as we approach the fourth quarter of 2012 (is it September already?) I have had many chances to reflect on the value of IFMA and, especially, our chapter and members. What I find as a constant and most impressive is the innovative unflagging spirit of our membership. We continue to meet the high expectations as set in 2011 when we were awarded the IFMA National Large Chapter of the year. Let me give you a few observations that demonstrate to me what an extremely talented group we are.

“Other chapters look to us as the model for using social media as an important communication channel”, Caasi Bonura, Marketing & Communications Chair, told me recently. She added, “I guess since we are in Silicon Valley they see us as a technology leader so we share how we have implemented Facebook and LinkedIn in our communication strategy on conference calls and other venues.”

Volunteers have never been more innovative - I continue to be amazed at the wide range of programs, tours and other events our volunteer members have arranged and executed so successfully. They just seem to bring stuff together so easily and with little supervision. The professional development and membership committees are two great examples of innovation at work: PDC for arranging the top industry and thought leaders to address our chapter and members; and our “out of the box” approach to soliciting Fortune 150 Silicon Valley companies.

Another example of volunteers at work is Judith Sayler’s Mentor/Mentee program which is, to the best of my knowledge, on the innovative cutting edge worldwide. There are close to 40 mentors/ mentees participating in the program that advances our skill and professionalism at the personal level. One program member, Ed Novak, recently stated, “We are all mentors and we are all mentees.”

In addition to our close knit internal kinship, we continue to excel at building community and other organizational collaborations. On the community front, we had great success partnering with BOMA & GREH at the Guadalupe River Park Conservancy’s River Cleanup. Also, kudos to Janis Zinn and the Community Outreach Committee for organizing an afternoon at Wilder Ranch State Park to support clean-up and renovation projects. And, of course, kudos to Julie O’Loughlin and Scott Schipper for doing such an outstanding job in organizing the Diversity Committee’s 2nd annual Block Party held at Goodwill of Silicon Valley to raise money for our scholarship fund – it was a great time!

Lastly, in the spirit of innovation, I have to acknowledge our Voice newsletter team, lead by our visionary editor, Jeffrey Artz, who has brought some significant and exciting changes, both visually and in content, to The Voice over the last two issues. Most of what I mention above is detailed in great articles to follow. Take the time, read and enjoy!

OK, really lastly, our innovation comes from our chapter members that participate. As our indispensable Chapter Administrator, Joy Dunn, wrote in a recent email blast, “Volunteer with us - get more involved!! The Silicon Valley Chapter of IFMA offers so many events because members like YOU help! By volunteering YOU become involved with the Chapter and get the most from your membership.” See Joy’s complete article and areas where we need your help at the end of this issue.

Regards,
Claudia Folzman
2012 IFMA SV President

What is a newsletter?

A newsletter can be defined in many ways. Most simply, a newsletter reminds me of a school or a church one or two page flyer that includes dates for upcoming events. On the other end of the spectrum, a newsletter is an innovative journal of educational articles and summaries that advances the state of a profession and the professional standing of its members – This is what I envision for the IFMA SV Voice!

While an innovative professional journal is the core purpose of The Voice, it is so much more – consider; The Voice is a community. It is a meeting place for fellows to share the profession becomes increasingly complex, the need to keep up with the latest and greatest of these increases proportionally. Our associate members are the key to providing important updates and make the professional member’s life easier.

And, perhaps the best part of The Voice, is how it brings the membership together to mix business with pleasure at events like the Diversity Block Party and the upcoming Holiday Party.

I welcome all of you to become more involved in The Voice by contributing an article, providing feedback on Voice content or offering suggestions on how we may further improve The Voice. After all, this is your publication, your association, and your career.

Salute!

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a message from the PRESIDENT

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Regards,
Claudia Folzman
2012 IFMA SV President

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The Voice exposes its readers to a world of collaborative partnerships. In this issue you will hear from our members that have participated in World FM Day and Silicon Valley Energy Summit.

The Voice is the pulse of the FM profession and keeps you informed of upcoming events such as World Workplace (see Event & Presentation Description by Candice Balobeck) and GreenBuild by Joy Dunn.

The Voice provides an educational platform including the latest updates on designation and certification opportunities.

The Voice serves as a clearinghouse for the latest product and service offerings. As the FM profession becomes increasingly complex, the need to keep up with the latest and greatest of these increases proportionally. Our associate members are the key to providing important updates and make the professional member’s life easier.

And, perhaps the best part of The Voice, is how it brings the membership together to mix business with pleasure at events like the Diversity Block Party and the upcoming Holiday Party.

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Salute!
Best Practices

We were all treated to an informative chapter meeting at SAP Labs’ campus on Wednesday, June 27. The three panelists, with many years of experience among them, discussed how they collaborated with their respective executive teams, listened to employee focus groups and kept the organizational business goals in mind to achieve a more productive and cost effective facility.

John Lucas, Sr. Director Global Real Estate & Workplace for Juniper Networks, outlined Juniper’s steps to create a space where employees can do their best work. First was the mandate to determine who they were as a company based on executive input on workplace principles, employee focus groups and a Workplace Performance Survey at the Sunnyvale campus.

The analysis was both subjective, looking at their culture, and objective, including having a team from Herman Miller and RMW Architects look at their space utilization. Meetings with Juniper’s stakeholders, over a period of several months, supported the need for informal interaction and collaboration, supporting the importance of designing a collaborative environment over private offices. As they settle in to their location, they are continuing to assess the new space but initial reaction has been positive.

Michael Hirahara, VP of Real Estate, Facilities and Services for Brocade Communications, discussed his focus on understanding the company’s business units and directives to determine how the physical facility best supports those. He found doing a SWOT analysis of the company was helpful and emphasized the importance of spending time with the executives to understand how he can better align with their strategies and goals. “Lose the (real estate) lingo” he suggests, and strive to understand the overall business. In return, he expects, and gets the executives engaged by making sure they have some skin in the game. This in turn drives support across the company. Michael believes in continually stretching one’s goals to always make things a little bit better.

Stephen Joessten, Sr. Director of Global Site Services & Facilities for Infinera, brought the meeting to a practical conclusion, discussing the triple bottom line, of social, economic, and environmental goals. After years of large corporate campus experience, he began at Infinera when it was a small start up. In this type of environment, he focused on the basics, making do with web based software, making sure the facility was maintained at all times, knowing his budget, being green and getting a continuity plan in place.

