

1st Silicon Valley Conference & Exposition—Sep 4, 2008

THE FUTURE OF THE BUILT ENVIRONMENT
IN SILICON VALLEY

Event Partners



9:00 AM - Opening Ceremony & Keynote Speaker

Russell Hancock, President & CEO

Joint Venture Silicon Valley Network

Schedule of Symposium Educational Seminars

(Detailed topic descriptions are on the following pages)

REGISTER ONLINE AT: <http://www.ifmasv.org/events/rsvpNew/268/>

TRACK A



10:30-11:20

ROLE OF OUTSOURCE FACILITY FIRMS IN
GLOBALIZATION: IMPACT ON SILICON VALLEY FIRMS
George Fox & Ham Southworth (Studley)

11:30-1:00 Lunch in Exhibit Hall

1:00-1:50

EMERGING SECTORS SPACE REQUIREMENTS
Brad Werner (CBRE), Douglas Sharpe (Grubb & Ellis)
and Jay Phillips (Cornish & Carey)

2:00-2:30 Break in Exhibit Hall

2:30-3:20

PREPARING FACILITIES FOR TECHNOLOGY CONVERGENCE
Bob Brown (Teladata)

3:30-4:20

THE NETWORK AS PLATFORM FOR EXCELLENCE FOR
FACILITY MANAGERS
Darrell Smith & Bill Jacobs (Cisco Systems)

TRACK B

10:30-11:20

NEXT GENERATION WORK SPACES
Richard Pollack & James Pollet (Pollack Architecture)

11:30-1:00 Lunch in Exhibit Hall

1:00-1:50

SECURITY, FUTURE VIEW
David Martin (SAP)

2:00-2:30 Break in Exhibit Hall

2:30-3:20

I.S.O. (GLOBAL STANDARDS FOR GLOBAL BUSINESS)
Dave Rossi (ABM)

3:30-4:20

WEB-BASED PROJECT & FACILITY MANAGEMENT SYSTEMS
Bill Coughlin (Manhattan CenterStone), Eugene
Gutkin (IBS) and Sue Watkins (Meridian Systems)

IFMA Credentialing Classes



IFMA FMP Class – “LEADERSHIP & MANAGEMENT”

2 days: 8:30-4:30 (Thurs & Fri)

Cost: IFMA Members \$250, Non-Members \$450

Instructor: Thomas Shefchik, CFM

IFMA CFM Exam Review Class

2 days: 8:30-4:30 (Thurs & Fri)

Cost: IFMA Members \$350, Non-Members \$550

Instructor: Jon Martens, CFM



SOCIAL MIXER & RAFFLE PRIZE DRAWINGS

Exhibit Hall 4:30-7:00



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Symposium Educational Seminars - Track A

10:30-11:20 ROLE OF OUTSOURCE FACILITY FIRMS IN GLOBALIZATION: IMPACT ON SILICON VALLEY FIRMS

George Fox & Ham Southworth (Studley)

How is globalization affecting Silicon Valley corporate facilities teams and real estate service providers? With International tenant representation expertise, consultants George Fox and Ham Southworth from Studley Inc. will lead a discussion on the issues facing and trends affecting the real estate management industry including real estate acquisition and FM/PM theory and practice, how global trends are changing Silicon Valley's economy and what challenges may lie ahead for Silicon Valley real estate and facilities professionals

1:00-1:50 EMERGING SECTORS SPACE REQUIREMENTS

Brad Werner (CBRE), Douglas Sharpe (Grubb & Ellis)
and Jay Phillips (Cornish & Carey)

This presentation aims to define the space requirements of the emerging sectors in order to provide facility managers, brokers, capital planners, architects and decision makers, better information on lease rates and market trends, rankings of communities on services, workforce, community and government support, typical capital costs, projected future demand for space and particular space types.

2:30-3:20 PREPARING FACILITIES FOR TECHNOLOGY CONVERGENCE

Bob Brown (Teladata)

Technology convergence is here! Companies are already transmitting data, voice, and video on one cable. And now comes Power over Ethernet (PoE), a new way to deliver power to a variety of devices over the same cable. Voice over IP (VoIP) telecommunication systems, wireless access points, security and surveillance systems, and enterprise power management systems can now be powered over the same Ethernet cable that carries the data. And with these new capabilities come new enterprise-wide challenges in planning, implementing, and managing this convergence—challenges that require a new level of communication and cooperation between Facilities and IT. Learn what you can do to prepare for technology convergence and face implementation challenges.

3:30-4:20 THE NETWORK AS PLATFORM FOR EXCELLENCE FOR FACILITY MANAGERS

Darrell Smith & Bill Jacobs (Cisco Systems)

The Cisco Team will be talking about CISCO'S Enterprise IP enabled access control and digital video management systems spanning 400+ locations worldwide. Presentation will include global enterprise security system management, development of corporate physical standards and the selection and management of global integration partnership programs. It will also focus on how technology can enhance operational effectiveness and business efficiency in the real estate industry and the facility management profession. Cisco's BMS system will be presented showing how it drives operations excellence and energy savings using the network as the platform.

