Earthquakes, Lightning, and Energy—Oh My!
Hello IFMA SV! What a wonderful IFMA summer with several inspiring events relating to our community outreach efforts and/or supporting local charities. I couldn’t be more proud of the dedicated people involved in our organization or who are consistently putting others first.

- **First off**, congratulations to the GROW team including Bob Dills, Julie O’Loughlin, Scott Schipper, and Caasi Bonura, on a very successful GROW Fundraiser in July (dedicated to raising funds for facilities related education and scholarships). This was such a fun event with games, food trucks, and live music entertainment… I believe me you won’t want to miss this event next year! A special thanks also goes out to all of the volunteers and other sponsoring organizations who helped make this event a reality. Without our large group of volunteers, the event would cease to exist!! IFMA Silicon Valley looks forward to future partnerships with GROW! (See article on GROW event for more information).

- **We also participated in the River Clean Up event in July** (in conjunction with CREW and BOMA). What a fun and dare I say, smelly event! We supported Friends of Los Gatos Creek, a non-profit, volunteer-based group focused on the preservation of Los Gatos Creek. Their mission is to facilitate creek cleanups, habitat restoration and reviving the Salmon and Steelhead populations with supported scientific data. With our help, 35 cubic yards of trash was collected in over 200 trash bags. (For more information see the article on the CREW River Cleanup).

- **And last but not least**, our annual Beach Cleanup and Environmental Restoration project at Wilder Ranch in August. Our group was so speedy and diligent that the volunteers finished the entire work assignment and in record time! (See article about the Wilder Ranch Project). What a wonderful year this has shaped up to be with many generous members going above and beyond. The most exciting part is that the year isn’t over yet! We still have a lineup of wonderful events and announcements.

In fact, I’m ready to announce something to all of you. By the time you read this article many of our chapter leaders and members will be preparing for their trip to World Workplace in Philadelphia!! For those of you that are coming, I can’t wait to spend time with you! But for those of you who will not be joining us I wanted to make a very special announcement…

**IFMA Silicon Valley will be receiving the Awards of Excellence for Large Chapter Web Communication!!!**

This award would not be possible without the hard work of team members who have supported our Website, Chapter Newsletter, IFMA SV Social, Chapter Marketing, and Chapter Administration. Thank you specifically to Caasi Bonura, Jennifer Olsen, and Joy Dunn who tirelessly worked on our submission package. Secondly I’d like to thank the folks who have supported our website including Renato O’Neal and Jadie Fanganello (web banners). A huge THANK YOU to Jeffrey Artz, our newsletter editor, who upped the game in Newsletter design and content (which was a significant portion of our submission). And last but not least, to the committee who helped me achieve my biggest goal this year: IFMA SV Social. A special thanks goes out to our web developer Anthony Robertson, for without him, this amazing intranet would not have been possible!

### 49ers Levi’s Stadium Tour

As some of you may recall, in January I announced several initiatives I wanted to accomplish this year. One of them was to host our chapter meetings at new and exciting venues and provide tours to our members. I’m happy to say that we achieved several awesome locations for our chapter meetings AND secured one of the most coveted, exciting, and informative tours of all time...near and dear to my heart...a tour of the new 49ers home, Levi’s Stadium! With Judi Sayler’s hard work and persistence, she was able to secure us a behind the scenes construction tour of the new Levi’s Stadium currently under construction in Santa Clara (next to Great America and across from the Santa Clara Convention Center) with the 49ers Facilities Operations department.

Our gracious hosts Pat Rogan, Director of Engineering Operations, and Brent Frew, Chief Engineer, provided a one of a kind tour to 40 lucky attendees. Our group went onto the field, into the service corridors and specialty suites, got up close and personal with the new scoreboard area, and got to ask any and all questions related to site engineering and operations, design, and energy efficiency (they plan to be net zero for all 10 home games).

After the tour our attendees enjoyed tacos and beverages in the parking lot and were joined by many of the 49ers Operations staff to discuss their questions further. The evening was capped off with a surprise visit from the Mayor of Santa Clara, Mayor Jamie Matthews (special thanks to Harris Ginyard for arranging for this!!) Mayor Matthews addressed our group reviewing the road they took to getting a stadium in Santa Clara and impact it will likely have on the community including the 50th Super Bowl to be hosted at Levi’s Stadium. He addressed many questions from the audience regarding other events that will be held at the stadium or in the area and how new transportation lines will affect businesses and commuters in the coming years.

Plain and simple, this was one of the best events I’ve ever had the pleasure to be a part of in my career.

Until next time…

Nichole, Teladata LLC

2013 IFMA SV President

**Jamie Matthews, Mayor of Santa Clara and Nichole Stephenson, IFMA SV President**

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### Awards of Excellence for Large Chapter Web Communication

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Doesn’t time fly when you are having fun? Seem like just yesterday that I was getting the patio furniture ready for the summer and now it’s almost time to put it back into hibernation for the winter. But, while it has been a fast summer, it has been filled with lots of IFMA SV activity, electricity and effort to bring you this next issue!

