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Ellie Cesario & Bob Kraiss

Sandra Louie

by Joy Dunn

www.ifmasv.org
2013 is the year of “The Social Facility” and Social FMer!

Hello IFMA SVers! Thanks again for giving me this incredible opportunity to lead our chapter in 2013. I can't believe how quickly time is flying. Here we are in March with several wonderful events and educational classes under our belts. And, this is only a glimpse of what's to come this year –

I thought long and hard about how I wanted the IFMA SV leadership to make an impact on our members. What new and exciting events could we deliver? What truly unique educational sessions could we bring to facilities managers? How could we get people to engage more in our chapter? And as my best ideas often do, it came to me while driving to work: … bring them information on the next generation work space and give them the tools and resources to collaborate and engage with each other. In short, educating everyone on “The Social Facility” and creating social and collaborative facilities managers.

Not only do we want to learn about the newest trends in workplace design and maintenance but also support our peers by engaging in discussions on common problems and providing solutions, and thus becoming each other's best resource for facilities management. With that in mind, be prepared for advanced education sessions, Bay Area facility tours (more info to be announced), a new chapter intranet for collaboration, which will replace Sitescape, and increased chapter recognition and promotions using social media outlets. I look forward to working with our leadership, volunteers, and members on making this an exciting and memorable year!

2013 CHAPTER KICKOFF MEETING: What's so funny about Facilities Management?

For those of you who came to this meeting and expected to hear Don McMillan enlighten us about the future of facilities management and mind blowing new technologies, you might have been slightly confused within the first 10 minutes of Don's presentation … and for good reason! For the sake of fun and games, I wanted to kick off 2013 with a little surprise for each and every one of you! I was truly the only person who knew Don's presentation content which helped me coin the title for January.

Don McMillan graduated from Stanford University with a Master's Degree in Electrical Engineering and went to work for AT&T Bell Laboratories where he worked as part of the team that designed the world's first 32-bit Microprocessor. He then moved to San Jose where he worked at VLSI Technology as a computer chip designer. It was after winning the 16th Annual San Francisco International Stand-Up Comedy Competition in 1991 that Don turned in his chips for a microphone and realized his passion for comedy.

THE SOCIAL FACILITY IS:
• Any structure designed, built, or installed to provide space for living, working, or interaction among persons in a community
• A gathering space to promote companionship and communal activity

January, 2013 Chapter Meeting

IN THE NEWS

This is a new segment where I'd like to highlight recent facilities management topics in the news, or at least my twist on it. My hope is that you take time to think about how you can apply these principles or lessons learned to your daily job. In addition, wouldn't it be great to get some discussions going on our LinkedIn page about FM in the news?

• For example, Marissa Mayer recently shook up the tech world with the announcement that all remote workers would need to return to the office. Yahoo's work culture was drastically different from her former job at Google. She noticed that parking lots and entire floors of cubicles were nearly empty. Some employees were working as little as possible and leaving early and there were 200 or so people who had work from home arrangements. Some of these people even had enough time to start their own business on the side. So what did she do? She brought an end to “Yahoo's work-from-home policy, saying that to create a new culture of innovation and collaboration at the company, employees had to report to work.”

The announcement initiated a national debate over work place culture and flexibility. Many think this is one of several steps to bring the “cool” back to Yahoo and raise morale among the employees. What do you think?

• A recent article published in the Silicon Valley Business Journal entitled, “Only in Silicon Valley: 10 employee perks other U.S. workers don’t get,” cited several perks related to a company’s workplace and amenities. Number one on that list: Telecomuting and Flextime…very contradictory to the news story I described above. Other perks that made the list: bonuses, casual dress policies, relocation benefits, and stock options.

• And last but not least, earlier this year Nvidia revealed their plan for a new campus which is being compared to Apple's “spaceship” campus due to the unusual shape. The campus looks to be one large building; two large triangular buildings connected in the center. Nvidia's CEO Jen-Hsun Huang, described it as 'efficient in every way, the design is thoughtful in its use of space, energy, and environment, and, of course, cost. Its vast open floors will facilitate our cross-functional work. The nature of building our products requires experts from multiple disciplines to come together, and this building is designed above all for collaboration.' Collaboration huh? There seems to be a trend here. Check out the artist renderings online! It's something you should see!

Until next time…

Nichole
Teladata LLC
2013 IFMA SV President
NICHOLE STEPHENSON – CHAPTER PRESIDENT
Nichole Stephenson was Chapter Vice President in 2012. She has been a member of IFMA SV for the last six 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 Teladatata since 2005 and also helps coordinate Teladatata’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 7 years and has a strong passion for meeting planning. Nichole received her Bachelor of Science Degree with an emphasis in Marketing and Entrepreneurship.

