling indefinitely and vice versa. Now that we’ve made it through another downturn we are reminded of something many Silicon Valley veterans already know: Never bet against the resilience and vitality of the Silicon Valley region and its resourceful workforce.

About the Author: Kevin Klink currently serves as a Director on the Board for IFMA-SV. Kevin is a licensed California Real Estate Broker with Grubb & Ellis Company in Silicon Valley and serves on their Advisory Board. He is also a member of the Clean Energy Practice Group which focuses on providing commercial real estate solutions to the Clean Energy sector.
Marketing has been a passion of mine since I can remember, so when my career in Facilities started to have a Marketing flare I could not have been more excited. In tackling my new post as the Marketing Chair for IFMA Silicon Valley, it becomes increasingly important that I constantly learn and grow my marketing knowledge in all directions. With Julie O’Loughlin and Larry Morgan’s Marketing Facilities Management February Roundtable, in the company of a packed house of eager members, I learned just what a positive impact adopting a marketing strategy can have for the entire Facilities industry. The following is what some of the attendees had to say:

“Marketing Facilities Management was an excellent learning experience and re-enforced my belief that we all need to work hard to promote our profession internally to our respective companies’ executive management. Much of what people see, feel and touch when in or around buildings is the result of our hard work. The speakers had such high energy and enthusiasm for this important mission. It was contagious.”

-Bryce Reynolds, CFM, CFMJ, Facilities Manager
McAfee

“Larry and Julie are each informative and entertaining individually, and together they did a great job leading the audience through a series of stories and exercises to help people understand the value they bring to their organizations. They articulated the message that in order to survive, and flourish, facility managers need to take an active role in asserting their value as individuals and departments to those around them. This mindset will help turn facilities departments and personnel from cost centers into valued business partners. It was truly informative and everybody that I talked to really enjoyed the event.”

-Russ Goldin, President
Eat My Dust Janitorial

“The Marketing Facilities Management Roundtable recently provided a good opportunity to hear examples of how colleagues have promoted their professional business case. A successful take-away for me was to engage my VP of Marketing to discuss ways of promoting the Facilities & Laboratory Services Departments, which I manage. By engaging the VP, I gleaned executive insight on her department’s future plans and provided the opportunity to see how we might compliment each other’s departments. She immediately started thinking of how she could incorporate, or sponsor me into more senior level meetings and later pulled me into a project that I might not have necessarily been considered for. So thanks for giving me some fresh ideas on how to approach management and continue to provide superior support to my organization. “

-Sandra Jamme, Facilities Manager

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For this issue, I am highlighting Adony Beniares in his own words. Adony was one of my classmates in the CFM Review Class last year who has displayed a deep grasp of the facility field. Not only was he always helpful to everyone in class but after he passed his CFM exam, he made himself available to the study teams that requested his input. As one can learn from Adony’s journey through the facility profession, it pays to set your goals now rather than later.

The Facility Field is My Passion
By Adony Beniares, CFM, CFMJ

Like many of us, I did not know I would wind up having a career in Facilities, but it has become my work passion due to how well it matches my personality and skill set. The wide variety of responsibilities, the boundless opportunities to help people to be as productive as possible, and the excitement associated with success makes the facility experience something I wouldn’t trade for any other.

My first exposure to Facilities began in the mid 80’s. Back then, as part of the Finance Department in various small software companies, while I performed tasks that related to Order Entry, Product Manufacturing and Shipping, certain facility work became an increasing part of my job duties. I found out over the years that my exposure to facility work grew such that in the early part of 2001 during my stint with my employer at that time, Mercury Interactive, I shifted to a 100% Facilities role as we began a corporate search project.

Over the next 8 years, I continued to learn, taking on additional responsibilities, while meeting a lot of wonderful people. I made great contacts through IFMA which allowed me to grow both professionally and personally.

In the early part of 2009, I set my goal to be in the market of a new job opportunity in the next two to three years and I needed to plan my job search strategy. After reviewing multiple options, I reached the conclusion that obtaining my CFM, a secondary certification in my field and having an active LinkedIn profile would give me the best opportunity for career advancement.

