The Voice
Of Silicon Valley Facility Management

Winter, 2012

Serving Those Who Served –
Matching Need to Opportunity

2012 Kick-Off Meeting
Claudia Folzman Selected
“Woman of Influence”
CONTENTS

In This Issue

President’s Message 3
Editor’s Message 4
2012 Kick-Off Meeting 5
February Meeting: Cypress Envirosystems 7
The Business Case for Sustainability in Facility Management
Claudia Folzman Selected “Woman of Influence” by SJ Business Journal 9
IFMA Mentoring Program 10
Second Year Kick-Off
Volunteer Spotlight 13
New Members 15
2012 Board of Directors 16
Serving Those Who Served: Matching Need to Opportunity 20
Rebuilding Together 22
49er Academy
2012 Program Calendar 24

Coming Events

April 11-13 Facility Fusion - Chicago
IFMA International
April 18-19-20 SFP Class, Phase II
Chapter Meeting
April 25 Why FM Owns Real Estate
May 9 Hands-On Workshop: BIM Sample at San Jose City College

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3
4
5
7
9
10
13
15
16
20
22
24

April 11-13 Facility Fusion - Chicago
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April 18-19-20 SFP Class, Phase II
Chapter Meeting
April 25 Why FM Owns Real Estate
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What an exciting year this is shaping up to be! The economy seems to be turning the corner and spring is well on its way, promising sunny and warm days to come. Looking into the future, Silicon Valley is starting to bloom. My presidency has me excited about IFMA SV and the Future of FM! Focusing on the dynamics of the facility manager’s ever changing role, creating a Veteran’s Initiative of ‘Serving those who Served’ and creating a clear path forward for IFMA SV will be the themes for 2012.

As we have seen, the ‘distinct’ boundaries of an FM are blurred and somewhat unrecognizable at times. The traditional FM’s role has been evolving to deal with innovative building systems technologies, acute focus on sustainability and ever expanding responsibilities. This trend is not going away and will accelerate with time. Service providers must understand and adapt to these dynamics as well. As we all mature (a nice way of saying we’re getting older) we witness employment changes, employers adopting new strategies and technology advances. These changes tend to blur the lines of responsibility therefore adaptability of our industry must happen. Our Professional Development Committee has created a calendar of innovative curriculum for our Monthly Meetings that will help our members navigate these changing times. Additionally, we have formed a new Education Committee, spearheaded by Jennifer Olsen, our new Director of Education, who will provide renewed focus on IFMA’s Credential Programs. By focusing on these credentials, our membership will be better positioned and have increased value in our ever changing industry.

Another area of focus this year will be in expanding our Veteran’s Initiative. There are many Armed Services Reservists and Veterans attempting to re-enter the job force. Our veterans dedicated a portion of their lives to serve and protect our freedom and lifestyles. We have the opportunity to help integrate these folks back into civilian life via jobs creation. These jobs can be in our industry or, tangentially, jobs obtained through our vast IFMA network. We have been meeting with various organizations whose main focus is helping veterans integrate back into society. With the collaboration of IFMA SV’s newly formed Reservist/Veteran Committee we can serve those who served!

Lastly, my 2012 tenure will focus on IFMA SV’s long range strategic planning. With help from HQ, we will create a 5-year strategic plan that will ensure our membership, great programs, education, community involvement and events will thrive. Once we have the date set for this meeting, we welcome all members interested to participate.

I’m truly excited to be part of this great organization, to be working along side many dedicated members and I look forward to another successful year for IFMA SV.

Regards,
Claudia Folzman, 2012 IFMA SV President
Another enthusiastic start to what promises to be another great year! With new Board members and new volunteers with fresh new ideas there are many exciting things planned for this year. Of course, we still continue our favorite traditions of Rebuilding Together, Beach Clean up and the ever popular Golf tournament which is instrumental in funding our Community Outreach events. Education is still a strong focus. Our mentor – mentee program completed it’s first year and will be refined and developed further this year. Our cover salutes our most recent initiative – of serving those who served. You will find more information about that in the text of this newsletter.

I can’t believe how quickly the time has passed – I’ve been editor for 2 years and I think it’s well over time I passed on the reins to other more capable hands. I’ve been fortunate to find one such individual who will slowly transition and take over this responsibility over the next few weeks – so stay tuned!

Deepa
State of the Art Silicon Valley facility ✓
Huge membership turn out ✓
Thought provoking presentation from our Keynote speaker ✓
Heading into 2012 the Best Large Chapter of the Year ✓

The above says it all regarding our Kick-Off meeting on January 25th at Citrix. If you were there, you already know and thank you for coming out and supporting this amazing group of Facilities Professionals and Associate service providers. If you missed it, rest assured this year’s Kick-Off meeting was fabulous and there is a lot of energy with our chapter’s leadership so mark your calendars now for future events, we are just getting warmed up. We would like to send a very special thank you to the facilities team at Citrix, meeting sponsors from the audio video specialists Avidex and furniture manufacturer Haworth. Your support of this event was key to its success and we appreciate it deeply!

Our 2012 IFMA Silicon Valley President, Claudia Folzman, began the meeting by welcoming everyone, thanking our sponsors and volunteers and promising an amazing 2012!! She then introduced Larry Allen Morgan, CFM, SFP, our 2011 IFMA Silicon Valley Chapter President, to present the highlights of 2011 and spotlight the tremendous accomplishments the chapter realized under his leadership. He began by recognizing the 2011 board, volunteers, coworkers and employers for their tremendous support, past presidents and boards whose leadership laid the foundation for a distinguished history, 2011’s Scholarship recipients Cristina Avila, Wendy Newcomer and Robert Schuck. He then proceeded with a recap of the year’s theme, “Future Stars of FM”, the chapters’ commitment to sponsoring and assisting the San Francisco 49’ers Academy, our community outreach programs (Rebuilding Together, Beach Cleanup, etc.) and the Golf Tournament.