JENNIFER OLSEN
CFM, SFP, FMP
CHAPTER VICE PRESIDENT
Jennifer has been an active IFMA SV member since 2008. In 2012 she accepted the position of Director of Education on the IFMA SV Board. Jennifer earned the Facility Management Professional accreditation in 2008 then the Certified Facility Manager credential in 2009. Over the past eight years at Infinion Technologies her responsibilities have expanded to include Facilities, Project Management, Construction, Real Estate, Business Continuity and EHS for several North American sites. She has remained focused on furthering her education by earning her Sustainability Facility Professional credential earlier this year and has hopes of becoming an IFMA instructor.

JIM ZUIDERHOEK, FMP – TREASURER
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. Jim served on the 2012 IFMA SV Board as Director of Professional Development. For over 3 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 in project and 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.

LARRY MORGAN, CFM, SFP, RPA, FMA, SMA
PAST PRESIDENT AND DIRECTOR
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 BOIM 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.

RUSS GOLDIN, FMP – SECRETARY
Russ Goldin is the co-founder and President of Eat My Dust, a commercial janitorial company with a proprietary and revolutionary approach to cleaning. He has been a sponsor and active member of IFMA for the past four years, including two years of service on the Professional Development Committee (PDC), which is the recipient of the 2012 PDC Large Chapter of the Year award. In 2011, Russ earned his FMP designation and Russ currently sits on the board of GreenStar Realty. Prior to Eat My Dust, Russ managed global programs and projects at Business Objects, a global software company.

CLAUDIA FOLZMAN
IMMEDIATE PAST PRESIDENT
Claudia served on the board as Secretary in 2010, as Vice President in 2011 and was Chapter President in 2012. She has been an IFMA SV member since 2003. Claudia brings nearly two decades of construction experience to her role as chapter Past 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). In 2012 Claudia was selected as one of Silicon Valley’s Women of Influence.

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2013 Board of Directors (cont.)

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.

DAVID GRAY – DIRECTOR AT LARGE
David was an original charter member of the IFMA SV 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 to 26 years representing the Commercial Real Estate (CRE) needs of Silicon Valley tenants to the metrics, benchmarking and surveying he learned through IFMA. He is a 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.

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 IFMA SV 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 SV'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.

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 16 years, serves on the Board with Emeritus status, was Co-Chair of Professional Development, and was our Chapter Administrator for three years. In 2013 Ralph is Chair of the Chapter’s Membership Committee.

CATHY CATHEY – DIRECTOR OF SPECIAL EVENTS
Cathy Cathey has been an active member of IFMA since 2007, and she is currently the Director of Special Events. Cathy joined Brook Furniture Rental in 2005 and is the Commercial Sales Manager for Northern California. Brook Furniture Rental provides temporary furniture solutions for business and residential clients. Prior to Brook Furniture Rental, Cathy worked at One Workplace at their Contract Furniture Dealership for over 7 years. Her career in furniture rental spans nearly 3 decades.

DAWN JUNGEMANN – DIRECTOR AT LARGE
Dawn Jungemann joined the IFMA-SV Board of Directors as a Member At Large in 2013 after being an IFMA member since 2010. Her vast knowledge in real estate and facilities management started in the Monterey area where her career focused on Commercial Real Estate. Working with investor groups and developers, her varied roles encompassed site property management, development, building commissioning, construction and tenant improvements, budgeting, accounting and finance. Following a move from the Monterey area, Dawn began her FM career in 2009 in facilities management at the Oshman Family Jewish Community Center, Taube Koret Campus for Jewish Life, in Palo Alto, where she was promoted to Assistant Director. Her experience there led to her current role as Assistant Facilities Manager at Cushman & Wakefield, Inc., as a managing agent for Symantec's Mountain View World Headquarters. Dawn holds an MBA in International Economics from the University of Evansville, Indiana, as well as RPA and FMA designations from BOMI.

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. On the rare occasions when she is not busy with Chapter duties, Joy enjoys peacefully knitting, spinning and weaving.

Dawn Jungemann
John H. Hackett
David Gray
Alan Pong
Ralph Buchanan
Cathy Cathey
Joy Dunn
Cathy Cathey
Ralph Buchanan
John H. Hackett
David Gray
Cathy Cathey
Cathy Cathey
Ralph Buchanan
John H. Hackett
David Gray
Alan Pong
Ralph Buchanan
Joy Dunn
Cathy Cathey
Joy Dunn
In 1968 Virginia Slims was introduced and marketed to young professional women using the slogan “You’ve come a long way, baby.” While I am not an advocate for smoking, I analogize the slogan to our humble beginnings – We’ve come a long way!

