CONTENTS

In This Issue

President’s Message 3
Editor’s Message 5
Sustainable Buildings Without LEED Certification? 6
Beach Clean Up 9
Unleashing Our Inner Rock Star — Mixer/Diversity Fundraiser 11
20th Anniversary Celebration 13
June Meeting: SAP 14
FM Contributions to Great Places to Work 15
New Members 17
San Jose Giants Game 18
Volunteer Spotlight: Cristina Avila, Jamie Moore 19
FMP Spotlight: Charles Elliott 21
IFMA Advocacy Day 22
2011 Calendar of Events 24

Coming Events

October 26-28  World Workplace - Phoenix, AZ
November 4  20th Anniversary Celebration Opera House, Los Gatos
November 9  FM Roundtable Luncheon Transforming GM with BIM in Complex Facilities and Laboratories
November 17-18  CFM Exam Review

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President’s Message

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We need your talent in 2012.

If you are like me, there are some things you may feel you do pretty well, and others that you would not admit to having done even at gunpoint! I do play drums and world percussion instruments adequately in the solitude of the studio or garage until well past dawn some days. I am a hell of a home experimental chef, witness the huge mess after an invitation to dinner. I also enjoy being with people and I seem to have made it a lifelong project to learn how to become a better something tomorrow than I was today, however that unfolds.

I never thought of myself as one who has any great talent, but like each of us, I have certain skills and abilities. Let me tell you a story, however, passed down to me from my Dad through his life in jazz circles. It’s a story about a man who had real talent.

This particular man played piano in a bar. He was a good piano player. People came out just to hear him and his trio play. But one night, a patron wanted them to sing a particular song. The trio declined. But the customer was persistent. He told the bartender, "I'm tired of listening to the piano. I want that guy to sing!"

The bartender shouted across the room to the piano player, "Hey buddy! If you want to get paid, sing the song. The patrons are asking you to sing!"

So he did. He sang a song. A jazz piano player, who had not sung much in public, sang a song that changed his career. For nobody had ever heard Sweet Lorraine sung the way it was sung that night by Nat King Cole! For those reading this saying “what the hell is he talking about?”, Google his name — you’ll quickly discover someone amazing.

Continued on pg. 4
He had talent he was sitting on! He may have lived the rest of his life playing in a jazz trio in clubs and bars, but because he had to sing, he went on to become one of the best-known entertainers in America.

You, too, have skills and abilities. You may not feel as if your "talent" is particularly great, but it may be better than you think! And with persistence, most skills can be improved. Besides, you may as well have no ability at all if you sit on whatever talent you possess!

Some people ask, "What ability do I have that is useful?"

Others ask, "How will I use the ability that I have?"

So here is my main point. We are in the beginning phases of 2012 strategic planning with a stretch goal to have more FM professionals involved in chapter leadership in the long term. With the complete understanding the lines between an associate and professional are often times very blurry and will become more blurry in the future as outsourcing becomes a way of life. But that’s a tale for another time. We are in need of the next Nat King Cole who is currently thinking their talent is not that great. How will you know, how will anybody know if you don’t sing? Sing with us, join a committee, and get involved in something. It doesn’t have to be a huge burden or time commitment, it only has to be something that could unlock a hidden talent. 2012 chapter leadership and hundreds of others have many needs for your talent. Let us know how you want to sing by sending Joy, our amazing chapter administrator, an email at admin@ifmasv.org.

By the time the next edition comes out we will be back from World Work Place in Phoenix where IFMA SV will be receiving the Large Chapter of the Year Award and Julie O’Loughlin is receiving the very prestigious Distinguished Member award. There were many talented people who played and sang in key, well most of the time, LOL, the chapter’s Future Stars of FM theme song this year which inspired, enabled and empowered us to set and reach such lofty goals and achieve so much, so fast. I am fortunate enough to be the band leader this year, a talent I didn’t know I had until someone yelled to the bartender, “Make him lead”.

Bless you all for the beautiful music.

We will talk more about WWP and all of the 2011 achievements in my last newsletter as your 2011 band leader later this year. Follow the WWP recaps on the chapter web page and the social media. Facebook will be buzzing with Raffy’s pictures, Ed Novak’s tags and all kinds of other crazy things to be sure!!