In 2011 our chapter was committed to education and credentialing of our membership through our Certified Facilities Manager (CFM) and Facilities Management Professional (FMP) programs. Many of the new CFM’s and FMP’s were in attendance and asked to stand—well done!
He described the chapter support of the recently accredited Central Valley IFMA Chapter and the relationship developed with Cal Poly to bring facilities management to their curriculum. Larry also mentioned his radio debut on the CEO Show on 1590 KLV (podcast is still available on KLV web site), the public response and how there is potential for additional publicity for our chapter in getting our message out to the general public.

He detailed how our chapter was awarded Large Chapter of the Year and Julie O’Loughlin received the Distinguished Member Award at World Workplace in Phoenix. He also gave personal congratulations to the team that helped in the planning and execution of our 20th year anniversary party (Night at the Opera). IFMA COO Mike Moss, was in attendance at this special event all the way from Houston and presented our chapter a special recognition plaque from the senior leadership at IFMA HQ. There was not enough time to mention every event, thank every volunteer, mention each act of kindness or detail each accomplishment, but Larry covered what he could and kept us entertained while doing it, as he has done routinely during his presidency. These accomplishments and high honors are so special and something we can all be extremely proud of. Our Chapter and its members are simply the best and it is wonderful that IFMA headquarters continues to recognize and award us for our collective and individual efforts.

After Larry concluded his remarks, Claudia presented him with a mega magnum bottle of wine to be signed by our entire membership during the networking hour and to be enjoyed by Larry, not alone we hope, as a thank you for all he did as President and “band leader” in 2011.

Thank you, Larry, we cannot express enough our collective appreciation for your dedication and support of our chapter!

Now it was time for the new executive board to be sworn in and to hear the plan for the coming year. Claudia announced the 2012 plan for the future which has 3 primary categories: Operational Excellence, an Education Committee and a Reservist/Veteran initiative. The Operational Excellence component involves creating an operations manual, the Communications/Marketing Committee, Finance and a 5-year strategic plan. The Education Committee led by Jennifer Olsen as the Sustainability Facility Professional Champion, and SFP classes for credentialing and benchmarking. The SFP credential will provide our membership with the tools to develop cost-effective solutions that improve building efficiency and lower operating expenses. The third initiative for Reservists/Veterans will be led by Jeffery Artz and John Hackett providing a conduit between need and opportunity for our military men and women who are interested in a career in the Facilities industry.

Our keynote speaker, Mr. Kevin Surace of Serious Energy in Sunnyvale was introduced by me, not only because I had asked him to be our keynote speaker but more importantly, I believe strongly in Kevin’s vision for a more sustainable built environment and I wanted him to share his vision with you. Kevin quickly engaged the audience with a thought provoking multi-media marketer’s dream presentation asking the question “Can Technology Alone Make for Great Efficiency Upgrades?”.

As we listened and learned, we saw how there are many companies worldwide but also right here in our back yard that are focusing on bringing clean and sustainable energy saving technology to our commercial buildings. LED Lighting & Controls, Fuel Cells, Battery Technology, EV’s, Energy Saving Commercial Windows and many other building materials, just to name a few that can save energy and make working environments/employees more comfortable and productive. The opportunities to save energy and money through technology are now more relevant than ever; we are leaders in Facilities and we owe it to ourselves, our follow employees, shareholders and future generations to look closely at how clean technology can help make our world a better place. Thank you, Kevin, for your vision, your leadership and your time in sharing your story with our membership. We appreciate your efforts!

In conclusion, thank you to everyone who played a role in making our Kick-Off meeting a success. We look forward to another award winning year for IFMA Silicon Valley.
On February 29th, IFMA members gathered at Cypress Envirosystems in San Jose for an inspiring meeting about sustainable business practices by Hunter Lovins. Lovins, in her trademark cowboy hat and scarf, is a world-renowned advocate, international consultant, professor, speaker, and author for sustainable business practices.

As someone who co-developed several MBA programs in Sustainable Management at the Presidio Post Graduate School in Monterey and Bainbridge Graduate Institute in Washington State, she declared that it is time for a different model as to how we conduct our everyday lives. Her mantra "Lead, Follow, or Get Out of the Way!" underlines her belief that sustainability is no longer a catchy phrase -- it is the key to our survival.

She was passionate in wanting the audience to see the "Big Picture Approach" that combines the low hanging fruit* (lighting and HVAC measures with a short ROI that most facility managers are already aware) with an opportunity to be innovators in creating a sustainable business model. Innovation is our greatest asset, and this is what drives key decisions by the C-suite and shareholders.

A comprehensive sustainable business model can reduce operational costs significantly. On average, green buildings use 30% less energy than conventional buildings, which translates into huge dollar savings. Sustainable projects that have a short return on investment, such as lighting and HVAC retrofits, can soon generate money that can be used to fund sustainable projects that aim toward a zero carbon footprint. Once greater and greater savings are realized, it is easier for a company's number crunchers to be able to compare the sustainable business model to other models within a company's business groups. For instance, when they can readily see how many widgets they might have to sell to equate to the millions saved annually through sustainability, especially for multi-building campuses, one can leverage the savings.

