



Chapter Newsletter



Chapter President
Serena Pancoast, CFM

President's Message

Speaking the Language of FM

The IFMA Foundation enhanced their on-line directory, FMpedia with a format now similar to the Wikipedia model. FMpedia is a dynamic, real time, open, Internet-based glossary where contributors are welcome to add new FM terms and definitions, and comment on existing ones. It is meant to be as broad and international as possible.

The glossary is non-commercial, containing no product endorsements or paid sponsors. Like Wikipedia, it was developed to help those of us in the FM industry to better learn and understand key terms and definitions; to better speak the language of FM. This got me thinking about other languages I have learned and how my experience of learning those languages is not so different as my experience in learning the language of FM. Let me explain. I took Spanish for two years with minimal results as I only conversed in the classroom environment. My hindrance was that outside of class I did not practice or use my Spanish and thus my exposure was limited to that environment. When I studied Italian some years later, the experience and the results were remarkably different. I studied Italian while living in Tuscany and therefore had various and multiple opportunities to practice what I knew and what I was learning. Granted, there were many mistakes. I had a tendency to mix up the verbs for hearing; I would say "I'm not listening to you" when I really meant "I can't hear you". I also used the more aggressive verbs whereas Italians use the passive. So while I meant "will you do this for me?" what I actually said was "you will do this for me." Fortunately, Italians are cooperative in sharing their language and I was gently corrected and instructed. I knew progress was being made when the corner shops sold me espresso or bottles of water at the lower "native price".

My foreign language experience is thus similar to my IFMA experience. I've been an IFMA Member since 1999 yet it's only

Continued on pg. 2

Board of Directors

Chapter's Balanced Scorecard

At the chapter's strategic planning session last summer, the Board of Directors finalized the 2010/2011 Balanced Scorecard. The purpose of the Balanced Scorecard is to ensure that objectives and measures that are vital to the growth and development of the chapter are clearly identified and that stated targets are monitored and maintained. To align with IFMA International, the

Continued on pg. 3

Special Events

"Going for the Green" Golf Tournament



April 22nd is the Sacramento Valley Chapter's 17th Annual Golf Tournament, the chapter's most popular event of the year. In honor of our tournament being held on Earth Day, the theme this year is "Going for the Green". Register now (*registration form is available on back page*) to secure your spot as this tournament sells out quickly. In addition to single player and foursome slots, there are also individual lunch and dinner

Continued on pg. 4

Professional Development

IFMA's Third Quarter 2010 'Facilities Snapshot' Poll Shows Slight Uptick in FM Hiring

Press Release from IFMA Headquarters

HOUSTON — (Dec. 21, 2010) — The International Facility Management Association is pleased to announce the results of its most recent "Facilities Snapshot" poll, a quarterly survey of IFMA members that highlights the latest developments affecting the profession and serves as a barometer of facility management activity worldwide.

The survey asks a sample of facility professionals a series of identical questions every three months, with the intent of monitoring changes over time. It includes questions on topics such as space management, staffing and service provision, spending, facility planning, sustainability and current events impacting the present and future of the industry.

Results for the third quarter show a slight increase in facility management hiring, with 20 percent of respondents reporting that they will hire facility staff within the next six months, up from 16 percent last quarter.

Continued on pg. 2

Professional Development

Continued from front page

Health care and education are the industry sectors showing the greatest potential for growth. While most survey respondents report only modest — if any — plans to expand the space they manage over the next six months, 47 percent of health care facility professionals say their organizations plan to expand. Education, on the other hand, is the industry sector that promises to do the most hiring, as 32 percent of respondents say their organizations plan to hire additional facilities staff over the next six months.

Overall, companies are staying on the move, though the majority of these moves are internal. Survey results show increased activity related to placement of workers and space, as 51 percent of respondents report movement activity, up from 47 percent last quarter. Mergers and acquisitions play a role in this movement, as some companies cite acquiring competitors and absorbing their employees as reason for their greater-than-average quarterly churn rate.

Most survey respondents report a similar level of commitment to sustainable initiatives as last quarter, with energy conservation remaining the primary organizational goal. As one would expect, bigger companies with larger portfolios are more apt to invest capital in their sustainability programs. The exception, however, is city and county facilities, which report having plans to expand their sustainability efforts across a number of different categories over the next six months.