Inspired by these leaders in their industry, all went out to enjoy a warm evening on the patio with foods from around the world sponsored by Bon Appétit.
Lifelong learning is always a hot topic, but for IFMA SV members seeking to move their careers forward, it has never been as important as it is now. On June 13th, our Chapter again demonstrated its leadership and superb support for education.

Hosted by Citrix in Sunnyvale, this FMRT was a hit in every fashion! We unveiled new educational offerings. Citrix provided us with a beautiful room and buffet lunch at no cost to IFMA, which allowed us to host the FMRT to our members for FREE!

The panel, moderated by Julie O’Loughlin, included Bob Dills, Vice President of Western Allied Mechanical; Melody Spradlin, Director - Southbay for Dome Construction; Dr. Ingrid Thompson, Associate Director for the Workforce Institute at San Jose Evergreen Community College District; and Dr. Barbara Jackson, Director of the California Center for Construction Education at Cal Poly - San Luis Obispo. These individuals have all proven their dedication to developing and providing higher educational opportunities to our profession.

Our Chapter partnered with the Workforce Institute, who gave us the opportunity to identify any great, unmet professional education need as a basis for the grant application to the State of California. As Dr. Thompson expressed, tapping into the pulse of the FM world was vital in their effort. Now that the State of California has awarded nearly a half a million dollars to the program, Dr. Thompson, Melody Spradlin, and others are developing the Integrated Project Delivery Knowledge Center of Silicon Valley. As partners, our membership will be offered training at the IPD Center from world-renowned subject matter experts during the second half of 2012 at absolutely no cost!

Dr. Jackson and Bob Dills introduced the audience to the developing Cal Poly Graduate Certificate in Facilities Management and Operations. This exciting new program will be provided through the Construction Management Department, within the School of Architecture at Cal-Poly. The classes will be delivered right here in the Bay Area. The first course offerings are expected in early 2013.

For many years, the leadership of our chapter has had a strong desire to support the development of a high quality FM degree program on the West Coast. Our contact and encouragement of Cal-Poly has led to this offering. While it will not be a degree program from the outset, both the Chapter and the University envision it evolving to one. Many careers will be launched from this program.

During the presentation, Julie reached out to Jennifer Olsen, Chapter Director for Education, for commentary about our continuing local offerings of Facility Management Professional (FMP), Sustainable Facilities Professional (SFP), and Certified Facility Manager (CFM).

The membership, leadership, and the great compliment of volunteers that make up the Silicon Valley Chapter of IFMA should be extremely proud of our career development offerings. When you look at all the Chapter provides, from its educational meetings and roundtables to the highly successful mentoring program, you realize how lucky we are to be part of this.

ABOUT THE AUTHOR:
Caasi is a Sales and Marketing Representative for Western Allied Mechanical that provides high performance, design-build HVAC solutions. Western performs energy benchmarking and audits, and can adjust or retrofit your facility for maximum efficiency. Their advanced precision controls, coupled with an experienced engineering staff, are able to troubleshoot and quickly solve comfort and consumption issues. Western Allied recently celebrated their 50th anniversary.
INTRO TO UPCOMING EVENT & PRESENTATION DESCRIPTION

INTRO TO UPCOMING EVENT

We are pleased to have one of our IFMA SV members presenting at this year’s conference. To learn why you should attend and everything you may want to know about World Workplace go to:
http://www.worldworkplace.org/

CANDICE’S PRESENTATION

Increasing Worker Engagement through Environment, Policy and Technology: A Case Study of Cisco Connected Workplace

LEARNING OBJECTIVES

• Understand the 4Es of Workplace Performance - Effectiveness, Engagement, Efficiency and Environment.
• Learn what, why and how Cisco is redesigning their entire global footprint around choice, flexibility and technology.
• Share detailed techniques Cisco is using to increase utilization rates and measure worker productivity.
• Hear how Cisco mapped out their end to end process, redefined roles and achieved Six-Sigma certification.

OUTLINE

• Overview of Workplace Resources and the matrixed organization of Cisco Systems
• History of the built environment at Cisco Systems
• The new work experience at Cisco Systems - why we are doing Cisco Connected Workplace
• The 4Es – Effectiveness, Engagement, Efficiency and Environment - the importance of Cisco Connected Workplace
• End to End Process Framework and mapping of roles – how we are doing Cisco Connected Workplace
• What is Cisco Connected Workplace?
• Benefits of Cisco Connected Workplace
  - Worker performance at Cisco – measuring the benefits of Cisco Connected Workplace on the worker
  - Real Estate efficiency - the new metrics of real estate with Cisco Connected Workplace
  - Sustainability – how Cisco is achieving its sustainability goals with Cisco Connected Workplace
  - Operations and Maintenance – how planning and maintaining real estate has changed with Cisco Connected Workplace
• The importance of Change Management in workplace transformation
• Lessons learned – what we will never do again and what we will continue

SUMMARY

Cisco Systems designed its offices in the 1990s under the assumption that the workforce would work during regular business hours in assigned space. The office interiors were conservative in nature, and Cisco’s brand of frugality was a driving principle. Today Cisco is a multinational corporation with more than 75,000 employees distributed all across the globe. Employees work nontraditional hours and new, complex business issues only increase the need for collaboration.

With the traditional workplace not meeting the needs of the current workforce, a new solution was needed... one that would fit many objectives, both for the employee and the business. A complete program needed to be undertaken that included a cultural shift with extensive change management at every level and hundreds of millions of dollars of capital. Thus, a new workplace experience was born emphasizing flexibility and choice for the Cisco workforce. The total solution (Cisco Connected Workplace) comprises of a highly-branded physical environment that emphasizes collaboration, global policies for space management and flexible work practices and lots of technology.

This session will show why Cisco is transforming the workplace, how Cisco’s Workplace Resources group needed to change to accommodate this massive transformation, and the critical element of Change Management in every process along the way. You will learn about the 4Es, see how the Cisco Connected Workplace is helping Cisco achieve their goals and learn how to apply their findings to your own facility and real estate practices.