Studying for the CFM helped me refresh my technical knowledge, allowed me to learn things that, even with my varied background, I didn’t know and gave me the opportunity to fully examine how I was managing my various responsibilities. Two days after I finished the IFMA refresher course, I passed the CFM examination. The hardest part may have been waiting for the computer to tally my score so I could know whether I had passed the exam! Surprisingly, within 4 months of completing my goals, I was contacted about a couple of different jobs, the most exciting of which was with LinkedIn itself.

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2009 Volunteer Appreciation Awards

In 2009 people did more than belong, they participated! The efforts of those who consistently take it a step further and dedicate themselves to the greater good of the Chapter did not go unnoticed – in IFMA SV tradition, Committee members submitted their votes for their committees uber-participant of 2009. The final vote went to the Steering Committee and at our first Chapter Meeting of the year on January 27th, we recognized the best of the best for their accomplishments and contributions in the areas of Communications, Professional Development, Special Events, Membership & Marketing as well as announced the winners of our most prestigious awards, the Tom Jones Award and the President’s Award.

Award for Communications

Ed Novak, the winner of the Award for Communications, did more for chapter communications in 2009 than the iPhone has done for mobile telecommunications! As Editor of IFMA SV’s Newsletter The Voice; Ed consistently produced a publication of the utmost quality that contributed greatly to the retention of our senior level members, recruitment of our brand new energetic members, and added even more value for our associate members and sponsors. With the creation of the conceptual slogan “3E” exciting events, expanded education and operational excellence which will be the foundation of the Chapter for years to come, along with the main driver behind getting our balanced score card published and accessible to the entire membership; Ed made sure we stayed focused on what our members want and need.

Award for Professional Development

The Award for Professional Development in 2009 went to our esteemed colleague behind the scenes, Nichole Stephenson. Nichole’s the one that makes many of our best chapter meetings and events magically happen! From coordinating venues, to arranging for speakers, to organizing staff, catering, and everything in between, Nichole is the one that gets it done – and always with a smile. I know from personal experience that if Nichole is part of the team the event is guaranteed to be a success!

Award for Special Events

I think we can all agree hands down that 2009 was a year of amazing special events for our Chapter! From the Golf Tournament to the Membership Mixer to the Renaissance Vendor Faire to the first ever Holiday Charity Benefit, we experienced greater attendance, participation and fun with our events than ever before. Thanks to Cathy Cathey, the winner of the award for Special Events, we have set a new precedent for events going forward.

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President's Message
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Finances
Our financial performance remains strong with over four months of reserves in the bank. The Board passed our 2010 budget in February which reflects a realistic expectation of slightly more revenues than last year while keeping expenses relatively flat. Due to a recent increase in metal and sustaining sponsors, we are on target to have another solid financial year despite the uncertain economic times. When seeking products and services for your facilities, please consider contacting one of our metal or sustaining sponsors to see how they can help you.

Diversity
Immediate Past President Julie O’Loughlin is making huge gains in putting into place a new local scholarship program and other ways to provide FM education to local disadvantaged students. She now has a team to support her, seed money and new donations, including $2,000 from Clean Innovation (Thank you, Raffy!!).

New Media & Communications Services
The New website project, abundant press releases, creative new ads with our media partners, our new LinkedIn site, and our revamped Facebook Group illustrate that Judith Sayler, Morgan Cooper and the rest of the Media, Marketing & Communications team have been quite busy lately. Add to this, our bi-monthly newsletter and annual directory and you’d be hard pressed to find more any association chapter with more ways to reach our members.

So, what’s ahead for us in 2010?

There’s still plenty of work ahead of us including:
• Forming a committee for the Awards of Excellence so that we can submit to IFMA International by the June 4 deadline
• Finding more volunteers, which are needed to help with upcoming exciting events, including:
  • Rebuilding Together
  • Membership Mixer
  • Vendor Fair
  • Holiday Party
  • Succession Planning for 2011.

As you can see, our Chapter leaders and volunteers are committed to doing more in 2010. With your support, we are committed to remaining the premier organization for professional leadership, education and innovation for the facility management profession.

As Russ Hancock, CEO of Joint Venture: Silicon Valley said at our March meeting on the State of the Valley, it is IFMA members who help to define where we are going in the Valley, promoting best practices and sustainability in the design, construction and operation our facilities, and further driving innovation within their own companies as well as the companies who support their endeavors.

