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There are a few definitions of Synergy. I like the Merriam-Webster definition best – mutually advantageous conjunction or compatibility of distinct business participants or elements (as resources or efforts). Basically, the whole is greater than the sum of the parts and IFMA SV has and will continue to advocate synergism in all our efforts and uses of resources.

Nowhere is this synergism more apparent than in our collaboration outside our chapter to advance our initiatives. Our May joint chapter meeting is a great example – where the six Nor Cal IFMA chapters came together to network, exchange ideas and discuss one of the most important areas of FM growth – sustainability. Our own distinguished chapter member Julie O’Loughlin was part of the panel who presented to 300 attendees. Our chapter even chartered a bus as a sustainable way to travel to San Francisco and have our own networking opportunities on the bus. I hope we can do this again next year.

We have also witnessed synergy as we again partnered with Rebuilding Together Peninsula to help renovate the Costano School and 49ers Academy in East Palo Alto in a full day of community service. I am proud of the over 150 volunteers who turned out as well as our Community Outreach Committee’s fantastic fundraising which topped $325,000 in materials and labor – truly amazing! Our Serving Those Who Served Initiative has partnered with regional military commands such as the Marine Inactive Ready Reserve, Army and Air National Guard to assist service members and veterans in seeking employment. We have already placed several veterans with IFMA SV member firms and anticipate this partnership to grow as our firms become aware that they can hire veterans with great skills for a variety of positions.

The Diversity Committee is moving forward on July 25th with the Annual Diversity Block Party Fundraising effort to fund additional scholarships for our credential classes for our members and for students in our local communities who are interested in pursuing a career in facilities management. Two $2000 scholarships were awarded earlier this year to cover the tuition for the Sustainability Facility Professional classes. We will be offering two FMP modules this Fall and will again offer sponsorship opportunities, so stay tuned.

Educational excellence in our chapter meetings and roundtables continues to be an important goal. The synergy of Professional Development Committee results in our providing a variety of topics from local experts and national speakers that appeal to our diverse membership, witnessed by our increased attendance.
As the year progresses, we will continue to push our initiatives forward, knowing we can accomplish great things. Great people coming together with their insight, experience and passion to accomplish some amazing feats in support of professional development, the community and each other. Yes, I’d say we have synergy!

Speaking of great people, I am pleased to recognize Julie O’Loughlin. Julie was named as an IFMA Foundation Board of Trustees member and will be working on fundraising and marketing efforts for the organization this year.

Lastly, I would be remiss if I did not add a few farewells and hellos.

Farewell to Kathy Roth as our outgoing Director of Membership & Special Events – thanks to Kathy for all her hard work and contributions. Hello to David Gray and Cathy Cathey. David will take the reins of membership and lead the effort to reach out to the Silicon Valley 150 top firms. Cathy is the newest board member as Director of Special Events. She brings a lot of energy to this demanding position and we welcome her in her new role leading upcoming events and applying her experience and knowledge toward helping create memorable Chapter events.

Farewell to Deepa Dhar as our outgoing IFMA Voice Newsletter Editor. Deepa has been the Voice editor for two years and has produced many great issues. I thank her for dedication to one of our primary communication channels. Hello to Jeffrey Artz as the incoming newsletter editor. Jeffrey has been an IFMA member for four years but has really stepped up this year. When I met with Jeffrey in early 2012, he told me he has passion for supporting veterans and likes to write so he now wears two IFMA SV hats; Chair of the Serving Those Who Served veterans initiative and newsletter editor.

As you can imagine, there are so many people that contribute to our chapter success, so even though I cannot mention everyone in my column, I do appreciate all the effort – thank you! I hope you all will get involved!

Regards,
Claudia Folzman
2012 IFMA SV President
Hello fellow IFMA Silicon Valley members,

What a great time to take the reins as The Voice Editor! I find myself among a team of consummate professionals. Per Our President’s Message about synergy; I agree that our membership has brought a great deal of synergy to promote our initiatives through their talents, experience and incredible energy.

I have been an IFMA Silicon Valley member for almost four years. Until recently I have not participated beyond the monthly chapter meetings. At the anniversary party in November 2010, I was having a conversation with our current Vice President, Nichole Stephenson, and asked, “So how did you start getting involved with the chapter?” Nichole’s answer was succinct but very much on point, she said “I just started attending committee meetings – going to each one until I found something I liked and where I felt my skills would fit in and make a contribution.”

I followed her advice and am enjoying many benefits, and so heartily encourage all new and existing members who have yet to find a way to participate to also follow Nichole’s approach. Attend some committee meetings and share with Board and committee members alike where your interest lies. You will be amazed how quickly you will be embraced within the chapter and soon realize the return on your invested time by broadening your professional network and making lifelong friends along the way.

Before going further, I would like to acknowledge and thank my predecessor, Deepa Dhar. Deepa has been at the helm of The Voice since January 2010 and an IFMA member since 2009. She did a great job during her tenure and has been there to mentor me as I move into the Editor’s role. Taking over as Editor will be challenging given the talents that Deepa and previous editors have lent to the success of The Voice. Interestingly, when asked what she felt was the highlight of her experience as Editor, Deepa responded, “Getting to know the people and watching teams come together.” Indeed, getting to know the people has been one of my greatest joys as an IFMA member and new editor of The Voice.

Starting with our President and Board, and then with the support of committees and individuals, I have been encouraged to follow my passion for serving veterans which has culminated into a chapter initiative. The diversity committee, who provides opportunities through the mentoring program to those that may not otherwise have an opportunity to grow, provides invaluable support for those just getting started. The professional development team miraculously pulls together our monthly meetings, FM roundtables, special events and projects. I also want to give special mention to our incredibly skilled marketing and communication and membership committees that provides phenomenal support and creative opportunities to grow our chapter.

These are but a fraction of the 550 plus chapter members so, yes, this is a great time to be The Voice Editor because there are hundreds of new acquaintances I have yet to meet and work with to achieve our chapter mission.

Jeffrey Artz
Editor
PROFESSIONAL DEVELOPMENT

JEFFREY ARTZ

ROBERT DILLS, LEED AP, SFP

JOY DUNN

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MORGAN SIMUNOVICH

MELODY SPRADLIN, LEED AP, FMP

NICHOLE STEPHENSON

READ ON
A FUSION OF IDEAS, BEST PRACTICES, TIPS, TOOLS, TOURS, AND SOLUTIONS

I had the pleasure of attending IFMA’s 3rd Annual Facility Fusion Conference in Chicago, April 11-13, 2012. For those of you who have never been, I’m here to tell you to plan for it, get it in your budget, and mark it on your calendar (next year it will be in Los Angeles). Don’t feel too bad if you aren’t familiar with Facility Fusion, as it was previously held as three separate events for educational, networking and leadership training. These three events were combined, hence the name Facility Fusion; a fusion of high-level educational programs, IFMA volunteer leader training, industry-specific sessions, and a tradeshow all wrapped in to one!