We have five great feature articles this issue; three that inspired our cover. Did you know that the lightning bolt has become generally understood as the EV “gas pump”? See The Ins and Outs of EV Charging by Claudia Rodas. We are ever vigilant about living in an earthquake zone but are you as vigilant about keeping up with the latest for your facilities? Read Corporate Earthquake Physical Preparedness by Shirley Schultheis. With the growing number of lightning bolts and prep for the next big shake, it makes sense to turn to what’s going on in energy efficiency. Over 400 national, state and local energy professionals convened for a day long summit featuring some of the best energy efficiency and cost savings practices and trends recapped in The Silicon Valley Energy Summit by Chuck Wilhelm.

The feature articles start with our own staff writer, Ed Novak, bringing us an update on Adding Value through Sustainable Practices in Building Siting & the Building Envelope article. And, we added a new dimension with a case study in project management – Don’t miss the The Tenant Improvement Process at Synaptics: Transforming three 1980’s buildings into LEED Silver Success by Jenny Marshall.

Of course, you do not want to miss out on all the fun community activities that make our chapter the best providing all members an opportunity to participate in a wide variety of activities. To name a few: Education, Professional Development & Mentoring; Environmental support in Guadalupe River and Wilder Ranch Coastal Cleanups; The first ever GROW block party to fund future FM scholarships.

Yes, summer has come to a close but there are lots of IFMA functions planned for this fall and winter. Read the line up in 2H2013 Programs Update by Joy Dunn and then “Get Involved!”

Cheers!

Jeffrey Artz
Goodwill of Silicon Valley Veteran Coach & Proud Vietnam Era Veteran
Ed currently leads the sustainability service program for Facilities First and has worked at technology companies in Silicon Valley that have installed over 1 million SF of 4th Generation lighting control systems. Ed has worked as a real estate and facilities management professional in Silicon Valley for the past 19 years. He has been a member of our IFMA chapter since 1995, served on the chapter board for 5 years and was chapter president in 2010. He has a degree in Architecture from U.C. Berkeley.

Ed can be reached at enovak@facilitiesfirst.com and he posts other articles at: www.ednovak99.wordpress.com

Building Siting & the Building Envelope

The Developers’ Curse

by Staff Writer Ed Novak CFM, SFP

I recently found a copy of an article in a special supplement that our chapter created five years ago for the Business Journal called “An Inside Look at the Facilities Management Profession”. An article titled, “Adding Value through Sustainable Practices” in which I was quoted, got my attention.

I noted “that our building is not performing well – we are 71,000 SF on three floors, and the building was constructed in 2003”, only five years old at the time. I went on, “this was a spec building. It looks great on the outside but when it comes to energy costs there is a lot lacking – for example, the north and south parts of the building are designed the same.” So were the east and west: a square glass cube, with no regards for solar siting. I concluded by proclaiming that “I am going to encourage people to think more about the design of future buildings – solar design is going to be quite important. “And to encourage people to think more about the design of future buildings – solar design is going to be quite important.”

Attention to Building Siting and the Building Envelope has been of interest to me for a long time, but like many people, I earn my BPI certification as an Energy Auditor (http://www.ednovak99.wordpress.com), completed a LEED-credited “Green Building” class in college and only became interested again five years ago when managing the horrible spec building that I described above.

Since then, I have joined Passive House (http://passivehouse-cal.org/), completed a LEED-credited “Green Building” class earned my BPI certification as an Energy Auditor (http://www.bpi.org/professionals_designations.aspx) and my SFP (Sustainable Facility Professional) last year. Thinking about the building siting and its envelope comes naturally to me now and I’m surprised that it doesn’t perform more facility managers.

Why is the Building Envelope Important?

Beyond its core function to keep the outside environment (rain, critters, etc.) from entering the facility in a way that would be detrimental to the facility, the Building Envelope is also the main means to minimize extreme hot and cold outside temperatures from effecting the interior temperatures of the facility.

With all these ways to make the workplace more comfortable and save energy costs why do decisions about the Building Envelope continue to be made so carelessly? It usually comes down to up-front costs and the FM willing to accept whatever an inferior product that the developer knows they can get away with. Where you look beyond the First Costs or Rent, you will likely save a significant amount of money if Building Siting and the Building Envelope are seriously considered during the building’s design.

FIRST COSTS VS. OPEX

Many decisions about the Building Envelope are made on First Cost basis only without regard to what it will cost to operate the facility or life-cycle costing. This is especially true with facilities built by developers on-spec, where the Building Envelope is designed and controlled by the developers, who never occupy the facility; they never pay for many of the operating expenses (OPEX), such as heating and cooling costs. When the facility is un-leased, the developer / owner simply shuts off the utilities; when it is leased and occupied, the tenant / occupant pays the utilities, either directly to the utility companies or via the landlord as a pass-thru expense. Either way, the developer wins and the occupants (including the facility manager) are cursed.