So, remember to make this year the year that you fully Invest in the Human Capital for yourself and your organization. Sign up for one of our award winning educational classes; get out of your office and meet your fellow members at our exciting events this year to discover how your Chapter can help you to take the next leap in your career and influence the future of the Valley.

February Roundtable
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“RideSpring has been very impressed with IFMA and its amazingly supportive community. We were so thrilled with IFMA’s January event that we sponsored our first IFMA event this past February, a terrific lunch roundtable with Julie O’Loughlin and Larry Morgan. The value of this opportunity was tremendous! Not only did we take away valuable insights into leadership from Julie and Larry’s presentation but we also were rapidly introduced to the IFMA community. The networking opportunities both at the event and from our recognition at follow-on events have been terrific! “
-Jorden Woods, President
RideSpring, Inc.

“I found the topic of the roundtable fascinating. From all my years in the FM world, you begin to lose track of how the users view the facilities department. I appreciated listening to Julie and Larry’s real life scenarios they incorporated into the topic; especially missteps that we can learn from. I’ve incorporated “marketing facilities” into our facility department goals, thanks to the reminder from this roundtable.”
-Barbara Ross, Operations Manager
Latham & Watkins LLP

“I’m one of those folks who normally only attends the monthly Chapter Meetings in the evenings, but....Wow! I’ve been missing out. Julie and Larry are great teachers and wonderful role models for the young and ambitious professional. I think of Special Forces, Superheroes, and the United Nations in a whole new way now!”
-Bob Dills, Vice President
Western Allied Mechanical

CFM Spotlight
Continued from pg. 8

Given where I work, I would also be remiss in not reminding everyone of the benefits of networking. Participating in IFMA meetings and staying connected to peers and vendors that you meet at IFMA can only help you in your day-to-day job and overall career.

Questions surrounding my CFM certification came up several times during the interview and one senior executive commented on how good it was to see the certification on my resume. The end result is that I am now responsible for global Real Estate, Facilities, Physical Security and Health and Safety at LinkedIn, one of the most exciting companies in Silicon Valley! The advice I’d give to people who have a generally broad background in Facilities, and want to achieve the CFM certification is to not put it off - focus on your goal and take the IFMA prep class! I obtained my credential within 60 days of beginning the process. If you’ve been focused on one area of Facilities, the various IFMA courses and the CFM prep course will give you the solid fundamental knowledge that will help you become a Certified Facility Manager.
On Friday, March 5th Julie and I enjoyed an energizing Day With a Facilities Professional, a program held for the last 48 years by our friends at the Association for Facilities Engineering (AFE). This event provides important guidance to college students who have expressed interest in facility careers. For many years IFMA Silicon Valley has recognized the importance of this program and with our mantra this year, “Invest in Human Capital”, it aligns perfectly with some of the amazing programs we have begun developing and making available to our IFMA SV Community.

We set out on an all day mission with three brilliant women college students to expose them to the wide world of our profession.

Our students this year were:

Ada Catino  
California Maritime Academy  
Marine Engineering Technology  
Graduation: Spring 2010

Marine Engineering has given me the opportunity to learn about a vast variety of systems including HVAC, power generation, and design… After last year’s Day with a Facilities Engineer I was excited about how many opportunities and the variety there is in the field of facilities engineering. I know that, after graduation, I want a job that will keep me active and thinking… I am always open to a good challenge.”

Lynsey Koerlin  
California Polytechnic State University,  
San Luis Obispo  
Bachelor of Science Degree  
Business Administration  
Concentration: Marketing  
Minor: Industrial Engineering  
Graduation: June 2010

Elizabeth Vuong  
California Maritime Academy  
Bachelor of Science Degree  
Marine Engineering Technology  
Graduation: May 2010

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Award for Membership & Marketing

While our next winner for outstanding work is one of our newest and youngest members, you would have never known that from her many accomplishments and contributions. This person made an impact visually for the chapter with a new branded look in our posters, flyers and power point slides. Additionally, she was a huge contributor to many of the most successful events and programs. From our VIP Facilities Focus Groups and West Coast party at World Workplace, to the Holiday Party; this person knows how to “make it work”! On top of putting up with me within the realm of IFMA, she had to work with me at our day job for Fenwick & West. That meant basically 24 hours, 7 days a week she was dealing with “Julie”. So, when I excused myself from the voting polls for this particular award so as not to appear biased, I was delighted to see that everyone else who did vote could see and acknowledge what I was lucky enough to experience on a regular basis - the talented Morgan Cooper!