I hope to see the first 200 to register at the 20th anniversary party on November 4th where we can celebrate, together, 20 years of amazing music as a band.

Larry Morgan, CFM, RPA, FMA, SMA
2011 Chapter President
International Facilities Management (IFMA) Silicon Valley
The year has gone by fast and while a lot has changed, a lot is still the same. Regardless of the state of our economy and the disheartening news on the television and radio with constant reminders of the imperfections of our system, it is heartening to see the camaraderie of our community as we get together to support each other and those less fortunate than us.

Our membership has been busy with a series of events – most recently the beach cleanup which was, as always, a very well planned event. Thank you to all the volunteers that give their most precious commodity - their time – to this noble effort.

The prolonged state of affairs has, I hope, a silver lining: made all of us more cautious, thoughtful and conservative. Our tightened budgets and limited resources challenge our creativity and tenacity, as we strive for the same high standards as before. We have reason to celebrate as we mature as an organization, leading the way in shaping a more sustainable environment for our communities. Recognizing our own talents & contributions will make us aspire to ever higher ideals - as there is always room for development and improvement in our ever changing world.

Regards,
Deepa
As with most practices in the early 21st century, LEED was on a high roll, gathering momentum as people sought to aspire to a higher ideal. Not to be left behind, many jumped on the bandwagon. Unfortunately, many who did had little to share with the fundamental ideals of LEED, had limited knowledge of what it entailed and had embraced it for its popularity in public perception.

Even though the LEED certification program started from the best of intentions, it is becoming increasingly clear that certifying a design as “green” based on a list of general criteria can be counterproductive when the actual energy usage for the implemented design is evaluated. The LEED certification program is based on models that try to predict the energy usage based on a point based design evaluation process. Such models can be inexact, however, and in the presence of imprecise models with significant error margin, it is possible to have a building that rakes up enough LEED points to get certified but is not optimal in terms of actual energy usage. Part of the problem lies also with the mindless quest to increase the overall LEED score of a building instead of taking a holistic view of its energy impact.

While there has been a growing emphasis in recent years on green practices, many of these have come as an “add-on” design strategy, often at significant additional cost. LEED has started the idea of sustainability to the world of building in the United States, but too much focus has been given to the certification process. One of the bigger problems LEED certification faces these days is that its hype and hope have vastly surpassed its accomplishments. If a building owner is looking to sell their space based upon energy efficiency and green design, then LEED is a good marketing tool. Also LEED is a great PR tool for owners or corporations wanting to show off their concern for the environment. For many companies “going green” remains synonymous with corporate communications and branding.

Continued on pg. 7
Sustainable Buildings Without LEED Certification?
Continued from pg. 6

It’s time for us to stop, take a moment and analyze our goal towards sustainable living.

Should we all be blindly boarding the LEED train to get our buildings certified? Does the LEED certification guarantee energy efficient eco-friendly buildings? Energy efficiency is the key to reducing operating costs. Energy efficiency also reduces our collective dependence on fossil fuels.

Many LEED certified buildings get their certification by accumulating points through bamboo flooring and native landscaping while paying very little attention to optimizing energy use. If we are not reducing the carbon footprint, are we really doing our job right? Green has become a buzz word that many have felt compelled to embrace to satisfy their intrinsically human desire to belong.

We must take the responsibility to be able to leave the earth as a better place to live for our next generations.

As Elton John says;

“From the day we arrive on the planet … You should never take more than you give in the circle of life.”

We can achieve sustainable and economical design by employing simple, innovative, common sense-based cost saving strategies, as an integral part of the design with native feeling.

With this backdrop in mind, architects should work towards making the existing buildings eco-friendly with minimal new investment. Simple strategies like passive design principles and effective space utilization are extremely valuable to the success of making a facility more efficient and cost effective.

Many of these techniques have been used for centuries in cultures around the world, especially in the developing countries, out of necessity.

The ancient Hindu Vedic architectural guide Vaastu Shastra’s concepts dictate building orientation, room placement, proportions and materials, among other considerations.