FROM THE ARCHIVES - DID YOU KNOW?
1991 - IFMA SV chapter formation - Originally, the only chapter of IFMA in the area was in San Francisco. At that time, facility managers from South Bay companies had to drive into the City for monthly meetings.
1993 - The Voice first published - two years after our chapter formation.
1996 - The website was introduced and our chapter led IFMA in using internet technology
1997 - Brown bag lunches started – aka FMRT today
1998 - We had 25 Chapter Sustaining Patrons and, most notably, E*Trade, the new online brokerage. And a new committee, Marcom, was established to take on the heady project of universalizing the IFMA SV image - Compare that to the Marketing and Communications responsibilities of today’s social media centric society.
2003 - The Voice had a crossword puzzle!
2013 - At the January chapter board of directors meeting, my proposal to replace “newsletter” with “journal” to describe The Voice was approved. I made this request because I envisioned the increasing professional content of this communication tool. Case in point is the move to feature more articles with FM industry direct relevance. This issue offers three: The locavore – Sustainability in Supporting Local Farmers and Food Matters; Why Title 24 is Not Enough for Optimized Lighting Solutions; and, ISO and the Facilities Manager. These feature articles are complemented by our ever present community reporting and chapter meeting / FMRT recaps.

Don’t miss the Mentor / Mentee video or State of the Chapter Membership report.

Lastly, our bridge from today to tomorrow is the migration to a more integrated communications model.

THE FUTURE
Continuing to leverage technology with a growing emphasis on an integrated communication model is what makes us one of the most dynamic chapters nationwide. Over the next few years expect to see a trend toward ubiquity of the journal, our website and social media. We have already begun that journey with plans for presentations, videos and other FM references – all of which will be archived and readily available to our members. Of course, all the technology in the world would go for naught if we did not have quality contributors; so, this is an opportune time to thank all those who make The Voice a success and to introduce our newest journal staff writer, Ed Novak. Ed is a consummate FM professional and is committed to sharing his expertise in each issue with feature articles or as I like to say, “News you can use”. Welcome to the team, Ed
Why Supporting Local Farmers Matters

By Maisie Greenawalt

At Bon Appétit Management Company, we’ve been focusing on local food since long before the word “locavore” got added to the dictionary and fine restaurants started listing farms on their menus. Not because we’re prescient, but because when you cook from scratch, flavorful ingredients are like gold.

Our chefs were always looking for the freshest, most flavorful foods, and that quest had led them to local farms. Ingredients that are grown locally are fresher and taste dramatically better than food that is harvested early so it can be transported great distances. Locally produced food is picked at the height of freshness, often making it to market within 24 hours of being picked, while food from non-local sources may have been in transit for more than seven days and been warehoused for many months.

Have you ever eaten berries straight from the field or picked an apple right off the tree? Then you know what I’m talking about.

In 1999, we formally launched our Farm to Fork program, requiring our chefs to source at least 20 percent of their ingredients from small (under $5 million in sales), owner-operated farms, ranches, and artisan producers within 150 miles of their kitchens.

While flavor is first, we also believe strongly in directly supporting the communities in which we operate. In the years since we started Farm to Fork, we’ve signed up more than 1,000 farmers, ranchers, fishers, and artisans and spent hundreds of millions of dollars on their products. These purchases can have a profound impact on our clients’ communities. The true family farm is dying — most have to rely on a spouse’s off-farm income — and when the family farm dies, so too does our agricultural heritage — and those authentic flavors on which we depend.

True family farms and ranches use more sustainable growing practices. Living on the land tends to make people act as good stewards of that land.

Are you interested in buying more local, sustainable food? Here’s how to get started.

• Find out what that farmer grows and try to incorporate these items into your menu (as opposed to starting with your menu and then looking for a farmer with those ingredients!).
• Ask the farmer about his or her practices: if not certified organic, do they use pesticides? Which and how often? You can research them on the Pesticide Action Network’s website, www.whatsonmyfood.org/.
• Be ready to be flexible. Small farmers are more susceptible to delays from unexpected weather or other factors that slow harvest.
• Tell your guests where their food is coming from, with signage and a possible visit from the farmer to your facility.
• As the farmer’s produce changes seasonally, change the menu.

Maisie Greenawalt is vice president of strategy for Bon Appétit Management Company, where she helped create and launch the company’s Farm to Fork program. BAMCO serves corporations, universities, and museums in 32 states. All Bon Appétit food is cooked from scratch, including sauces, stocks, and soups. Known as a pioneer in environmentally sound sourcing policies, the company has also developed programs addressing the overuse of antibiotics, sustainable seafood, the food and climate change connection, humanely raised meat and eggs, and farmworker rights. It has received numerous awards for its work.
Why Title 24 Is Not Enough...