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The Northern California IFMA Chapters (Silicon Valley, Sacramento, East Bay and San Francisco) have joined together to support USGBC’s International Greenbuild Conference and Expo. In fact, you may have already heard about it on our Chapter’s Facebook and LinkedIn pages where it has been a topic of interest.

The event will take place at San Francisco’s Moscone Center from November 14 – 16. The main event website is http://www.greenbuildexpo.org/Home.aspx and registration is open.

Greenbuild 2012 is going beyond buildings to bring technology and sustainability together in the global green movement. USGBC’s Greenbuild International Conference & Expo is the world’s largest conference and expo dedicated to green building. Thousands of building professionals from all over the world come together at Greenbuild for three days of outstanding educational sessions, renowned speakers, a vast exhibition floor, green building tours, special seminars and networking events. Greenbuild is the three-time recipient of the IMEX Green Meetings Award and Tradeshow Weekly’s 50, and received an MPI Rise award for Organizational Achievement in 2010.

Greenbuild education sessions are eligible for continuing education credits for a number of professional credentials and organizations. In addition, there will be a number of Greenbuild Summits including a National Affordable Green Homes & Sustainable Communities Summit; Green Jobs; and a Legal Summit to name just a few.

Greenbuild features the world’s largest expo hall devoted to green building, and the stage is set for one of the largest yet. The Greenbuild Expo will showcase the latest in innovative products and services, exemplifying the idea of utilizing green to grow business to attendees from around the world. The Expo Hall will be open November 14-15.

Greenbuild is a perfect opportunity to meet with green building colleagues, network with leading industry professionals and learn from international representatives. There are a series of events, meetings, and gatherings which will be held in conjunction with Greenbuild. These include a Film Festival, Leadership Awards Luncheon, Green Building Job Fair and Women in Green. The full list of associated events is on Greenbuild’s website.

Green Building tours make up one of Greenbuild’s most exciting features, providing the opportunity to explore green buildings ranging from renovated warehouses to top-of-the-line skyscrapers. Greenbuild tours help attendees learn outside the convention center walls and present the best of the Bay Area’s sustainable buildings and neighborhoods. Perhaps some IFMA members’ buildings will be featured on the tours – we here in Silicon Valley are certainly on the leading edge of innovation and sustainability.

It is an honor for Northern California to host such a prestigious international conference and expo. The Silicon Valley Chapter is proud to have joined with other local IFMA Chapters to promote this event which is of such great interest and relevance to the facilities profession. We’ll see you at the Moscone Center November 14 – 16!
A
s many of you know, we just celebrated World FM Day on Thursday, June 28. World FM Day is a celebration of the facilities industry and all those who take part in it, and is organized with the goal of promoting the FM industry throughout the world.

This year, IFMA SV partnered with Global FM, a worldwide alliance of member-centered facility management organizations, in this promotion and celebration. Throughout the day, Global FM member organizations on six different continents celebrated World FM Day by arranging events such as luncheons, seminars and workshops, along with various other activities to promote facility management. These promotions are not only geared towards the current FM professionals but also to the governments and general public.

There were several opportunities for facilities professionals to celebrate and bring awareness to their professions. Along with the seminars and other events, people were encouraged to Tweet throughout their day, map their facility and post pictures from the celebrations. This year was a great success and we look forward to you all joining us next year.

Do not miss out on the latest association updates and industry discussions and be sure to connect with IFMASV TODAY on Facebook and LinkedIn!

ABOUT THE AUTHOR:
Aubrey is the Marketing & Business Development Coordinator at DRYCO Construction, Inc. DRYCO provides services in pavement maintenance, concrete services and fencing projects.

FM PROFESSION CELEBRATED GLOBALLY

WORLD FM DAY

WORLD FM DAY

Celebrating Success


“WeGreenworks helped us beautify our workspace, in our California Headquarters and Regional Field Offices with innovative plant and artwork initiatives. They are an excellent business partner with a passion for design and creative approach, developing robust and cost-effective practices to meet and exceed our goals. Jennifer and her on-site team, provided excellent customer-service and laid a foundation with an on-going effort, that supported us throughout the entire process. Our organization could not be happier with the final results.”

~J. Director, Global Real Estate & Facilities Services

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SILICON VALLEY ENERGY SUMMIT

ENERGY PROFESSIONALS GATHER

A very successful Silicon Valley Energy Summit (SVES) was held at Stanford University’s Arrillaga Alumni Center this past June 29, 2012. Presided over by James L. Sweeney, Director of Stanford’s Precourt Energy Efficiency Center, this Energy Summit was also co-marketed by IFMA SV’s Chapter Administration, Joy Dunn, as well as Marianna Grossman, Executive Director of Sustainable Silicon Valley (SSV) among other Energy Professionals and Energy Groups. All are committed to promoting the goals of sustainable and economical energy.

The Summit attracted some 400 national, state and local energy professionals for this day-long event. It featured best energy efficiency and cost savings practices and trends, upcoming technologies, government regulation and national and state energy policy. This highly informative Summit was followed by a celebratory reception on the stately lawn at the Arrillaga Alumni Center.

Convened by Stanford’s Precourt Energy Efficiency Center (PEEC), SVES traditionally benefits more than 400 investors, facilities managers, regulators, researchers and others dealing with energy economics and environmental impacts. Jim Sweeney was joined at this exemplary gathering by Hoover Institution Distinguished Fellow George P. Shultz and an exciting line-up of thought leaders in sustainable and economical energy, some of whom have their photos included below.