In a similar way, a method of construction using locally available materials and resources to meet local needs has been a popular way of living in many parts of the world for centuries. It evolves over time as the relevant local style that reflects environmental, cultural and historical context.

Frank Lloyd Wright described vernacular architecture as:

“Folk building growing in response to actual needs, fitted into environment by people who knew no better than to fit them with native feeling.”

This was people’s answer when they were faced with challenges of living with limited resources. So sustainable living has been an integral part of day to day life in the developing countries due to the lack of resources. Here in the United States we have developed a sense of entitlement over the years because of the abundance of resources. We make the biggest environmental footprint on the planet but we have hundreds of excuses for never changing our behavior. We feel we’re entitled to expand anywhere or any way we can. As a nation, we lead the world in carbon dioxide emissions, nearly twice the amount of second-place China (which has one billion people). We lead the world, by far, in water and oil consumption. Our arrogance to not compromise on the ‘American’ standard of living and a belief that all can be solved by mechanical means, has led architects and engineers to rely on more add on strategies and ignore fundamental design principles of achieving results by logical design.

Here are some simple tips to make our buildings green without hurting where it hurts the most in today’s economy—your wallet.

• Orienting the building and spaces within the building to maximize natural light. Intensive spaces can help in improving the quality of the space while reducing energy costs.

• Another simple strategy to limit heat gain in buildings, while also improving the visual quality of the space, is to add plantings. Deciduous trees on the south and west façades will shield the sun during the hot summer months and allow sunlight penetration during the cold winter months.

• Horizontal sun shades on the south façade and vertical sun shades on the west façades will control heat and glare. Where site area is limited to disallow plantings, trellises or vertical screens with deciduous vines are just as effective.

The term ‘go green’ has become a bit overused lately. It can mean any number of things to any person or any manufacturer. The most basic definition would mean making a conscious effort to lead a lifestyle that reduces the amount of harm done to the environment. The biggest challenge in going green is turning hype into habit. Green design may simply be going through an unfortunate adolescent phase as it evolves its way into the new era of efficiency.

The idea of going green may feel like an overwhelming process to some. But it is important to personally find a comfortable middle ground. Integrating Green design into our lives does not have to be about all or nothing. Like anything new in life, people need time to adjust. And if all of us decide to do our share, we can definitely make this earth a better place to live.
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Every year I try to plan a new and interesting environmental event for our annual IFMA SV day at the beach. I search for projects where we can make a positive impact on the natural habitat while strengthening our bonds with other chapter members. I usually work with a ranger from the State Park system to coordinate the event. Every year the State Park representative worries that our group is there to party not work, and that we won’t accomplish enough in the few hours we have to volunteer to make a difference. And every year, at the end of the day, that same park ranger is awe-struck by what our team has completed and begs me to bring the group back again.

This year was no exception. On Friday August 26, a hardy group of 40 chapter members met at Wilder Ranch State Park on the coast north of Santa Cruz. Our mission: search and destroy the nasty weeds engulfing the wooden boardwalk trail at Sand Hill Bluff. Sand Hill Bluff is a 6,000 year old archaeological site. This mound of detritus left by the Native American coastal inhabitants is even listed on the National Register of Historic Places. The large site is owned by the State Parks system but there is currently no funding to maintain the boardwalk which routes hikers away from the fragile historic dunes.

State Parks Archaeologist Mark Hylkema met our group at Wilder Ranch and gave us a brief history of the indigenous people of the area. He passed around ancient arrowheads which have been recovered from Sand Hill Bluff. We were briefed on the hazards of our mission: ticks, poison oak, sunburn…then our group caravanned through the farm land and out to the work site.

Once at the site, the IFMA SV volunteers swooped down to tackle the weeds of the overgrown boardwalk like a swarm of hungry locusts. Within minutes of our arrival clippers were snipping, rakes were scraping and weeds were flying.

Continued on pg. 10
The construction team was well equipped with lumber and posthole diggers to build new fences, all of which were erected in record time. “HazMat Bob” donned his Tyvec suit, mask and gloves and bravely attacked a pesky grove of poison oak. Within a couple of hours, the trail had been transformed and the boardwalk was once again ready to welcome adventurous hikers.