Shedding a Little Light / Problem Statement

It wasn’t that long ago that lighting controls simply consisted of a switch to turn a light or a set of lights on and off. Title 24 has been with us for a while with the first California Energy Commission standards for energy conservation released in 1978. The 2008 Building Energy Efficiency Standards are the current standards for lighting controls, which have been in effect since January 1, 2010. Section 131 of the standard requires all indoor lighting systems be equipped with separate automatic controls to shut off lighting; you can’t just have a physical switch anymore. In addition, the interior lighting for commercial spaces must also have:

- Automatic Time Switch Control Devices
- Occupancy Sensors, Motion Sensors, or Vacancy Sensors

While everyone supports improved energy efficiency, most of us would rather not have to pay the extra costs that the regulations mandate with new construction. The additional costs for complying with the minimum requirements to meet Title 24 have not always added the same amount of energy saving as the cost. The regulations mandate new systems that will maximize occupant productivity, comfort, and safety plus qualify for additional LEED points.

Why just complying with Title 24 isn’t good enough

Why Title 24 isn’t good enough

When it comes to lighting controls, we have numerous options from older systems that just meet current Title 24 standards to advanced Fourth Generation systems. A Fourth Generation in lighting controls system consists of autonomous sensors wirelessly connected to a flexible control system. These systems deploy addressable “smart” sensors that collect real-time occupancy, ambient light, and temperature information and automatically control fixture behavior based on those readings for every fixture in the building. It creates a building system that provides facility managers with detailed information about the operation of every square foot of the building and control of every light within it. But, the first costs of Fourth Generation systems are usually higher (before rebates and tax credits) than systems that just meet the minimum requirements for Title 24. So, why would you want to go beyond the minimal requirements?

There are several reasons, including:

- Additional Energy and Cost Savings - 60% to 70% is achievable. See chart on how an advanced lighting controls system can save energy and money
- The ability to mine real-time ambient light, motion, and temperature readings from every light fixture and deploy it to other energy services and systems including HVAC, demand response, and security systems

To illustrate the advantages of choosing an advanced technology solution, recently a Silicon Valley company was developing plans for a new facility and the design team initially specified a lighting control system that just met Title 24 Minimum Requirements. Once the facility manager became aware of the technological advantages of a 4th Generation system, he asked for a cost comparison between the two options.

While the first time costs of a 4th Generation system was slightly higher, the project team selected it because it will:

- Increase Operating Profits for the company with a payback of less than one year from energy savings versus a minimal system
- Improve Cash Flow after Year one because the energy savings for every year is greater than the additional cost of the 4th Generation system
- More changes to Title 24 are coming. California's new Building Energy Efficiency Standards take effect in 2014.
- Result in a Higher Quality Work Environment with increased comfort and flexibility for building occupants. This can result in higher productivity as well as higher attraction and retention of talent.
- Increase the number of LEED points
- They make nonresidential buildings 30 percent more efficient than the current Title 24 standards.

Adaptive lighting—lighting that automatically dims or shuts off when it’s not needed—represents one of the near-term opportunities for energy savings, and its inclusion in the state’s building code marks vital progress. The California Energy Commission projects the non-residential energy savings of the 2014 Title 24 changes to ensure that you make the right decisions when choosing a lighting system that will maximize occupant productivity, comfort, and safety plus qualify for additional LEED points.

Conclusion

Lighting controls technology continues to evolve along with the requirements mandated by Title 24. As a facilities manager, you need to make sure that you stay abreast of these changes to ensure that you make the best choices for your employees and other stakeholders of your facilities. Just meeting the minimum requirements is usually not the best choice even if it may have the lowest first costs.

When considering capital projects, you should always find answers to questions that affect the Triple Bottom Line:

- How will each option affect the occupants of the facility?
- Which options are best for the environment, particularly those that reduce or eliminate waste and excess use of resources?
- When looking at the options from an investment point of view, what are the expected rates of return for each option?

Lastly, your vendors and peers can help you, but you may need to press them to accept a design choice without understanding other options that may be available. Find out why someone may be recommending one option instead of another. Do some research on the options and companies: check references, compare the ROI for each option and consider how each option will support your operations down the road.
ISO and the Facilities Manager

By Allan Bueno

As a Facilities Manager it may not be apparent at first glance, but incorporating good company practices with ISO standards can lead to increased productivity and success of any organization. The International Organization of Standards (ISO) sets standards and guidelines that allow companies to compete on a more level global playing field as customers see the ISO accreditation as validation of your company's business practices.

How does this affect the Facilities Manager? The FM interacts with many different branches of an organization and may have much influence of how a branch might function due to space limitations or allocating resources for product flow through layout and support. An FM strives to get the most out of available resources - having the ISO procedures that are charted, checked, and verified allow the FM to increase their business productivity.