Major addresses were given by the following noteworthy Leaders in the Energy Sector:

The Honorable William J. Perry
Chairman, Secretary
Energy Advisory Board

Marcy Scott Lynn
Sustainability Lead
Facebook

Sen. Jeff Bingaman
Chairman, Energy Committee, U.S. Senate

Admiral (ret.) Gary Roughead
Former Chief of Naval Operations, U.S. Navy

Josh Green
General Partner
Mohr Davidow Ventures

Nancy McFadden
Executive Secretary for Legislation
Appointments & Policy
Gov. Jerry Brown

In addition, there were nine panel topics featured in 3 concurrent sessions. These panel discussions as well as the panelists and the moderators are listed below:

- Investing in Clean Tech (John Weyant, Stanford) Dave Graham, Greenstart • Josh Green, Mohr Davidow Ventures
- Social Networking for Energy (Marianna Grossman, Sustainable Silicon Valley) Andrew Campbell, Tendril
- Energy Efficiency at Universities (Chuck Wilhelm, EnLight Energy)
- Meeting California’s Energy Goals: Challenges and Resources (Barbara Heydorn, SRI International)
- Energy Star, LEED: To Certify or Not? (Alan Gartner, EnerTechnologies) Linda Gee, Brocade Communications
- Efficient Lighting Technologies (Chuck Wilhelm, EnLight Energy)
- Local Generation and Control: Does It Work? (Yoriko Kishimoto, Former Mayor, Palo Alto)
- Energy Efficiency at Universities (Jo Tiffany, Alliance To Save Energy)
- Implications of Abundant, Low-Cost Natural Gas (Bryan Hannegan, Electric Power Research Institute)

For additional information on our SVES 2012, please go to the following Link: http://peec.stanford.edu/events/2012/sves/

About the Author:
Chuck Wilhelm: Chuck Wilhelm, Business Development, EnLight Energy and Chuck Wilhelm & Associates. Chuck Co-Chaired the Silicon Valley Energy Summit in 2009 and 2010, and again served on the Planning Committee for last year’s Summit 2011 as well as this year’s. Chuck provides strategic Business Development, Marketing and Sales, Public Affairs and Financial Services to Energy Efficiency Companies, such as EnLight Energy, and Renewable Energy Firms. With more than 30 years of business, project development and public affairs experience, he helps businesses, government agencies and other institutions embrace Lighting Cost Savings – Energy Efficiency and Solar Project through Cost Savings solutions. Chuck received a Bachelor’s Degree in Public Policy and Government Studies at Ohio State and a Post-Graduate Ford Fellowship during his Graduate Studies.

MARK YOUR CALENDARS FOR PEEC’S NEXT SVES, FRIDAY, JUNE 28, 2013!

Because of the success of PEEC’s Energy Summits, PEEC has already convened their High Profile Planning Committee to begin planning the SVES 2013 at the Arrillaga Alumni Center.
Have you ever wondered if you are doing all that you can to provide a more sustainable and healthy workplace for your employees? Have you ever had difficulty getting a sustainable program approved or implemented at your workplace? Or, do you believe that this “sustainability stuff” is a passing fad that just doesn’t make any sense except to “greenies” who don’t understand business?

I’m here to tell you that Sustainability is not just a passing fad and that IFMA’s new SFP credential and training class will help you achieve a more productive and healthy workplace that will make you and the planet look better. And the best way to earn the SFP credential is via one of our chapter-offered classes.

The Importance of Sustainability in the Workplace

The world is changing and needs to change. Bain & Company, a global management consulting firm with 48 offices in 31 countries and more than 5,000 employees, recently announced it has effectively reduced its global carbon dioxide emissions to zero.

What’s going on here?

The company where Republican presidential candidate Mitt Romney started his career and ran in the 1990s is going zero on CO2? Yes, global companies and investors, driven by market trends and ambivalent to Washington rhetoric are changing their long-term strategies to accommodate the reality and scale of global change.

Sustainability is not easy and it takes time. Every company must ask itself new questions about its long-term strategy. Sustainability should and is more commonly now a part of the strategic planning process. Smart companies are already identifying their long-term risks and opportunities, including Bain, which describes its decision to make its operations carbon neutral as, “comprehensive”, “multi-faceted” and “deeply embedded throughout the firm.” Sustainability is “an important priority for our employees and recruits” at Bain, but also “increasingly important to our clients as well.”

Five years ago, it was probably true that most compelling sustainability ideas were coming from outside the executive suite. Today, most of the compelling sustainability ideas are coming from business executives who understand our most influential megatrends for the foreseeable future – global consumption growth, resource scarcity and climate change. Sustainability will remain a key part of every organization’s strategy in the foreseeable future – global consumption growth, resource scarcity and climate change. Sustainability will remain a key part of every organization’s strategy in the foreseeable future.

The Sustainability Facility Professional (SFP)

After rolling out the new SFP program just under a year ago, hundreds of facility professionals have completed the program and passed the exams to earn the credential. And this is only the beginning…

The SFP training program consists of 3 modules. The first module provides students with a solid foundation (developing strategy and obtaining organizational alignment) that the other two modules build on. The second module covers important aspects for managing sustainable facilities, including policy development, change management, performance management tools, finance, and procurement.

The final module, Operating Sustainable Facilities, dives into details that you, as a sustainability facilities professional, need to learn and apply in your FM career, including learning additional sustainability practices and proven ways to get your projects approved.

Students must pass one to two hour exams for each module to earn the SFP credential. There are three ways to do this:

- Learn the material on-line at your preferred pace
- Take a class by an approved SFP instructor at World Workplace or some other location
- Take the class here in Silicon Valley with a dozen or so of your fellow chapter members (and a few from other chapters) with our renowned instructor, Larry Morgan, SFP CFM FMP.

For me, the last option was easily the best choice. The class consists of 6 full days in the classroom with homework and practice exams between classes. Our class was broken into two 3-day segments in late March and mid April. I thought that this was an excellent way to cover and learn the material as we completed all of Module 1 and most of Module 2 in the first 3 days; most of the dozen students had a chance to review and pass the exam for Module 1 prior to the second 3-day segment.

Absorbing this comprehensive material isn’t easy, so one of things that I liked about taking the class locally was the opportunity to work in small groups on a sustainability vision and mission. We were able to build on this throughout the class as we dug deeper into the material. We learned how to make this vision a reality by learning how to build a business case for a sustainable program that required executive approval of resources and cross organizational support. Another great advantage for taking the SFP class locally is that you can save on travel costs and spend time with fellow chapter members learning the new material, sharing experiences and solving class problems. Lastly, anyone who has taken a CFM Exam Review, FMP or SFP class from Larry Morgan knows what a knowledgeable and supportive instructor he is.

Thanks to the great support of our chapter, Larry Morgan, and my fellow students, I passed the final exam in May. Now I am able to provide sustainability checkups for companies to help them achieve the important goals of sustainability and a healthy workplace.

