The Voice
Of Silicon Valley Facility Management

Winter, 2011

SV CHAPTER BEST IFMA LARGE CHAPTER
2011

Julie O’Loughlin IFMA Distinguished Member 2011

A Night at the Opera - 20 years and Counting

FUTURE STARS OF FM
IFMA SV
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President’s Message

To Be A Child Again

As a little child, everything you experience is new and therefore exciting. You play so you learn effortlessly, deeply involved in everything you do. You are immersed in life, you are living now. And not making plans, because your plans don’t go any further than this afternoon. You sure live in the present, and you have no patience because you are so into it that you can’t wait – everything takes ages! "Are we there yet?"

So as you grow older you go through many things, which means you gain experience. Year after year things get older with you until your life slowly turns into an endless Warholian routine. So unless you escape the assembly line and actively try to slow down, do new things every single day, meet new people, expose yourself to embarrassing situations, in brief, immerse again in the now, you fall into a safe, boring, straight, short high-speed rail towards death.

As an adult – as a big disillusioned child – you certainly encounter new and thrilling situations, but you tend to oversimplify them beforehand and file them alongside old, well-known experiences. Planning well ahead and avoiding surprises, you live in the future and go through new events as if you already knew what was going to happen, mislaying your days because you’re just traveling too fast. You meet new people but you can’t be bothered, you know how things will turn out so you start being blind to things. You have fear because you feel you’ve got a lot to lose, and you start giving lots of advice. You are comfortable in your nice suburban life, you avoid risk and become stagnant. You notice there's dust on your shoulders!

And even if it didn't happen to you in this very same way, you know it did happen when hours, days, weeks, months, years go by and you do nothing but wait for the weekend and your summer holidays. That only means you’re ready to die.

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Don't be sad, you can change the action of the play. But when you are an adult and live in a complex, interconnected cobweb, you realize it's impossible to modify the course of things without some radical, traumatic rearrangements. There's nothing better than to win back the reins of your life. To slow down and see life once again through the eyes of a child.

And so as my 2012 chapter leadership comes to an end I must say my dearest friends and colleagues it was life changing experience to play alongside amazing people, to learn new skills, to draw up new plans in the dirt, to lay in the tall grass in the cool night air watching in wonder the chapter meteor shower, to see the seeds sown over the last few years sprout and are on their way to being incredible future stars of FM to once again realish the moments that took my breath away.

Yes it was wonderful being a child again and I thank each of you personally for helping me be that. I hope you can too, you'll never be the same. I know I won't.
We all have so many reasons to be proud of this Chapter. Of course, we have a talented, energetic and motivated group of people who strive tirelessly to do more and better things for our members and communities. But it is nice to be recognized for the achievements at the national level. Congratulations to Julie O’Loughlin, the Chapter leadership and all the members who have contributed their time and effort and made monetary contributions towards the Chapter’s success.

As another year comes to a close, new leadership takes the reins and will strive, as all have before, to take the Chapter to new heights. We wish them all the success in their new roles. Our Board members for 2012 are:

**President:** Claudia Folzman, Iron Construction

**Vice President:** Nichole Stephenson, Teladata

**Treasurer:** Jeremy Goodland, PE, Western Allied Mechanical

**Secretary:** Judith Sayler, CPSM, LEED AP, Gordon Prill

We will have more information on each of them in our next issue.

Till then, Happy Holidays and here’s wishing you all the very best in the New Year.

Regards,

Deepa
Over 120 members and guests attended the black & white IFMA-SV 20th Anniversary celebration on November 4th at the elegant Los Gatos Opera House. Attendees welcomed the evening with a cocktail hour and hors d’oeuvres while perusing the silent auction items.

Special guest, Mike Moss, IFMA-HQ COO provided his congratulations on 20 years in Silicon Valley. President Larry Morgan provided a trip down memory lane by honoring our past presidents with a slide show highlighting events and accomplishments for each year.