As the evening fog began to blanket the surrounding Brussels sprout fields, Mark led the team on a short tour of the dune, which was a midden or refuse dump many meters high consisting of stone flakes, shell, pottery and animal bone fragments. The group then returned to the historic Wilder Ranch for a delicious catered BBQ served in the sheltered old apple orchard. The picnic tables were abuzz with the chatter of chapter members who had bonded over a pile of brambles.

Special recognition goes to Herman Miller, who graciously sponsored the beach event for the 13th year in a row! Archaeologist Mark has already compiled a Wish List for our strong and willing volunteers to take on next year. We could be working our magic around the old Lime Kilns…we could begin restoration of a 150 year old barn…or we could be tackling another weed challenged trail…whatever the task, there is no question that IFMA SV will make it happen.
Unleashing Our Inner Rock Star
2011 IFMA-SV Membership Mixer/Diversity Fundraiser Was Over the Moon!
Google

More than 300 attendees let down their hair to the sounds of live rock and reggae bands at this year’s super heated chapter Membership Mixer/Diversity Fundraiser. Held on July 28th at Google’s Crittenden campus in Mountain View, the energy was incredible both on and off the stage! The event directly influenced six new members to join our chapter!

Building on the success of last year’s “Urban Block Party”, the Membership and Diversity Scholarship committees again combined talents to take this annual event to a whole new level. Our Rock Concert allowed members to “Unleash Their Inner Rock Star” while also raising awareness of the Chapter’s Diversity Scholarship & Mentoring Program. Through fundraising events, their mission is to provide scholarships to qualified, aspiring and existing facilities professionals, particularly focusing on members of the community who have limited opportunities. The funds cover both scholarships to our local Chapter’s FMP, CFM and newly formed Sustainability certification classes as well as contributing nationally to the IFMA Foundation’s scholarship program to help those seeking a traditional degree in FM.

Taking over the quad between Google’s buildings, there were a ton of happenings:

- Two fantastic local bands “The Holdup” and “Big Wood”, plus our very own DJ, “The Voice” Michael Ybarra
- Good eats prepared by Google’s famed chefs and well stocked bars
- A Rock Star Photo Booth with props for that picture to “remember the evening”
- A Rubber Duck Raffle including a Grand Prize trip to party in Las Vegas at the Hard Rock Hotel
- Rock & Roll Merchandise –bracelets and very cool t-shirts and hoodies (we still have some left for those who missed out)
- A VIP Lounge where professional members and major sponsors could network for a short time

We are so proud that our members, guests and sponsors made this event such a success – upwards of $12,000 was raised which is simply amazing!! A HUGE thank you everyone who contributed. Your generosity gives us the ability to push even further – our vision for 2012 is to add a new initiative – “From Grade School to Graduate”. By investing in children starting in our local community grade schools and continuing through college, we can attract and train the best and brightest to the “FM Community of Silicon Valley”. You’ll hear more about it in the coming months.

Special thanks to Google for hosting IFMA-SV – a perfect outdoor space. Also thank you to all our tireless committee member volunteers who spent countless hours under the adept guidance (and encouragement) of Scott Schipper, Membership Chair and Julie O’Loughlin, Diversity Scholarship & Mentorship Chair, to help orchestrate this event: Cristina Avila, Caasi Bonura, Bob Dills, Nick Firato, Aimee Hallgrimson, Aisha Hernandez, Darryl Huynh, Kevin Klink, April Liggons, Julia Lipe, Pat Love, Larry Morgan, Jon Opray, Jonah Reyes, Judith Sayler, Nichole Stephenson, Kris Wafler and Michael Ybarra.

We’re already planning next year’s event – shh – it has to do with bikes.