Ed Novak, SFP, CFM, MCR is a Facilities Planning and Program Manager for Facilities First where he leads the sustainability business and provides management consulting services to technology companies in Silicon Valley. Ed is the 2010 Past President of the Silicon Valley Chapter of IFMA and served on the chapter’s board for five years. He was also the chapter’s newsletter editor for two years.
The Chapter’s Mentoring Program is an exceptional opportunity for both mentees and mentors to improve “self”. The program not only includes the typical mentor-mentee relationships but also includes enlightening programs and exercises that allow the mentoring pairs to garner input from experts and relate that input to real life experiences for both the mentor and mentee.

On June 6th we heard from Marion Thatch, an executive coach and marketing consultant. Marion talked about establishing the right goals. Often our goals are not in alignment with our values which can make it difficult to follow through. The exercises she provided helped to probe deeper within ourselves, working towards identifying worthy goals. They must be your own and in line with your true self rather than what you think you should want. This additional dimension to goal setting was especially helpful since one of the mentor-mentee tasks is to set realistic and achievable goals – somewhere between “too easy” and “unbelievable”.

On August 1st, Myrna Wagner of Swinerton Management & Consulting, gave a presentation to the group about conflict management and resolution. Her presentation, based on her 25 years in the construction industry was especially insightful. She reminded us that communication matters greatly and that the skills of listening, speaking respectfully and practicing professional courage are necessary ingredients to effectively deal with difficult persons. Following Myrna’s presentation there was lively discussion between mentors and mentees concerning real interpersonal work issues and sharing ideas on how they might address them.

Judith Sayler has done an exceptional job setting up this year’s mentoring program, which has benefited all those participating. Mentees are learning from the experience of the mentors and mentors are learning by seeing issues through the eyes of the “X, text and twitter” generations who are focused on their career paths.

The mentor-mentee programs are held every couple of months to supplement the get-togethers between individual mentor-mentee pairs and also provide the opportunity to network with peers.

ABOUT THE AUTHOR:
Bob is an independent facilities and real estate management consultant in the Northern CA region. He serves on the IFMA-SV Presidential Advisory Committee, Community Outreach Committee and as a Chapter Mentor. He also serves on the CoreNet Northern CA Board Advisory Committee.

The Mentoring Program is offered by the Chapter’s Diversity: Scholarship and Mentoring Committee. To download a brochure and learn more about the benefits of the program, click here: Mentoring Program & Scholarship Brochure
Ron Kalich, MBA, SFP, CMA, CFM

Ron Kalich is the National Facilities Director at Kaiser Permanente, guiding the facilities management operations program for the company’s approximately fifty-five million square foot, one thousand building portfolio across nine states and the District of Columbia. Part of his role includes the continuous development and education of the company’s facilities management professionals in the organization as part of Kaiser Permanente’s Facility Management Community of Practice. He also manages the company’s aggressive efforts to reduce greenhouse gas emissions through energy management efforts by 30% by 2020. Prior to joining Kaiser Permanente, Ron managed global high tech facilities operations portfolios for clients based in San Francisco and Silicon Valley.

Ron also serves on the leadership team of IFMA’s Health Care Institute (HCI) as Research Vice President. The Health Care Institute is a successor organization to IFMA’s Health Care Council. HCI is a slightly different type of organization than a traditional IFMA council in that it is designed to serve a broader audience than the IFMA membership. HCI’s research program has placed a significant focus on facility management benchmarking in the health care industry. Not all of the health care industry in the United States has adopted the advances in facility management that we as IFMA members have realized over the past few decades, so there is a significant opportunity in this particular industry to rigorously apply the principles of facility management available through training from IFMA.

Similarly, there is a significant opportunity for facility management professionals at large to learn from the business continuity and disaster recovery processes and procedures inherent in the critical care operational environments at hospitals. HCI’s benchmarking efforts—along with a significant amount of training and education supporting this research—are targeted to deliver tools to the industry to help in dramatically improving facilities operation performance—thus supporting the core business needs in health care at this unique time of change in the industry.

Career Background

Like many facility management professionals, Ron started his career in a different discipline—corporate finance, accounting, and regulation, and was a practitioner in two distinctively capital intensive telecommunications and utility industries. After a decade of on-the-job learning, Ron sought additional training and enrichment in his field, and pursued and earned credentials as a Certified Management Accountant, Certified Financial Manager, and Certified Depreciation Professional. He later “paid back” the learning (or, as other instructors may attest to—“really learned the material”) by teaching classes in Finance and Accounting at the University of California, helping post graduate candidates earn similar credentials in these fields. But ultimately, the allure of leveraging undergraduate studies in engineering and physical sciences and (dot.com excitement) led Ron to pursue facility operations management in different capital intensive industries. Following a familiar pattern, Ron pursued training and credentialing specific to the discipline of facilities management, most recently earning IFMA’s SFP designation, and looks forward to “paying it forward” as an instructor in forthcoming career development programs.

About the SFP

The Sustainable Facilities Professional designation is a relatively new credential from IFMA that encompasses all aspects of sustainability from a facility management point of view. Ron is a very strong proponent of the SFP program, endorsing the facility management framework provided in the curriculum, as well as the progressive view of aligning corporate needs and desires, employee concerns, and environmental considerations through the sustainable triple-bottom line. Essentially, the SFP embodies a traditional facility management approach translated from and to a customer perspective—just what today’s facility manager needs in order to be successful!

In fact, Ron is investigating the applicability of IFMA’s SFP coursework and designation as a “one stop shop” for facility management professionals. Ron participated in the six day training program offered at World Workplace in Phoenix in 2011 and earned the designation shortly thereafter by passing the three separate examinations and having the SFP application reviewed and accepted as part of the certification process. The program offered several expert instructors with great depth and breadth in the facility management space (with several having authored sections of the SFP!) and fellow class members that were fully engaged and participative in the process. While self-study is certainly an option for the SFP, the in-class structure is valuable in providing a diversity of views as well as sharing a number of successes and failures related to facility management sustainability.

About the Author:

Raffy Espiritu, FMP, is the founder and CEO of Impec Group, provider of integrated facility solutions for over 20 years. He was Past Newsletter Editor and President of the Silicon Valley Chapter of IFMA in 2007 and 2008. As Past Newsletter Editor, the chapter won the Award for Excellence in Newsletter Publishing and as Past President, the chapter won the Award for Excellence in Membership Marketing for Large Chapters in the nation. Raffy is a regular contributor to the FMP and CFM Spotlights of the chapter’s Newsletter. He is currently the Vice President of the Silicon Valley Chapter of the Association for Facilities Engineering (AFE).
When asked time and time again why one should become an active member IFMA, specifically the Silicon Valley Chapter, I pause because IFMA-SV has literally changed my life! I find myself answering this question from the perspective of a Facilities Planning and Project Manager at Fenwick & West LLP, a 2010 Scholarship recipient and the Vice Chair of the Membership Committee.