RENT VS. OPEX

Too often real estate brokers and their clients only focus on the rental rate when evaluating facilities rather than considering all the costs of occupancy. Utility costs, especially electricity, which generally makes up over 50% of a facility’s utility cost and can approach the monthly rental amount in a poorly designed and constructed facility.

A well-sited facility with a well-performing building envelope can result in additional benefits beyond greatly reducing utility and operating costs, including:

• Environmental Benefits
  - A well-sited facility and its building envelope can greatly reduce carbon emissions generated directly or indirectly by commercial facilities.

• Social Benefits to your organization
  - Every experienced facility manager knows that the top work results in a Too Hot or Too Cold. Considering the Building Site during design and improving the Building Envelope can greatly increase the comfort for building occupants, which can only help improve your organization’s performance. So now that you know the importance of Building Siting and the Building Envelope, here are some things that you can do next.

• Spread the word.
  - Talk to your brokers and designers if you are searching for new space or developing a new building. Ask them what is being done to improve the energy efficiency via Building Siting and the Building Envelope if you are working or seeking new space. For existing buildings that you are considering leasing, ask your broker to provide you with data that shows how energy efficient the building is or what the landlord will do to improve its performance. Some items, from landscaping changes to awnings to new windows are a minimal investment by a landlord compared to the future rent of a prospective tenant.

• Talk to your manager and business unit leaders about the advantages – savings, occupant comfort & environmental – of investing in Building Site and Envelope improvements if a landlord won’t pay for them.

• Talk to your employees and building occupants. If you are considering improving a space that you currently occupy, then find out how satisfied they are with the cost and comfort of the space. Your EH&S and Human Resource departments should be assisted to be able.

• Benchmark your facility. Even if you obtained a good Energy Star rating a few years ago, update it. If you haven’t done this yet, get started as this may be a requirement for all commercial buildings soon and why wouldn’t you want to know?

• If you have recent energy usage benchmarking data, but haven’t done much lately to improve your building’s performance, a professional energy audit can be worth the money.

• Contact me if you want to learn more or share your experience with making Building Site changes or Building Envelope improvements. I’d love to hear from you.

• MATERIALS
  - Companies like Serious Energy have developed products that help make up for the minimally required building materials (such as single-pane windows) that developers will approve without regards to thermal barriers
  - Awnings are a great, simple way to block unwanted solar radiation for south-facing windows and doors. So are porches, but we don’t seem to be designing very many. Commercial buildings these days with them do site a legacy of porches in early California architecture, ideally suited for our climate
  - Window Films – a minimally costly way to decrease the U-Value of windows
  - Insulation – more is generally better, but check the material content of the insulation material to avoid hazardous and high imbedded energy materials
  - While not a material, all the triple-paned windows and insulation won’t do you much good if you have a leaky building. A single air gap in the Building Envelope can make the rest of the Building Envelope materials underperform and create an expensive and uncomfortable workspace.

Freiburg “Solar Settlement” Photo by author

The top three components to designing a facility with a good Building envelope are:

• SITING – how is the facility oriented on the site? Ideally, buildings should be oriented east-west with the long facades facing north and south. Western facing windows should be minimal and northern ones designed to capture indirect natural light. One should also factor in the site’s slope, climate, prevalent seasonal wind directions and natural vegetation as well as adjacent land use and structures.

• SOLAR RADIATION MITIGATION – generally, direct solar exposure to facilities in our climate should be minimized to avoid heat-gain even in the winter. South facing windows are good, but in our climate we need to worry more about too much direct solar radiation rather than collecting it for additional heat. You might consider one in a colder climate. Reflective roofs or green roofs with vegetation are a great way to minimize exposure of solar radiation from the roof.
MAI Industries has been a leader in the construction industry since 1973, servicing the needs of high-tech and biotech clients. MAI’s construction expertise ranges from general office projects to extremely technical projects including clean rooms, tool installs, data centers, GMP projects, laboratories and R&D facilities. MAI’s foremost objective is to save clients time and money, while exceeding their expectations. MAI’s experienced project team has the construction knowledge and communication skills that are unsurpassed in the industry.