Working with an ISO certification allows the FM to document what they do and how they do it. The basis for ISO standards can be as simple as "say what you do, do what you say". It is designed to take out variables in how the business conducts itself so that a reasonable person can follow the written procedures of any given task in the organization.

In a small or medium-sized organization (SME in ISO speak) having an ISO certification will open doors in a global economy. The FM will have influence on the success of any ISO audit.

As a company proceeds for a higher level of ISO standard, which can be based upon what service the company provides or product they build, ISO has specialized accreditations, based on the business. As you get into many of the specialized accreditations the FM will have a significant role in the success of a company’s ISO process.

An example is the AS9100 certification for the aerospace industry. Any aerospace manufacturer is concerned with the ISO procedures that are charted, checked, and verified allow the FM to increase their business productivity. Technologies which used to take many generations to come of age are now literally becoming part of our culture in a matter of days. Today we have the internet, smart phones, cloud computing, new ways to use computers such as voice & video interface, and more.

As a result of these technological innovations used in our workplace the nature of how we work is also evolving rapidly. Today's globally connected world is creating new ways on how we collaborate which in turn is creating even more technologies that seem like science fiction to be real world innovations now. We have evolved from traditional strategies to third spaces, hotels renting rooms by the half day, startup spaces, over flow spaces and virtual spaces to name a few.

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David Coleman, an author of four books on collaborative tools, was our February chapter meeting speaker. David provided an easy to understand history of how rapidly we have evolved to accept new technologies at an amazing fast pace. Technologies which used to take many generations to come of age are now literally becoming part of our culture in a matter of days. Today we have the internet, smart phones, cloud computing, new ways to use computers such as voice & video interface, and more.

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David shared with us five new collaborative technology areas and insights about how they could radically change our lives and how we manage facilities workplace. The five new technology areas are:

- Nanotechnology
- 3-D Printers
- Heads-up displays (HUDs)
- Brain machine interface
- Driverless cars

Many of us think some of these are things science fiction. Yet David showed examples of how these new technologies are becoming a reality. We saw build your own robot desks emerge from the floor, 3-D printers being used right now by Nike to manufacture a shoe, neural interfaces allowing handicapped people to control a robot with their brain interface, and of course the Google driverless car being currently tested.

Alan Pong is President and Owner of Comfort International. Comfort International’s singular focus is how to make existing HVAC & building systems perform at optimal efficiency. Comfort International will help you find your real baseline and provide energy savings guaranteed.

February Chapter Meeting

Collaborative Technologies That Can Transform Our Workplace

By Alan Pong

HUDs are now used by commercial pilots to get data without requiring them to look away from their usual viewpoints to view instruments, and they are rapidly being expanded to other applications such as projecting information on automobile windshields which could be useful in dense fog, for use by skiers, or other situations.

Taking these innovations to their next logical progression is astounding to comprehend. We may in the future be able to take the example from Nike to actually print an entire house or commercial building from a 3-D printer. That will have radical implications on the future of facilities and the workplace, to mention how regulatory agencies will need to adapt. Driverless cars in the future could drop us off to our office but then instead of wasting real estate onsite to park hundreds of cars, they could be driven off and be used for other purposes by others and then programmed to come back and pick us up. That alone could radically change how we view the real estate needs of facilities in the future.

These advances could also impact the workforce. The future may have a mix of long term employees with free agents. The new technologies can enable employees to manage their own hours and employees might negotiate their duties with project managers. Many different corporate structures will evolve such as fishnet, Matrix and open work and will require facilities managers to be visionaries, not reactionaries, like no other time in history.

The February monthly meeting had a crowd of over 120 attendees at LinkedIn including many facility managers and directors. The Q+A session ran longer than most. Chris Brey facilities manager at Groupon said, “It is good to be aware of where the new technologies are going and how that could impact the workplace of the future and it was just plain interesting.”

Allan is a Facilities Consultant with 15 years of experience in Facilities and Operations Management and was Lead Auditor for ISO9001:2000/AS9100 Certification. Based in Morgan Hill, Allan is currently looking for new opportunities in Silicon Valley.
March Chapter Meeting...You missed a great one!

What is the future? Those who attended the evening program on March 27th, “Diving Large Projects – Two Case Studies: Google & Nvidia” saw a preview. Jay Bechtel, LEED AP, Real Estate & Construction Project Manager, Google, and John Hankey, Vice President Real Estate, Nvidia, shared insights into the methodologies and research in working with the C-suite and internal teams, and the thinking behind their exciting new corporate campus projects. This meeting dramatically exemplified this year’s theme of “The Social Facility.” Core principals remain true. Both projects focused on keeping true to organizational core values and principles intersecting with culture and vision. Although slightly different, it was critical to focus the design to create experiences and foster connections. The built environment is used as a tool to foster collaboration that leads to innovation. The trick is to provide the balance of individual and community space layered with private and collaborative settings.