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Symposium Educational Seminars - Track B

10:30-11:20 NEXT GENERATION WORK SPACES

Richard Pollack & James Pollet (Pollack Architecture)

Workplaces In Transition: As the Millennial generation enters the workforce, employers and facilities managers will be required to respond to new modes of employee behavior. Richard Pollack (Boomer) and James Pollet (Gen-X'er) of POLLACK Architecture in San Francisco will discuss strategies for promoting inter-generational collaboration in the modern work environment.

1:00-1:50 SECURITY, FUTURE VIEW

David Martin (SAP)

Guards, Guns and Lawyers! While cyber-terrorism, convergence, facial recognition systems and other sexy topics dominate dialogues among security professionals today, for the facility manager or building security practitioner the mundane elements associated with protecting the property and occupants take front row center. This session will discuss trends in the guard and system services sector, explore the changing threat ecosystem, and touch on the realm of premise liability and other regulatory mandates that will impact how building owners and operators manage security risks in the future built environment.

2:30-3:20 I.S.O. (GLOBAL STANDARDS FOR GLOBAL BUSINESS)

Dave Rossi (ABM)

ISO 9001:2000 Quality Management System affords service providers an opportunity to manage service delivery in a very measurable and quantifiable manner. It removes subjectivity replaces it with quantification. The goal is to drive Quality Service Delivery through sustainable and achievable processes that assist Service Industry Leaders in improving Quality of Service. Learn the ISO Mantra, Say What We Do, Do It, Prove It, Improve It.

3:30-4:20 WEB-BASED PROJECT & FACILITY MANAGEMENT SYSTEMS

Bill Coughlin (Manhattan CenterStone), Eugene Gutkin (IBS) and Sue Watkins (Meridian Systems)

All forecasts say that construction & real estate costs will continue to escalate and energy prices will continue to rise at unprecedented speeds. The future demands on facility & real estate professionals will be to find all-encompassing solutions to speed-up construction, reduce employee travel, and maximize space utilization and building operational efficiency. Our panel of three experts will address web-based solutions that will become "must have" tools for those who want to maintain a competitive advantage while being environmentally responsible.

- Meridian Systems will provide an overview of web-based project management and collaboration solution used by professionals in the architectural, engineering and construction industry (AEC) to plan and build physical assets.
- Manhattan CenterStone, the leading provider of web-based Integrated Workplace Management Systems (IWMS), will talk about how the CenterStone solution provides accurate and complete information about the entire real estate infrastructure to maximize space utilization efficiency.
- Integrated Building Solutions (IBS) will showcase web-based modules that IBS developed for its Enterprise Solution to Energy Analysis, Building Management and NOC Monitoring.

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IFMA Credentialing Classes - Descriptions

IFMA FMP 2-Day Class – “LEADERSHIP & MANAGEMENT”

8:30-4:30 (Thurs & Fri)

Cost: IFMA Members \$250, Non-Members \$450

Instructor: Thomas Shefchik, CFM

The following is an outline of the four-part course; details and learning objectives can be found on the IFMA web-site.

Part 1: Planning and Organizing the Facility Function

There is a need to plan and organize the facility function itself. Organizational structure deals with the structure of the department and how it fits into the company as a whole.

Part 2: Managing Personnel Assigned to the Facility Function

People are a critical resource. Facility managers are expected to use this resource wisely. Whether they are regular employees of the company or under contract, facility managers lead and supervise staff.

Part 3: Administration of the Facility Function

Administration covers the procedural, tracking and resource requirements needed to carry out the responsibilities assigned to the facility function. It is the day-to-day coordination of people and services.

Part 4: Managing the Delivery of Facility Services

The viability of an organization depends on the facility's ongoing, efficient delivery of services. Since the FM is responsible for managing delivery of services, they must be able to plan for the delivery of services, assure services are delivered and evaluate service delivery.

The class size limited to 20 participants. Completion of this class earns CEUs, 1 Credit towards FMP Credential and CFM attendees receive maintenance certification credits.

REGISTER ONLINE AT: <http://www.ifmasv.org/events/rsvpNew/279/>

IFMA 2-Day CFM Exam Review Class

8:30-4:30 (Thurs & Fri)

Cost: IFMA Members \$350, Non-Members \$550

Instructor: Jon Martens, CFM

This is the definitive course of preparation for IFMA's Certified Facility Manager Examination. Presented by IFMA Certified Instructor Jon Martens, the course is designed to assist facility professionals seeking certification with preparation for the competency-based examination.

The course is organized around the following nine areas of facility management competency: Operations & Maintenance, Real Estate, Human & Environmental Factors, Planning & Project Management, Leadership & Management, Finance, Quality Assessment & Innovation, Communication, and Technology.

Learning Objectives

- Update and assess your knowledge and skills related to each competency area
- Learn about the format of the exam and review sample questions
- Become more confident and comfortable when you take the exam

Credit: Upon successful completion of the program, you will be awarded 1.3 CEU's (Continuing Education Units). At the end of the course, you will be given a certificate of completion documenting your participation in this course. The class size is limited to 20 participants, and due to strong demand, we are encouraging you to sign up as soon as possible.

REGISTER ONLINE AT: <http://www.ifmasv.org/events/rsvpNew/278/>