Project Management - The Tenant Improvement Process at Synaptics: Transforming Three 1980’s Buildings into LEED Silver Success
by Jenny Marshall

PROJECT FACTS
- Project Size: 161,000 SF
- Project Valuation: 20 million dollars (construction only)
- Man Hours worked 100,000 + without incident
- LEED Silver
- Construction Duration 5 Months
- New Cafeteria
- Complete Fitness Center
- R&D Labs
- Cool Roof (Foam)
- 6 Electronic Vehicle Charging Stations
- Data Center

In July 2012 Synaptics purchased three 1980’s buildings on McKay Drive that were dated and in need of restoration. In September 2012 Synaptics, the City of San Jose planning department and multiple partners began work to develop a design to modernize and upgrade the existing site and structures. The entire team worked jointly to provide an expedited review of the permit drawings and issue building permits within a week of submittals. The expedited review process and quick responses from the City of San Jose were truly remarkable; one example of what an efficient team can produce. With all the required structural work in this specific area for a new floor it created a significant delay in the schedule. However through careful planning and a lot of overtime the team was able to catch this area up to the rest of the project by the beginning of June.

PROJECT CHALLENGES
There were several hurdles or pitfalls that were factors in trying to get this project completed by June of 2013.

1. Synaptics needed to get out of one of their existing buildings by July of 2013, this was an extremely aggressive schedule to develop and construct a corporate campus. With this short timeline in mind, construction on the project began the third week of January 2013.

2. The entire shell of all three buildings were removed in order to install new curtain walls, glass and entrances/pavilions. Due to the accelerated schedule, construction of the interior 161,000 sf tenant improvements had to be done in conjunction with the 2,000 lf of exterior curtain wall tie-in together at the end. Typically the exterior construction would have been phase 1 of the project and then the interiors would be the next phase; however that would have added approximately 4 months to the project duration resulting in significant costs to Synaptics for the lease extension.

3. Another difficulty on the project was the construction of a new second floor in Synaptics Lab/Engineer-ing building. With all the required structural work in this specific area for a new floor it created a significant delay in the schedule. However through careful planning and a lot of overtime the team was able to catch this area up to the rest of the project by the beginning of June.

LEED CERTIFICATION
In addition to conventional construction challenges, the Synaptics project was designed and constructed to meet or exceed LEED Silver certification. This included items like 6 EV charging stations; LED parking lot lighting; “Cool Roof” foam on all buildings; permeable paving systems to reduce runoff and minimize storm water going to local creeks; irrigation system retrofit to accept reclaimed water service; energy efficient glazing and sunshades to reduce heat gain/loss and energy consumption among many others implemented to make the site sustainable and leave a smaller carbon footprint.

KEY FACTORS THAT MADE THIS FAST TRACK TENANT IMPROVEMENT A SUCCESS
Teamwork between the team and Synaptics along with the project programming, the focus on the strict timeline and the commitment by all parties made this project an incredible success for everyone involved and shows what an efficient team can produce.

• Synaptics commitment and negotiations to get the entire project team on board early in programming.
• City of San Jose responding as a Business Partner.
• Responsiveness of design engineers on construction documents, revisions and submittal reviews.
• Consistent communications between all parties involved allowing for quick decision making and implementation of those decisions.
• Innovative construction techniques to integrate all of the unique construction activities simultaneously.
• Dedication and Commitment of field personnel and subcontractors hit all the schedule milestones.

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Sustainability – The Ins and Outs of EV Charging
by Claudia Rodas

Almost every day, Facilities Managers receive requests from employees who just purchased/leased an EV about where the charging stations are and how to access them. Employers are now challenged with trying to meet the demand of their employees while at the same time learning how to develop a functional program (and quickly).

Although employers are not legally obligated to provide charging stations at the workplace, the demand exists and needs to be addressed. At Juniper Networks, we implemented an electric vehicle charging program based on feedback from EV owners and other facilities managers. When developing a charging station program, it is important to determine the ultimate objective as well as the details of the plan including number of stations, type of stations, cost, location, maintenance, management, and driver protocol. Here are some recommendations to consider:

LOCATION:

• Place stations in center island at the center point of 4 parking stalls allowing four vehicles to have access to the station (most effective when using dual port stations)
• Install stations close to power infrastructure to reduce installation cost

TYPE:

• Based on location, select bollard or wall-mount style
• Determine network option (provides access to web-based tool for reporting and remote management of stations)
• Decide between single port or dual port options
• Place stations in center island at the center point of 4 parking stalls allowing four vehicles to have access to the station (most effective when using dual port stations)

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Contingency Planning - Corporate Earthquake Physical Preparedness
by Shirley Schultheis

To effectively prepare for an earthquake, an approach must be taken to match the supply cache with the organization’s disaster response and recovery plan. It should be assumed that utilities, such as electricity, water supply, sewer capability, telephones and internet access will not be available. In addition, due to potential roadway infrastructure damage, it must be assumed that employees could be stranded at the workplace for multiple days.