Green buildings also have a higher market value. LEED buildings generally sell for $171/sq ft more than peers, Energy Star buildings $61/sq ft more than peers, and for every $1/sq ft savings in operating expenses, property value increases by a significant $10/sq ft. Shareholders are increasingly concerned about social responsibility, which isn't just marketing spin because they are beginning to understand how a sustainable business model can affect ROI and their investment.
Lovins pointed out that there is a similar correlation between leasing values. Surveys suggest that 92% of young professionals say they would also prefer to work for an environmentally-friendly company, and that companies which publicize their sustainability credentials might well have a competitive edge in attracting and keeping younger generation employees. Most importantly, green buildings improve worker productivity and overall health. Indoor air quality can be 2-5 times worse than outdoor air in the U.S. Improving indoor air quality could save U.S. businesses $200 billion in increased worker performance and another $58 billion in avoided sick time each year.

The California Public Utilities Commission building code will require that all new residential buildings be Net Zero by 2020 and new commercial buildings by 2030. This shines new light on solar deployment and will force the U.S. to reconsider its renewable energy options. As an example, California receives 70% more usable sunlight than Germany, yet Germany installs 28 times more solar electric capacity than California each year. Germany also provides an example of successful feed-in tariffs (FiTs). These tariffs drove German economic regeneration, enabling Germany to pay its citizens to produce, install, and maintain their own renewable energy systems instead of purchasing imported fossil fuels. Similar solar FiTs have been enacted in the U.S., but none have been universally adopted.

Lovins believes that water will be the oil of the 21st century. Worldwide water usage doubles every 21 years, mainly due to the rising standard of living and an unsustainable level of irrigated agriculture.

By 2030, the planet will need at least 50% more food, 45% more energy, and 30% more water, but how will we achieve this? The 6th wave of innovation is here: sustainability, radical resource productivity, whole system design, biomimicry, green chemistry, industrial ecology, renewable energy, and green nanotechnology.

In closing, Lovins contends that even small changes in employee productivity and health can translate into large financial benefits. Facility managers can have a profound effect on implementing these changes as a start. But she made the case that we all must rethink business models as well as how we conduct our everyday lives. As put by Jeffrey Hollender, “Zero Waste is the mother of environmental no-brainers,” and sustainability will be the keystone to all successful innovation.

*The Low Hanging Fruit – What Facility Managers Can Implement Immediately with a Short ROI*

A major opportunity for facility managers to increase financial savings is lighting. Improving lighting in a business is one of the easiest and least expensive energy-efficiency measures, and savings can reach as high as 75%. Other simple behavioral measures that can be performed conscientiously in any office or facility are opening blinds, removing window obstructions, rearranging furniture, and turning off unnecessary or unused lights.

Heating and cooling systems account for up to 60% of energy costs in commercial buildings.

With proper building envelope insulation, however, a building can cut heating and cooling costs by up to 30%. An efficient HVAC system can simultaneously save an average of 35% on annual costs. Replacing equipment is not always the most cost effective solution. Equipment that is not correctly maintained will use far more energy than the cost of checking it and implementing a maintenance plan may be the right decision.

Office equipment accounts for at least 16% of a building’s energy consumption, much of which can be prevented through simple behavioral changes. powering down a computer can save $75 per computer annually, and plug-gering equipment into power strips which are turned off when not in use can save $23 a month per strip. A low-volume copier will use 70% less energy per sheet than a mid-volume copier which can create significant cost savings considering the average printer/copier is used only 10% of the time that it is turned on. On top of that, U.S. companies waste $2.8 billion a year on 108 million unused PCs. In 2010, these unused PCs emitted 20 million tons of carbon dioxide, equivalent to the impact of 4 million cars!
Claudia Folzman Selected as a “Woman of Influence”

Joy Dunn
Chapter Administrator

Each year, the Silicon Valley/San Jose Business Journal honors 100 Silicon Valley business women as “Women of Influence” for their leadership and contributions to the community. Their nominators have called them “dynamic leaders,” “trailblazers,” and “role models.” Their free time is devoted to nonprofits, boards, mentorships, and of course struggling to find that elusive work-life balance.

Our Chapter President, Claudia Folzman, was selected as one of 2012’s Women of Influence. The official recognition banquet, honoring all 100 women, will be April 26th from 5:30 - 8:30 pm at the Fairmont Hotel in San Jose.

Claudia was nominated by Penny Lewis of Gensler. Here are some excerpts from Penny’s nominating letter:

**Reason for Nominating:**
Claudia Folzman is a powerhouse in the traditionally male-dominated field of Commercial Construction. After working her way through just about every position at a couple of large commercial general contracting firms, Claudia started her own contracting business, Iron Construction. Her ability to understand all aspects of the construction process provides her with the ability to anticipate and thus avoid potential problems, which instills great trust in her clients. She also spends time on development of the junior staff in her office, ensuring the continued success of her company.

In addition to running a successful business, Claudia also is involved in a number of professional organizations. She will serve as President of IFMA in 2012. She is also currently serving as Director of Membership for the Silicon Valley chapter of Commercial Real Estate Women (CREW-SV).

Claudia is also a member of Building Owners and Managers Association (BOMA), International Society of Pharmaceutical Engineers (ISPE), Association of Silicon Valley Brokers (ASVB), CoreNet, and the US Green Building Council (USGBC).