Tom Jones Award

The Tom Jones Award is considered our Chapter’s highest honor and goes to the member who best exemplifies the spirit of Mr. Jones, for his ever-lasting support and commitment to the Chapter through action, voice and heart.

When I began recruiting Larry Morgan more than a year and a half ago to be on the board of directors, I had heard through the grapevine that he was a force to be reckoned with. Well, I got confirmation the buzz around Larry was real when I received a YouTube Music Video as his way of formally accepting the post. I knew “Right Here, Right Now” he was going to bring a new energy and a fresh voice to the Board. And man did he deliver! His sold out CFM & FMP classes were the talk of the Chapter all year and the exceptional reviews of the many people who were lucky enough to get in only confirmed what an amazing new resource he is for us. Between his phenomenal presentations and speaking engagements, along with his innovative and driven leadership of the Professional Development Committee; Larry truly embodies the spirit of what makes IFMA-SV Rock! And, I’m not the only one who thinks so – PDC won the international award of excellence for Best in Professional Development in a Large Chapter at IFMA’s World Workplace 2009 conference in Orlando.

President’s Award

The President’s Award is awarded at the discretion of the Chapter President and outside the approval of the Board of Directors. This honor is awarded to those who have demonstrated continued outstanding contributions to the Chapter, and in turn, the profession.

One of, if not the first official duty I did as the newly elected President last year was call upon the IFMA Silicon Valley Presidents of years past to join the board for lunch and give us a hour of two of their experiences and lessons learned. In that first gathering I got such wonderful ideas and advice that I made a wish out loud that it would be so cool to have access to them on a regular basis. Wow, if all my wishes could come to culmination as quickly and succinctly as what was put into action by Kris Wafier! The Past Presidents Advisory Committee comprised of past chapter presidents Bob Dills, Bob Kraiss, Henry Jung, Tom Lighthouse, Kris Wafier, and towards the end of 2009, the newest addition, 2008 President Raffy Espiritu. This committee met with Ed Novak and myself several times throughout the year to give advice, guidance and insight, and were essential to how we were able achieve so much in the hardest of economic times.
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For those of you keeping track, this is IFMA Community Outreach Committee’s, and more importantly, YOUR, fifth year of supporting Rebuilding Together Peninsula in their quest to provide independence, warmth and safety to low income homeowners and underfunded community service organizations. This year’s recipient of our services is Kainos of Redwood City at their Vocational Training Center. Kainos exists to assist adults with developmental disabilities in maximizing their potential.

We have lots to do at this site, so again this year will be working two consecutive Saturdays (April 17th and 24th) with the Rebuilding Together sponsored barbeque at the end of the day on the 24th. For those of you who have volunteered with us in the past, we look forward to seeing you again. If you haven’t joined us previously, but are considering it this year, please do. Construction experience is not mandatory and there are lots of ways to help. I also strongly encourage everyone who comes out on either weekend to make it to the barbeque. It is quite inspiring to see literally hundreds of smiling faces on volunteers of all ages, each sporting the same colored t-shirt and sharing the stories of their day. Armadillo Willy’s caters the event, so the food is great as well.

Unable to attend either weekend? There are still ways you can help. We are happy to accept donations of materials or cash to purchase materials. Also, if you will be playing in this year’s IFMA-SV golf tournament, be sure and purchase Eagle Packs for your foursome as the proceeds benefit the Community Outreach Committee and our community supports programs, including Rebuilding Together.
“There is no better way to strengthen my education as an engineer than with experience and hands on training… Going through the day with the facilities engineer will further my experience and knowledge as an industrial engineer”.

We began our day together with a lunch introduction held at NetApp in Sunnyvale. Afterwards Julie and I traveled with the students to my company, Western Allied Mechanical in Menlo Park, for a tour of our operations. That included visits with my business partners and our team members. We toured all the major departments including engineering, project management, sheet metal fabrication, pipe and mechanical skid fabrication, service, and accounting. Over the course of the visit, my colleagues explained the design build, and plan spec construction delivery systems, Building Information Modeling (BIM), and some of our specialties including rapid equipment replacements in critical facilities.