Depending on the nature of your business, your site will either be an attrition site where employees immediately or gradually leave or a surge site where the workplace becomes a “destination location” such as hospitals, transportation or utilities. No matter which situation, you need to consider total head count, employee departure rate estimates, building information, emergency and recovery team size and an estimate of the duration of the recovery operation. Departure rate can be as simple as using a 100%/50%/25% 3-day occupancy rate or using a 100%/50%/25% 3-day departure rate. Departure rate can be as simple as using a 100%/50%/25% 3-day occupancy rate or using an employee zip code list to estimate the number of employees living within walking home distance.

Corporate and institutional preparedness must focus on both the initial response to a disaster to provide for the overall employee population for 2 to 3 days and the recovery phase which provides comfort and provisioning of a multiple day or week recovery team. An important consideration in the initial response is speed of deployment. The recovery phase is more of a “corporate camp-out.” Since the recovery team will be staying multiple days or weeks, better quality food and items such as cots, sleeping bags, and cooking supplies should be provided to insure proper rest, sustenance and a high morale.

Procuring sub-standard employee survival kits and/or supplies due to not understanding minimum food and water requirements is a common mistake. Red Cross and FEMA guidelines for water are a 1/2 gallon of water for consumption per person per day. The quantity of water in most so-called “3-Day kits” are three juice box sized water boxes which is only 13% of the recommend water needed. While there are no recommendations on minimum caloric intake an insufficient number of calories consumed causes physical weakness, confusion, disorientation and poor judgment. The method we recommend to determine a realistic caloric intake is to use the Basal Metabolic Rate (BMR), the number of calories an individual uses at rest based on their gender, age, weight and height and to add to the BMR estimates of physical activity level (Harris Benedict Factor). Using this method, the caloric require-ments average in the range of 2000 to 2400-calories per day. This is three times the number of calories provided in a typical “3-Day kit.”

It is important to be as precise as possible in matching the quantity of any given supply item to the number of people that item will serve. While employee emergency kits should be acquired on a one-to-one employee-to-kit ratio, most other items require a calculation of the number of people that particular item will serve. For example, an emergency toilet can accommodate approximately 20 people. The items associated with an emergency toilet such as a privacy shelter, toilet liners, toilet chemicals and sanitary wipes must all be purchased in a correct ratio to each emergency toilet acquired.

Emergency supply storage space should be carefully considered when assembling a local supply cache. Physical emergency supply professionals should take the physical dimension of each supply item and calculate out the total cubic feet that the procured supplies will take up. Additional calculations must be performed taking into account the loading efficiency factor of organizing supplies on shelving units or in bulk pallets in the storage area.

An expiration date monitoring procedure is an important part of the overall response and recovery plan. Lack of such procedure will result in expired items in the supply cache. Examples may include first-aid items such as ointments, analgesics and eyewash, in addition to food and water supplies, both in bulk and kit form. This can be accomplished by utilizing a spreadsheet that is monitored monthly.

Additional calculations must be performed taking into consideration in the initial response is speed of deployment. This can document the initial purchase date, the number of usable months left on the food shelf life at the point of purchase and any other variable, such as storage temperature, along with the date that such an alert is to be triggered just prior to expiration.

Corporate earthquake physical preparedness is not “one-size-fits-all”. Every location has its specific needs, circumstances, objectives and budgets that must be considered. An experienced emergency supply management company can make this process easier by providing the supply-to-user ratios, estimating departure rates and doing the calculation to determine the storage space needs.

Undertaking the development of your own physical emergency supply cache can be a daunting task but can certainly be accomplished with hard work and diligence. Handing the job over to an emergency supply management professional in the field will help insure that the items, quantities and mix of your supply cache will be more precise and better matched to your needs.
The Silicon Valley Energy Summit (SVES 2013)

by Chuck Wilhelm

A “very successful” Silicon Valley Energy Summit (SVES) was held at Stanford University’s Arrillaga Alumni Center this past June 28, 2013. 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 Administrator, Joy Dunn, as well as Marianna Grossman, Executive Director of Sustainable Silicon Valley (SSV) among other Energy Professionals and Energy Groups. IFMA-SV and SSV Membership, like PEEC’s, joined together to promote this ES, as they are all committed to co-promoting the goals of sustainable and economical energy.

This June 28 Energy Summit attracted some 430+ National, State and Local Energy Professionals to Stanford for this day long Summit. It featured best Energy Efficiency and Cost Savings practices and trends, upcoming technologies, government regulation and National and State energy policy. This highly informative ES was followed by a celebratory 2.5 hour long, very well attended Wine, Beer and Hors d’Oeuvres Evening Reception on the Stately Lawn at Stanford’s Arrillaga Alumni Center.

Convened by Stanford University’s Precourt Energy Efficiency Center, SVES typically benefits more than 400 investors, facilities, energy and utility managers, regulators, researchers and others dealing with energy economics and environmental impacts. Jim Sweeney was joined by the Distinguished Former US Energy Secretary and now Stanford Faculty Member, Steven Chu and an exciting lineup of thought leaders in sustainable and economical energy, some of whom have their photos included below.