Continued on pg. 12
The Diversity: Scholarships and Mentoring Programs Committee kicked off its first mentoring program last year with approximately fifteen pairs of mentees and mentors. After one year, eleven of those pairs are still meeting and plan to continue in 2012 and several new people have been paired.

There is still opportunity for anyone interested in being a mentor or mentee to participate in the 2012 program. The Diversity Committee will be presenting a short PowerPoint about the program at the New Member Mixer on Wed., April 4, and anyone who is interested can sign up.

In response to evaluation forms sent out to the first year mentees and mentors, the majority said they were very satisfied with the person they were paired with. We also found that the majority were most interested in career guidance while about half were also interested best practices in FM -- improving their aptitude and skills Project Management, Finance & Business, Leadership, and/or Operations & Maintenance. A handful of others wanted help in leadership in general, had specific FM issues they wanted to deal with, or how to handle politics in the workplace.

Most people reported they had an informal relationship, and while some people had contact quite often in combination of one-on-one meetings, by email or on the phone (one pair reported a high of 32 times), the average was 3 or 4 times. Almost everyone felt that busy schedules precluded them from meeting as often as they wanted. They also thought it would have been beneficial to meet more often to allow the relationship to grow and more fully commit to each other, thereby allowing more support for the mentees during the year.
It was interesting that many of the mentees and mentors both made suggestions to make the mentoring program a more structured program where the committee would provide an opportunity for them to have joint meetings to allow networking, sharing of ideas and obtain additional support from the committee. We have taken that to heart and this year are planning three additional joint mentor-mentee meetings throughout the year with speakers on career guidance with topics as goal setting, conflict resolution, communications as well as a chance for them to mix and mingle.

We are also recommending that the mentee identifies goals or objectives and write them down – writing them down makes it more structured and makes it easier for the mentor to help them more easily monitor and measure their progress. It also makes it easier to readjust them if necessary as time goes one, or if they reach their goals, identify new ones they may want to tackle.

We are excited that the program had such good feedback and ideas for improvement and think we are going to have a really great year in 2012. If you have been thinking about signing up, now is the time! If you have any questions, please contact me at (650) 314-1122 (office) or jsayler@gordonprill.com.
Workplace Successes:
Claudia brings nearly two decades of construction experience to her role as Co-Founder and Executive Vice President of Operations for Iron Construction in San Jose. Responsible for day-to-day operations of the business, Claudia also oversees the management of business development and supervises the Project Management and Project Engineering staff.

Claudia first became interested in construction while studying Civil Engineering at San Diego State University, and upon graduation, she quickly found employment at Turner Construction where she learned the business first-hand.

In her nine years at Turner, Claudia filled a variety of roles including Field Engineer, Cost Engineer, Purchasing Agent, Assistant Superintendent and Project Engineer. Claudia then moved onto DPR Construction Inc., a leading national builder, where she held positions as Estimator and Project Manager.

Working on nearly all aspects of construction project management has provided Claudia with a unique breadth of experience, and has given her the ability to see projects from a broad perspective to help understand and solve problems the client may not otherwise anticipate. Eliminating surprises adds tremendous value to her customers.

Once the project is underway, Claudia’s role takes on even greater importance. Her Project Management team is the interface between Iron Construction, the client, the superintendent, and others involved in the project. From insurance to legal contracts, Claudia ensures that every detail is addressed and that the customer is satisfied with the job from start to finish. Because of this, Claudia is able to establish a high level of trust with her clients and gain repeat business.

Community Successes:
Claudia devotes a considerable amount of time to giving back to the community. For the past eight years, she and her colleagues at Iron Construction have organized a charity golf tournament to benefit Operation Care and Comfort, a non-profit that provides support to our troops stationed overseas. To date, the golf tournament has raised over $300,000 for Operation Care and Comfort.

After a female soldier came home from deployment in the Middle East, her husband unexpectedly passed away. Claudia stepped in and helped this soldier in need reroof her home. Claudia also organizes food collection drives for the Loaves & Fishes Family Kitchen in San Jose, and toy and clothing drives to support those in need during the holidays. As a “Red Badger” (new member) in the downtown San Jose Rotary, she has helped a Boys & Girls Club in East San Jose with a landscape renovation project.
Eric Lee has been an IFMA member for 18 years and served on the Board of Directors for 9 years. He has served as the Golf Committee co-chair for 4 years and on the Professional Development Committee for 5 years. Eric says that when he first joined IFMA SV he hoped to get more value from his membership through committee work. "This resulted in expanding my professional network and gaining trusted sources for facility services and advice" he comments.

Eric was invited to be on the board and eventually had the honor to serve as president of the chapter. He says “That experience allowed me to expand my network to an even greater degree. Many of the relationships I’ve built over the years extend beyond work; it is somewhat of a family reunion for me to see so many familiar faces at chapter events.”

Eric is a Facilities Engineer at Marvell Semiconductor, Inc. Founded in 1995, Marvell Technology Group Ltd. has operations worldwide and approximately 5,700 employees. Marvell’s U.S. operating subsidiary is based in Santa Clara, California and Marvell has international design centers located in the U.S., Europe, Israel, India, Singapore and China.

A leading fabless semiconductor company, Marvell ships over one billion chips a year. Marvell’s expertise in microprocessor architecture and digital signal processing drives multiple platforms including high volume storage solutions, mobile and wireless, networking, consumer, and green products. World-class engineering and mixed-signal design expertise helps Marvell deliver critical building blocks to its customers, giving them the competitive edge to succeed in today’s dynamic market.
TOM McCUNE

Tom McCune has been a member of the Silicon Valley chapter of IFMA since 1998 and has photographed many meetings and events for the chapter. He always photographs the golf tournaments and hands out complimentary team and individual photo to the players.