Our tour then progressed to Julie’s gorgeous building at Fenwick and West. The students were exposed to the myriad of facilities functions managed by Julie and her seasoned staff. The video conferencing link between Fenwick’s Mountain View and Seattle sites was demonstrated. Julie’s staff provided an impressive tour of the rooftop mounted emergency power generators and the related fueling systems. We inspected the elevator equipment, and enjoyed discussions with the Chief Engineer on Duty, the Site Safety Manager, and others.

Our students were obviously impressed with the range of facility issues they were exposed to in a short afternoon. I believe they were left with an understanding that this is far more than a job, and truly a profession.

The female students from the California Maritime Academy spoke about their experiences in their male dominated field of education. While it is evolving, it is still far from balanced. They see six or eight women in a program of about fifty students, and have encountered outright resistance when aboard the ships for their training. Julie was able to tell them about our chapter’s Diversity Scholarship and Mentoring program, one of our Key Strategic Initiatives supporting the chapter’s Balanced Scorecard, and give them a “Never Quit!” mentality for their future success in the industry.

After the tours concluded, Julie and I returned with the students to NetApp, a beautiful campus managed by IFMA members Ralph Renne and Kris Wafler. We enjoyed dinner while a panel discussion was conducted with four highly placed facility professionals explaining how they entered the career and the current challenges they face.

All together, the students had the rare opportunity to see the facilities world from both a contractor’s and a facility manager’s prospective. Lucky indeed! Look for Liz, Ada, and Lynsey as they begin their careers and continue to diversify the profession for future success. They all graduate this spring, and will be great additions to our industry!

Members in the News

Melody Spradlin, Director of South Bay Operations for Dome Construction, our Platinum sponsor this year, provides insight on the opportunities and challenges of adaptive re-use of the abundantly available commercial office space for lab use. This article was published in the Lab Design Newsletter of R&D Magazine on 22nd January 2010.

http://www.rdmag.com/Lab-Design-News/Articles/2010/01/Construction-Lab-Based-Companies-Can-Benefit-From-Commercial-Real-Estate-Downturn/

A recently published article written by our editor, Deepa Dhar, offers inherently simple passive design solutions, space optimization strategies and a re-look at current HVAC design principles that in addition to being eco-friendly, provide initial and operational cost savings. This article was published in the Lab Design Newsletter of R&D Magazine on 21st December 2009.


Hope you enjoy reading these!
New Board Member

Wendy Newcomer has over 20 years of experience in commercial facilities design and planning as a Project Designer, Project Manager, Marketing Manager and Design Department Manager. Having practiced interior design, space planning and project management in architectural and interior design firms, furniture dealers and facilities departments, she has a broad background managing teams and projects from programming through to move management. Wendy enjoys the challenge of making work environments more efficient, functional and pleasing places for people to work. She received a Bachelor of Science in Interior Design with a minor in Business from San Jose State University.

After attending IFMA-SV meetings for many years, Wendy joined in 2002 and is currently a Bridge member. With a passion for giving back to those less fortunate in the community, and seeing all of the resources within IFMA-SV, she worked with the board to organize the Community Outreach Committee and has been chair for the past seven years. She coordinates the Chapter’s annual Rebuilding Together to recruit volunteers and obtain building materials to rehabilitate homes and community facilities of low-income neighbors to help revitalize their communities. She also enjoys golf and is a member of the FARE (Facilities, Architects & Real Estate) golf club.
IFMA Silicon Valley
2010 Annual Golf Tournament

2010 Sponsorship Opportunities &
Player Sign-Up

Where: Cinnabar Hills Golf Club
When: Friday May 21st
Shotgun start at 12:30 pm

FOR MORE INFORMATION CONTACT:
ADMIN@IFMASV.ORG
In today’s economy, facility and property managers today are looking every which way to cut costs because budgets for building operations and maintenance in most companies have shrunk or not kept pace with needs. People often assume that they have no control over HVAC costs so one of the areas some managers have cut back is in reducing preventative maintenance on their HVAC systems. What are the risks of eliminating or reducing the frequency of maintenance service and are there opportunities you may miss to reduce energy costs?

You would not skip oil changes, changing out the oil and air filters or keeping tires properly inflated on your car. Similarly, an HVAC system also needs regularly scheduled preventative maintenance checks, adjustments and service to keep them operating reliably and efficiently.

