The Voice
Of Silicon Valley Facility Management

March - April, 2011

BIOMIMICRY
Bring Our Work to Life

2011

Driving Radical Change:
Facilities Basics for the 21st Century

Advocacy Update

FUTURE STARS OF FM
IFMA SV
Sitting here high atop the Hayward hills with views from San Francisco and Oakland down both sides of the bay to San Jose, hawks soaring majestically on the breeze, the beauty of spring wild flowers coming to bloom, the smell of freshly cut grass is powerful and I am in a moment of being really content. And just then I remember parts of a quote from Steven R Covey. Of course I had to look it up to get it word for word.

“There are certain things that are fundamental to human fulfillment. The essence of these needs is captured in the phrase ‘to live, to love, to learn, to leave a legacy’. The need to live is our physical need for such things as food, clothing, shelter, economical well-being, health. The need to love is our social need to relate to other people, to belong, to love and to be loved. The need to learn is our mental need to develop and to grow. And the need to leave a legacy is our spiritual need to have a sense of meaning, purpose, personal congruence, and contribution.”

Over the first quarter of 2011 we, as a chapter, continue to build solid foundational support for our LEGACY as IFMA Silicon Valley:

1. We received international attention for our contribution to the IFMA Foundation at the 2011 Chapter Kick Off Meeting.

2. The new Marketing material is phenomenal.

3. The Mentor/Mentee program is in full swing with the first mixer meeting coming soon.

4. The Scholarship program has already placed 3 people into the new FMP program.

5. Professional Development committee continues to deliver the highest quality educational secessions that stretch our views of the built environment.

6. Community Outreach is gearing up for Rebuilding Together and is delivering goods and services to the 49er’s Academy in the next couple of weeks.

7. Our new Chapter Administrator, Robert Robledo, Focal Point, is engaged and ready to bring that role to new heights.
Editor’s Message

Over the last few months I have seen so any members step up and volunteer their time and commitment to the newsletter and help in making it better each time. Not only have new writers surfaced but also great photographers, to provide great coverage on the Chapter events that some of you may not have been able to attend.

I have also solicited and been fortunate to talk to some of our more experienced members to learn from their experiences and wisdom and be able to share that with our readers. I think this is a parallel endeavor to the mentor/mentee program which is off to an enthusiastic start and I hope will continue to grow.

I am seeing things changing for the better this year as more companies are initiating more projects to address pent up demand. While slow and cautious in most cases, companies are less eager to hire more staff, instead relying on consultants or in some cases overloading their existing staff. The latter is a dangerous situation as it makes it particularly hard to maintain the quality and integrity of good facilities management, leading to problems down the road.

While it is an uphill task, I believe the presentations we’ve had on communicating to the C suite are getting ever so important and it is our responsibility to be able to articulate and explain to non-facilities professionals on the importance of what we do – managing the built environment – and the detrimental effects of not doing that right. With the inherent desire to do the right thing for the planet and if it does not cost more to the company, I am confident most upper management will support the infrastructure necessary to manage the built environment – each of us in our independent small roles that add up to the whole.
8. The Special Events committee executed an amazing vendor faire by all accounts.

The results of the energy and efforts of all of the volunteers who work so tirelessly and selflessly to build the legacy are resulting in new professional and associate membership that is on track to exceed all of 2011 goals by mid year.

Over the next quarter we will have more great news to bring to you, some wonderful stories and clearer indications of how we are meeting and exceeding your expectations as your leadership team.

Best Regards,

Larry

PS. With all of the great things that we are doing, the incredible place we live and work, and spring in the air we should never lose sight of the fact that in the last few months there has been tremendous pain and suffering caused by nature in faraway lands that we can never fully comprehend. I hope that we will all take a moment to reflect and send our thoughts and prayers to those in need.

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USGBC-NCC GREEN BUILD EXPO

IFMA-SV will have a table, so come and see us.
Tues., May 10, 5:30 - 8:00 p.m.
Santa Clara University

Register at www.USGBC-NCC.org
Saturdays, April 23rd & 30th

Project Info

Millbrae Community Youth Center
The site is a large log cabin type structure located on an elementary school campus in Millbrae.