The evening included presentation of the annual volunteer awards. Honorees included Bob Kraiss for Community Outreach Committee, Cristina Avila for Membership and Marketing Committee, Melody Spradlin for Professional Development Committee, Jamie Moore for Special Events Committee and Kris Wafler for Diversity, Scholarship & Mentoring Committee. The distinguished President’s award was given to Jeremy Goodland for his financial stewardship. For outstanding lifetime service to the Chapter, the Tom Jones Award was presented to a stunned Past President Bob Dills who continues to provide wisdom and guidance to the Chapter as well as countless volunteer hours – well deserved Bob!

Once the awards were completed, the party was on! Guests enjoyed fabulous roast beef and turkey from Village Caterers as well as the pièce de résistance - the chocolate fountain! Blackjack and craps tables were packed – everyone vying to win big! If you ever go to Vegas, you should invite Cathy Cathey, she’s the best roller in the business. While some were dancing to the music provided by “The Voice”, Michael Ybarra, others were relaxing on the couches provided by Brook Furniture Rental. Avidex supplied the projector equipment for the presentation. A photo booth, courtesy of Tom McCune was available including use of a Phantom of the Opera mask. The long stem roses donated by Greenworks reminded everyone of the Phantom while Eric Lee documented all the fun.

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A Night at the Opera
Continued from pg. 6

A special note on the venue – the fabulous Los Gatos Opera House opened its doors to professional touring groups presenting operas, plays and lectures. Over the course of time, the building has housed a department store and was a venue for antiques. The opera house has since been restored to its original style popular at the turn of the century with the largest collection of original pressed metal ceiling tiles in California. This venue set the mood and style for the evening with most everyone elegantly dressed in black or white.

Special recognition and a huge thank you to the anniversary party committee:
Larry Morgan – for your vision of such a special event
Claudia Folzman – for the excellent Silent Auction and meeting space & food for planning of this event and use of your hi-boy tables
Caasi Bonura – for all your hours and hours and hours on the truly beautiful and amazing PowerPoint slide show
Nichole Stephenson – for all your coordination of volunteers and photography
Tiffany Burchfiel – for finding the WONDERFUL venue and decorating ideas
Nick Firato – for the lovely Casino prize & Facebook updates
Wendy Newcomer – for coordinating the Casino
Scott Schipper – for negotiating the discounts at the Toll House
Joy Dunn – for keeping watch over all of us

Welcome to A Night at the Opera!
Larry Morgan and Mike Moss, IFMA-HQ COO
A shocked Bob Dills
Larry Morgan presenting Bob Dills with the Tom Jones Award

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A Night at the Opera

Continued from pg. 7

Jeremy Goodland playing blackjack

Dancing the night away

Lots of great food, drinks and networking

Was that the winning card?

(Back Row, l-r)

Ed Novak, Larry Morgan, Bob Dills, Mike Moss

(Front Row, l-r)

Raffy Espiritu, Henry Jung, Melody Spradlin, Eric Lee, Jennifer Farmer, Bob Kraiss, Jeremy Goodland
Comfort International, Inc. was recently named a **2010 Trade Pro Alliance Annual Recognition Program** winner by Pacific Gas and Electric Company (PG&E). The awards celebrate the ingenuity and success of top-performing companies who delivered significant energy savings to PG&E customers. The program specifically recognizes Trade Professionals (Trade Pros) who deliver the greatest amount of kW, kWh or therm savings through PG&E’s 2010 Energy Management solutions.

Alan Pong, President and Owner of Comfort International received three awards for his firm’s performance at the Awards Ceremony held at the Crowne Plaza Hotel in Concord, California, on September 23, 2011.

**JS:** Alan, what awards did you receive from PG&E through the Trade Pro Alliance Program?

**AP:** I was proud to be ranked number one for gas savings in the Large Commercial Office Building category. I also received awards for outstanding gas savings for Non Residential Retrofit Only projects and an award for outstanding gas savings in PG&E’s service area #2 which covers the East Bay.

**JS:** Being ranked number one in the Large Commercial Office Building category is impressive – what exactly did you accomplish?

**AP:** We were able to achieve the largest gas savings amount of therms reductions of any contractor in that category through our turnkey design and construction process. While as you said that is impressive, we were also able to achieve those reductions with a very short returns on investment (ROI) as those savings all represented paybacks less than two years.
JS: What ROIs are you receiving in what amount of time?