Continued on pg. 12
Membership Mixer/Diversity Fundraiser
Google
Continued from pg. 11
IFMA Silicon Valley presents a
20th Anniversary Celebration

Night at the Opera
black & white ball

November 4th, 2011
Opera House
Los Gatos
Most people are aware of Fortune’s “100 Best Companies to Work For.” On the evening of June 22nd, IFMA SV’s monthly meeting featured speakers from renowned workplaces Google (#4 in the rankings), NetApp (#5), and Cisco (#20). The first speaker was Kris Wafler, Senior Manager of Business Services at NetApp. Kris explained that NetApp is passionate about being a great place to work, and has been ranked highly by more than just Fortune; they have even received international recognition for their efforts. At NetApp, the submission process is very intense and collaborative. In May, the company receives a questionnaire that asks for company information from general statistics, to how the company shares and gives back, to its cultural organizational success, listening, caring and supporting, to its hiring and its inspiring. Employees are surveyed at random and their feedback is submitted. Pages and pages of written material, various videos, and much more make up the entire final submission.

NetApp offers a number of amenities that make it a place where people want to work. These include its food services, fitness center, employee appreciation events, fun runs and walks, holiday dessert parties, and Halloween parties. The company also offers onsite services like oil changes and dry cleaning. Employees can join a number of sports teams, and they also receive “volunteer paid time off” so they can give back to their community.

Dan Hoffman, Director of Real Estate and Workplace Services at Google, explained that the aim of most of Google’s perks is to keep employees onsite while meeting basic needs and giving special perks. The company offers bicycles to ride around the campus, free shuttles with wi-fi to take to and from work, discounted massages, free gourmet food, free car rental, onsite haircuts, laundry facilities, and DVD rental to name just a few benefits.

The final speaker of the night was Larry Burnett, Real Estate Portfolio Manager at Cisco. Cisco has tried to make its workplaces less individual and more collaborative, which its employees have embraced and enjoyed according to surveys. Cisco has also made it easy for employees to work from home and on-the-go, supplying them with laptops and cell phones. By doing so, employees have been able to be more productive instead of losing hours on their commutes. Cisco even has onsite day care and a health center to ease employee lifestyles.

The speakers agreed that instituting these types of programs can be a process of trial and error, but eventually one or more of your ideas will really take off, and your employees (and company “rankers”) will take notice!
Welcome
49 New Members!

Deborah Ah Yo  Contractor
Hassan Ahmadi
Jeffrey Artz
Asia Bautista
John B. Becker
Sean Bondar
Tiffany L. Burchfiel
Medardo ‘Medy’ Cabebe
Ricky F. Carrillo
Aubrey D. Caton
Stephanie Y. Chong
Ashley M. Cushman
Ravijot Dhaliwal
Beth Fancher
Larry Farren
Kevin Ferris
Martin J. Flaton Jr
Brian Garcia
Diana L. Garcia
Donna L. Gemperle
Gurpreet S. Gill
Barry Gottheiner
Erik Hansen
Dennis A. Huebner
Eric A. Isaacson
Dawn Jungemann, FMA,RPA
Ricardo Llanos
Christopher Lowe, CAE
John MacKay, RCDD
Thomas Malloy
Kathleen O’Connell
Jon Opray
Darryl A. Payne
Karl D. Plares
Michelle Provencio
Wenda Puzzo
Gary L. Rashman
Mark Rizzo
Claudia P. Rodas
Richard H. Sanchez
Christopher Sanders
Robert G. Shuck
Jermaine Soleymani
Todd Squellati
Brandi M. Susewitz
Laurie A. Terrell
Laura Vavrunek
Pamela L. Welsh

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Kitchell CEM
Peninsulators
Relocation Connections, Inc.
Rovi Corporation
DRYCO Construction, Inc.
Habitec Architecture & Interior Design
Synaptics
Fremont Bank
Larry Farren Company
Diversified Protection Systems, Inc.-DPSI USA
Jet Mechanical Inc.
Landscape Management Services
Valley Mechanical Corporation
FriendFinder Networks
Solyndra LLC
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Equal Networks
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M. Rizzo Landscaping and Maintenance
Juniper Networks
GCA Services Group, Inc.
DDI
Goodwill of Silicon Valley
National Semiconductor
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San Jose Giants Game

Cristina Avila
Vice-Chair IFSM-SV Membership Committee

It was a great night out with friends and family according to those who attended the San Jose Giants Game on Friday, August 19th, which started at 7:00 pm. At a comfortable 70 degrees, it was the perfect evening to enjoy America’s favorite pastime. The Hawaiian theme, luau entertainment, a roasted pig and killer BBQ, Garlic Fries, Churros, Sangria and much more made for a fun-filled evening for all.