Scope of work:
- Handicap ramp – wood or concrete yet to be determined based on donor participation
- Handrails for ramp
- Extensive prep and interior and exterior painting
- New interior lighting
- Adjust urinal height to meet ADA requirements
- Saw cut concrete and move toilet to meet ADA requirements
- Miscellaneous carpentry
- Install accessibility grab bars
- Floor cleaning and prep for carpet installation
- Installation of carpet tiles and rubber baseboard
- Seismic bracing

Materials
- Ramp construction materials – either pressure treated for wood ramp or form materials for concrete ramp
- Concrete and rebar for ramp
- Handrails
- Interior lighting fixtures
- Raised planters and plant material for exterior entry area
- Grab bars for restrooms
- Cesh donations for purchasing paint

To Volunteer please contact:
Wendy Newcomer, Volunteer Captain
wendynewcomer@sbcglobal.net or (650) 329-9151

To donate materials please contact:
Bob Kraiss
Bob_kraiss@adptco.com or (408) 839-7621

International Facility Management Association
On the night of March 23rd, after some mingling and refreshments, IFMA members sat down at Blue Coat for another captivating IFMA meeting presentation. Melody Spradlin, Director of Dome Construction’s South Bay office and program sponsor, introduced the night’s two speakers: Taryn Mead, a Senior Biologist at the Design Table of the Biomimicry Guild, and Zorana Bosnic, Sustainable Design Director at HOK.

Taryn explained that biomimicry, “is the conscious emulation of nature and the understanding that we humans are nature.” She showed vivid and colorful examples of nature that use complex systems to survive.

For example, the morpho butterfly’s wings, which appear to be blue, are actually brown, only they “morph” because the microscopic scales covering its wings reflect incident light repeatedly at successive layers. In showing the audience multiple examples of these natural systems, Taryn introduced nature as “model, measure and mentor.”

“When solving facility challenges, she suggested that facility managers frame their thinking according to what can be emulated from nature…not what can be extracted from nature. One function and principal of biomimicry is that it will help us become a more sustainable society. Facility Mangers can apply this same thought process in a real way in developing coating, mechanical, electrical and campus systems.

Here is some advice Taryn gives to designers:

- **Quiet our cleverness.** Be open to the ways nature solves the challenges of providing environments that are conducive to its inhabitants’ lives. Often these methods that work with the natural environment are more sustainable and less costly in the long run.

- **Go outside!** Seek mentorship from the natural world through a conscious emulation of nature’s genius. So how does this apply to the world of the FM? The airflow desert prairie dog’s den uses the mechanical formation of the lip of the den to form a system of natural ventilate in extreme temperatures. Can we capture some of the breezes of Silicon Valley to cool our buildings naturally? Some mechanical designers have proposed solutions to do just this!

- **Adapt and evolve.** (Be always open to changing conditions.) Being ready for change is key in the business world and in nature. After a devastating forest fire (or recession), lots of growth comes up!
**Create conditions conducive to life.** Consider whether your office environment is conducive to life. Are there changes that can be made to more closely emulate the natural world? A cube farm is far from a natural way to work.

- Start a nature journal and/or buy a field guide. Do you find yourself, after 20 years as an FM, jumping to determine “how things are done”? Stop, look and listen first…there might be new ways out there that you can acquire from nature’s genius.

Zorana, whose firm HOK has worked extensively with the Design Table, explained that HOK carries the idea of sustainability at its core, and its people strive to expand their impact, collaborate with nature, and drive innovation. She urges designers and scientists to observe sites together and acknowledge each other’s different viewpoints. Zorana believes that the main link between biology and design is the “determination of function.” Designers should ask themselves, “What function do we want to perform?” and subsequently, “How does nature perform that function?” She also advises designers to look carefully at the ecology of the entire region where the structure is built or will be built. In creating solutions, one should determine whether they can influence any ordinances or codes, or inspire change in the surrounding community.

Both Taryn and Zorana quoted Janine Benyus, the author of *Biomimicry: Innovation Inspired by Nature*, who stated: “Humans will be truly sustainable when our cities are functionally indistinguishable from our forests.” We can all take our own small steps towards this goal.

**Learn More and Give Back:**

- Biomimicry Guild: biomimicryguild.com
- Biomimicry Institute: biomimicryinstitute.org
- Ask Nature: asknature.org
- Innovation for Conservation: biomimicryinstitute.org/innovation-for-conservation
- HOK Sustainable Design: http://www.hok.com/sustainable/
- Fully Integrated Thinking: http://www.fullyintegratedthinking.com/
Driving Radical Change: Facilities Basics for the 21st Century

Introduction
In the evening prior to March 9th, the lights were turned out on our Mardi Gras celebrations, and our dubious friends Sloth and Gluttony, were bundled up and sent on their merry way into the night. That following day, with the sun not yet high in the sky, in the spirit of restraint, the 3rd Luncheon round table meeting of 2011 IFMA Silicon Valley Chapter commenced, with an appropriately chosen discussion topic of: Mechanical and Electrical Engineering design methods to reduce energy use in the development of data center facilities, formally titled: Driving Radical Change: Facilities Basics for the 21st Century.