The list of reasons why I am so passionate about this organization and am committed to IFMA-SV is seemingly endless. IFMA-SV is providing me with educational opportunities, including the Sustainable Facility Professional (SFP) course, which I hope to enroll in soon. I was also awarded a full scholarship through the Diversity: Scholarship & Mentoring Committee for the Facility Management Professional (FMP) course which has helped me grow professionally and develop my skills further in my new career. I continue to grow professionally by attending the monthly educational programs offered, including Roundtables and Chapter Meetings.

Volunteering and special events have provided me with the opportunity to meet and interact with peers and with more senior representatives in the field. They have provided me with guidance as informal mentors and also more formally through the Diversity: Scholarship & Mentoring Committee’s Mentor/Mentee Program. This program is invaluable and I urge each member to consider joining it, as you benefit greatly as either a mentor or mentee. Serving as Vice Chair of the Membership Committee, and being a member of the Diversity: Scholarship & Mentoring Committee have allowed me to take ownership of responsibilities that I would not necessarily be exposed to in my current position. These leadership opportunities have allowed volunteers like myself to test the waters, stumble in some instances, and ultimately, with the help of the team, achieve our goals—which is most rewarding. Much is to be gained from joining a committee and developing a rapport and sense of teamwork with your colleagues. This is one of the best ways to immerse oneself in the IFMA world and begin to feel like part of this amazing extended Facilities family.

I can attest first hand that IFMA-SV has some truly amazing leaders and members within this impressively large, diverse chapter who have a shared desire to make this the best organization possible to serve Facility Managers. With a mix of members who practice facility management and those associates who work with facilities professionals, each IFMA-SV event is yet another opportunity to meet and perhaps ultimately align with the next partner to deliver that exceptional service or act as a sounding board to uncover innovative approaches to manage the built environment.

Whether you are practicing facilities management today, an associate working alongside FMs or considering facilities as a future profession, I encourage you to come to a meeting, become more involved and take the leap. Having changed professions a little over a year ago, I could not be happier with my decision to join the facilities world and feel indebted to IFMA-SV for solidifying my educational foundation and building my confidence to pursue a career I love!

Cristina is a Facilities Planning & Project Manager for Fenwick & West, a national law firm that provides comprehensive legal services to technology and life sciences clients of national and international prominence. We have over 500 employees with offices in Mountain View, San Francisco, Seattle and Boise. Fenwick is committed to providing innovative, cost-effective and practical legal services that focus on global technology industries and issues. We differentiate ourselves by having a deeper understanding of our clients’ technologies, industry environments and business needs than typically expected of lawyers. Our strong, diverse facilities team focuses on service, innovation and sustainable practices to create a work environment that attracts and retains top talent.

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Aubrey Caton

Name: Aubrey Caton
Company: Dryco Construction, Inc.
Position: Marketing and Business Development Coordinator
IFMA Member: 1 Year

Aubrey serves on the Marketing Committee and is in charge of the Chapter’s social networking accounts. Aubrey ensures that all IFMA events and important information is uploaded to the Facebook and LinkedIn accounts. She also starts facilities related discussions on those sites to get members engaged with each other. Aubrey is also a member of the Community Outreach Committee and supports them with planning their annual Beach Cleanup.

Why do you volunteer?
Volunteering for committees and events with IFMA-SV has been a great experience for me. Being active makes this association more than just a group I am a member of; it is an organization that I want to see grow and continue to positively influence both the facilities world as well as the community at large. It is rewarding to see the results of great teamwork. In addition, it’s fun! I have met many excellent, hard working professionals that I truly enjoy being around. Being a casual observer was never an option for me…where’s the enjoyment in that?

What does your company do?
DRYCO Construction, Inc. is a pavement maintenance and concrete services contractor. Additional services include seal coating, striping, grading, fencing and ADA compliance projects. We currently serve the Bay Area, Central Valley and Northern California. DRYCO has been in the pavement maintenance business for over 30 years and is among the largest pavement maintenance contractors in Northern California. We are a proud member of the Pavement Network, a nationwide exclusive group of best-in-class pavement maintenance contractors, who share best-practices, and adhere to strict standards and have proven track records for quality and integrity coast-to-coast.
Chris Grady, an Army Veteran, joined the Comfort International team last April after his recent graduation as a certified electrician. He served six years in the Army performing maintenance and gaining experience in a wide variety of responsibilities that helped him prepare for his current position. His specific duties while in the service included:

- Maintaining and servicing 3kw-100kw diesel and gas engine generators;
- Maintaining and servicing small compressor and gas engines;
- Conducting training classes for up to 300 people in the basic operations of power generation equipment;
- Maintaining daily maintenance reports and dispatch logs of battalion vehicles;
- Stocking and inventorying service parts;
- Heavy wheeled vehicle driver.

Chris leveraged his experience and skills, and his new electrical certification to prepare himself for a civilian career. He works in the Comfort International engineering department installing energy management controls and related upgrades. Chris is a perfect example of a veteran being able to use his military experience coupled with post deployment training to find a good job and be an excellent employee, hardworking and determined.

Comfort International Inc. is proud to support a veteran in gaining full time employment. Comfort International President Alan Pong reflected “We have been growing steadily and were able to hire Chris, as well as a seasoned project manager and mechanical engineer last month. We will always try to help Veterans looking for a career in our green focused HVAC & energy services.”

Erik Hansen is a business development manager for The Millennium Group that provides quality mailroom management, document distribution and related business support services.

ABOUT THE AUTHOR:

Erik Hansen is a business development manager for The Millennium Group that provides quality mailroom management, document distribution and related business support services.
FACILITY MANAGEMENT PROFESSIONAL (FMP)
This program will help you build a strong foundation of knowledge in four essential areas: Operations & Maintenance, Project Management, Finance & Business Essentials and Leadership & Strategy Essentials.