With over 10 children participating in the Baseball Buddies program, each child was announced as a part of the team’s starting line-up and took the field with the San Jose Giants! Each child was also given a souvenir baseball and many autographs were signed. It was a very cool, unique experience for the children and their families. Their smiles said it all.

To top it off, the San Jose Giants smashed the High Desert Mavericks with a final score of 5-1. A big thank you goes out to all who came out to represent IFMA-SV. Looking forward to next year!
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When first introduced to IFMA-SV by Scott Schipper and Kevin Klink, nearly two years ago, I recall initially feeling like a small fish in a big pond, but was quickly and whole-heartedly welcomed by this diverse group of Facilities Professionals and vendor partners. As it turns out, I was fortunate enough to be taken under the wings of a few professionals I am proud to call mentors and can honestly say that this organization has greatly contributed to my personal and professional growth and ultimately my recent career change, a decision I could not be happier with.

Some join IFMA-SV in hopes of expanding their network and others do so to learn more about the Facilities Profession and to further their education. I must admit, I was intrigued by IFMA for both reasons. I did not truly realize the extent and complexity of this field, so as I prodded and probed, tremendous opportunities presented themselves. A combination of networking at chapter meetings, team building exercises such as the Beach Clean-Up, Rebuilding Together and many other volunteer events allowed for friendships to develop, which I will forever cherish.

When nominated to be vice chair of the Membership committee for 2011, I was an Associate Non-Member at the time and had experienced difficulty in the past convincing upper management of the advantages of joining IFMA-SV, but the numbers began to speak for themselves and I finally joined the chapter late 2010.

IFMA-SV has really opened my eyes in regards to the Facilities Profession, particularly the Mentor/Mentee program, which made me aware of the many scholarship opportunities IFMA-SV is now funding, including the FMP course scholarship, which I was awarded early 2011.
Cristina Avila

Having now completed all four courses and passed the necessary exams, I am proud to say that I have submitted my application and am waiting for word that my credential is official. Therefore, to show my gratitude and extreme appreciation for all that this organization and the professionals that make up IFMA-SV have afforded me, I find it extremely important to give back. I also believe that there are many individuals with raw talent that may not have had an opportunity to shine just yet, so I strongly believe in our purpose. For every person identified, properly developed and retained in the FM arena, we all benefit as we play a part in changing lives and strengthening our community and field. IFMA-SV happens to be made up of a truly elite group of professionals who certainly work and play hard and I would say that this is one of the reasons why our chapter has been as successful as it has in terms of membership numbers, ongoing participation and attendance. I am very proud to be associated with such an organization and strongly urge those of you who have not yet joined to do so!

I am often asked about the benefits of joining IFMA-SV, which I have only touched on, but I assure you, I genuinely speak from the heart and from personal experience whenever I talk about why one should become more involved with IFMA-SV. In closing, as Vice Chair of the Membership committee, please do not hesitate to reach out to me at the next event if you have any additional questions, and please do tell those professionals you feel may benefit from an organization such as IFMA-SV to drop in to a meeting or upcoming Chapter event.

Jamie Moore

DPR Construction
Business Development

Jamie has been a member of IFMA for one year and during this time has already chaired the Vendor Fair Committee.

She says that she had just joined the organization and wanted to get involved in order to gain more company visibility in the South Bay. At her first IFMA meeting Wendy Newcomer convinced Jamie that chairing the Vendor Fair would be a great way to attain visibility and learn about the organization. Wendy was right! The event was a big success and Jamie gives much credit to her co-chair Daniel Montes and her committee.

DPR Construction is a national general contractor and construction manager specializing in technically complex and sustainable projects. They serve customer needs both large and small in five core markets: advanced technology; life sciences; healthcare; higher education and corporate office. DPR has 17 offices nationally, with 4 offices in Northern California: San Jose; Redwood City; San Francisco and Sacramento. They are a privately held, employee-owned company and recently placed #22 on FORTUNE’s Top 100 Companies to Work For.
During the Diversity Membership Mixer that was held at the Google campus, I had a chance to talk to Charles Elliot, Facility Manager for SVTC, a high tech company that provides its novel-silicon development customers access to two state-of-the art, IP-secure development fabs.