Our Chapter President, Claudia Folzman, and I were two of several IFMA Silicon Valley chapter members who attended. We customized our learning schedules to accommodate what each of us was trying to accomplish from the show (i.e. leadership, FM Trends, etc) but also had the benefit of meeting up with the entire Facility Fusion group for morning and afternoon power speakers. The power speakers ranged on a variety of topics from leadership, and organizational skills, to the value of persistence and motivation in your professional career. I think therein lies the difference between this conference and many other conferences including World Workplace. Attendees were given a wide variety of topics to choose from which even included chapter leadership, volunteer management, personal branding, communicating with the C-suite, and a variety of best practices workshops on facilities management topics (food services, data center, hoteling, etc). This conference truly had something for everyone.

I think one of the tremendous benefits I received on top of the educational sessions, was the access to IFMA leadership. As a local IFMA SV leader, I found it invaluable to be able to meet with IFMA HQ folks in charge of member relations or affiliated with the IFMA Foundation. Conferences like this ensure Claudia and I are able to bring our membership relevant information, opportunities, and guidance in the world of FM. In addition, I was able to meet with chapter leaders from all over the country on what their membership finds valuable, the events and educational opportunities they offer, or simply how they obtain new members in their region.

To learn more information on Facility Fusion you can go to their website at www.ifmafacilityfusion.org. I encourage everyone to read up on Facility Fusion so that IFMA Silicon Valley can have a strong presence there next year in Los Angeles, CA April 2-4, 2013. It is always important to personally and professionally expand your knowledge and education, so whether it’s getting your FMP or SFP credential or attending a conference like World Workplace and Facility Fusion, I urge you to look at new ways to broaden your horizons in the field of Facilities Management!
NORCAL JOINT CHAPTER MEETING

As we walked through the doors to Pedro’s Cantina in San Francisco, we already knew it was going to be an awesome night! The ride up on the IFMA-SV chartered bus had been a huge success and we anxiously anticipated the night ahead. Looking out over the crowd of six northern California chapters that had converged on San Francisco’s Embarcadero and now were talking over cocktails and FM trends and innovations, we immediately felt a wave of energy welcoming us in and ready for the night to begin.

Richard Hodges, Julie O’Loughlin, Karen Cochran, John Carillo and Kit Tuveson soon took the stage for a dynamic “Sustainability Showdown”, tackling the route ecological and social themes in the case for sustainability and proving through the categories outlined in IFMA’s very own SFP (Sustainable Facilities Professional) credentialing program that sustainability is the solution to many global issues. Kicking things off, Julie O’Loughlin took the multi-faceted category of energy, articulating ideas that connected energy to the larger influence of sustainability, and simmered it down to the principal idea that as Facilities Managers who want a seat at the C-Level table, we need to not only consider the ROI of our sustainable projects but also the VOI (Value on Investment) to sell the story.

With Richard Hodges of GreenIT continuing down the road of discovery to understand the core arguments that support the sustainability platform, he prompted Karen Cochran to undertake explaining how water needed to be a primary consideration in the mind of the FM for any upcoming project. Karen described water as a limited resource that if used effectively, can not only save you money, but can also be used in cool ways that can improve the efficiency of your building.

John Carillo and Kit Tuveson concluded the program with strong business cases for the softer side of sustainability that can often be overlooked, with arguments for Workplace Management and Quality of Services. John, with a long-standing career with PG&E, and Kit, with an extensive facilities career within the Hewlett Packard organization, have first hand experienced the power (no pun intended!) adjustments to these areas can have on an organization’s bottom-line, employee retention, and position in the market.

The venue hummed with the sound of networking as the hard-hitting Q&A session concluded and the panelists came off the stage to make way for the prize drawing which featured fabulous donations from companies from each of the chapters in attendance. The presentations had been dynamic, the venue a success, and the company spectacular, and as the night wound down and people said their good-bye’s, there was sense that we would all be getting together to do this again very soon……we will make sure of it!

MORGAN SIMUNOVICH

SUSTAINABILITY SHOWDOWN
Troy Clement, CFM, Facility Manager, Takeda, and Laurie Gilmer, P.E., C.F.M., SFP, LEED AP, CxA, Facility Engineering Associates, PC gave an interesting case study presentation regarding their in-process work to optimize the energy utilization of a research building. To add to the challenge, the building was originally designed and built for multiple tenant use and was occupied as a single occupancy. The last twist for this team was that the inevitable value engineering process resulted in less being built than was recorded on the asbuilt drawings for the previous project.

In preparation for the project the team analyzed the existing conditions and compared to benchmarks from multiple industry sources. The data they collected indicated that the facility was spending significantly more than standard, regardless of which type of industry benchmark was utilized as baseline…and the costs were continuing to increase. The team set a goal to reduce costs while preserving the comfort and reliability of the working spaces in the labs.

Check out the slides from the presentation on Sitescape at www.ifmasv.org. We look forward to having Laurie and Troy back next year to present their continued progress …this was just a mid-project check point.

Great work guys!
On May 9th, we enjoyed a great turnout for the FMRT on the Value of Building Information Modeling (BIM) for Life Cycle Management, held at San Jose City College’s Business and Technology Center. As part of our partnership with their Workforce Institute, they hosted the luncheon and panel discussion afterwards. By now most everyone in our profession is familiar with the use of BIM in designing and coordinating the construction of buildings. All agree the models are useful after the completed structure is turned over to FM professionals to operate, but what does that really mean?

The panel discussion, moderated by Bob Dills, Western Allied Mechanical and including Andy Fuhrman, IFMA Fellow and Vice President of Development for Bricsnet, Melody Spradlin and Isidro Reyes of Dome Construction, and Ted Tiongco, BIM detailer at Western Allied Mechanical, explored BIM’s evolving role in the real estate ecosystem. The panel shared their insights and some failures as well.

Andy revealed the other types of BIM models beyond the one most people know. He provided case studies from his over 20 years of commercial construction in the high tech sector of Silicon Valley, followed by 18 years employing technology for Construction, Facilities and Real Estate. Andy explained how critical information can be integrated into the model or linked to it from external sources, and how the model can feed and connect with Computer Maintenance Management Systems and other tools of the facilities profession.

Melody and Isidro discussed the evolution of use of BIM over the past 20 years on large pharmaceutical and biotech projects, including the vision versus reality of using the object-oriented databases over the entire building life. Their experiences included great successes and some failures. We were reminded of the importance of starting with the end in mind. It was made clear that the FM who will operate the facility has an important voice in the formation of the model from the very beginning.