AP: Because we have been successful at offering the lowest energy levels in the industry, I guarantee at least a 40% ROI and energy savings at the utility meter in less than two years although savings of 50% have become the norm for us as a result of our process. Our process starts with our team conducting an Efficient Energy Management Systems (EEMS) study that involves extensive engineering calculations to find ways for a building to operate comfortably at the lowest energy levels possible.

JS: Alan, it’s great to see a fellow member of our Silicon Valley IFMA chapter like you and your company be recognized by PG&E for developing a turnkey process to get outstanding energy savings services despite the economic downturn in our economy.

AP: I typically see that the majority of facilities are wasting on average 40-50% in excessive energy consumption annually but many have no idea they are doing so. I want to educate companies about reducing waste and develop an energy management plan for them that significantly reduces their utility costs. I offer a free energy benchmark review to facilities and sustainability managers or anyone involved managing their company’s energy costs. The review will identify how much energy savings are available and will provide a risk free way to achieve those savings in a very short ROI, completely guaranteed.

Comfort International is green-focused energy management and HVAC maintenance firm located in San Jose. The firm achieves energy savings for corporate headquarters, clean room facilities, data centers, and other large commercial buildings. Alan Pong is an Emeritus Board Member of the Silicon Valley Chapter of the International Society of Facility Managers where he created their energy benchmark initiatives. For more information www.comfortintl.com
The attendance at the October 19th Chapter meeting at Yahoo’s Santa Clara campus was strong, as members turned out to understand Performance Based Sustainability for existing buildings. The very knowledgeable panel of Alan Pong, President of Comfort International Inc., Cynthia Ruby, LEED® AP, FMA, RPA, CEO and President of Cynthia Ruby & Associates and Chip Wiser, Senior Vice President of Cornish & Carey Newmark Knight Frank shared their real world knowledge, which shattered some typical misconceptions. Many facility managers believe that implementing sustainability programs in their buildings is too expensive, has long paybacks, is confusing and often conflicts with the interests of owners versus tenants. The perception is that it is not worth the effort…we learned that this is not the case.

Cynthia Ruby provided an easy to understand framework of the requirements of being a sustainable LEED Operations & Maintenance (O & M) facility certified through the US Green Building Council’s sustainable rating system. It was eye opening how few buildings in the entire world have LEED O & M certification as there are only 1,236 buildings worldwide and a mere 315 in California currently. In addition to LEED O & M, Alan Pong explained another sustainability certification, the EPA’s Energy Star Award certification. Energy Star award certified buildings are measured on achieving a score of 75 points, which means that they are at the top 25th percentile of energy efficiency in their respective geographical location. LEED O & M goes beyond just the actual energy usage by encompassing the entire building and takes into account building envelope and operations.

Alan and Cynthia shared several case studies, which showed that both LEED O & M and Energy Star Award Certifications can be achieved with very short paybacks of less than two years. One case study included a retrofit of a 69,000 square foot “vanilla” concrete tilt-up office (common in the Valley) where they achieved savings of $1.45 per square foot per year, while being certified with both LEED Silver and Energy Star. The big selling point to the CFO was a retrofit that did not require replacement of any major system components resulting in a payback period of 1.86 years and achieving LEED Certification.

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Hidden waste is present in most of our facilities. Even if you have conducted an "Energy Audit", additional savings can be found with minimal payback periods. By benchmarking the existing utility bills in conjunction with an Efficient Energy Management Study the savings can be quantified and guaranteed. The case studies showed that sustainability can be achieved in existing facilities typical in our marketplace.

Chip Wiser offered a few examples of how sustainability is entering into our legislation and why it is important to understand the nuances of "Green Leases". He explained a number of techniques that can be used to negotiate the implementation of performance-based sustainability with your landlord or internal management so that it becomes a win/win scenario for everyone. Chip discussed successful negotiation strategies on how to get the landlord to fund the capital required to reduce energy costs and achieve LEED Certification.

This valuable presentation sparked numerous questions of our panel experts. It was clear that their knowledge and presentation engaged the audience, and I would encourage anyone who would like to find out more to contact Alan, Cynthia or Chip. They can help you show your C-level that sustainability does make sense and can have a short pay back for even the most vanilla of facilities.
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Since 2004, IFMA SV has supported students in the facility management related degree programs across the country with IFMA Foundation scholarships.