Delivering this riveting, timely and enlightened presentation was Ralph Renee, Director of Site Operations with NetApp, a dynamic company whose data centers serve clients who provide cloud services for 1 billion customers. Ralph Renee proceeded headlong into his mesmerizing presentation, with a plethora of real life installations and examples of how they reduced energy consumption in their Sunnyvale campus via the Building B2 Tier 1 Data Center project by forging forward with: expanded indoor condition limit boundaries, symbiotic revolutionary building system designs, and procurement of the latest energy efficient equipment on the market.

Expanded Indoor Condition Limits:
The expansion of the indoor acceptable thermal and humidity condition limits of the data storage equipment was important in supporting the revolutionary building system designs that were implemented. It was incumbent on NetApp to have a complete understanding of the actual indoor condition requirements, which would garner the full maximized economic life of the data storage equipment being cooled. This allowed for expansion of the humidity requirement limits and allowed for a 70º F supply air distribution system, with a temperature rise of 25º F across the equipment. This was essential in allowing NetApp to expand the air economizer free cooling cycle, while no humidity control was required.

Building System Designs:
The indoor condition expanded allowable limits, opened up the possibility of allowing the overhead cooling air distribution system to provide 100% free cooling during 6,000 hours per year, and partial free cooling 7,000 hours in the year. This design concept required completely isolating cold aisles from the hot aisles, which created isolated “cold” rooms. Due to the fact, that the supply air was being provided at 70F, they were more correctly referred to as an “ambient” rooms. To support these basically free cooling air handling systems, with outdoor air, fenestration was removed on the 1st floor to make way for intake louvers for 720,000 cfm (cubic feet per minute), of outside air.

Continued on pg. 10
Likewise, to exhaust this outside air, a horizontal roof mounted fan wall relief system, with an associated louvered exhaust penthouse was provided, to essentially flush all building equipment heat load away, without the assistance of the rarely used chilled water plant. When partial mechanical cooling is required by the chilled water plant, relegated mostly to the summertime period, the plant is very efficient, equipped with variable speed drives for all of the distribution pumps, cooling tower fans, and the chiller compressors. The chilled water plant pipe distribution system is provided with primary variable pumps, coupled with evaporator minimum flow by-pass control, saving energy compared to the more common primary/secondary pumping approach, which requires other set-up pumps which consume more energy.

Procurement of the Latest Energy Efficient Equipment
In addition to the revolutionary design approaches just mentioned, many key components relating to the building's electric distribution systems were procured with the most efficient technology to date, to help with the facility's total efficiency bottom line. A total capacity of 7500 KVA of 99%, high efficient Powersmith transformers were installed that were 2% more efficient than standard baseline requirements. That might not seem like much, until you consider the 12 MVA total project load.

As impressive were the two 900 KVA Caterpillar UPS flywheel systems, which are not as common as the less energy efficient battery storage solutions of the past. The UPS flywheel system eliminates the need of constantly monitoring the presence of hydrogen, in case of an emergency, as required by a battery storage system which requires a special exhaust system.

After the presentation, NetApp proceeded to give us a tour of the B2 Tier 1 Data Center project that was truly an eye opening experience.

Conclusion
In the final analysis, if you compare the facility's overall performance coefficient, (DCiE), represented by the equation, (Rack Energy /Total Bldg Energy), to the industry base line, the comparison is .776 for the baseline and .902 for Net App's B2 Tier1 datacenter project. This is a 16% decrease in energy use in relation to the market baseline studies used by PG&E. NetApp, for this achievement, received the largest construction incentive by a utility of over $1.4M. This more than offset the cost of the custom air handling units that were used for this project, and doesn't even include the annual operating cost savings!

Later, after contemplating the NetApp presentation, my mind naturally reflected on some of Nikola Telsa's life observations, who once said “Science is but a perversion of itself unless it has as its ultimate goal the betterment of humanity. The scientific man does not aim at an immediate result. He does not expect that his advanced ideas will be readily taken up. His work is like that of a planter — for the future. His duty is to lay the foundation of those who are to come and point the way. ”

I am left with the impression from the NetApp presentation that they are an organization imbued with a forward looking mentality, not satisfied being merely roadside Angels kindly providing direction for other's journeys, but are serious leaders in their field, moving forward in a boldly heroic fashion. In my imagination, NetApp's covered wagon of benevolent change is juxtaposed against the setting sun of history on an unknown horizon with a trailing communal but singular voice floating behind, to us believers and well wishers that follow, with an urgently persisting message - Forward ho!
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Advocacy Update: IFMA ANNOUNCES DATES FOR 2011 ADVOCACY DAY

Portions of this article were copied from an announcement from Barbara Zlatnik, IFMA Director of Member Resources to IFMA leaders, dated April 1, 2011.