In developing their new campus “Bay View” near NASA, Google was able to fully integrate the principles of the Googler (user) experience, health, well-being and sustainability with their corporate core values. Collecting and quantifying data on the user experience from arrival to departure directly influenced design decisions. Centering on user focused design, “Form Follows Function” is a true embodiment for Bay View. Simply, the new campus will be connected, simple, diverse and fun while providing the right environment to foster collaboration, productivity and innovation.

The design of Nvidia’s new corporate headquarters in Santa Clara is a vision of the founder to align with their mission of innovation. With a complete redesign from prior plans that were put on hold a few years back, picking the right architectural and project team that embodied the culture within the new building was critical. The design process was an evolution to find “the soul of Nvidia” and they created an amazing design with the function fostering employee connections and collaboration to the end goal of innovation.

In closing, John eloquently commented, “After the current big projects in Silicon Valley (Nvidia, Google, Apple, and Facebook to name a few), Silicon Valley could become a new destination on the architectural bus tour circuit.” Many chuckled but it makes sense. Innovation is Silicon Valley’s past, present and undoubtedly the future. Innovation is the backbone to create, launch new products and services, new ways of thinking, and new ways of working that make the Bay Area remarkable. Yeah, we all want that bus tour in a few years when those projects are complete. Thanks Jay and John!! We’ll take you up on your offer. Can’t wait!
Jonathan Murray is a Project Manager for Dome Construction. Dome’s projects mirror the unique, economic, cultural, and physical landscapes of the San Francisco Bay area, and their methods are continually evolving to keep pace with this dynamic region.

March FMRT - Design + Build
By Jonathan Murray


When someone mentions disasters, FEMA is one of the first things that come to mind. Michael Cummings, FEMA Region IX private sector liaison, explained how disasters rise from the local level, to the state level, and finally to the federal level at which point FEMA gets involved. He also provided information about local programs which can assist in teaching and planning for disasters including CERT provided by your local police or fire services.

Understanding and learning from past disasters and successfully incorporating the learned lessons of these events ensure the creation of a successful plan. Jim discussed the lessons learned in the response of Hurricane Sandy and Katrina, specifically noting the public’s reliance on mobile technology. A lack of power became a lack of communication due to the need for people to recharge their phones, laptops, and other equipment. Quickly addressing fuel shortages to keep generators running and using mobile solar power will help reestablish the communications infrastructure.

Communication is just one part of a preparedness plan. Providing fuel for your workforce to survive in the time after a disaster becomes a FM’s primary responsibility. Brian Klosterman with Nexis Preparedness provided some great information on HOW to plan.

Oftentimes, companies can OVERPREPARE when it comes to providing food, water, sanitation, first aid, and lighting, for stranded employees. Not each one of a company’s employees are going to be at the company for the entire time after a disaster. This employee attrition rate needs to be factored into the purchasing of supplies. Brian also shared with the FMRT attendees that companies must consider the legal principle of ‘Forseeability’ and understand that since we live in the Bay Area, it is foreseeable that an earthquake will occur. Thus companies are legally responsible to take necessary steps to mitigate the potential hazards earthquakes can create.

If you weren’t able to make the FMRT, then you probably haven’t met Glen Granholm with ETC Building & Design and wouldn’t have been able to feel what an 8.0 earthquake is like in his quake cottage. Glen taught us that being prepared means making sure furniture and equipment within our office or homes can’t fall on us during a seismic event. He also shared the numerous uses that common household products like cat litter, playing cards, and mouthwash can be used for after a disaster.
The IFMA-SV mentoring program is in its third year and we currently have 22 mentor-mentee pairs (approximately half are new mentees!). While the program focuses on paring individuals for a one-on-one relationship, we've already had one of three group meetings to foster support and networking. At this first meeting, we broke into four groups and discussed assigned topics before coming together to share insights.

We also heard from a returning pair, Bob Kraiss who is mentoring Ellie Cesario, Facility Manager at Club Auto Sport, about how they each view their relationship and what benefits Ellie has derived over the past year. You can view the videos below and hear their testimony firsthand!

We still have some mentors available if there are others who are interested in joining the program. Download the mentoring brochure (PDF) for more about the program and contact information.

Three areas that I like to share with mentees and see as critical to career success;
1. Marketing
2. Asking for help
3. Networking

What the Program Means To Me by Mentor Bob Kraiss, CFM

Have you started a sentence with, “I am too busy to …?” If you have and ever had the next two words be “improve me” then the mentoring program may be for you.

Everyone involved benefits from the program - Mentees learn from the experience of the mentors and mentors learn by seeing issues through a fresh set of eyes and next generation thinking.

Bottom Line - The better you are at FM the more you will enjoy it. We have fantastic jobs and careers. Using a mentor helps make you better.