This year the value of our annual scholarship was elevated to $5,000 in honor of Linda Beverly. Ms. Beverly recently retired as Vice President of Administration of IFMA headquarters in Houston. During her distinguished career, Linda was a strong guiding force for chapters and councils throughout the world.

Another exciting development this year is that our scholarship was for the first time awarded to a student on the West Coast.

The happy recipient, Cody Briggs, proved his endurance and stress management skills. Cody works as a Project Engineer at Pacifica Services in Pasadena, while attending to his Master of Science studies in Sustainable Development at Cal-Poly Pomona and preparing his thesis defense.

In October, when required to attend World Workplace in Phoenix to receive the scholarship, he was also juggling his state professional engineering license exam. He took the seismic portion of the exam in Los Angeles on Thursday morning, jumped on a flight to Phoenix, accepted the scholarship at 5:00 PM, and left immediately for the airport. On Friday he took the remaining 8-hour exam!

Cody is a gracious and fine young man. He has an undergraduate degree from UCLA in Civil and Environmental Engineering. He is good under pressure, and graduating very soon. Cody promised to visit us soon and attend an upcoming Chapter meeting or event. He is interested in hearing about career opportunities and can be reached at codybriggs@yahoo.com.

Keep your fingers crossed for great results for Cody on his exams, and look forward to another West Coast star to be awarded the IFMA SV Linda Beverly Scholarship in 2012!
Welcome  
32 New Members!

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<thead>
<tr>
<th>Name</th>
<th>Company/Department</th>
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<tbody>
<tr>
<td>John R. Ash</td>
<td>Polycom</td>
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<td>Yvonne Barrera</td>
<td>Department of Veteran Affairs</td>
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<td>William B. Bates</td>
<td>InnVision the Way Home</td>
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<td>Mary Jo Berry</td>
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<td>Arbenz Berthoud</td>
<td>Department of Veteran Affairs</td>
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<td>Colette D. Bettencourt</td>
<td>Synopsys</td>
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<td>Corrina Brisco</td>
<td>SVB Financial Group</td>
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<td>Bradley L. Brown</td>
<td>Iron Construction, Inc.</td>
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<td>Antonio Bruscantini</td>
<td>Department of Veteran Affairs</td>
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<td>Jeff Capen</td>
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<td>Vince Cava</td>
<td>Sony Computer Entertainment America LLC</td>
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<td>Cassandra L. Contreras</td>
<td>CleanSource, An Interline Brands Company</td>
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<td>Richard Cooper</td>
<td>AVI-SPL</td>
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<td>Gilbert L. De Vincenzi</td>
<td>Kalobios Pharmaceuticals, Inc.</td>
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<td>Donald L. Dombrowsky</td>
<td>Symmetricom, Inc.</td>
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<td>Bassam Elatab</td>
<td>Department of Veteran Affairs</td>
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<td>Lisa Ellison</td>
<td>TYCO Electronics</td>
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<td>James Fasano</td>
<td>Brocade Communications</td>
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<td>Daniel J. Janowski</td>
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<td>Mark D. Lachman</td>
<td>Crestron Electronics</td>
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<td>Mark Lanpher</td>
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<td>Todd W. McKim</td>
<td>Fry’s Electronics</td>
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<td>Charlene Merrell</td>
<td>MBARI</td>
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<td>Karl Okulove, CFM</td>
<td>Cushman &amp; Wakefield</td>
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<td>Nicholas Pappas</td>
<td>Department of Veteran Affairs</td>
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<td>Karla Patterson</td>
<td>Synopsys</td>
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<td>Randy L. Rice</td>
<td>Synopsys</td>
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<td>Ronald L. Scadina, II</td>
<td>Associated Services Inc</td>
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<td>Jenifer Valdivia</td>
<td>OOPYALA</td>
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<td>Morgan A. Will</td>
<td>Facilities First</td>
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<td>Lester L. Wong</td>
<td>Jones Lang LaSalle</td>
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IFMA Silicon Valley, with generous support from the Association for Facilities Engineering (AFE), is proud to announce our partnership with Cal-Poly to develop a graduate level certificate in Facilities Management & Engineering.