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

Secretary Steven Chu
Former Energy Secretary; Faculty, Stanford, Physics and Molecular & Cellular Physiology

Arati Prabhakar
Director, U.S. Dept. of Defense Advanced Research Projects Agency (DARPA)

Senator Jeff Bingaman
Former Senator; Distinguished Fellow, Stanford Law School, Steyer-Taylor Center for Energy Policy & Finance

Secretary William Perry
Former U.S. Secretary of Defense; Senior Fellow at Freeman Spogli Institute, Stanford

Three MAJOR, Plenary Addresses were given at the SVES by: “Energy Policy From a Federal Legislative Perspective,” Former Sen. Jeff Bingaman; “In Fire Side Chat” conversation with Jim Sweeney; “U.S. Energy Challenges and Opportunities,” and a Luncheon Address by Arati Prabhakar, Director, Center of Defense Advanced Research Projects Agency (DARPA); and “A View From Governor Jerry Brown’s Office,” Nancy McFadden. Also, there was an Informal Concluding Panel Discussion Moderated by William Perry, Senior Fellow at Stanford, which included Steven Chu and Jeff Bingaman in conversation, “Perspectives on Energy Policy.”

For some additional information on our SVES 2013, please go to the following Link: sves.stanford.edu

In conclusion, MARK YOUR CALENDARS for PEEC’s next SVES, Thursday, JUNE 19, 2013 — Because of the success of PEEC’s Energy Summits, PEEC has already convened their High Profile Planning Committee to begin planning the SVES 2014. As before, we will again be reaching out to Joy Dunn and IFMA-SV and to Marianna Grossman and SSV to co-market this Summit. AGAIN, PLEASE NOTE – SVES 2014 is now scheduled for Thursday, June 19, 2013, again at The Arrillaga Alumni Center. See ALL of you IMFA-SV-ITES at SVES 2014, right?

ABOUT PEEC
The Precourt Energy Efficiency Center promotes energy-efficient technologies, systems and practices, emphasizing economically attractive deployment. PEEC works to understand and overcome market, policy, technology and human behavior barriers, and informs public and private policymaking.
Chapter Meeting Executive Summaries
FM’s Role in Supporting Growth and Providing Value
by David Gray

With a growing global market, Polycom felt the need to have a world class headquarters and an address that customers wouldn’t ask, “Where is that?” They moved their headquarters to the impressive America Center in San Jose and incorporated their state-of-the-art video communications in every part of the building. Now when a customer or potential employee tours their HQ, they see everyone actively using their technology. They also set about to reset their workspace standards to what appears to be a dense environment with 7x7 workstations. But employees who were surveyed actually had a better sense of comfort and increased productivity. They lowered walls which brought in abundant natural light provided ample space for collaboration: Conference Rooms, Huddle Rooms and Focus Rooms, all of which showcased their technology.

Tom Wirth at Facebook framed his goal to reflect the business enterprise of placing the highest value on recruiting and retaining outstanding talent by providing to employees what they need in order to do their job well for as many hours as possible. He said he walk saround and observes how people work, and instead of getting upset at the many unorthodox styles that makes the company a place where everyone wants to be. He asks, “How can we help you?” Relaying the story about how Facebook outgrew their space in downtown Palo Alto, a uniquely creative place with a lot of restaurants, Tom said that when it came time to move to a corporate campus, there was grave concern that it would be too mundane. In particular, employees wouldn’t be satisfied with typical “corporate” cafeteria food to replenish their creative spirits. So, they took Palo Alto with them and changed forever the old Sunnyvale Sun Microsysyms campus.

Tom is betting that the new campus will be an even better place to attract future employees.
Volunteer Spotlight
by Janet Burlinson

Name: Caasi Bonura
Company: Western Allied Mechanical, Inc.
Position: Sales and Marketing Representative
IFMA Member: 3 years
Caasi serves as Chair of IFMA SV’s Marketing and Communications Committee, and is also a member of the Professional Development Committee.

Why do you volunteer?
Being involved in IFMA committees has helped me develop a number of skills that have been useful to me on and off the job. IFMA has given me opportunities to grow personally and professionally and I have been fortunate to have the opportunity to Chair a committee I am very passionate about. IFMA will only runs successfully if it has active volunteers and I very much enjoy being an active member of this community.

What does your company do?
Western Allied Mechanical provides high performance, design-build HVAC systems and support services.

Tell us one thing we don’t know about you
Most people don’t know that I studied abroad in Ireland for a semester in college. I LOVE to travel!

Describe a particularly satisfying volunteer experience
During the 2012 holiday party I received the 2012 President’s Award as well as a volunteer award for the Professional Development Committee. Both came as a huge surprise to me, but I am very thankful for the support that IFMA has given me.