What the Program Means To Me by Mentee Ellie Cesario

Having completed one full year in the mentoring program has been a positive experience beyond my expectations. Probably the best way to describe my experience is answering four core questions

What is the biggest benefit for you in having a mentor?
How did the relationship evolve?
What tips do you have for mentees?
What was the biggest challenge being part of the program?

2013 GOALS
Volunteer Spotlight
By Janet Burlinson

Name:  Sandra Louie
Company:  Battalion One Fire Protection
Position:  Senior Account Manager
IFMA Member:  6 years

Sandra has been a member of IFMA Silicon Valley for 6 years and quickly got involved with the Golf Committee. She has been instrumental in recruiting and directing volunteers for the golf event. After a year off in 2012, Sandra says she is really looking forward to this year’s tournament!

Why do you volunteer?
I really like to meet new people and to help others. I enjoy group activities – outside of work I put together groups to go to the theater, for dinner, to hear music, and plan large family travel trips. Coordinating the volunteers for the golf tournament is a natural for me – a group of 30 lively IFMA members who are vital to the success of the event! Being involved with the IFMA tournament is rewarding; there is a sense of accomplishment when the event is a success and all of the golfers, sponsors and volunteers have a great time.

What does your company do?
Battalion One is a Fire Life Safety service provider. We provide a full range of services which include installation, inspection, repair and service for all fire alarm and fire suppression systems.

2013 Annual Golf Tournament
Friday May 17th 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
A Gift of IFMA Membership Keeps on Giving
By Ralph Buchanan, Membership Committee Chair

In January of 2009, our Chapter had 574 Members, but since then we have lost 386 Members:

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
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<tbody>
<tr>
<td>2009-30</td>
<td>574</td>
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<tr>
<td>2010-92</td>
<td>507</td>
</tr>
<tr>
<td>2011-117</td>
<td>490</td>
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<tr>
<td>2012-127</td>
<td>463</td>
</tr>
<tr>
<td>Total</td>
<td>386</td>
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</tbody>
</table>

Most of these losses were due to job/career changes, job losses, company closures, mergers & acquisitions, etc. There were a few retirements.

2. Recruitment
Recruitment should be a continuous effort by all of our Chapter Members, not just the Membership Committee. If you like the value received from your membership in IFMA, then tell your colleagues about us, invite your friends to a meeting, get them involved in a special event.

Without the hard work of the dedicated Volunteers serving on our Membership Committee over the years, our Chapter might only have 188 Members today, a number that we haven’t seen since the early nineties. But because of their efforts, and in spite of the difficult economic climate over the past several years - WOW, we still have about 560 Mem-

Our Membership Committee is composed of 14 volunteers:
Front Row From Left: Ralph Buchanan, Facilities First; Scott Segpala, Valley Re-locaton; Deanna Cistone, Ricol; Tony Davis, Overland Storage; Cristina Avila, Fenwick & West; Sharon Terrel, Milestone; Bryce Reynolds, McAfee; Stephanie Brounstein, Facilities First @ McAfee.
Back Row From Left: David Gray, Colliers; Janet Burlinson, Customized Per-formance; Jesse Calvi, Cushman & Wakefield; Scott Schipper, Unisource; Marie Bugna, Statcom (not shown)

So what does our Membership Committee do?
Our Committee has two primary charges – Retention and Recruiting.

1. Retention
The importance of Retention cannot be understated. Just imagine, if we had not lost those 386 facilities professionals over the past four years, we could have had a total of 960 members today! The key to a high retention rate is to provide VALUE to you our members. We do this by keeping you informed about the latest innovations, earn credentials, network with peers and even have fun. But, the value received is very dependent on your involvement and participation.

3. And finally, here’s a request to all of you. We recently reviewed a list of the Silicon Valley top 150 companies and realized that there are 128 companies who do not have IFMA members! This presents a HUGE opportunity for all of us to expand and broaden the base of our membership so that we all benefit from the variety of company policies, best practices, etc. etc.

A list of prospects is presented here. If anyone has a facilities contact in any of these companies, please forward their contact information to Joy Dunn admin@ifmasv.org so that our Committee can reach out to them!