Leveraging IFMA’s core competencies and technical content from AFE, the Cal-Poly program will integrate the people, place, processes, and technology to prepare today’s comprehensive facilities professional to operate at two levels—both the strategic-tactical and the operational to ensure effective and efficient functionality of the built environment.

Initial course offerings anticipated for Fall of 2012.

For more information, please contact:

Bob Dills
Vice President
Western Allied Mechanical, Inc.
650-326-0750
bdills@westernallied.com

Dr. Barbara Jackson
Construction Management Dept.
California Polytechnic State University
805-756-1723
bjackson@calpoly.edu

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SILICON VALLEY CHAPTER OF IFMA
www.ifmasv.org
Our Growing Influence in Education

Bob Dills
Western Allied Mechanical, Inc.

Those of you that attended the 2011 opening meeting in January know of our chapter’s growing relationship with the 49ers Academy, a public middle school in East Palo Alto supported by a non-profit agency. The Academy gives children a safe place to learn and grow, and encouragement to stay in school and make a positive contribution to their communities.

Our Chapter has been committed to developing other connections in education as well, that may be less visible for the moment, which include work with Cal-Poly in San Luis Obispo, and locally with the San Jose/Evergreen Community College District.

At Cal-Poly, we have partnered with local chapters of AFE (Association for Facilities Engineering) to provide seed funding for the development of a Graduate Certificate in Facility Management & Engineering. The program currently under development is expected to have course offerings on campus at Cal-Poly and locally in the Bay Area.

Leveraging IFMA’s Core Competencies and technical content from AFE, the Graduate Certificate will integrate the people, place, processes, and technology to prepare today’s and tomorrow’s facility professionals to operate on two levels, strategic and operational, to ensure effective and efficient functionality of the built environment.

Our connection with San Jose/Evergreen Community College District is with their Workforce Institute. The Institute first made contact to have us to review their Building Systems Technician courses, which are designed to provide training to staff who will maintain and operate sustainable facilities.

That initial contact with the Institute quickly led to us supporting an important grant application for a completely new venture and great opportunity for our profession. The grant from the State of California was approved for $465,062 to create the Integrated Project Delivery (IPD) Knowledge Center in Silicon Valley.

The IDP Knowledge Center will be a collaborative of facility management professionals, educators, designers and builders. The Center will host training on IPD and will serve as a great resource for the tools required to adopt this leading edge process for the design and construction of the built environment.

Our connections in education continue to branch out in new and exciting directions. Honestly, it is amazing how many ways in which we are touching and supporting our communities.

You’ll soon be hearing a lot more about the “Grade School to Graduate” vision which will excite young people in our neighborhoods about facility management and related career opportunities. It is an inspiring time to be part of IFMA Silicon Valley!
Congratulations to Julie O’Loughlin
IFMA Distinguished Member
for 2011

This was an exciting year for us and was capped off by another FIRST for our Chapter. Julie O’Loughlin, Sr. Director Operations and Facilities at Fenwick & West, was recognized as IFMA's Distinguished Member of the Year at the Awards of Excellence Banquet on October 28th at World Workplace in Phoenix in front of thousands of IFMA members.

This award is the second highest form of recognition given to an IFMA member (the first is IFMA Fellowship, the most prestigious title bestowed by the Association). The Distinguished Member Award is presented to a Member or Associate member who has provided sustained, outstanding leadership to a chapter, council and/or the Association at the international level. This person is highly valued by his or her company, IFMA and the facility management profession. This individual keeps current on changes in the facility management profession and educates other IFMA members and peers. Recipients demonstrate the best in leadership and ethics.