Because facilities' physical appearance, amenities and operational impact affect a company's ability to recruit and retain top talent, the survey also asked participants what their organizations were doing to become or remain employers of choice. Their responses were put into six categories: providing an amenity rich environment; implementing alternative work strategies; altering current physical space; moving toward more sustainable practices; enhancing training; and improving customer service and communication.

"With so many initiatives being driven by facilities departments, we are encouraged to see the uptick in hiring," said Shari Epstein, IFMA's director of research. "Facility managers are paving the way to making the companies they work for employers of choice by offering thoughtfully designed workspaces and desired amenities, allowing their organizations to attract and retain the best and brightest talent."



We're your single-source partner for successful, cost-efficient employee relocations and workplace services.

What's more, no one else promises a job well done with seamless global supply chain management featuring services with personal 153 country on-the-ground attention to go with it.

That's what we call Peace of Mind. Worldwide.

www.graebel.com

**Chapter Contact: Rob Turnage, Account Manager
(916) 617-2514**

President's Message

Continued from front page

since 2008 that I have been an active IFMA member and it has been a remarkable difference indeed. While we all speak the language of FM, I believe it is through active participation in IFMA that one becomes fluent. Outside of our own areas of work, how often is there the opportunity to converse about switch gear, churn rates, PM schedules or sustainability efforts? Like Italian, the language of FM has regional differences and not all IFMA members will completely understand. In my own job I oversee our ergonomics program yet blindly asking another FM "how are your RMI stats?" might bring about a blank stare or unintended offense. But like the citizens of Italy, the members of IFMA are cooperative and understanding when FM is spoken. Similar to learning new and different words, the nouns and acronyms of FM may be chosen and spoken, then retracted and corrected, and spoken anew in a supportive environment. "Did I say gross area? Sorry, I meant usable area." "What is Ashray? Oh! ASHRAE..." "You're not familiar with AB 32? Let me explain..." As a formerly passive IFMA member, I averaged a few programs per year and only spoke FM at my own place of work. But the language of FM is global, not local, and the more exposure you have, and the more networking you do, the more you will learn.



Members speaking, and toasting, the Language of FM at the Wine Tour, 2010

My own advance from passive to active member began when I earned my CFM in 2007 and attended my first World Workplace in New Orleans. Since then, I've served as a volunteer of the Membership Committee, the Chair of the Education Committee and now President of the Chapter. In addition to New Orleans, I've attended World Workplace in Dallas, Orlando and Atlanta and I've lobbied for training for federal facilities employees in Washington D.C. During each of those experiences, as with each monthly chapter program, I was able to speak the language of FM with a wide variety of informed, active and educated FM professionals.

Heard a new term? Need to confirm your own understanding of a topic? Take a browse through the newly updated FMpedia; that's how I recently learned that "bake-out" (in FM) means "the process by which a building is heated in an attempt to accelerate VOC emissions from furniture and materials." And that VOC acronym? A quick click in FMpedia (www.fmpedia.org) will tell you "volatile organic compound." That one I already knew from AQL permitting. What's AQL? Well, that's not in the FMpedia (yet) but if you want to know, call me, or look for me at a program and we'll speak some FM. That's one of the many treasures of active membership; you're always learning something that's new and different and relevant. So...I hope to see you soon! Or as they say in Italian, "spero di incontrarlo presto!"

All my best - Serena

Board of Directors

Continued from front page

chapter maintained the same seven objectives with a primary focus on the first five:

- Provide and engage stakeholders with opportunities that expand and leverage their collective knowledge and experiences.
- Provide essentials for facility management professionals to advance their careers
- Magnify the importance of the facility management profession worldwide
- Deliver unique value to members, customers and corporate partners
- Create a culture and provide resources that instill innovation, passion, challenge and meaning among staff and volunteers
- Ensure efficient systems, alignments and processes are in place
- Maintain viable fiscal position through good financial management, diversification of revenues and optimized asset utilization



Providing and promoting a variety of educational programs, both locally and nationally, help to meet the objective of career advancement for FM professionals

Since inception of the Balanced Scorecard, the chapter has met several 2010/2011 targets, including on-line program registration; an enhanced web site with programs posted at least two weeks in advance of offering; completing 80% of phone tree calls; representing the FM profession in Washington D.C. for Advocacy Day and representing our chapter in Atlanta for World Workplace.