Tom says:

_The whole technology has changed in the last 14 years. When I started doing the golf tournaments, digital photography existed. But the professional cameras were extremely expensive. (_$10,000 for a 2 mega-pixel camera was a real bargain in those days._) So, I shot the golf tournaments on film, but that meant printing the photos, sorting them, and mailing them out a week or two after the event. More than once I sent the wrong photos to the wrong teams and I got these phone calls saying: “Hey. Who are those guys in the photos?”_

Now, with digital cameras and printers, I can print them on the spot and hand the photos out to everyone during the awards dinner.

Tom works as CFO and Senior Consultant with Kobalt Brands, a firm that specializes in brand strategy, advertising, and prototype store design. He says:

_I used to work as a traditional architect, and some of that carries over to my new work. The work we do now relates to the ways in which brand strategy, advertising, and store design work together for retailers to help “move the merchandise,” whatever it is. In some cases the “merchandise” isn’t even a tangible product. Some of our largest clients are banks that have extensive networks of “stores.” Many banks don’t even call them “branches” any more. They are financial services stores. I even get to do a little photography for them on occasion!_
## Welcome
### 38 New Members!

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<thead>
<tr>
<th>Cindy Anderson</th>
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<tbody>
<tr>
<td>Rick Angelini</td>
<td>Cosmopolitan Catering</td>
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<td>Michael Armstrong</td>
<td>TICO Construction Co. Inc.</td>
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<td>Steve Bajkowski</td>
<td>Metech Recycling</td>
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<td>Dave H. Bingham</td>
<td>Facilities Manager</td>
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<td>Stephanie B. Brounstein</td>
<td>Facilities First</td>
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<td>Marie E. Bugna</td>
<td>Statcomm Inc.</td>
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<td>Troy Bunnell</td>
<td>XL Construction</td>
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<td>Kristi L. Carpenter</td>
<td>ITAD Solutions</td>
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<td>Jerrica J. Castagno</td>
<td>Sony Computer Entertainment</td>
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<td>Eleanor M. Cesario</td>
<td>Equity Office Management</td>
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<td>Lance Clark</td>
<td>General Dynamics AIS</td>
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<td>Henry T. Cortez, Jr.</td>
<td>Equinix</td>
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<td>Melanie R. Cresta</td>
<td>Citrix Systems Inc.</td>
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<td>Terry L. Duffina</td>
<td>Corodata</td>
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<td>Steve Ebel</td>
<td>McAfee, Inc.</td>
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<td>Paul H. Fick</td>
<td>International School of the</td>
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<td>Michael F. Gelinske</td>
<td>Peninsula</td>
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<td>Christopher R. Good</td>
<td>Fenwick &amp; West LLP</td>
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<td>Nicolas D. Guedenet</td>
<td>COG</td>
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<td>Aisha Hernandez</td>
<td>Elekta</td>
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<td>David Huff</td>
<td>Cypress Semiconductor Corp.</td>
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<td>Cathy Jamieson</td>
<td>Noribachi</td>
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<td>Terry L. Kershaw</td>
<td>BioMed Realty Trust, Inc.</td>
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<td>Eaton</td>
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<td>Netapp</td>
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<td>Enlighted Inc.</td>
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<td>Daian Onaka</td>
<td>Palantir</td>
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<td>Matthew Price</td>
<td>Ariba, Inc.</td>
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<tr>
<td>David Rudd Ross</td>
<td>J&amp;J Air Conditioning</td>
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<tr>
<td>Richard V. Salvador</td>
<td>Platinum Roofing, Inc</td>
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<tr>
<td>James Sandoval</td>
<td>Blue Coat Systems</td>
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<tr>
<td>Bill Shevlin</td>
<td>Montgomery Technologies</td>
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<td>Thomas Smith</td>
<td>Department of Veteran Affairs</td>
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<td>Chris Tallerico</td>
<td>Epicurean Group</td>
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<td>Duane Thorpe, PE</td>
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2012 Board of Directors

CLAUDIA FOLZMAN — Chapter President
Claudia served on the board as Secretary in 2010 and as Vice President in 2011. She has been an IFMA member since 2003. Claudia brings nearly two decades of construction experience to her role as chapter President. Responsible for the day-to-day operations of the business, Claudia also oversees the management of business development and supervises the Project Management and Project Engineering staff at Iron Construction. Claudia is a long-time member of our chapter as well as BOMA (Building Managers and Owners Association) and CREW (Commercial Real Estate Women). Claudia has been selected as one of Silicon Valley’s “Women of Influence” for 2012 by the Business Journal and will receive her award at a special ceremony on April 26th.

NICOLE STEPHENSON – Chapter Vice President
Nichole Stephenson has been a member of IFMA Silicon Valley for the last five years, and joined the Professional Development Committee (PDC) in 2008 to help coordinate and manage site logistics for Chapter Meetings. Once she joined PDC, she became more intimately involved in some of the Chapter’s special events including the first IFMA Silicon Valley Symposium, the Vendor Fair, the Holiday Party, and the Membership Mixer. In 2011, Nichole accepted a position on the IFMA Silicon Valley Board of Directors responsible for supporting the board and committees chairs at large.