The criteria for selecting the recipient included:

1. Listing of all positions held at the chapter/council and/or at the international level.
2. Description of how the nominee has contributed to his or her chapter and/or council.
3. Description of how the nominee has contributed to IFMA at the international level.
4. Description of how contributions by the nominee have enhanced the facility management profession.
5. Narrative describing the most significant contributions to IFMA and the facility management profession that distinguished the nominee and entitles him/her to receive this honor.
The submittals were judged by a panel consisting of the IFMA executive committee and the immediate past IFMA chair. It is easy to understand why Julie received this recognition when you read the summary of our submittal below. Copies of our entire winning submittal can be found on our Chapter IntraNet in the IFMA-SV History & Pictures Forum.

SUMMARY OF SUBMITTAL

Julie O’Loughlin has been a tireless “rainmaker” for the International Facilities Management Association-Silicon Valley Chapter and Northern California Facilities Management Community. Julie is a perfect example of the community she represents—Silicon Valley. That same enthusiasm and entrepreneurial spirit that is the hallmark to the success of Silicon Valley is comparable to Julie’s career as Senior Director of Facilities at Fenwick & West LLP and as Past President of the our local Silicon Valley chapter. We think you will see in the following pages why Julie is a great nominee, especially during this time in our business economy. When it would have been easier to tread in the rough waters of our economy, Julie has taken the lead to inspire and put forth creative ideas that have become the foundation of our successful chapter in recent years. Julie not only has the amazing ability to formulate creative ideas but the enthusiasm to execute inspired programs that encourage our membership to get involved, give back and mentor our new and young members.

Julie has been the Senior Director of Facilities, Operations and Emergency Management Systems at Fenwick & West LLP since 1995. Julie has a history of creating innovative ways to implement diverse and sustainable practices into her business and has been deemed a visionary in her professional community forging new ground and linking her goals and accomplishments to upcoming trends, world issues and socially responsible practices. In her tenure with Fenwick & West LLP, Julie has headed the sustainable initiative and driven the firm to excellence boasting awards in all major sustainable practice categories including LEED, EnergyStar and the first law firm to obtain a certification as a Green Business. Julie has been an active member of IFMA for over 15 years and was the Silicon Valley Chapter of IFMA President in 2009 as well as Past President of the Legal Council of IFMA. Julie is currently the creator & Chair of the newly formed Diversity Committee for the chapter which was established in 2010 with her foresight and passion to establish programs specifically dedicated to offering scholarships, mentoring, education & resources to the next generation of diverse Facilities Managers.

Julie takes her passion for sustainability and applies it at work and through the IFMA landscape. She regularly engages in speaking engagements that promote innovative and energy saving practices. Under Julie’s direction, Fenwick & West LLP recently completed LEED-Ci, platinum candidate Data Center. Julie’s talent as a public speaker allows her to share these cutting edge technologies with a larger community. She has presented at World Workplace numerous times, on topics such as How Facilities Contributes to the Company Brand, Asset Management and Social Media.

So, CONGRATULATIONS, Julie, for this outstanding achievement! And, thank you for making us proud!
IFMA’s Annual Chapter of the Year Award honors those chapters that have clearly excelled in their contributions to the advancement of the facility management profession and to IFMA around the globe. Thanks to the inspiration and leadership of our Chapter President, Larry Morgan, who was also the principal author of our submittal, our Chapter was presented with this award at the Awards of Excellence Banquet on October 28th at World Workplace in Phoenix in front of thousands of IFMA members.

The submittals covered activities from May 1, 2010 to April 30, 2011 and therefore it should be duly noted that our Past President Ed Novak was also a major contributor to our winning this recognition due to the programs that he initiated while serving as our President. Also noteworthy is that a Chapter is only eligible to receive this award every three years, and our Chapter won the award the last time in 2008 under the leadership of then President Raffy Espiritu.

The Award is given in two categories - Large Chapters (having more than 200 members) and Small Chapters (those having less than 200 members). The criteria for each category are identical. The award is presented to the two chapters that excel in:

- Professional development
- Membership marketing
- Newsletter publishing and
- Web communication.

Additionally, the recipient chapters meet or exceed membership expectations, are fiscally responsible, communicate to their membership a clear strategic plan and implement its action items. They also maintain quality growth, are innovative in raising funds and have a high percentage of members attending and participating in meetings. The recipient chapters also reach out to the community and provide facility management expertise to those in need.