I love seeing designs that my team and I create for the Chapter published. The greatest part about my involvement with the Chapter’s marketing efforts is that most of the work turns into something visible and tangible.
You may recall hearing about a new graduate certificate program coming to Cal Poly, San Luis Obispo, with encouragement and guidance from the Silicon Valley Chapters of IFMA and AFE. After years of planning, Bob Dills and Julie O’Loughlin, past presidents of IFMA Silicon Valley, and Barbara Jackson, PhD, DBIA, Professor, Construction Management at Cal Poly State University, are proud to announce the graduate certificate in Facilities Management & Operations (FMO) ready to roll with the first course to begin in January of 2014.

According to Dr. Jackson, “All six courses are scheduled for this next year – two in winter, two in spring, and two in summer 2014. FINALLY – it’s happening!” IFMA’s Certified Facility Manager (CFM®) credential may substitute for CM 510 Principles of Integrated Facility Management. Individuals possessing this credential are only required to complete 5 courses.

Cal-Poly is presently forming an Industry Advisory Committee for the FMO Program, with Bob Dills serving a two-year term as chairman. One of the greatest priorities for Cal-Poly and the Committee is to determine the delivery method to best serve graduate level university students and working professionals as well. Approaches under consideration include a hybrid on-campus and web-based delivery model, and a completely web-based approach.

For further information about the certificate program, contact Dr. Scott Kelting – skelting@calpoly.edu or Bob Dills at bdills@westernallied.com.

Why have a Membership Drive?
We need to continually recruit new members to bring new energy, ideas and best practices into our portfolio of our shared resources and knowledge. There are over 1.20 large companies in the Bay Area who do not have representation in our Chapter. We also need to replenish the losses we experience when people change jobs, move away and even change careers.

While the contest prizes will only be awarded for recruiting new Professional members, new Associate Members should be recruited as well. IFMA policy requires that we have two Professionals for every Associate. We are currently exactly at that ratio. So for every two new Professionals, we can add one Associate. Remember, Associates provide the primary funding support for our educational programs and special events. Without them, we simply wouldn’t be the award winning Chapter that we are today, and have been for so many years.

Calling all Associate Members!
Don’t any of you work with our target list of companies? These companies were listed in the emails from Joy about our Drive. If you need the list, contact Joy. You get double points for recruiting a new Professional from our target list. Get two new Professionals from these companies and you’ll probably own another iPad. Can you have too many iPads? Of course not, they make great gifts if you already have a few!

Member Satisfaction Survey coming soon! Each year we send out a survey to our Members to get their views about how well the Chapter is meeting their needs and expectations in delivering meaningful educational, career development and networking opportunities. Last year about 11% of our members responded to our survey which is pretty good as surveys go, but we hope to get a much better participation this year. It only takes about 10 minutes of your time, and provides valuable information to your Chapter Leaders as they plan programs and budgets for next year. Please participate when you get the email from Joy!
Professional Development
Facility Management Professional (FMP)
Class of 2013

by Jennifer Olsen, CFM, SFP, FMP

Professional development of our members is the main focus of the IFMA Silicon Valley Chapter. We facilitate this through interesting and relevant programming for our monthly meetings and round table luncheons, and offering local IFMA credentialing opportunities to our members each year.

“The importance of professional development cannot be underestimated. Not only does it provide motivation and self-advancement for us, it ensures our capability of keeping pace with current standards. It maintains and enhances the knowledge and skills we need to deliver a professional service to our clients, contributing to improved quality of life and sustainability of the built environment.”

Ellie Cesario

We are proud to report that close to 20% of Silicon Valley chapter members have earned at least one IFMA designation or certification! We are able to achieve this level of certification through our ability to offer locally taught classes with our own in-house IFMA certified instructor, Larry A. Morgan, and to support our members by offering scholarships for Facility Management Professional (FMP), Certified Facility Manager (CFM), and Sustainability Facility Professional (SFP) programs.

“The classroom environment is the optimal medium for taking the FMP classes. It promoted a supportive and collaborative atmosphere in which we were encouraged to share our experiences and challenges as we learned the coursework as a group. The classroom environment also provided us with a considerable opportunity to grow our own networks, gain friendships at the same time as advancing our careers. The course was intensive but Larry guided, coached and mentored us through the journey to Facility Management Professionals, ensuring a thorough understanding of the four modules. The value of Larry’s knowledge, experience and expertise was immeasurable as he helped us grow in confidence, understanding and ability.”

Ellie Cesario

“The scholarship was very valuable to me because I work for a nonprofit and could not have otherwise afforded to attend. I successfully completed the four modules, made new friends, and gained a broader knowledge of FM. I thoroughly enjoyed the classes.”

Matt Olson

We are thrilled to present the Silicon Valley Chapter’s FMP Class of 2013!