CERTIFIED FACILITY MANAGER (CFM)
CFM is the most prestigious and sought-after credential in facility management. IFMA's CFM sets the standard for measuring the knowledge and abilities of practicing facility managers. CFM remains the only global certification for the facility professional.

SUSTAINABILITY FACILITY PROFESSIONAL (SFP)
The newest IFMA credential, SFP, is focused on environmental stewardship and sustainability. It teaches FMs to view each strategic and tactical sustainability measure against your organization's triple bottom line.

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ne of the new initiatives on our Balanced Scorecard that the Board adopted this year is Operational Excellence. The initiative involves identifying how the Chapter can better function in areas of governance, systems, processes not aligned with HQ and make changes in those areas that will benefit members and the Chapter leadership. As the Board member responsible for this initiative, I have met with Claudia Folsman and Joy Dunn to look at everything from our bylaws to strategic planning to finances. We have developed a laundry list of recommendations and have accomplished quite a number of them while several others will be completed by year’s end:

- **Set budget and financial protocols** – We have established a standing Finance Committee who meets at the beginning of the year to review the previous year’s budget and make recommendations for the new year. Another protocol we have established is to perform a mid-year financial check up. Our Treasurer Jeremy Goodland completed a reconciliation of the books in July to see where we truly stand compared to our budget. We are happy to report that we are in very good financial shape. We have more than $18,000 in the bank compared to last year, and while we haven’t made the income we projected because we did not hold all of the events we thought we would, our expenses were consequently lower -- over $70,000 below budget. Because of that, at present we have a net positive variance of over $11,000. As a non-profit we must budget carefully at the beginning of the year so that we do not generate a huge profit and lose our tax-exempt status under §501(c)(6).

- **Chapter Reincorporation** – Our chapter has just undergone reincorporation with the State of California as we were not properly incorporated some decades ago as a mutual benefit, nonprofit corporation qualifying for tax-exempt status under §501(c)(6).

- **Review our Chapter Bylaws** – The Board is currently looking at three proposed changes and will soon decide whether to submit them to the membership to vote on:

  o The first proposed change has to do with the duties of the Chapter Treasurer. Because we have a Chapter Administrator, the proposed change reflects how we really process handling of monies. Proposed: “The Treasurer shall ensure that the Chapter Administrator collects and receives Chapter monies and securities; deposits funds and disburses same, and keeps accurate books of account.” As it reads now, the Treasurer has that responsibility. We are fortunate to have both a Treasurer and Chapter Administrator overseeing the finances as an added measure of checks and balances.

  o The second proposed change has to do with being able to use digital technology for our elections: “Elections shall be made by written (proposing ‘electronic’ not written) ballot delivered in a manner chosen by the committee to the qualified voting members.”

  o Our bylaws state that the Chapter must operate on the same fiscal year as IFMA HQ which ends June 30th, but we changed our fiscal year several years ago to operate on a calendar year. The Board either needs to change our bylaws to reflect our fiscal year ending on Dec. 31 or we need to change our fiscal year back to match HQ’s. There are good reasons to consider both. We changed to a calendar year because it was felt that it was easier to get sponsors who generally develop their budgets in October or November for the following year. But because we are not aligned with HQ’s calendar, it is difficult for us to develop the various reports required by HQ, especially in terms of financial reports, and it requires quite a bit of extra work to get the data to fit their requirements. Also if we make the change to match HQ’s fiscal year, we will need to extend the current board another six months as elections would also match the calendar for HQ. There is much to debate before a recommendation is reached.

In reviewing the Bylaws we also realized we were not implementing several of the bylaw requirements. This includes having an annual business meeting where we give a “state of the chapter” report, so we will be doing so at our October chapter meeting. Another compliance item we have initiated is to require that our committee chairs prepare meeting minutes and post them to SiteScape which will help keep the Board informed as to their initiatives.

- **Board Orientation / Transition Meeting** – For the first time this year we will have a meeting to orientate the incoming board regarding their roles and responsibilities, chapter bylaws, the balanced scorecard and initiatives from strategic planning and general policies and procedures. This is particularly important to assist new board members because it is not often clear to them what is expected.

- **5-Year Strategic Plan** – This past August, the Board invited several persons from IFMA HQ -- Tony Keane, President and Chief Executive Officer, and Lowell Aplebaum, Director, Membership and Councils to help us develop a 5-Year Strategic Plan. Lowell facilitated a SWOT analysis as well as looking at our current strategic initiatives. We were surprised to hear that Tony and Lowell felt we were too ambitious because pragmatically we have too many initiatives for the Board and our committees to take on. Because all of the subtasks in our initiatives totaled several hundred, they advised to prioritize what we want to accomplish for the upcoming years and focus on the top three. This will be an ongoing process to develop a workable strategic plan that will make our chapter better for our members so stay tuned for more on this.

Focusing on operational excellence isn’t always the most exciting initiative but implementing appropriate governance, ensuring checks and balances and providing leadership skills to our Board is what makes our Chapter strong.

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ABOUT THE AUTHOR:
Judith Sayler, CPSM, LEED-AP is an Associate, in Business Development for Gordon Prill and also serves on the Executive Boards for IFMA Silicon Valley and USGBC-NCC-Silicon Valley.

Gordon Prill, Inc. has been in business for over thirty years providing superior Architectural, Mechanical & Electrical Engineering and Construction services for Aerospace, Biotech, Clean Room, Corporate Office, Science & Technology and University facilities. We believe our uniqueness lies in our ability to offer design and construction under one roof, as a stand-alone service or design-build where we seamlessly manage all design and construction phases. Our Integrated Project Delivery approach fosters working with clients and end users as a team to make decisions together to share risk and reward.
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Please stop by and say Hi, and be sure to check out all the latest things going on with IFMA.

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MANAGING GREEN BUILDINGS
The third annual Diversity: Scholarship and Mentoring Committee’s Block Party and Fundraiser was scorching hot fun for all that attended.

The urban look and feel that has come to brand this event was generously made possible by Goodwill of Silicon Valley who allowed us to use their gigantic parking lot at their headquarters location in San Jose. Michael Fox, CEO, Jeffrey Artz, Business Development and Robert Shuck, FMP, SFP, Facilities Manager and Patrick Morris, Facilities not only were the perfect hosts, but greatly contributed on many levels to making the event successful including providing beer for the Beer Garden.