The very comprehensive submittals were judged by a panel consisting of the IFMA Member Resource Manager, two previous winners of the award and four additional IFMA members who have extensive experience in chapter leadership positions.
Silicon Valley Chapter Recognized as Best IFMA Large Chapter
Continued from pg. 20

In a separate article, you will read about a FIRST for our Chapter — Julie O’Loughlin, a Past President, received the recognition and honor of being the Distinguished IFMA Member of the year.

The summary basis for our submittal is shown below. Copies of our entire winning submittal can be found on our Chapter IntraNet in the IFMA-SV History & Pictures Forum.

CONGRATULATIONS to all of our hard-working, dedicated Volunteers and our highly valued Chapter Sponsors who made this possible!

SUMMARY OF SUBMITTAL
The chapter’s strategic plan is very much aligned to the IFMA’s strategic plan as documented by this submission.

Direction, administration, and control of the Silicon Valley chapter of IFMA are determined by a functional set of processes, customs, policies, laws, and institutions, which account for the relationships amongst stakeholders involved in our chapter and the goals we strive to realize. Members, sponsors, IFMA Headquarters, and the board of directors comprise our principal stakeholders, a group which extends to include the facilities management community at large.

We strive to ensure that the Board and committee volunteers execute the strategy stipulated by our members, manage the funds provided by members and sponsors wisely, and follow those policies, standards, and procedures set by IFMA Headquarters.

Attracting and retaining members is a priority for IFMA-SV. As one of the large chapters with a membership base of 533 and a healthy ratio of 70% Professionals and 30% Associates, we are proud to share our successes and initiatives for the covered period to serve as examples that other chapters can emulate.

Examples of our significant achievements include:

- Our target goal for 2010/2011 was 40 new members. We exceeded that goal by 80 with a total of 120 new members (May 1, 2010-Apr 30, 2011).

- Our membership retention rate is 80%

- We held local FMP and CFM designation programs that helped develop 28 FMP and 8 CFM designations.

- We were instrumental in gaining California Polytechnic State University (Cal Poly) Academic Senate’s approval for the development of a graduate certificate in Facilities Management.

- We have Quid pro quo relationships with two industry related magazines that provide free advertising for our chapter in return for distribution access to our members.

- We established an independent financial oversight committee.

- Web Communications Award of Excellence volunteer leader was given free trip to World Work Place in recognition of extraordinary achievements.

- We implemented Past Presidents Counsel to support succession planning for current and future chapter leaders.

- We established a Diversity Scholarship and Mentoring Program to provide opportunities for professional development to Future Stars of FM.

- We rebranded our chapter image which was a 6 month process that leads to consistent messaging.

Thank you, Larry, for your leadership this past year helping us to receive this recognition!
On November 9th, IFMA members gathered for a meeting about Building Information Modeling (BIM) at the Synaptics Corporate Headquarters in Santa Clara. The lunchtime program was led by two speakers: Eric Peabody is a Project Architect and Director of Research and Design at The Design Partnership architectural firm in San Francisco with a strong background in Building Information Modeling (BIM), Virtual Design and Construction (VDC) and integrated project delivery, specifically with Revit; Suj Mishra is also a Project Architect at The Design Partnership with a diverse background in building design, planning, business development, strategic planning, and integrated project delivery.

Eric first explained that BIM is more than just a 3D model – it is a 3D database. BIM represents a building design as objects embedded with information, allowing each instance of an object to only be defined once, thus eliminating many errors often caused by drawing inconsistencies. 3D laser surveying facilitates BIM, allowing architects to survey existing conditions in interstitial and plenum spaces.

Additional benefits to BIM are clash detection and direct fabrication. Clash detection, when utilized during design coordination, allows the architect to locate and resolve any conflicts between the architectural, structural, mechanical, and electrical drawings before the start of construction. This eliminates many costly change orders later in the construction phase. Direct fabrication is also a viable option due to the high levels of precision of BIM. The BIM model can be sent directly to fabricators, allowing prefabrication for just-in-time delivery. This is another way to lower the cost of a project, shorten the overall schedule and solve issues of lay-down and storage when space is tight.
When assessing the feasibility of a project from a facility manager’s standpoint, risk is always a prime focus. By utilizing BIM, there is an increase in the architect’s exposure but alternatively there is a decrease in the architect’s, owner’s and contractor’s risk. The benefit is a reduced risk of change orders from unknown conditions, coordination changes, fighting among AEC entities and reduced user changes due to better pre-visualization, planning and coordination. Reduced risk for all involved parties translates to reduced project cost.