Ted provided a brief review of the BIM model used in two beautiful buildings currently being commissioned at San Jose City College, and an optional tour of those was offered at the end of the session.

If you did not attend, you missed an informative session on an area of relevance to every FM professional. These FMRTs are designed to give you valuable tactical training you can immediately put to work. Please check on the IFMA SV website for a current schedule of upcoming FMRT Luncheons.
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As promised, the portion of the April chapter meeting dedicated to the Silicon Valley commercial real estate market review was short and sweet. Well, sweet if your organization has already secured your facility requirements for the near future. As a backdrop to our panel discussion on real estate and FM, we looked at the Silicon Valley real estate landscape. Lease rates have been increasing and are expected to escalate significantly through the calendar year. The older, tired R&D product with questionable infrastructure that all the FMers know have huge hidden costs associated with repair and replacement will still beckon lease rates 10-15% higher over the course of 2012. The shocking increases will come both in contemporary well-located office, and the R&D buildings that have an excellent window-line, recently refurbished interiors and low deferred maintenance (due to appropriate infrastructure upgrades). Brace for at least 25% effective rent increases. If the economy is flat or only moderately improves, then this escalation continues into 2013.

The panel took the stage to debate if FM owns the real estate process or if it lies strewn through other departments and the C-suite. They immediately agreed there is a big difference between “owning it” and “doing it.” Leading the process speaks to a person’s ability to connect the real asset management “dots” AND the FM operating “dots” to what is important to the company’s strategic business plan.

Jim Kelly, AIA, advisor on REFM options, strategies and implementation, referenced the importance of outsourcing (sharing what he successfully did while at JDSU) by driving longer term programs rather than focusing on response to day-to-day repairs, estimating that 2/3 FM time spent is in performing repetitive actions.

Julie O’Loughlin, Fenwick and West, LLP, on a follow-up call shared, “We all need systems talking to each other.” A great tool to gather and manage centralized database for corporate use, is CAFM which promotes centralization in services based on FASB (Financial Accounting Standards Board) and other regulations.

With these type of real estate systems, involving other professionals within your organization may be beneficial. As an example, including the corporate controller on your team to help weigh the significance of future FASB changes on the real estate decision making process may yield some additional insights.

Kit Tuveson, international FM consultant focusing on workplace strategies, referenced that as Director of FM operations for HP from 1992-2000, he “owned” the strategy for FM operations, regional. Reporting to the RE Director (now called the Workplace Solutions Director), he was responsible for global programs like Building Engineering Design overview, startup of new facilities, ADA compliance, seismic safety and space standards/reporting.

He found that working in locations across the globe, the challenge was incorporating local FMs to provide the straight scoop rather than propagate and protect their local FM group. Michael Welliver, Senior Director, Real Estate & Facilities for Symantec, pointed out that there are many organizational models that will work— the ones that typically work best are where people’s experience and management aptitude are in tune with the strategic responsibilities reflected in the mission statement of their Strategy Facility Plan. This means communicating with the C-suite in a way they understand.
The FM professional should give high level guidance to the leader and demonstrate that he or she can translate that guidance into a pragmatic strategy. His most pressing point was getting buy-in or views from various customers ahead of time; then sharing that view as a consensus to the C-suite. That is what earned him the trust of the C-suite and going forward the role of reviewing mergers and acquisitions prior to their execution.

The passionate moment that summed up our meeting came when Kit said, "Regardless, you have to attempt to set metrics. You must measure history, and compare back [he pounds the air as if table was in front of him]."

The disparity of rates by quality of buildings referenced on the preceding page is rooted in the Office and R&D chart below. The blue line is R&D Buildings’ share of the total absorption versus the red line representing Office Buildings’ percentage. Uses are increasing more office. Look for more vertical space in the upcoming years.
TOP TO BOTTOM:

David Gray discusses the commercial real estate market in Silicon Valley at the April chapter meeting.

Discussion panel members l-r:
David Gray, Kit Tuevson, Michael Welliver and Jim Kelly.
Michael Porter of Harvard in his 1980 book ‘Competitive Strategy’ identified five questions that at a high level quickly determines corporate ability to achieve excellence. REFM Best Practices in paraphrasing an article by Alan Murray of The Wall Street Journal asks these questions in terms of the relationship between corporate real estate and facilities management.

1. **ENTRY.** How easy is it for other service providers to supplant your role either from inside sources or through vendors? What are the barriers to competition? These might include your economy of scale, your unique set of services, any alternative’s large start-up costs or perhaps strong corporate disapproval of distributed solutions.

2. **THREAT OF SUBSTITUTION.** Are there other providers or vendors that can reasonably be considered as easily replacing you?

3. **BARGAINING POWER OF BUYERS.** Are a small number of groups, divisions or departments responsible for a large portion of your budget? Can they easily switch providers or go into your business themselves? Are your services considered relatively unimportant to the quality of their product? If the answer to these questions is ‘yes’ then these few customers have significant leverage over you and your costs.

4. **BARGAINING POWER OF SUPPLIERS.** Do you have multiple vendors? Are there substitutes you can use? Is it easy to switch suppliers? Are you a relatively important customer? Are their services and products relatively unimportant inputs for you? In this case, a ‘yes’ means you have significant bargaining power over them.

5. **RIVALRY AMONG CURRENT COMPETITORS.** How intense is the competition among possible internal providers, departments and divisions? A certain amount of disarray favors your ability to focus wholly on sustained success.

The responses to these questions fall into three main categories:

1. **OVERALL COST LEADERSHIP.** Prove you keep costs lower than anyone else and you can be successful, as shown by Wal-Mart.

2. **DIFFERENTIATION.** If you can create something that is seen as value added to your customers, you can be seen as more difficult to replace.

3. **FOCUS.** By focusing on the unique needs of a particular group of customers or product line, you may be able to achieve the perception of added value to the company’s core competency and very likely achieve the highest customer satisfaction.

It is important that corporate REFM make clear choices concerning a strategic approach. The worst possible situation is to be ‘stuck in the middle’ without being perceived as having cost leadership, a value-added product or a distinct focus.
Scott Lantz is President, Chief Executive Officer and Chairman of Sugarmade, Inc., a company he co-founded in 2009. He is responsible for the overall leadership, vision and business strategy of the company. I had a chance to sit down with Scott and talk about his startup company and the impact sustainability has on his company and products.

Hackett: Scott, what is the inspiration behind Sugarmade?

Lantz: We were originally looking into developing a sustainable product oriented company. As we delved into energy and different uses for biomaterials, we really stumbled onto bagasse. From a sustainability standpoint, it was an extremely useful raw material as it is a by-product from sugarcane manufacturing process, basically the garbage to be thrown away, burned or goes unutilized. As I researched into the paper industry it was shocking to discover that the paper industry was a huge polluter as far as industrialized manufacturing, as well as a large consumer of energy. They are the third largest polluter and fourth largest consumer of energy here in the United States. It struck me that now was a great time for bagasse to mainstream into the paper industry as an alternative material. It is highly sustainable.