Nichole has been in Marketing, Business Development, and Account Management at Teladata since 2005 and also helps coordinate Teladata’s Technology Convergence Conference in Santa Clara and Quarterly TCC Roundtables in Fremont. She works with Data Center, IT, Telecom, and Facilities professionals to determine scope of work for projects and ensures that client’s needs are met throughout the project. She has been managing and coordinating educational seminars/conferences for over 6 years and has a strong passion for meeting planning. Nichole received her Bachelor of Science Degree with an emphasis in Marketing and Entrepreneurship from Chapman University.

JEREMY GOODLAND P.E. - Treasurer
Jeremy has been an active IFMA SV member since 2005. In 2010 and 2011 he was Chair of the Annual Golf Tournament; and in 2011 he became Chapter Treasurer. After earning a degree in Mechanical Engineering at Cal Poly - San Luis Obispo, he was hired in 2005 as a Project Engineer for Western Allied Mechanical, and in 2011 obtained his Professional Engineering license. His responsibilities at Western Allied include project estimation, design, and management, as well as regularly working directly with several facilities managers to resolve the challenges they face. Jeremy is again chair of the 2012 golf tournament.
JUDITH SAYLER, CPSM, LEED AP - Secretary
Judi Sayler joined IFMA in 2008, serving on the Professional Development Committee, and in 2010 she also joined the Board Directors. In 2011 she was elected Secretary of the Executive Board. Judi has a long history of service to professional organizations. She is a past Director of the Board of the American Public Works Association (South Bay), a Past President of the Society for Marketing Professional Services (San Francisco), and has served on numerous AIA Santa Clara Valley Chapter committees. She currently is on the Executive Board and is Vice Chair of Programs for the USGBC-NCC (Silicon Valley) and is a LEED Accredited Professional. She holds a BA from the University of Idaho and a MA from San Francisco State University. Judi is employed as a business development associate by Gordon Prill, Inc., a 30 year-old Architecture, MEP Engineering and Construction with clients in the aerospace, semiconductor, biotech, university and corporate office markets.

LARRY MORGAN CFM, RPA, FMA, SMA – Immediate Past President
Larry has been a Chapter Member since 2006. Before becoming Chapter President in 2011, he was Chapter Vice President in 2010; in 2009 he was a Board Director. He Co-Chaired the Professional Development Committee which won the 2009 Large Chapter Award of Excellence; and he was the recipient of the Chapter’s Tom Jones Award in 2009. In 2008 Larry became an IFMA Certified Instructor and is responsible for bringing the IFMA SFP, FMP & CFM classes to our Chapter. Larry has been a certified BOMI instructor for 12 years. He has over twenty-nine years experience in facilities leadership and has written over 10 published white papers and articles.

Larry is the Head of Operations, Palo Alto and Vancouver Regions, Global Facilities Management at SAP. Sustainability Work Stream Leader for the Americas.

KATHY ROTH – Director of Membership & Special Events
Kathy has been an active IFMA-SV member since 2009. In 2010, she was a member of the Holiday Party Committee. In 2011, she chaired the 20th Anniversary Party.

Kathy has worked for O’Connor Hospital, a 358 bed hospital located in San Jose, for over six years. She is the Director of Construction with responsibility for hiring contractors, vendors and architects to complete projects that improve the hospital. She oversees tenant improvements and other amenities for six medical office buildings around O’Connor Hospital. Prior to O’Connor Hospital, Kathy worked for Turner Construction for nine years. As project engineer, she completed projects for Valley Medical Center North Tower expansion, El Camino Hospital, hi-tech, Carnegie Mellon and O’Connor Hospital including the new 24 bed Emergency Department.

Kathy received her degree in construction management with a minor in interior design from CSU Fresno.
JIM ZUIDERHOEK FMP - Director of Professional Development
Jim brings more than thirty years of Facilities management experience to IFMA SV, which includes both domestic and international locations. He has been an IFMA SV member for over seventeen years and has worked with the Professional Development Committee the past three. For the past 2 years he has been Director of Global Real Estate & Facility Services for Risk Management Solutions where his responsibilities include Facilities, Construction, Real Estate, Security and EHS. Prior to that Jim was Project Manager for Shore Associates for five years specializing project & construction management for Yahoo!, Nvidia and various start-ups. Jim has worked as a Facilities Manager in biotech, medical equipment, communications, semiconductor and software industries over his career. He has directed projects in London, India and many locations in the US. Jim brings unique experience from both the service provider and customer side.

JENNIFER OLSEN CFM, FMP – Director for Education
Jennifer has been an active IFMA SV member since 2008. She earned the Facility Management Professional accreditation in 2008 then the Certified Facility Manager credential in 2009. Over the past eight years at Infineon Technologies her responsibilities have expanded to include Facilities, Project Management, Construction, Real Estate, Business Continuity and EHS for several North American sites. She remains focused on furthering her education and is enrolled in the Sustainability Facility Professional credential program, offered by IFMA SV.

DAVID GRAY – Director at Large
David was an original charter member of IFMA Silicon Valley Chapter in 1991. Recently, he joined the Professional Development Committee (PDC) in 2011 to help coordinate event formats for Chapter Meetings. He credits much of his success in 26 years representing the corporate real estate needs of Silicon Valley tenants to the metrics, benchmarking and surveying he learned through IFMA. He is an CRE Expert Witness and a 2011 recipient of the Colliers International Everest Award. David received his Bachelor of Arts with an emphasis in Political Economies from UC Berkeley. David is a Senior Vice President at Colliers International.