Along with numerous volunteers and the blood, sweat and tears (literally!) of the Diversity Committee, the charitable support of the event’s sponsors were critical components to raising funds for our scholarships to our credential classes, mentoring and outreach programs centered on providing education, support and resources for the Facilities Industry through IFMA-SV.

And, almost all sponsors from last year stepped up to support us again! Many of them have been advocates of the committee, the programs and fundraiser since its formation in 2010, including Western Allied, Impec Group, ICE Safety Solutions, Turner, Valley Mechanical, Associated Services and ADC. Their dedication to this event is another example of how they support the future of the facilities industry and IFMA-SV.

One new component to our urban block party this year was the “grow lounge”. This relaxing environment was full of cushy lounge seating and formed the perfect backdrop to network with each other, and learn more about the partnership and programs we have developed with Cal Poly and Workforce Institute at Evergreen San Jose City College. Both of these organizations were sponsors of the event and were on hand to discuss the progress being made in facilities education and skills upgrade training.

Finally, what would a Block Party be without an amazing band! For the second year in a row, Big Wood, a local rock and roll band donated their talent and time along with Michael Ybarra, the one and only DJ Y.

The Beer Garden, band, grow lounge, carnival games, and mouth watering delectables from the food trucks, including MoGo, PSRT and Street Dogs, and dessert stations including Peter’s Kettle Corn, Jenny’s Churros and the much needed Paradise Shaved Ice all came together with a diverse mix of interesting and fun attendees to create one the best times I have had all summer! I can’t wait for next year’s beach theme!
Additional Diversity Block Party In-Kind Sponsors
Goodwill of Silicon Valley – Event Space
M.E. Fox & Company – Beer
Eric Lee – Photography
Celia Smith – Photography
Serpico Landscaping – Trees and Plants
For two years in a row Silicon Valley commercial real estate professional organizations and businesses have come together in efforts to help keep San Jose clean. IFMA, BOMA, CREW as well as LBA Realty, Orchard Commercial, Iron Construction, Inc. and All Bay Paint have raised money and gathered up volunteers in partnership with the Guadalupe River Park Conservancy to cleanup along the Guadalupe River. This year, the event was held on June 30.

Last year volunteers managed to collect approximately 1,500 pounds of garbage and waste that had accumulated over the year. This year approximately 5,000 pounds of waste was collected along a 1.5 mile stretch (from Coleman Ave. to Hedding St.) up and back along the Guadalupe River. Thanks to all the sponsors, volunteers and Conservancy coordinators we were able to have quite an impact on the cleanliness in a part of San Jose that is enjoyed by many in the community. The river cleanup is an annual event and is open to all who would like to participate (certain exclusions apply to young children). Thank you to all who spon-
Thank you to everyone who came out and participated in the 2012 environmental cleanup! We enjoyed a beautiful day in Santa Cruz while working as a team to renovate the ranch at Wilder Ranch State Park. There were barn painters, weed pullers, weed wackers, dirt diggers…it was a great time to help restore a state park while also spending quality time with fellow IFMA members. For those of you who were unable to join us this year, I hope you can participate in 2013! You can see pictures from this year’s event by visiting the “IFMA-Silicon Valley Chapter” Facebook page.

As always, thank you so much to Herman Miller who has hosted the post-work barbeque for the past 14 years! We greatly appreciate your continued generous support. Also, thank you Sunrise Painting for donating all the paint and painting supplies. Finally, thank you to Park Archaeologist, Mark Hylkema and Park Maintenance Supervisor, Jacob Bentley for donating their time and expertise to make this year's project a success.

ABOUT THE AUTHOR
Aubrey is the Marketing & Business Development Coordinator at DRYCO Construction, Inc. DRYCO provides services in pavement maintenance, concrete services and fencing projects.
Get Involved - Source of Information and Opportunity to Network

Volunteer with us - get more involved!!

The Silicon Valley Chapter of IFMA offers so many events because Members like YOU help! By volunteering YOU become involved with the Chapter and get the most from your membership. Active participation in a committee provides leadership experience. Through the committees you can gain experience in project management, marketing, finance, planning and team building. IFMA committees afford the opportunity to work and learn side by side with experienced managers. You can try, fail and/or succeed in a safe environment. IFMA can be a leadership apprentice program, so please get involved!

Right now we are looking for volunteers in the following areas:

- People with graphics ability to work on our Marketing Committee.
- People to help organize and manage the Vendor Fair - this is a one-off event, on October 11th, so if you want a short-term commitment, this one's for you.
- People to organize our Holiday Party (in December) - another one-off event.

NEWSLETTER ADVERTISING

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For Full details and advertisement specifications please contact Joy Dunn, Chapter Administrator — admin@ifmasv.org

NEWSLETTER SUBMISSIONS

Article submissions should be sent to the Newsletter Editor — Jeffrey Artz — JeffreyA@goodwillsv.org

THE VOICE is a quarterly publication of:

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WELCOME 30 NEW MEMBERS!!

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Century Lighting & Electric
IFMA-SILICON VALLEY PROGRAM CALENDAR SECOND HALF OF 2012

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

| Sep 26  | New Models of FM Outsourcing | Chapter Meeting |
| Oct 11  | Vendor Fair                  | Special Event   |
| Oct 10  | Solar, LED & Battery Technology | FM Roundtable Luncheon |
| Oct. 24 | Work on Move                 | Chapter Meeting |
| Oct 31-Nov 2 | World Workplace - San Antonio, TX | IFMA International |
| Nov 14  | Construction in India        | FM Roundtable Luncheon |
| Nov 8-Nov 9 | CFM Exam Review Class       | Continuing Education |
| Dec 6   | Holiday Party & Membership/Diversity | Special Event |

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

IFMA Silicon Valley Vendor Fair
A Taste of Wine Country
An evening of luxury wine tasting & delicious food
Thursday October 11th
4:00-8:00 PM
San Jose Airport Garden Hotel
Mediterranean Room
1740 N. First Street
San Jose, Ca
Grand Prize Drawing – A chance to win a luxury two night stay in California Wine Country (Professional members only)
Lots of Drawing Prizes for everyone!!!

Event Sponsors

For Sponsorships and Exhibitor forms contact admin@ifmasv.org
To register or for more information
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