Hackett: Have alternative materials been used in the past?

Lantz: As far as alternative materials for the paper industry, it has been relatively non-existent. There have been attempts with everything from hemp to wheat and cornhusks. They have even tried to use limestone for photo paper. So, they have tried to bring alternative materials to the forefront for paper consumption. However, there are a number of problems with those materials including high costs and limited manufacturing capabilities. Sugarmade has addressed these problems and now is introducing high quality and cost competitive products.

Hackett: Tell me what makes Sugarmade sustainable and about Bagasse and other sustainable materials being used?

Lantz: Just being “tree free” is not the only sustainability story. Sugarmade is 100% reclaimed sugarcane fiber, enhanced with bamboo. Bagasse is what is left of the sugar cane stalk once the sugar has been pressed out of it. It’s disposed of by burning—sending plumes of greenhouse gasses into the air.

As I researched into the paper industry it was shocking to discover that the paper industry was a huge polluter as far as industrialized manufacturing, as well as a large consumer of energy. They are the third largest polluter and fourth largest consumer of energy here in the United States. It struck me that now was a great time for bagasse to mainstream into the paper industry as an alternative material. It is highly sustainable.

Hackett: Why is bagasse a suitable product for paper?

Lantz: Bagasse is ideal for papermaking. It has a very efficient cellulose fiber, producing the same amount of paper with fewer raw materials, less water, less energy and less waste. Bagasse is also renewable in cycles of less than 1 year—whereas trees take 7 to 10 years. The average office worker uses 10,000 sheets of paper a year. Using Sugarmade “tree free” paper, one staffer conserves 400 pounds of wood, and 985,000 BTUs of energy, reduces greenhouse gasses by an eye-tearing, throat choking 203 pounds, slashes wastewater by 913 gallons and solid waste by a whopping 93 pounds.
Hackett: Why did you choose to join IFMA Silicon Valley Chapter?

Lantz: IFMA and the facilities management profession has been at the forefront of sustainability, even before it became a catchy topic. We look forward to working with IFMA members and companies in support of achieving their triple bottom line goals.

Hackett: What’s next?

Lantz: Look around, paper products are part of our everyday lives, the possibilities are endless. Today we have a litany of products that we are bringing to the market. We have adoption in both regional and national distribution. Our end-user consumers are extremely satisfied that they can make that environmental difference, reduce their carbon footprint and at the same time do something good for both their company and the environment.
IN PURSUIT OF AN AWARD OF EXCELLENCE

PROFESSIONAL DEVELOPMENT CATEGORY

The Board is at it again – in pursuit of another IFMA Award of Excellence (AOE) – this year in Professional Development, an award we won back in 2009. Our AOE task force has been busy for over a month compiling the documentation required for the submittal which was sent to IFMA HQ on June 2. We won’t hear until sometime this fall if we were selected for this prestigious award – we hope we will be called up to the stage at the Awards Ceremony at World Workplace in San Antonio (October 31-Nov. 2). We will be anxiously waiting.

While we’ve had articles in the newsletter announcing our past wins – i.e., last year we received the Large Chapter Award of Excellence – we have never had an article telling our members that we submitted and what is involved. For the AOE in Professional Development we responded to nine criteria that each had numerous questions to answer. In addition, we had to include an overview of our submittal in which we described how our educational Initiatives in our Strategic Plan were being implemented this past year. These two strategic initiatives include: SI #1 - Provide and engage stakeholders with leadership, educational and strategic opportunities that expand and leverage their collective knowledge and experiences; and SI #2 – Provide local, accessible and convenient career essentials for facility management professionals to advance their careers.

IFMA SV’s Professional Development Committee (PDC) is tasked with providing thought-leadership topics for our evening Chapter Programs, and tactical topics focusing on skill-set knowledge for monthly lunchtime FM Roundtable Programs.

There are currently 18 members of the committee who meet monthly in person to plan our meetings, trying to ensure a mix of FMP-CFM topics as well as local and national trends and developments that affect our members, their companies and the field of facility management.

In addition, to PDC, we have an Expanded Education Committee that focuses on continuing our success in offering credential classes locally to our members, something that most chapters cannot do. We are lucky to have our very own trained instructor, Larry Morgan, who has taught not only the FMP and CFM classes, but this year took the training classes to teach the Sustainability Facility Professional classes which were offered in April with 11 people signed up. As of this date, five have taken the test and passed, so we have five people who can now put the SFP designation behind their name! The way Larry tells it, this is a very difficult set of classes and it was even difficult for this veteran instructor to pass his training.

In addition to tying our strategic planning to our educational initiatives, we answered questions on how we publicize our events and get people to attend our meetings, if we partner with other organizations for other events (we have partnered with the USGBC, BOMA, CREW, The Silicon Valley Leadership Group), whether we partner with academic institutions to develop facility management courses (we have been working with CalPoly to start an FM credential program, and locally we worked with San Jose City College and its Workforce Institute Division to write a grant to cover offer an Integrated Project Delivery course this fall). Another question was asked about our community outreach to share knowledge about FM with students, and we described our involvement with the 49ers Academy and our plan to offer a “Chocolate Factory” workshop to grade school students.

We provided statistics on everything - attendance for each meeting, whether they were members or non-members, how many FMPs, CFMs and SFPs in our chapter, how many scholarships we have given, how many mentor-mentee pairs we have, and on and on.

While it was much more work than the AOE task force anticipated, and whether we win or don’t win, once it was complete, it was really mind-boggling to read our AOE in its entirety about all of the things that our member volunteers have accomplished to further facility management and the professional development of our members.
COMMUNITY

JEFFREY ARTZ

ROBERT DILLS, LEED AP, SFP

JOY DUNN

RAFFY ESPRITU, FMP

JEREMY GOODLAND, PE

DAVID GRAY

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MORGAN SIMUNOVICH

MELODY SPRADLIN, LEED AP, FMP

NICHOLE STEPHENSON

READ ON
It is a source of great pride to have a distinguished IFMA Fellow Andy Fuhrman to be one of the members of the Silicon Valley Chapter of IFMA since 1993. Andy is a globally recognized thought leader in workplace solutions and services, with a long history of accomplishments, and is deeply involved in the development of business processes and technologies to improve performance and reduce costs in the management of the three most significant bottom-line expenses for businesses: labor, real estate and information technology.

Andy's combination of skills and experiences in consulting and development of technology standards for the real estate and construction industries, his years of service to clients and his deep knowledge of facility management and real estate business practices are unmatched in the industry.