The FMP designation is a knowledge-based credential for FM professionals and industry suppliers looking to increase their depth-of-knowledge in the foundational FM topics deemed critical by employers. By earning your FMP credential, you will improve your knowledge, enhance your skills, and gain immediate credibility with employers, clients and peers.

For more information about IFMA globally recognized credentials and the next local program offering, please visit http://www.ifmasv.org. We hope to see you soon!
For three years in a row, Silicon Valley commercial real estate professional organizations and businesses have come together in efforts to help keep San Jose clean. ASVB, IFMA, BOMA, CREW as well as LBA Realty, Winthrop Management, Orchard Commercial, Iron Construction, Inc., Petalon Landscaping, and All Bay Paint have raised money and gathered up volunteers in partnership with the Friends of Los Gatos Creek to cleanup a portion of the creek that runs near the downtown San Jose area near I-280.

Volunteers spent the morning collecting many thousands of pounds of waste, everything from car parts to debris from old homeless camps. Thanks to all the sponsors, volunteers and Friends of Los Gatos Creek 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. We enjoyed our success afterwards with tacos and refreshments.

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 sponsored and participated in this meaningful community event.
Coastal Cleanup
by Jenny Marshall

The team spent the better part of the day clearing out ivy that was growing up the trees and freed an old tractor from the entanglement. Tom and crew worked on the restoration of an old home. After their hard work, the team enjoyed a BBQ dinner. Many thanks to Herman Miller, our Annual Sponsor of the Coastal Cleanup for their ongoing support of this environmental event.

To all the IFMA members supporting the annual coastal cleanup: The IFMA team came and went like the tide, and Wilder Ranch State Park is once again better for your efforts. On behalf of the Santa Cruz District, I thank you all very much!

Mark Hylkema
Santa Cruz District Archaeologist
California State Parks

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Western Allied Mechanical provides high performance, design-build HVAC solutions and impeccable service. We perform energy benchmarking and audits, and can adjust or retrofit your facility for maximum efficiency. Our advanced precision controls, coupled with an experienced engineering staff, are able to troubleshoot and quickly solve comfort and consumption issues. Recently celebrating our 50th anniversary, Western Allied continues to be a leader in providing customer satisfaction.

GROW Block Party A Big Success!
by Bob Dills, SFP
Western Allied Mechanical

Co-sponsored by IFMA-SV and the local chapter of AFE, the July 24th block party drew more than 115 facility professionals for the public launch of the GROW organization. Scott Schipper served as Event Coordinator. This fundraiser netted $7700 which will fund future FM scholarships and professional development.

Perhaps you wondered what became of our Diversity: Mentoring and Scholarship Committee. In order to offer beneficial tax treatment for donors, a separate public charity was formed. GROW organization is the new 501c3, dedicated to supporting a new generation of facility managers, the future stewards of the built environment. As a legal public charity in California, organizations can support our scholarship program with donations to GROW which are now tax deductible.

IFMA SV Past Presidents and GROW co-founders Julie O’Loughlin and Bob Dills considered the Block Party event a great success. The funding generated will support a variety of mentoring, scholarship, and community outreach initiatives.

Bob said, “It really struck Julie O’Loughlin, Caasi Bonura, Scott Schipper and me, how easy the associations like IFMA make things look. They do it multiple times a month. Personally it amazes me how many fine details are involved in pulling off an event like the Block Party. There is no way in the world it could happen anywhere close to the way it did without all of our dedicated volunteers.”

Michael Fox, Jeffrey Artz, and Robert Shuck volunteered a portion of their parking lot at Goodwill of Silicon Valley as the venue, which accommodated a live band, three food trucks, three bars, games, and a photo booth.

GROW was proudly supported by IFMA associates, including sponsorships and donations from Glumac, Western Allied Mechanical, MAI Industries, Technical Builders, Reliable Concepts, J&J Air Conditioning, Impec Group, Associated Coffee, Turner Construction, Facilities First, Gachina Landscape, Valley Facilities Management, Gordon Prill, Inc., Brook Furniture Rental, Perfection Sweeping, ICE Safety Solutions, and Quakehold Industrial.

During the party, a major GROW philanthropic initiative was announced. Bob Kraiss, IFMA SV Past President, shared that GROW is the sponsoring organization for the creation of a children’s performing arts theater in East Palo Alto. The plan is to use an existing stage in the gym at the Costano School and the resources of IFMA-SV and AFE to install material donated by Google. The groups will add audio, video, lighting, screens, and drapes. The 49ers Academy (the 6th, 7th and 8th grades at the school) will be responsible for organizing and running performances and for-profit events in the new theater. All the children of East Palo Alto will be able to participate in the performances. A master plan is currently being created to fund and arrange for labor, materials and engineering requirements. The project has a target completion date of spring 2014.
Fun at the Block Party!
Welcome 27 new Members!
by Joy Dunn, Chapter Administrator

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