If proper preventative maintenance and services are performed, small predictive repairs such as changing worn bearings or contactors can prevent larger, more expensive repairs or replacements. Many people don’t realize that HVAC equipment, if not properly maintained, will cost more to run because it is running inefficiently, and an opportunity to actually lower utility costs is missed.

Operating Your HVAC Units at Lower Costs

HVAC systems in many commercial buildings are not running efficiently. For a typical California office facility, electrical usage should not be more than about 16 kilowatt hours per square feet per year. If your usage is higher, then you are not only wasting energy but very likely spending tens of thousands of dollars more than you should on HVAC repairs or replacements because large components such as AC compressors or motors may have prematurely failed. Often there will also be complaints about comfort problems from tenants and employees.

The right preventative maintenance program will reduce operating costs of both HVAC repairs and energy usage but knowing the quality and service to look for in a program is essential. But some facility and property managers are not be getting what they pay for in their maintenance agreements. Many HVAC contractors would rather install new systems than perform a true quality preventative maintenance program. As a result contractors will condemn a unit and tell a client that the unit needs replacement even when it may only need a minor repair or adjustment.

What are some indicators to see if your contractor is providing the right maintenance for you? An HVAC contractor needs to understand your building’s function, usage and HVAC system and should tailor a maintenance program that provides the right services and frequency for your building. A preventative maintenance proposal should include a detailed preventative maintenance schedule by unit and your contractor should be able to explain why a certain service and frequency are recommended.
A reputable contractor will also have a detailed system in place to measure the quality of their services and provide you with reports about HVAC repairs and energy use. Any of your employees or tenants could potentially complain to OSHA about indoor air quality and OSHA can demand that you provide them the records of the past year’s maintenance services within 48 hours. Ensure that your contractor can provide you instant access to reports and records at all times.

The economy may go through periods of ups and downs but if you have a quality preventative maintenance program, building comfort should be stable, energy costs low and HVAC repairs should be minimized.

Typically, the larger your size of HVAC system the more frequently it should be serviced. As an example, package HVAC units are often serviced quarterly. But if your systems are larger than 20 tons, service every 60 days or 30 days is prudent. Not everything is always apparent so looking for unusual electrical readings, oil leaks, incorrect gas pressures or other indicators of a problem and addressing them early will avoid costly repairs or replacement of the unit.

A good preventative maintenance program will require the technician to document the actual numerical readings, not just mark a check box for things such as superheat, suction and discharge pressure, sub-cooling, amp readings on all motor legs, oil pressure, Meg Ohm readings, contactor temperature, crankcase amps and using detailed maintenance logs for each piece of equipment and on key systems such as chillers, boilers, cooling towers, large AC compressors and motors. That type of detailed equipment logging will help ensure that the maintenance has been performed and that information will provide valuable predictive indicators to reduce your repair costs.

When interviewing contractors, ask questions about how they ensure quality services. Ask about the knowledge and experience of the technicians servicing your building. Their level of skill should be equivalent to a journeyman skilled mechanic both during your regular maintenance checks as well as when they are called out for emergency service. You should expect technicians to have many years of experience on commercial systems and be familiar with your brand of equipment. You should also expect the contractor to be able to respond to any emergency with a response time under two hours 24/7.

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The economy may go through periods of ups and downs but if you have a quality preventative maintenance program, building comfort should be stable, energy costs low and HVAC repairs should be minimized.
# 2010 PROGRAM CALENDAR

Silicon Valley has one of the most active and successful IFMA chapters in the world. The monthly meetings expose members to an extensive network within their profession, while the training classes and lectures are directed toward improving the member’s skills. The Facility Management profession changes dramatically year-to-year, demanding more and more from facility professionals. Silicon Valley Chapter of IFMA strives to provide educational and networking opportunities for the industry.