Fuhrman's most recent positions were Vice President of Bricsnet, and Director of Customer Solutions for Cisco System's Smart+Connected Communities initiative. Prior to that he served for six years as the first CEO of the Open Standards Consortium for Real Estate, a non-profit organization whose mission is the development of interoperable data exchange standards designed to optimize data transaction time, cost and quality among key stakeholders in the real estate community, including owners, tenants, occupiers, investors, developers, service providers, vendors, suppliers and others.

Earlier in his career, Fuhrman provided consulting services, hands-on systems development and other services for a list of clients that includes U.S. General Services Administration, Pacific Gas & Electric, PeopleSoft, Cisco Systems, Los Angeles Unified School District and many others.

His background includes twenty years in commercial construction within Silicon Valley for the high tech, healthcare and biotech sectors during which time he obtained his Building Inspector certification from the International Conference of Building Officials (ICBO). His combination of skills served well as a key architect creator of Silicon Valley's Smart Permitting Program developed in conjunction with Joint Venture: Silicon Valley Network and the Silicon Valley Manufacturing Group.

Andy was named an IFMA Fellow in 2009, and as IFMA's highest honor, there are fewer than 100 Fellows among IFMA's 22,655 members. It recognizes members who have distinguished themselves by a lifetime of achievement in and around IFMA and the field of facility management. Examples of Andy's accomplishments include:

- Exhibiting outstanding leadership and service within IFMA contributing at the Council, Chapter and Headquarters level;
- Establishing the OSCRE organization for the creation of interoperable data exchange standards for the real estate industry, both domestically and internationally;
- Establishing the OSCRE organization for the creation of interoperable data exchange standards for the real estate industry, both domestically and internationally;
- Writing facility management related articles and white papers for several real estate publications;
ANDY FUHRMAN

- Virtual Builders Roundtable whose members paved the way in the use of 3D/4D/5D modeling and related business processes resulting in and documenting tangible benefits and ROI which helped launch the Building Information Modeling (BIM) revolution;

- Co-developer of the Silicon Valley’s Smart Permitting program designed to streamline the building permit process/plan review process and to ensure leading high-tech businesses remain in Silicon Valley to maintain high quality of life issues by providing jobs and tax base that supports the region’s infrastructure

- Recognized by CoreNet Global as a Luminary Award winner presented to the top 10% of its speakers and educators;

- An industry leader in developing and use of CAD/CAFM/IWMS/CMMS technologies for Private and Public sector Facilities Management.

We are proud to have Andy represent IFMA SV as a member of an elite core of Fellows representing the most esteemed facility management professionals, distinguished authors, prolific academicians and leading facility management visionaries.

If you are interested in the IFMA Fellow program, please go to the following link:

http://www.ifma.org/about/ifma-fellows.htm
This year’s Rebuilding Together project started with a goal of raising $100,000 for the School and Academy. Through the generosity of IFMA SV member companies we amazingly ended up providing over $325,000 in material and labor. Following is a summary of work completed and the volunteers who made it happen.

The work started the week of April 2nd, taking advantage of spring break. MAI Industries installed 500 backpack hooks, 166 sets of blinds and carpeted one class room. MAI also provided lobby demo work. The carpet used by MAI Industries was part of a batch of 1500 yards provided by Milliken. ETC USA provided an earthquake safety survey and seismically fastened 434 items. Alliance Roofing replaced and repaired damaged gutters and roof sections and is providing one year of gutter maintenance. Hoem Associates not only delivered the carpet to the school but also provided 565 yards of new carpet to supplement the Milliken carpet. Peninsulators provided the blinds at cost. Welker Bros. provided 1740 feet of base with glue. B.T. Mancini provided all the carpet glue and transitions and also adopted one room to carpet.

On Saturday April 21 Wendy Newcomer, Rebuilding Together Coordinator, organized the first set of volunteers for a Saturday of work (Wendy also organized the volunteers for the much larger task on the 28th). Dome Construction covered 56 skylights, carpeted two classrooms and removed a dangerous flag pole. COG/Haworth/CIS provided 54 task chairs to a classroom and computer lab that were using folding metal chairs. CIS also picked up and delivered two truck loads of furniture donated by BAE Systems. CIS donated two teacher desks to replace broken ones. Workhorse Pros provided window film for 11 windows.

The main work day was April 28. Over 150 eager volunteers showed up to work. Tom Lighthouse (VFMC) was a carpet team captain and helped carpet the rooms adopted by Dryco, Valley Mechanical and COG/Haworth. Tom also picked up and stored needed materials, provided all project printing and provided cash advances as needed. Daniel Montes (Reliable Concepts) also was a carpet team captain and helped carpet rooms adopted by Habitec Architects (2) and Fenwick and West. Daniel also provided 3 professional carpet layers, spot cleaning of carpet, end of the day trash removal and punch list labor. Paul Friesen (Knight Consulting) was the third carpet team captain helping carpet the rooms adopted by the IFMA SV Board, Iron Construction and Turnkey Engineering. Paul also helped complete the punch list work the following Wednesday. SLJ Business Services (Sandra Jamme) carpeted ½ room and donated $250 toward indoor plants. Harry Murphy donated walk off carpet for all the rooms and new carpet for one entire room.

Cosmopolitan Catering provided a sumptuous buffet lunch for 200. Sun Chek installed film on 20 windows. Robert Dragony (Sunrise Painting) led the painting effort with the help of Jenny Marshall (MAI Industries). Robert provided three painters and materials to paint 4 class rooms and numerous outside fences and benches. Aubrey Caton (Dryco) led the cleaning effort with supplies donated by Customized Custodial. Dryco also provided an expert to inspect the playground equipment. Valley Relocation Services provided two movers for the day and also picked up and delivered furniture donated by Calera.

John Gachina (Gachina Landscaping) led the landscape effort with the able assistance of Janis Zinn. John provided plants, trees and ground cover and Janis oversaw the weeding and irrigation repair work.

ROBERT KRAISS, CFM
IFMA SILICON VALLEY — WORKING TOGETHER TO GIVE BACK TO OUR COMMUNITY...
Infortel Worldwide provided a comprehensive security survey, report and recommendations. Krado provided a comprehensive signage report complete with recommendations and sign design. Greenworks provided an interior plants survey and donated plants and planters to meet the plan. Lifescan donated, delivered and installed modular furniture to provide testing stations and renovate the main lobby. Impec Group provided sweepers for the newly carpeted rooms.

Cash for the project was provided by Colliers ($1,000), Orchard Commercial ($2,000) and the IFMA Board ($7,000 from golf tournament proceeds).

Throughout the day John Hackett was busy taking pictures including group shots with Sour Dough Sam and the Gold Rush cheerleaders that he helped procure. Lunchtime musical entertainment was enjoyed with Larry Morgan playing drums. Many of the 49ers Academy students helped out by taking pictures and videotaping the work and conducting interviews of the volunteers.