Silicon Valley Top 150 Companies That Don’t Have IFMA Members

<table>
<thead>
<tr>
<th>Company</th>
<th>IFMA Membership</th>
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<tbody>
<tr>
<td>Abaxis</td>
<td>Accuray</td>
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<td>Advanced Micro Devices</td>
<td>Actuate</td>
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<td>Affymetrix</td>
<td>Adventest</td>
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<tr>
<td>Alpha &amp; Omega</td>
<td>Agilent Technologies</td>
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<td>Aruba Networks</td>
<td>Applied Technologies</td>
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<td>BMC Software</td>
<td>Applied Materials</td>
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<tr>
<td>Callidus Software</td>
<td>Armadillo Semiconductors</td>
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<tr>
<td>Coherent Laser</td>
<td>AsicoNet</td>
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<tr>
<td>Dell</td>
<td>Boxer, Net</td>
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<tr>
<td>Dolby</td>
<td>Broadcom Semiconductors</td>
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<td>eBay</td>
<td>Conceptus</td>
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<td>Electronics for Imaging</td>
<td>Depomed</td>
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<td>Exar Semiconductors</td>
<td>Drop Box</td>
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<td>Facebook</td>
<td>Echelon</td>
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<td>Formfactor</td>
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<td>GSI Technology</td>
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<td>Ikanos Communications</td>
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<td>Integrated Device Tech</td>
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<td>Hewlett-Packard</td>
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<td>InvenSense</td>
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<td>Ultra Clean</td>
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<td>VMware</td>
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Welcome 54 New Members!

By Joy Dunn, Chapter Administrator

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IFMA-SILICON VALLEY 2013 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>January 23</th>
<th>Chapter Kick-off Meeting</th>
<th>Chapter Meeting</th>
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<tr>
<td>February 13</td>
<td>Integrated Project Delivery: Case Study</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>Feb 21 &amp; 22</td>
<td>FMP Class: Leadership &amp; Strategy Essentials</td>
<td>Continuing Education</td>
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<tr>
<td>February 27</td>
<td>The Secret Future of Work: 5 Technologies that will Transform your Workplace</td>
<td>Chapter Meeting</td>
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<td>March 7</td>
<td>Mentor/Mentee Program Kick-off meeting</td>
<td>Special Event</td>
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<td>March 13</td>
<td>Disaster Preparedness: Make a Plan!</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>March 21 &amp; 22</td>
<td>FMP Class: Operations and Maintenance</td>
<td>Continuing Education</td>
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<tr>
<td>March 27</td>
<td>Driving Large Projects - Two Case Studies: Google &amp; Nvidia</td>
<td>Chapter Meeting</td>
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<tr>
<td>April 2 - 4</td>
<td>Facility Fusion - Los Angeles</td>
<td>IFMA International</td>
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<td>April 10</td>
<td>Rebate Savings PG&amp;E</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>April 18 &amp; 19</td>
<td>FMP Class: Project Management</td>
<td>Continuing Education</td>
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<td>April 24</td>
<td>Smart and Connected Facilities</td>
<td>Chapter Meeting</td>
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<td>April 27</td>
<td>Rebuilding Together</td>
<td>Community Outreach</td>
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<td>May 8</td>
<td>Food in the Workplace</td>
<td>FM Roundtable Luncheon</td>
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<td>May 17</td>
<td>Annual Golf Tournament at Cinnabar Hills</td>
<td>Special Event</td>
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<td>May 22</td>
<td>Case Studies - Large Projects - Campus Migration</td>
<td>Chapter Meeting</td>
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<tr>
<td>May 23 &amp; 24</td>
<td>FMP Class: Finance &amp; Business Essentials</td>
<td>Continuing Education</td>
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<td>June 12</td>
<td>EV Station Implementation</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>June 26</td>
<td>Best Practices: FM as a Profit Center</td>
<td>Chapter Meeting</td>
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<td>June TBD</td>
<td>Joint CREW, IFMA, BOMA River Cleanup</td>
<td>Community Outreach</td>
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<td>July TBD</td>
<td>Summer Event</td>
<td>Special Event</td>
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<tr>
<td>August 23</td>
<td>Beach Cleanup/Habitat Restoration</td>
<td>Community Outreach</td>
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<tr>
<td>Sept 11</td>
<td>Environmental, Health &amp; Safety</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>Sept 12 &amp; 13</td>
<td>CFM Exam Review Class</td>
<td>Continuing Education</td>
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<td>September 25</td>
<td>Chapter Meeting</td>
<td>Chapter Meeting</td>
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<tr>
<td>October 2 - 4</td>
<td>World Workplace - Philadelphia, PA</td>
<td>IFMA International</td>
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<td>October 9</td>
<td>FMRT Luncheon, topic TBD</td>
<td>FM Roundtable Luncheon</td>
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<td>October 23</td>
<td>LEED vs. Anti-LEED</td>
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<tr>
<td>Oct/Nov TBD</td>
<td>A Taste of Wine Country: Vendor Fair</td>
<td>Special Event</td>
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<td>November 13</td>
<td>FM Electronic Toolbox</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>December TBD</td>
<td>Holiday Party</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

Silicon Valley Chapter of IFMA | 408-226-0190 | admin@ifmasv.org | www.ifmasv.org
1030 E. El Camino Real, PMB 425, Sunnyvale, CA 94087