To expand on the topic of lowered risk and cost, Suj presented a three-part case study of Stanford University’s Cath Labs 7, 9, and 10, projects that were similar in size and scope. Cath Lab 7’s drawings were done entirely in CAD while Cath Lab 9’s drawings were done entirely in BIM Revit but modeled to only within 2”. Cath Lab 10 on the other hand was also done entirely in BIM Revit but everything was modeled. Using Cath Lab 7 (CAD) as baseline, Cath Lab 9 (BIM Revit modeled within 2”) reduced construction costs by -15.0% and change order costs by -4.3%; Cath Lab 10 (BIM Revit with everything modeled) reduced construction costs by only -4.1% while change orders were nearly eliminated. When asked about Cath Lab 7, the contractor commented, “a delay was caused… by the overhead structural and structural and M/E/P/FP not being coordinated [on the CAD drawings before the project was bid].

The majority of the overhead structural had to be redesigned.” The conflicts would have been obvious using BIM. On the Cath BIM projects, The Design Partnership saved up to 23% on the project costs, completed the project 35% faster, dropped the change order rate to <0.1%, and had 44% fewer RFIs. As always, there is a balance between modeling just enough and over-modeling, and this threshold will always be project-specific.

In closing, Eric and Suj agreed that BIM can be an important tool for all facility managers. Once a BIM model is attained from the construction phase, a program such as Navisworks Freedom can be used by facility managers to view and analyze BIM models. The use of BIM is not limited to architects and engineers. The implementation of Smart Tags and QR codes can additionally supplement the BIM model by linking to existing systems, allowing easier access of information. BIM can not only lower risk and cost, but it simultaneously raises facility managers’ and clients’ knowledge of the building systems because the database can always be accessed. The benefits of BIM can last long after the completion of a project and can provide a great tool to help sustain and maintain a facility for many years to come.
### 2012 PROGRAM CALENDAR

Silicon Valley has one of the most active and successful IFMA chapters in the world. The Facility Management profession changes dramatically year to year, demanding more and more from facility professionals. Silicon Valley Chapter of IFMA provides excellent educational and networking opportunities for the industry through its classes, luncheons, evening programs and special events.

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<tr>
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<td>25-Jan</td>
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<td>TBD</td>
<td>SFP Class, Phase I</td>
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<td>8-Feb</td>
<td>World Workplace Round-up</td>
<td>FM Roundtable Luncheon</td>
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<td>22-Feb</td>
<td>Natural Capitalism Solutions in the FM World</td>
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<td>TBD</td>
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<td>14-Mar</td>
<td>Real Estate Outlook</td>
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<td>28-Mar</td>
<td>Cloud Computing Impacts on Building Retrofit</td>
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<tr>
<td>25-Apr</td>
<td>Solar, LED and Battery Technology Impacts</td>
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<td>9-May</td>
<td>Energy Star and LEED Technical Terminology</td>
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<td>Cal Poly’s FM Degree and Education Update</td>
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<td>Aug</td>
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<td>12-Sep</td>
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<td>Sep 19, 20, 21</td>
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<td>Trends &amp; Relationships of FM &amp; Outsourcing</td>
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<td>Dec TBD</td>
<td>Holiday Party &amp; Membership/Diversity</td>
<td>Special Event</td>
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**Note:** The above programs are subject to change. Such changes will be announced on the Chapter's website, in Chapter emails and in the newsletter. Register for events on our award-winning website - www.ifmasv.org

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This bi-monthly color publication is produced for circulation in February, April, June, August, October and December. Submissions are due two weeks before the end of the month preceding the publication month and should be sent to Deepa Dhar, deepa@folioarchitects.com.

Joy Dunn
PMB 425
1030 E. El Camino Real
Sunnyvale, CA 94087
(408) 226-0190
e-mail: admin@ifmasv.org

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