We received a thank you letter from one of the students that sums up why we chose the 49ers Academy for our Rebuilding Together project:

Dear IFMA,

From all the students here at the 49ers Academy, and Costano, we would like to thank all of the IFMA/Rebuilding Together Peninsula workers and volunteers that came to the event over here in East Palo Alto on Saturday, April 28th.

During the event, I learned that not only have you guys helped out our classrooms, but you’ve cleaned out our gardens, helped out with our landscaping, improved the fence and yard area near the playground, and painted our school walls. During interviews that day, I learned that all of this time was given to our school for free! I’ve learned so much from your company and that event was practically one of the best days of my life!

I saw that your volunteer workers cleaning up classrooms by repainting the walls, doing carpentry, and you practically made every classroom SPOTLESS! I also want to thank you for also donating new equipment like: desks, chairs, computers, carpets, and other materials.

The reason why your donation was such a BIG HELP to our school is because the government cut down school budgets for schools all over California which is why your organization makes such a difference.

Thank you for everything you’ve done for our school. We really do appreciate all your hard work and generosity towards our school...THANKS AGAIN!

Yours Truly,

Lineni Fonua
8th Grader
On behalf of the 49ers Academy & Costano
Staff/Students

It was an amazing project with over 200 IFMA volunteers and 45 IFMA companies who helped raise over $325,000 in value for the East Palo Alto school.

If that wasn’t enough, on Thursday May 24, 2012, ETC Building and Design provided earthquake preparedness education to the 49ers Academy kids and staff. ETC brought their earthquake simulator with them and everyone had the chance to experience what an 8.0 would feel like. Over 100 kids were there and the Red Cross provided emergency kits. Also, Jennifer Farmer (GreenWorks) is storing over $10,000 in plants and planters that will be delivered to the school after they return from summer break.

Seeing the synergy of everyone coming together to make this project a success makes me proud to be a member of the Silicon Valley Chapter of IFMA.
MOVERS & SHAKERS

NEAREST SFP ROBERT SCHUCK

I first met Robert Shuck at Goodwill Silicon Valley in 2010 after our Diversity Scholarship and Mentoring Committee announced it wanted to focus on our veterans as part of the outreach programs being developed.

When I first sat down for a chat with Robert I found out that he had not heard of IFMA Silicon Valley and was not aware of the education and career growth opportunities IFMA SV has to offer. It wasn’t long afterwards that Robert and I signed up as a mentee-mentor pair in the Diversity: Scholarships and Mentoring Program’s new Mentoring Program. From there he applied for and received an IFMA SV scholarship for classes toward Facility Manager Professional (FMP) designation, and then went on to become one of the first Sustainable Facility Professionals (SFP) in our chapter.

Jeffrey Artz, Senior Business Developer at Goodwill Silicon Valley, describes Robert’s journey this way:

“Robert Shuck is a US Army veteran and spent the majority of his tour in Korea. He spent much of his time defending the DMZ separating South and North Korea. Per Shuck, “Sometimes you could see the North Korea regular army as if they were right next to us.” Shuck also spent a good part of his hitch in Korea and other duty stations as a military policeman (MP). “Law enforcement was always something that came easy to me,” Shuck added.

This was significant, in that Robert now oversees the 16-acre, 210,000 square feet of corporate facilities as well as 20 retail stores located throughout the Silicon Valley. He has never missed a beat and continues to gain more operational and social responsibility.

Committed to the veteran community, IFMA SV invited Robert to the 2011 IFMA kickoff meeting and he learned about the opportunity to apply for a FMP scholarship. At the IFMA February chapter meeting, Robert was announced as one of three scholarship recipients – not only meeting the scholarship criteria set forth but scoring the highest number of points from the evaluation committee! What really convinced the committee was what Robert shared about his intentions following receiving his FMP, “When I complete this program, I want to go back to other veterans and pay it forward. I want to help IFMA expand their program of reaching out to veterans and help them to experience the same opportunity I was afforded.”

Robert completed his FMP in 2011 and this year continued advancing his opportunities by attending the SFP certification classes in April, 2012. Robert was the first member of that class to pass the certification test. We wish Robert continued success and feel that attaining his Certified Facility Manager (CFM) is only a matter of time.
RUSS GOLDIN, FMP

Russ Goldin, FMP, has been an active IFMA member for four years and has served on the Professional Development Committee (PDC) for the past three years. Russ also serves as a member of Goodwill of Silicon Valley’s Business Advisory Council, which focuses on helping veterans find gainful employment, and Russ is the Communications Director for the Cleaning Industry Trainers Guild, an organization in the cleaning industry which puts out the largest industry publication specifically helping janitorial trainers.

Why are all these volunteer positions important to you? Russ explains “After spending over 10 years in polluted corporate buildings I wanted to change the paradigm and create clean and healthy buildings; buildings that I would feel comfortable sending my kids to work in. Today’s standard of dirty buildings needs to be changed to clean healthy indoor environments.”

Russ recognizes that over the years, IFMA has been an important source to him for education in facility management. He earned the FMP designation in 2011 and reflecting on Russ’ work with the PDC, he says, “I am able to help drive meaningful, relevant and engaging topics to the members through both evening and luncheon events. Bringing programming and knowledge to my fellow IFMA members furthers the value we all gain from our local chapter. The relationships that I have established with other committee members have also rewarded me in ways that I could not have foreseen before I became involved.”

Russ is President and Owner of Eat My Dust™, located in the Silicon Valley. Eat My Dust™ removes dirt and pollutants from the built environment. The revolutionary and proprietary process Eat My Dust™ uses is also used in many different industries and for Fortune Global 500 customers. This approach has been proven to reduce janitorial costs by 20% while increased both the quality and frequencies of cleaning. Eat My Dust™ customers are benefitting by saving money, experiencing healthier indoor environments for their employees, and prolonging the life of their capital assets all while reducing complaints.
INITIATIVES

JEFFREY ARTZ
ROBERT DILLS, LEED AP, SFP

JOY DUNN
RAFFY ESPIRITU, FMP

JEREMY GOODLAND, PE
DAVID GRAY

JOHN H. HACKETT
JIM KELLY, AIA

ROBERT KRAISS, CFM

JENNIFER OLSEN, FMP, CFM, SFP

JUDITH SAYLER, CPSM, LEED AP

MORGAN SIMUNOVICH
MELODY SPRADLIN, LEED AP, FMP

NICHOLE STEPHENSON

READ ON
At our April chapter meeting I provided an update on the Serving Those Who Served Initiative. The update included efforts on two fronts:

• Our efforts to convince you, our members, to seriously consider posting your company’s jobs on the IFMA SV website Find a Job

Congratulations to The Millennium Group (TMG) for taking the lead in posting seven of their regional positions. Per Erik Hansen, Western Region Business Development Manager, “The process was easy! Once I understood the few steps to posting a job, I contacted my HR department, asked them to post all our western region jobs and they automatically update our openings.” Erik, a US Navy veteran adds, “It was easy and is now totally transparent.”