As we close the third quarter of the Board's election year, the next key target will be creating, or maintaining, a mutually beneficial partnership between the Sacramento Valley Chapter and other professional organizations including USGBC, AIA, ASHRE, IIDA, IRAM, AFE, SRBX and CREW to name a few. If you're a member of one of these organizations, or any other FM-related organization, please indicate so on your program survey; we're ready to collaborate!

Member Spotlight



*Laurel Bane
Chair, Special Events*

Laurel Bane joined the City of Rancho Cordova nearly two years ago as a Facilities Services Representative. She currently works with a Facilities team which is responsible for all employee services for the City of Rancho Cordova including security, building operations and facility maintenance of the Rancho Cordova City Hall, which earned LEED CI Certification in 2006, a year after the City incorporated. In addition to the three commercial properties Laurel manages, she also assists

with the management of a historical cemetery which the city owns and operates. When Laurel is not busy taking care of the city facilities and tenants, she focuses on the public customers who rent out banquet facilities. "We host everything from wedding receptions and corporate meetings to town hall events and City council meetings. If you're looking for an affordable venue, City Hall would be happy to accommodate you!"

Prior to joining the City of Rancho Cordova, Laurel worked for Vision Service Plan. At VSP, Laurel held the position of Business Coordinator and was responsible for a variety of facilities functions and special projects, including the LEED EB certification project that earned VSP Platinum in 2008. During her four years at VSP, Laurel collaborated with a marketing team and human resources to ensure that employees would adopt the new green policies and also understand the benefits to the organization. "My experiences sparked a passion and desire to continue my career in the facilities realm", says Laurel and her experience led her to her current position at the City of Rancho Cordova.

Laurel shares that, "No two days are alike or predictable!" She enjoys being able to wear several different hats in the facilities world, and we may find her climbing on a roof, setting up for events, or submitting a proposal at a City Council meeting. "I enjoy the opportunity of helping others and knowing that they depend on me in order to have a safe, productive and healthy work environment."

An active IFMA member and the Chair of Special Events, Laurel encourages members to attend programs, get involved and build relationships with other facilities professionals. Laurel is an asset to our chapter and is committed to the development of the FM profession. She earned a Green Business Operation Certificate from Sacramento State in 2009, and in 2010 was awarded the chapter's Professional of the Year designation.



Laurel, far left, and fellow FMA colleagues enjoy the Wine Tour her committee organized last fall.

Upcoming Events - Local



New Member Breakfast

Friday, March 25th
8:30 a.m. – 10:30 a.m.
Franklin Templeton Investments

To RSVP or for additional information on the New Member Breakfast, please contact Membership Committee Chair Jessica Bautista at (916) 463-5710.



Lunch Program: Existing Building Commissioning

Wednesday, March 30th
11:30 a.m. – 1:00 p.m.
Franklin Templeton Investments

Please join us for our first lunch program of the year to discuss Existing Building Commissioning. Also known as Retrocommissioning, Existing Building Commissioning is a powerful measure for reducing energy & operating costs. At a time when we face continued pressure to lower our operating budgets this presentation will challenge us to re-examine our approach to “business as usual in the boiler room”. Register online now at www.ifmasac.org.

Upcoming Events - National

Facility Fusion in Boston - March



Experience a fusion of facility management tips, tools, tours, solutions and leadership training when you join IFMA International in Boston, Mass., March 23-25. With **five** learning and networking opportunities in one, [IFMA Facility Fusion](http://www.ifma.org) will help you better manage facilities, teams and projects.

Southwest Symposium in Las Vegas - April



April 13 – 15. Supporting the IFMA Foundation, this event features eight great tours, multiple networking opportunities, an expo and a Foundation Golf Tournament. The Sacramento Valley Chapter is supporting this wonderful FM event by reimbursing chapter

members the event registration fee and the golf tournament fee. *See page 6 for additional details and conditions.*

World Workplace in Phoenix - October



IFMA's grand event is in Phoenix this year, an easier trip for those of us on the west coast! If you've attended World Workplace in the past you know what a positive experience awaits. Registration now open at www.ifma.org.