RALPH BUCHANAN CFM – Board Emeritus
Ralph Buchanan is a Founder and Principal at Facilities First. His facilities management career spans forty years, the last 17 of which have been overseeing the software implementation and facilities staffing services part of his company. Prior to that, he was a Facilities Director at Stanford University and managed an organization of over 200 employees. Ralph has been a Chapter member for 15 years, serves on the Board with Emeritus status, was Co-Chair of Professional Development, and was our Chapter Administrator for three years.

ALAN PONG - Board Emeritus
Alan Pong is President and Owner of Comfort International, a green-focused energy management and HVAC maintenance firm, specializing in engineering utility cost savings for existing commercial buildings. A graduate from Hayward State University, Alan is a Board Director Emeritus of the Silicon Valley Chapter of IFMA and co-chairs the Professional Development Committee where he created the benchmark initiatives. In 2000 and 2001 he was awarded the “Tom Jones Award”, IFMA Silicon Valley’s most prestigious award for excellence in facilities management, and in 2006 he was awarded the President’s Award. He is also Treasurer of Asian Commercial Professionals, a professional association supporting the growth and development of Asian Americans in facilities, commercial and corporate real estate.
JOHN H. HACKETT, FMP - Special Advisor to the Board of Directors
John H. Hackett is Operating Partner at Magna Group, LLC. John’s expertise covers renewable power generation including solar, fuel cells, biofuels and wind as well as power utilization and efficiency strategies. His strengths are in market research and analysis, business development and due diligence for emerging technologies. He frequently consults for emerging startups and Silicon Valley venture capital firms.

JOY DUNN – Chapter Administrator
Joy has been Chapter Administrator since September 2009. She has a long career in non-profit and office administration. Immediately prior to becoming Chapter Administrator she worked for 9 years at a law firm in Pleasanton. She has also worked as an Administrator at Universities in England; and for Special Olympics in England, Canada and the US.

2012 Annual Golf Tournament
Friday May 18th 12:30 pm Tee Time
@ Cinnabar Hills 23600 McKean Road, San Jose

Player and Sponsorship Opportunities Available
Sign Up Today!!

Contact Joy Dunn for more information:
admin@ifmasv.org

IFMA SILICON VALLEY
Imagine my delight when I learned that one of the 2012 initiatives is serving our military veterans and that I will have the privilege of chairing the initiative! I’m a Vietnam-era veteran and have coached veterans for almost ten years in overcoming obstacles, finding jobs and advancing their careers. I believe this gives me a good understanding of the changes that have taken place over the past 40 years and what has not changed. What has not changed since Vietnam is that we still have service members transitioning from military to civilian life with great difficulties. We still have service members returning with physical and psychological injuries. And, we still have service members returning who face the challenge of finding employment.

Perhaps the biggest positive change is in how we now receive our returning troops. Our society now outwardly respects, honors and appreciates them for their service to country. This is a far cry from the realities of the 1970’s.

While it may be slightly cloaked, there is optimism for our returning service members. Many are returning whole and eager to resume their pre-deployment career paths. For those who experience a physical, psychological or transitional challenge, the Veteran Administration has significantly increased its support services compared to 40 years ago. In addition, through government and private funding and community efforts, there is an abundance of social services now available to returning service members and the veteran community.

As an IFMA SV member of four years, I have witnessed how our members respect, honor and appreciate the veteran community. As part of the 2012 Serving Those Who Served Initiative, we call on our membership to continue that community spirit and use our resources to assist these men and women in pursuing their aspirations by giving them an employment opportunity.

The Initiative is a simple and straightforward approach to matching our member company employment opportunities with returning service members’ skills and experience. We have a chance to provide qualified and deserving veterans an opportunity to contribute to the ongoing success of facility management and help reverse the high veteran unemployment trend – a win-win.

Continued on pg. 21
If you have ever been involved in the hiring process you know that there is often a huge difference in perception of an applicant from reviewing their resume as compared to actually meeting them. Starbucks CEO Howard Schultz said that “Hiring people is an art, not a science, and resumes can't tell you whether someone will fit into a company’s culture.” Schultz's suggestion addresses one of the most significant impediments to addressing the unemployment situation of veterans – you have to meet and experience a veteran to appreciate their true worth.

Supporting Schultz’ assertion, a recent Syracuse University report, *The Business Case for Hiring Veterans – Beyond The Clichés*, highlights ten reasons for hiring a veteran – Consider:

1) Veterans Are Entrepreneurial
2) Veterans Assume High Levels of Trust
3) Veterans Are Adept At Skills Transfer Across Contexts/Tasks
4) Veterans Have [And Leverage] Advanced Technical Training
5) Veterans Are Comfortable/Adept in Discontinuous Environments
6) Veterans Exhibit High-Levels of Resiliency
7) Veterans Exhibit Advanced Team-Building Skills
8) Veterans Exhibit Strong Organizational Commitment
9) Veterans Have [And Leverage] Cross-Cultural Experiences
10) Veterans Have Experience/Skill in Diverse Work-Settings

I will share more about these ten reasons in the coming months but feel free to review the complete paper at:

http://vets.syr.edu/_assets/researchdocs/employment/The%20Business%20Case%20for%20Hiring%20Veteran%20Opportunity/2012-03-06.pdf

So how can you, our community members, guide our veterans toward success? Here are four easy steps;

1. Post your jobs on the IFMA SV website - http://www.ifmasv.org/?page_id=722
2. Consider veterans for internships or scholarships at your company as a training path for career development and future employment
3. If you are not a hiring manager, put us in touch with hiring managers and/or your human resources executive
4. Reach out to those in your network beyond the IFMA SV community and share the story. Give them an opportunity to support the Initiative. We all have associates that may have an opportunity – please ask them to participate or refer them to the Initiative committee.