• The STWS committee outreach to the service member and veteran community and the focus of this issue’s article.

“If You Build It They Will Come” is a famous line from Field of Dreams, the 1989 American movie about the baseball player Shoeless Joe Jackson starring Kevin Costner. Clearly, “the build” was about a baseball field but makes a great metaphor for our initiative outreach – If We Build it They Will Come. If we build relationships with the military and veteran community, upon separation they will provide an incredibly skilled and disciplined pool of candidates for our facility related staffing needs.

To build a relationship in these communities and be recipients of the value service members and veterans bring to our businesses, there are three basic tenets; promoting awareness of FM, providing education on FM (and in professions that support FM where there are many additional opportunities) and grooming them to become contributing members to FM.

Awareness is, Wow! There really is an industry segment dedicated to facility management: there are industry designations, certifications and colleges that now embrace this profession and it is possible for me to start a career with multiple options for advancements, stability and success.

Education is Ah ha! I now know what FM is and, more importantly, what it is not. It is about supporting the highly sophisticated built environment. It is not just about fixing leaking toilets and replacing light bulbs. I applaud the efforts already underway to evangelize FM at the 49ers Academy, the diversity outreach to the communities where we work and live as well as at high schools and colleges. Now, it is time to focus on the next group and capture the interest of service members and veterans because, they, above all, bring transferable skills that we must embrace.

Grooming a service member or veteran for an FM Career is where you, our gifted and experienced membership, comes in. We have softened clay ready for molding. After you have posted your employment opportunities on the IFMA SV website (or arranged for your HR representative to do so for you), consider a transitioning Reservist or National Guardsman for the position and help them prepare for a successful career in a FM related position.
Our outreach efforts into the military communities have begun with participation at the VA Palo Alto Inactive Ready Reserve (IRR) and will continue with speaking engagements to various battalions and commands in the Bay Area. Service members will soon know how great a FM related career can be – they will come, so let us be prepared and embrace them.

Thank you for supporting our service member and veteran community and consider:

1) Veterans Are Entrepreneurial
2) Veterans Assume High Levels of Trust
3) Veterans Are Adept At Skills Transfer Across Contexts/Tasks
4) Veterans Have [And Leverage] Advanced Technical Training
5) Veterans Are Comfortable/Adept in Discontinuous Environments
6) Veterans Exhibit High-Levels of Resiliency
7) Veterans Exhibit Advanced Team-Building Skills
8) Veterans Exhibit Strong Organizational Commitment
9) Veterans Have [and Leverage] Cross-Cultural Experiences
10) Veterans Have Experience/Skill in Diverse Work-Settings
IFMA Silicon Valley chapter’s newly expanded Education Committee is responsible for providing local, instructor-led classes for IFMA’s globally recognized FMP, CFM and SFP credentials.

IFMA SV offers these instructor-led courses each year, allowing attendees to learn from an industry expert and interact with peers. In the last two years IFMA SV has generated 12 FMP, 28 CFM and, since April 2012, five SFP credentials have been earned.

The chapter also provides financial assistance through our highly successful scholarship program, which has awarded eight scholarships to date: six FMP, one CFM and two SFP.

We hope to see you in class soon!

**FACILITY MANAGEMENT PROFESSIONAL (FMP)**
This program will help you build a strong foundation of knowledge in four essential areas: Operations & Maintenance, Project Management, Finance & Business Essentials and Leadership & Strategy Essentials. We are currently reviewing holding two FMP classes in the Fall if there is enough interest.

**CERTIFIED FACILITY MANAGER (CFM)**
CFM is the most prestigious and sought-after credential in facility management. IFMA’s CFM sets the standard for measuring the knowledge and abilities of practicing facility managers. The CFM remains the only global certification for the facility professional. We plan to offer a CFM review class in late Fall.

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

Education Committee members include: professional members Larry Morgan (CFM, SFP), who is our local instructor; Ed Novak (CFM, SFP); Jennifer Olson (FMP, CFM, SFP); and associate member Bob Dills (SFP). New members are always welcome.

*If you are interested in any of the credential classes, please send an email to our chapter administrator, Joy Dunn, at admin@ifmasv.org so that we can better plan which classes to offer.*
SPECIAL EVENTS

JEFFREY ARTZ
ROBERT DILLS, LEED AP, SFP
JOY DUNN
RAFFY ESPIRITU, FMP
JEREMY GOODLAND, PE
DAVID GRAY
JOHN H. HACKETT
JIM KELLY, AIA
ROBERT KRAISS, CFM
JENNIFER OLSEN, FMP, CFM, SFP
JUDITH SAYLER, CPSM, LEED AP
MORGAN SIMUNOVICH
MELODY SPRADLIN, LEED AP, FMP
NICHOLE STEPHENSON

READ ON

www.ifmasv.org   | 32
Gary’s incredible shot won him two airline tickets to anywhere in the country, which I’m sure was only a consolation prize compared to the elation he felt after reaching in the hole to retrieve his ball. Gary wasn’t the only winner of the day, as members and friends of IFMA enjoyed all of the perks provided by our many tournament sponsors, including SSA Landscape Architects, the Gold Tournament Sponsor. Many thanks are owed to SSA and the other sponsors that helped make the event possible (and enjoyable)!

Registration Sponsor, Valley Crest Landscape Maintenance, greeted players as they arrived with golf balls and tees, while Gordon Prill provided colorful tote bags full of swag by member firms. Cosmopolitan Catering handed out delicious lunches. After satisfying their appetites, players made their way over to the practice green for a chance at Customized Performance’s putting contest. As the morning’s festivities wrapped up, it was time to tee off!


**I leapt in the air and laughed out loud, giving high-fives all around. It is an experience I’ll never forget, and hope to relive again one day.**

They said it couldn’t be done. They said it would never happen. They said a hole-in-one at the IFMA SV Golf Tournament two years in a row was impossible. Well, it happened! And that was just one of the many highlights of the day for the annual event held at Cinnabar Hills Golf Club on May 18.

Last year, John Hackett made the first hole-in-one in IFMA SV tournament history, with his $20,000 shot on Lake #2. The odds were against anyone joining John with this prestigious accomplishment, but Gary Aquilina of CAS Architects had other plans in mind. On his second-to-last hole of the day on Lake #8, when most golfers were finishing their rounds and heading inside for cocktail hour, Gary did something that sent cries throughout the clubhouse – “someone got another hole-in-one!”