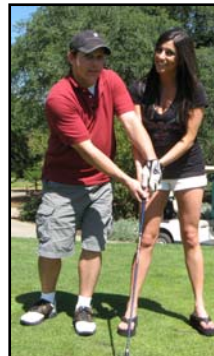
Special Events – Golf Tournament

Continued from front page

tickets available for any non-players who would like to participate in the fun. Golf Tournament sponsorships are also available; please contact Laurel Bane at (530) 228-7333 or Helen White at (916) 943-5927 for full details and additional information. Many thanks to ServPro of Citrus Height/Roseville for being the main event sponsor!



Timber Creek is an 18-hole Billy Casper/Greg Nash designed course divided into two nines, each with distinct personalities over 6,510 yards. On the front nine, water comes into play on six holes. The back nine winds through many of the development's 150-200 year-old heritage oak trees.



SERVPRO® of Citrus Heights/Roseville and Carmichael specializes in the cleanup and restoration of residential and commercial property after a fire, smoke, or water damage situation. **SERVPRO® of Citrus Heights/Roseville and Carmichael** also mitigates mold and mildew from your home or business. From initial and ongoing training at our corporate training facility to regular IICRC industry certification, you can be assured our staff are equipped with the knowledge they need to restore your property.

**Chapter Contact: Helen White, Business Development
(916) 966-2601**

www.servpro5014mgt@servproofcitrusheights.com

Photo Archive



Todd Bierbaum, CFM, provides a tour of his facility, UTI, Nov 2010



Glenn Wickliffe, CFM, LEED GA and Chris and Mark Costi at the Holiday Party, Dec 2010



Sue Beets, LEED AP with SBM, presents on Green Cleaning, Jan 2011

Follow your FM peers and chapter members on LinkedIn; join the groups IFMA Sacramento (local); California Legislation Impacting Facilities Management (state) and Certified Facilities Manager (national) to name a few...



Research Paper – *The Economics of Sustainability in Commercial Real Estate*



K. Peterson, R. Gammill
From the Executive Summary of the research report:

Numerous studies have shown that retrofitting an office building with energy efficiency improvements can significantly reduce energy costs, yet many existing office buildings have not been retrofitted. The object of this white paper is to explain the incentives and motivations

of various parties throughout the real estate chain so that real estate managers can better understand why investments in energy efficiencies are not more prevalent. The white paper focuses specifically on existing buildings.

Within the white paper the authors explore the question of why many existing buildings have not been retrofitted, despite operational savings, from both a qualitative and quantitative perspective. The qualitative study consists of interviews with key players in the real estate management chain, including property managers, asset managers, portfolio managers and institutional owners. The quantitative study consisted of the development of a financial model to compare competing alternative capital investments. The competing investments consisted of a cosmetic improvement, which was modeled to either increase rent or decrease leasing costs, and an energy efficiency improvement, which was modeled to decrease utility costs.

The goal of this white paper is to help real estate managers better understand the motivations behind management decisions and provide recommendations to make the case for energy efficiency improvements.

To download a full, free copy of this well written and informative research report from the IFMA Foundation, please visit the Research tab at www.ifmafoundation.org



3850 Happy Ln. Sacramento, CA 95827
Ph (916) 368-0336 • Fx (916) 368-0337 • Service (916) 414-0338

Providing more than HVAC services, Air Systems has the professional expertise to assist in the design and installation of sophisticated mechanical systems for office buildings, fabrication facilities, commercial and industrial applications

Chapter Contact: Mark Wilson, Service Manager
(916) 414-0338 www.airsystems1.com

Welcome New Chapter Members:

Patrick Smith
Business Development Manager
Jensen Landscape Services

Daniel D. Gibson
Facilities Maintenance Manager
Renasas Electronic America, Inc

Christine Costi
Commercial Account Rep
Johnson Controls

Daniel Allwardt
KPF Consulting Engineers

Lawrence H. Casserly
Senior Account Executive
Pacific Coast AV

Hely Jones
Assistant Deputy Director Operations
California State Lottery

Southwest Symposium – Las Vegas

April 13, 14 & 15, 2011

The Sacramento Valley Chapter will reimburse chapter members up to \$75 (for FM fee) or \$100 (for vendor/associate fee) for Symposium registration; submission of paid registration must be made to ifma.admin@ifmasac.org via e-mail and only the first five (5) members who submit the registration will be reimbursed; reimbursement will be made after April 18th upon submittal of paid registration and Symposium attendance. The Sacramento Valley Chapter will reimburse up to \$125 for any chapter member that registers for the Golf Tournament; submission of paid registration must be sent to ifma.admin@ifmasac.org via e-mail and only the first three (3) members who submit the registration will be reimbursed; reimbursement will be made after April 18th upon submittal of paid registration and tournament participation. The Sacramento Valley Chapter will not reimburse for the offered FMP classes, for lodging, travel, meals or other expenses beyond Symposium registration and/or the golf tournament registration.