As we progress into 2012, the Serving Those Who Served Initiative committee members will be working to bring veterans together with our community’s employment opportunities and career support.

It is my personal commitment to do whatever I can to keep the respect, honor and appreciation alive. I hope you will join me. Thank you for supporting our service members and veteran community!
Rebuilding Together: 49ers Academy

Aubrey Caton
Dryco Construction

Thank you to our wonderful sponsors so far who have committed to taking part in the 49ers Academy Rebuilding Together project!

The 49ers Academy was created 13 year ago to keep the children of East Palo Alto safe and in school. This year, IFMA is offering its support to the Academy by providing manpower and supplies to perform desperately needed renovations to the school. The event will be on Saturday, April 28 from 8:30am-4:30pm. We hope to see you there!

To Volunteer Contact Wendy Newcomer: wendynewcomer@sbcglobal.net
For information on Rebuilding Together visit: http://rebuildingtogether.org
## IFMA-SILICON VALLEY 2012 PROGRAM CALENDAR

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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>Jan 25</td>
<td>Chapter Kick-off Program</td>
<td>Special Event</td>
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<tr>
<td>Feb 8</td>
<td>Building Design &amp; Construction Project Concepts</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>Feb 29</td>
<td>The Business Case for Sustainability in Facilities Management</td>
<td>Chapter Meeting</td>
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<tr>
<td>March 14</td>
<td>Saving Energy in Unique Facilities</td>
<td>FM Roundtable Luncheon</td>
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<td>Mar 28, 29, 30</td>
<td>SFP Class, Phase I</td>
<td>Continuing Education</td>
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<td>March 28</td>
<td>Cloud Computing Impacts on the FM</td>
<td>Chapter Meeting</td>
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<td>April 11 - 13</td>
<td>Facility Fusion - Chicago</td>
<td>IFMA International</td>
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<tr>
<td>April 18, 19, 20</td>
<td>SFP Class, Phase II</td>
<td>Continuing Education</td>
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<tr>
<td>April 25</td>
<td>FM Owns the Real Estate Process</td>
<td>Chapter Meeting</td>
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<td>April 28</td>
<td>Rebuilding Together</td>
<td>Special Event</td>
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<td>May 9</td>
<td>Value of BIM for Life Cycle Management at San Jose City College</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>May 18</td>
<td>Annual Golf Tournament</td>
<td>Special Event</td>
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<tr>
<td>May 23</td>
<td>Sustainability: Joint Bay Area Meeting</td>
<td>Chapter Meeting</td>
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<td>June 13</td>
<td>Cal Poly’s FM Degree and Education Update</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>June 27</td>
<td>Mid-size Company Best Practices</td>
<td>Chapter Meeting</td>
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<td>June</td>
<td>Joint CREW, IFMA, BOMA River Cleanup</td>
<td>Special Event</td>
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<td>July</td>
<td>Membership Mixer</td>
<td>Special Event</td>
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<tr>
<td>Aug</td>
<td>Community Outreach Beach Cleanup</td>
<td>Special Event</td>
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<td>Sep 12</td>
<td>Physical Plant Security</td>
<td>FM Roundtable Luncheon</td>
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<td>Sep 26</td>
<td>Trends of Facilities Management, Relationship of FM, Companies and Outsourcing Contractors</td>
<td>Chapter Meeting</td>
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<td>Early October</td>
<td>Vendor Fair</td>
<td>Special Event</td>
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<td>Oct 10</td>
<td>Solar, LED &amp; Battery Technology</td>
<td>FM Roundtable Luncheon</td>
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<td>Oct. 24</td>
<td>Work on Move</td>
<td>Chapter Meeting</td>
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<td>Oct 31-Nov 2</td>
<td>World Workplace - San Antonio, TX</td>
<td>IFMA International</td>
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<td>Nov 14</td>
<td>Construction in India</td>
<td>FM Roundtable Luncheon</td>
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<td>Nov 20 &amp; 21</td>
<td>CFM Exam Review Class</td>
<td>Continuing Education</td>
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<tr>
<td>December</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*
Celebrating 50 years serving businesses in California, Western Allied has that balance of experience, expertise, and youthful vigor that many search for but few discover.

We’re the fortunate beneficiaries of our founders’ vision of a company continually growing young through innovative recruiting, staff development, and succession planning.

We’re not the company striving to be the largest, but the one keenly focused on providing high performance HVAC systems and impeccable service.

Do you know our story? Maybe it’s time for you to give us a call!

650.326.0750
1180 O’Brien Drive, Menlo Park, CA
www.westernallied.com
This quarterly color publication is produced for circulation in March, July, September 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 Rates

<table>
<thead>
<tr>
<th>Item</th>
<th>1 Issue</th>
<th>Full Year (4 issues)</th>
</tr>
</thead>
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<tr>
<td>Full Page</td>
<td>$800</td>
<td>$2,700 ($500 savings)</td>
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<tr>
<td>Half Page</td>
<td>$500</td>
<td>$1,700 ($300 savings)</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$350</td>
<td>$1,200 ($200 savings)</td>
</tr>
<tr>
<td>Business Card</td>
<td>$150</td>
<td>$ 500 ($100 savings)</td>
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</table>

Place your organization information in our Award Winning Newsletter, which is posted as a PDF on the Chapter website.

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