With sponsors, volunteers, and onlookers crowded around the tee box, and even a video camera provided by Access Communications filming the hole, Gary shrugged off the pressure and lined up his shot. He recalls the moment:

> There was a slight breeze from right to left, as I remember from behind the tee. I hit a flush shot – a high arc straight at the flag, which tailed a bit to the right as it landed. I saw the ball bounce once, roll toward the hole, and disappear; I wondered if it had rolled off the back of the green. Everyone around the tee box was thinking it went in, but I wasn’t going to celebrate until I knew for certain. The other golfers in the foursome quickly hit their shots and we rushed towards the green in our carts. As we approached, I couldn’t see my ball anywhere in sight. My playing partners, Pat Contardi, Sean Folley, and Scott Nava, all shouted, ‘It’s in the hole! Awesome!’ I excitedly looked in the hole, retrieved my ball, and held it up towards the tee box to confirm the ace.

Gary’s incredible shot won him two airline tickets to anywhere in the country, which I’m sure was only a consolation prize compared to the elation he felt after reaching in the hole to retrieve his ball. Gary wasn’t the only winner of the day, as members and friends of IFMA enjoyed all of the perks provided by our many tournament sponsors, including SSA Landscape Architects, the Gold Tournament Sponsor. Many thanks are owed to SSA and the other sponsors that helped make the event possible (and enjoyable)!

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For the fourth consecutive year, tournament committee members recognized the best-of-the-best of our Hole Sponsors in five different categories: Best Food, Best Drinks, Best Giveaways, Best Design, and Best Overall Hole. Here are the winners, who were each awarded with a newsletter advertisement:

The day would not have been complete without our other noteworthy sponsors: Western Allied Mechanical as our Chapter Platinum and Golf Cart Sponsor; Brook Furniture Rental providing Gary with his winnings as our Hole-in-One Contest Sponsor; Alliance Roofing, Inside Source, and MAI Industries serving drinks as our Beverage Cart Sponsors; the beautiful table centerpieces provided by Green-Works; photos capturing the day provided by Tom McCune of Kobalt Brands, Eric Lee, and Kent Goetz. We ended the day with a delicious reception provided by Blach Construction.

When players weren’t busy socializing with volunteers and sponsors, many were competing for the best round of the day and a nice cash prize. And the winners were…

3rd Place, with a score of 59 – John Aiassa, Damon Grose, Steve Torres, Eric Venzon

2nd Place, with a score of 59 – Larry Lenz, Pat Quinn, Raul Real, Dan Rogers

The best round of the day went to:
1st Place, with a score of 57 – Bob Kraiss, John Kraiss, Daniel Montes, Kevin Windham

Congratulations to All of the Winners!!!

The big winner of the day was our Community Outreach program, who is the primary beneficiary of the funds raised during the tournament. John, a representative of the 49ers Academy, and Jake with Rebuilding Together, thanked all those that contributed to the event, and explained how the proceeds help fund projects like the one that took place in East Palo Alto at the end of April. Their inspirational stories reinforced the importance of IFMA’s fundraising events and left everyone proud to be a part of the day’s golf tournament.

Beautiful weather, a sold-out tournament, and another hole-in-one made 2012’s IFMA SV Golf Tournament a truly memorable event – and set the bar high for 2013. See you all next year!!!
Winning Foursome: (r-l) John Kraiss, Daniel Montes, Kevin Windham, and Bob Kraiss
Melody Spradlin and Jim Zuiderhoek enjoy the beautiful weather as they get ready to tee off.

Judith Sayler, Nora Brown, Deanna Cistone, and Michael Johnson greet players at the registration table.

Players work on their form at the putting contest and compete for a great prize provided by Customized Performance.

One of a few impressive racecars on the course, courtesy of Steve Osborne Motor Sports.
HOLE SPONSOR WINNERS

Best Food: Moving Solutions

Best Design: Bay Area Building Management Guide

Best Drink: Iron Construction

Best Giveaways: TEAMWRKS Construction

Best Overall: Access Communications
# WELCOME 36 NEW MEMBERS

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<td>Melissa Mason</td>
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<td>Warren Weitz</td>
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## 2012 BOARD OF DIRECTORS

**President**
- Claudia Folzman
  - Iron Construction

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- Ralph Buchanan
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- John H. Hackett
  - Magna Group

**Chapter Administrator**
- Joy Dunn
IFMA-SILICON VALLEY PROGRAM CALENDAR
SECOND HALF OF 2012

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

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<td>Educational Opportunities for the Advancement of Your FM Career</td>
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<td>Best Practices: Campus, Culture &amp; Renewal</td>
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<tr>
<td>June 30</td>
<td>Joint CREW, IFMA, BOMA River Cleanup</td>
<td>Special Event</td>
</tr>
<tr>
<td>July 25</td>
<td>Scholarship and Mentoring Fundraiser</td>
<td>Special Event</td>
</tr>
<tr>
<td>Aug 24</td>
<td>Community Outreach Beach Cleanup</td>
<td>Special Event</td>
</tr>
<tr>
<td>Sep 12</td>
<td>Physical Plant Security</td>
<td>FM Roundtable Luncheon</td>
</tr>
<tr>
<td>Sep 26</td>
<td>New Models of FM Outsourcing</td>
<td>Chapter Meeting</td>
</tr>
<tr>
<td>Early October</td>
<td>Vendor Fair</td>
<td>Special Event</td>
</tr>
<tr>
<td>Oct 10</td>
<td>Solar, LED &amp; Battery Technology</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>Oct 24</td>
<td>Work on Move</td>
<td>Chapter Meeting</td>
</tr>
<tr>
<td>Oct 31-Nov 2</td>
<td>World Workplace - San Antonio, TX</td>
<td>IFMA International</td>
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<tr>
<td>Nov 14</td>
<td>Construction in India</td>
<td>FM Roundtable Luncheon</td>
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<tr>
<td>Nov TBD</td>
<td>CFM Exam Review Class</td>
<td>Continuing Education</td>
</tr>
<tr>
<td>December</td>
<td>Holiday Party &amp; Membership/Diversity</td>
<td>Special Event</td>
</tr>
</tbody>
</table>

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.

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<tr>
<td>Full Page</td>
<td>$800</td>
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<tr>
<td></td>
<td>$2,700</td>
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<tr>
<td>Half Page</td>
<td>$500</td>
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For Full details and advertisement specifications please contact Joy Dunn, Chapter Administrator — admin@ifmasv.org

NEWSLETTER SUBMISSIONS

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

THE VOICE is a quarterly publication of The Silicon Valley Chapter of IFMA
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DIVERSITY BLOCK PARTY
FUNDRAISER
SUPPORTING DIVERSITY - SCHOLARSHIP & MENTORING PROGRAM
5 P.M. - 8 P.M.
GOODWILL OF SILICON VALLEY