The Sacramento Valley Chapter of IFMA would like to thank our annual sponsors:

Gold Sponsors



Of Citrus Heights/Roseville & Carmichael

Chapter Newsletter

Our Chapter is pleased to once again be releasing a bi-monthly newsletter. Issues will be sent to all Chapter members and all prospective members in January, March, May, July, September, and November. A link to the newsletter will also be posted on our web site's home page (including archives) and printed copies will be available at monthly Chapter programs for members and guests.

Advertising space will be available for those interested in promoting their resources, services and products.

| | |
|-----------------------------|-------|
| Full page ad (3 issues) | \$550 |
| Full page ad | \$200 |
| Half page ad (3 issues) | \$325 |
| Half page ad | \$125 |
| Business card ad (3 issues) | \$200 |
| Business card ad | \$ 75 |

Annual sponsors receive the following space according to their level:

Platinum – Half-page ad in 3 issues; annual sponsor listing in March – November issues

Gold - Business card ad in 3 issues; annual sponsor listing in March – November issues

Silver - Business card ad in 1 issue; annual sponsor listing in March – November issues

Note – All submitted advertisements must meet the approval of the Chapter Board

“When I need to partner with a new of different service provider, I first look to those associates that are members of my IFMA Chapter. I’ve found that associates who are members of IFMA are more aware of the needs and demands of the FM environment and as such provide a much higher degree of service and support.”

*Serena Pancoast, CFM
Supervisor General Services, FTI*

Silver Sponsors





IFMA
International Facility Management Association
SACRAMENTO VALLEY CHAPTER

2008 Chapter of The Year • 2009 Website of The Year

**GOLF
REGISTRATION**

Please print the names of the players in your foursome. If you do not know the names, print "TBD" and provide names by April 8, 2011. To reserve your foursome or single, IFMA Sacramento Valley Chapter must receive entry fees.

Fees for players include lunch, dinner, golf and cart.

Going for the Green



IFMA Sacramento Valley Chapter

2011 Annual Golf Tournament



Main Event Sponsor:



of Citrus Heights/Roseville & Carmichael

Timber Creek

7050 Del Webb Blvd., Roseville

Friday, April 22, 2011

8:30 a.m. check-in/10:00 shotgun

contact person

company

address

city/state/zip

phone

email

Please provide the names of golfers in party:

golfer #1 _____ male

company _____ female

phone # _____ email _____

golfer #2 _____ male

company _____ female

phone # _____ email _____

golfer #3 _____ male

company _____ female

phone # _____ email _____

golfer #4 _____ male

company _____ female

phone # _____ email _____

FOURSOME PAYMENT

Lunch, dinner, golf and cart are included for each player

Foursome(s) _____ @ \$500.00 = _____

Individual Golfers _____ @ \$150.00 = _____

TOTAL: _____

Check for the amount of \$ _____

Visa/MC/Amex for the amount of \$ _____

contact person

company _____ Expiration Date _____

address _____

Additional Lunch/Dinner Payment

Number of Lunch _____ @ \$15.00 = _____

Number of Dinner _____ @ \$35.00 = _____

TOTAL: _____

Guest: _____

Company: _____

Guest: _____

Company: _____

Guest: _____

Company: _____

Guest: _____

Company: _____

Check for the amount of \$ _____

Visa/MC/Amex for the amount of \$ _____

Account Name _____

Account # _____ Expiration Date _____

Signature _____

Please email/fax/mail registration and payment to Pamela Johnson, Chapter Administration, 13389 Folsom Blvd., #300-315, Folsom, CA 95630
Phone: (916) 212-3362 Fax: (916) 244-7151 Email: ifma.admin@ifmasac.org