Charles was one of my classmates who took the full FMP course and completed it in 2010. He was gracious in allowing me to interview him so he can share his experience as a facility professional and how the FMP credential helped enhance his career and the value it has created in the work that he does for his firm.

With an educational background in electronics technology, Charles initially worked as a building automation technician on small to medium sized projects for Independent Controls. He was primarily involved in the design build of Building Automation Systems (BAS), installation, graphics and trouble shooting. After one year, he was offered an opportunity at Ferreira Services to prove himself in managing bigger and more challenging projects, leading and directing crews of over 30 technicians to provide state of the art building efficiency through audited, engineered and proprietary proven methods. During this nine year period he saw the value of preventative and predictive service contracts to sustain energy efficiency. His achievements were mainly in managing several million dollar projects that resulted in 1-3 paybacks of $100K-$900K.

In 2009, he heard about the educational program offered by the Silicon Valley Chapter of IFMA, particularly the FMP courses that were being offered locally. He said “I appreciated the fact that I could now attend courses at a lesser cost than going out of state. I believe that by getting a fuller understanding of the facility management profession, I can be a better manager and a true participant in creating value for my company”.

He relished all the courses he took which covered subjects including Leadership, Communications, Project Management, Real Estate and Finance. Gaining the FMP credential proved to be crucial to his career. It prepared him to represent himself as a true value to his organization when a promotional opportunity arose. From Project Manager he assumed the post of Facility Manager in charge of a $6.5 million budget. He describes his role now as a leader of a successful facilities department with the knowledge and skills to maintain a safe, secure, efficient and comfortable working environment for customers, employees and guests, in alignment with corporate strategic goals.
For the second year in a row, I had the privilege to attend IFMA’s Advocacy Day for chapter/council leaders and IFMA’s fifth annual Public Policy forum with the Federal Facilities Council in Washington D.C. Like last year, the two-day event is held in the third week of September, when Congress is in session.

This year, we advocated on Capitol Hill for key issues that will advance facility management, including the “asks” at the top of our list:

- Funding for the Federal Buildings Personnel Training Act of 2010
  - This act, passed by Congress and signed by the President late last year was one of our “asks” from 2010. While the bill passed, unfortunately, Congress has yet to provide funding for the training. Nevertheless, we learned that the GSA is moving ahead with the planning for the training and expects training to commence next June. This could result in increases in FMP, CFM and SFP attendance for our chapter.

- Support for the Civilian Property Realignment Act introduced in Congress
  - Realigning the federal building portfolio will reduce energy use, decrease costs and require the utilization of industry tested FM practices. California congressman Jeff Denham (R-CA-19), Chair for the Public Buildings Sub-Committee, House Transportation and Infrastructure Committee is sponsoring a bill that is expected to go before the House this autumn. Congressman Denham spoke to us at the Federal Facilities Council in a Senate meeting room where he told us of his plans sell off over $1 Trillion of excess federal properties over the next 10 years.

- Funding for the Commercial Buildings Energy Consumption Survey
  - This important measurement tool for facility professionals requires funding so that a new survey can be completed. The last survey was conducted in 2003.

Continued on pg. 23
IFMA Advocacy Day
Continued from pg. 22

Our efforts will go a long way in magnifying the importance of the facility management professional because IFMA was able to bring about 40 members from around the nation (including four from California) into important public policy discussions with U.S. senators, representatives and their staffs. Being able to speak with our congressional representatives and provide them with examples of real facility management challenges and successes are effective ways to get our message across.

Because of our involvement, IFMA is uniquely positioned to serve as an independent broker of information on how to utilize existing facilities and plan for the future.