Plans for Advocacy Day 2011 have been finalized.
This year’s advocacy day will take place Sept. 20-21 and will be combined with IFMA’s Public Policy Forum held in conjunction with our partners at the Federal Facilities Council. It is regularly said in Washington that if you are not at the table, you are on the menu -- meaning if you are not part of the conversation, you or your business could be affected. IFMA continually monitors developments in Washington, D.C., but in order to further magnify the importance of the FM professional, we need to engage our most effective resource -- the experience and expertise of IFMA’s membership.

As a participant in the 2010 Advocacy Day, the announcement from Barbara Zlatnik noted that it is “absolutely critical that past participants attend in subsequent years. We need trained ‘veterans to the Hill’ to serve as mentors to the ‘newbies.’ With more attendees in future years, we will need to rely upon seasoned Advocacy Day participants to be able to lead some of the groups into the Capitol Hill meetings. Rest assured, you will still have all the support and additional training you need this year.”

This year we are again being asked to send representatives to D.C. and engage with our members of Congress during the Advocacy Day and Public Policy Forum. IFMA will provide an educational session the afternoon of September 20 that will provide an overview of the association’s government affairs program, how to articulate our positions on certain issues and most importantly, what to expect in a meeting with a member of Congress or their staff. You need not have any prior advocacy experience in order to participate, all you need is a passion for FM and a willingness to roll up your sleeves and say “what can I do to help the profession?”

Soon after Advocacy Day was over last year, those leaders that participated were notified that the Federal Buildings Personnel Training Act of 2010 had passed through the House and Senate and was headed to President Obama’s desk. Chapter leaders played an important role in educating congressmen and their staff about the Bill’s importance. Here is what one chapter leader had to say: “This victory makes our recent IFMA Advocacy experience really come alive—looking forward to keeping the momentum going for the profession!”

Decisions made in D.C. are increasingly affecting the built environment. Whether it is the newly announced Better Buildings Initiative energy efficiency, tax incentives for green technologies or the possible implementation of a carbon cap and trade system -- now more than ever, the facility management profession needs to make it voice heard on Capitol Hill.

To learn more about Advocacy Day 2011 and join our chapter’s Advocacy Committee, please contact:

Ed Novak, CFM
Immediate Past President
ed.m.novak@jci.com.
Welcome
27 New Members

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<td>Activant Solutions Inc.</td>
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<td>Maverick G. Bishop, FMP</td>
<td>Dome Construction Corp.</td>
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<td>Thomas M. Castillo</td>
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<td>William H. Crabtree</td>
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<td>James Ferenz</td>
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<td>Jeremy Freeman</td>
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<td>Shannon Freitag, RPA</td>
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<td>Matthew Morley</td>
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<td>Geno Orphanopoulos</td>
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<td>Todd J. Pearson</td>
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<td>Donald R. Peoples, SE</td>
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<td>Erica A. Ridgeway</td>
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<td>Patrick J. Rogan</td>
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<td>Julie S. Zech</td>
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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.

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<td>Jun 9, 10</td>
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<td>Sep 28</td>
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<td>Oct 26, 27, 28</td>
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<td>Nov 17, 18</td>
<td>CFM Exam Review</td>
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March Chapter Meeting

Thank you to Dome Construction, event sponsor

Thank you to Cosmopolitan Catering, event sponsor
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.

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**Advertising Information**

Chapter Administrator/Advertising IFMA-SV

Robert Robledo  
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Place your organization information in our Award Winning Newsletter, which is mailed to all Chapter Members, as well as posted on the Chapter website.

<table>
<thead>
<tr>
<th>Item</th>
<th>1 Issue</th>
<th>Full Year (6 issues)</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
<td>$800</td>
<td>$4,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$500</td>
<td>$2,500</td>
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<tr>
<td>Quarter Page</td>
<td>$350</td>
<td>$1,500</td>
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<tr>
<td>Business Card</td>
<td>$150</td>
<td>$850</td>
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</tbody>
</table>

For full details and advertisement specifications please contact Robert Robledo, Chapter Administrator — robert@ifmasv.org.