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>TYPE OF EVENT</th>
<th>VENUE</th>
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<tbody>
<tr>
<td>January 27</td>
<td>Be Yourself: Everyone Else is Already Taken</td>
<td>Chapter Meeting</td>
<td>Jewish Comm. Center</td>
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<tr>
<td>February 10</td>
<td>Marketing Facilities Management</td>
<td>FM Roundtable Luncheon</td>
<td>Fenwick &amp; West LLP</td>
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<td>Feb. 11, 12, 18 &amp; 19</td>
<td>The Business of Facilities Management</td>
<td>FMP Class</td>
<td>SAP</td>
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<td>February 24</td>
<td>Facilities Frontier</td>
<td>Chapter Meeting</td>
<td>Juniper Networks</td>
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<td>March 10</td>
<td>Laws &amp; Reg. Impacts on FM-Title 24</td>
<td>FM Roundtable Luncheon</td>
<td>Net App</td>
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<td>March 24</td>
<td>The State of Silicon Valley</td>
<td>Chapter Meeting</td>
<td>SCU</td>
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<tr>
<td>April 8 &amp; 9</td>
<td>Operations and Maintenance</td>
<td>FMP Class</td>
<td>SAP</td>
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<td>April 14</td>
<td>Change Management</td>
<td>FM Roundtable Luncheon</td>
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<td>April 17 &amp; 24</td>
<td>Women in IFMA Networking Event</td>
<td>Wine Tasting/Mixer</td>
<td>J. Lohr Vineyards</td>
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<td>April 17 &amp; 24</td>
<td>Rebuilding Together</td>
<td>Community Outreach</td>
<td>Kainos, Redwood City</td>
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<td>April 28</td>
<td>Impact of the Diverse Workforce on the Facility Professional</td>
<td>Chapter Meeting</td>
<td>Google</td>
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<td>May 12</td>
<td>Collaboration Tools</td>
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<td>May 21</td>
<td>Golf Tournament</td>
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<td>Cinnabar</td>
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<td>May 26</td>
<td>“C Level” View of Facilities Management</td>
<td>Chapter Meeting</td>
<td>SAP</td>
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<td>June 3 &amp; 4</td>
<td>CFM Exam Review Class</td>
<td>CFM Review Class</td>
<td>SAP</td>
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<td>June 9</td>
<td>Lead Not Manage</td>
<td>FM Roundtable Luncheon</td>
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<td>June 23</td>
<td>Who is Next? - Succession Planning</td>
<td>Chapter Meeting</td>
<td>SV Humane Society</td>
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<td>July 14</td>
<td>The Value of Certification</td>
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<td>July</td>
<td>Annual Membership Mixer</td>
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<tr>
<td>August 5 &amp; 6</td>
<td>Planning and Project Management</td>
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<td>August 27</td>
<td>Comm. Outreach Beach Cleanup</td>
<td>Special Event</td>
<td>Santa Cruz</td>
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<td>September 9 &amp; 10</td>
<td>CFM Exam Review Class</td>
<td>CFM Review Class</td>
<td>SAP</td>
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<td>September 22</td>
<td>Our Planet</td>
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<td>October 13</td>
<td>Workplace Violence</td>
<td>FM Roundtable Luncheon</td>
<td>Cypress Envirosystems</td>
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<td>October 20</td>
<td>Future Trends in Facilities Management</td>
<td>Chapter Meeting</td>
<td>Pipe Trades Tr. Center</td>
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<td>October 27-29</td>
<td>World Workplace</td>
<td>Special Event</td>
<td>Atlanta, GA</td>
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<td>November 4 &amp; 5</td>
<td>Leadership and Management</td>
<td>FMP Class</td>
<td>SAP</td>
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<td>November 10</td>
<td>Safety in the Workplace</td>
<td>FM Roundtable Luncheon</td>
<td>NetApp</td>
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<td>November</td>
<td>Vendor Fair</td>
<td>Special Event</td>
<td>TBD</td>
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<tr>
<td>December</td>
<td>Holiday Party</td>
<td>Special Event</td>
<td>TBD</td>
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When the economy heads south, 75% of U.S. companies respond by cutting back and trying to "tough it out". Advertising is the first expense that gets eliminated. Is this a smart decision?

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Steven Baca
Enviro Seaper Inc.

Leighanne R. Beck
Micro Focus

Peter Christianson

Linda M. Crow
Facilities First At GlobalFoundries

Paul R. Fales
PSS Communications, Inc.

Jon Fisher
Cosco Fire Protection

Eric D. Galpine
Graebel/Erickson Movers, Inc.

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ITRenew

Andrea M. Maki
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Please contact Chapter Administrator for rates on multiple issues.

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