Steve Jobs
1955-2011

We are forever in debt to you for your vision, inspiration and investment in humanity.
### 2011 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>
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<tbody>
<tr>
<td>Jan 12</td>
<td>Diversity: Scholarship &amp; Mentoring Program</td>
<td>Special Event</td>
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<td></td>
<td>Kick-Off</td>
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<tr>
<td>Jan 19</td>
<td>Dreamers Create The Future</td>
<td>Chapter Meeting</td>
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<tr>
<td>Feb 9</td>
<td>Develop your Path</td>
<td>FM Roundtable Luncheon</td>
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<td>Feb 23</td>
<td>Motivating and Measuring Future</td>
<td>Chapter Meeting</td>
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<td>Mar 4, 5</td>
<td>Leadership and Strategy Essentials</td>
<td>FMP Class</td>
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<td>Mar 9</td>
<td>Driving Radical Change</td>
<td>FM Roundtable Luncheon</td>
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<td>Mar 23</td>
<td>Bio-Mimicry: Designing Cities &amp; Buildings to Mimic Nature</td>
<td>Chapter Meeting</td>
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<td>Mar 30</td>
<td>Vendor Fair - Iron Chef Challenge</td>
<td>Special Event</td>
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<tr>
<td>Apr 7,8</td>
<td>Finance and Business Essentials (FMP)</td>
<td>IFMA Class</td>
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<td>Apr 13</td>
<td>Social Media Impact on the FM World</td>
<td>FM Roundtable Luncheon</td>
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<td>Apr 21</td>
<td>The Welcome Event</td>
<td>Special Event</td>
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<td>Apr 27</td>
<td>Engagement with the C level</td>
<td>Chapter Meeting</td>
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<tr>
<td>Apr 23,30</td>
<td>Rebuilding Together -Weekends</td>
<td>Special Event</td>
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<tr>
<td>May 10</td>
<td>USGBC-NCC Green Building Expo</td>
<td>IFMA will have a table</td>
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<tr>
<td>May 11</td>
<td>Green Leasing &amp; Real Estate Negotiations</td>
<td>Half-Day Symposium</td>
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<tr>
<td>May 25</td>
<td>Powering the Future of FM Through Solar Tech.</td>
<td>Chapter Meeting</td>
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<tr>
<td>Jun 8</td>
<td>How to Develop and Implement a Successful Employee Move Management Procedure</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>Jun 9,10</td>
<td>Operations &amp; Maintenance (FMP)</td>
<td>IFMA Class</td>
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<td>Jun 17</td>
<td>Annual Golf Tournament</td>
<td>Special Event</td>
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<td>Jun 22</td>
<td>FM Contributions to Future Great Places to Work</td>
<td>Chapter Meeting &amp; New Member Orientation</td>
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<tr>
<td>July 14,15</td>
<td>Sustainability Certificate Membership Mixer</td>
<td>IFMA Class</td>
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<td>July 28</td>
<td>Google - Special Event</td>
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<td>Aug 10</td>
<td>What You Don’t Know About Exterior Building Maintenance Can Hurt You</td>
<td>FM Roundtable Luncheon</td>
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<td>Aug 19</td>
<td>San Jose Giants IFMA Night</td>
<td>Special Event</td>
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<td>Aug 26</td>
<td>Community Outreach Beach Cleanup</td>
<td>Special Event</td>
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<td>Sep 8, 9</td>
<td>Project Management (FMP)</td>
<td>IFMA Class</td>
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<td>Sep 21</td>
<td>Culture Cultivates Cool</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>Sep 21</td>
<td>The Welcome Event</td>
<td>Special Event</td>
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<td>Sep 28</td>
<td>Impact of Future Technology Convergence</td>
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<td>Oct 19</td>
<td>Performance Based Sustainability</td>
<td>Chapter Meeting</td>
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<td>Oct 26, 27,28</td>
<td>World Workplace - Phoenix, Arizona</td>
<td>Annual Conference</td>
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<td>Nov 4</td>
<td>20th Anniversary Party</td>
<td>Special Event</td>
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<td>Nov 9</td>
<td>Transforming FM With BIM in Complex Facilities and Laboratories</td>
<td>Opera House, Los Gatos</td>
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<td>Nov 17, 18</td>
<td>CFM Exam Review</td>
<td>IFMA Class - SAP, Palo Alto</td>
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<th>Item</th>
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<tr>
<td>Full Page</td>
<td>$800</td>
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