



IFMA News

a publication of the Richmond Chapter of the International Facility Management Association

April 2013 Issue

THE PRESIDENT'S MESSAGE...

Celebrating Our 28th Year



Seventy-eight members and guests thoroughly enjoyed touring the newly renovated Allianz Global Assistance Building on March 12th. Our own Crystal Ozmar, Allianz's Director of Facilities, teamed up with her Allianz colleagues and Evolve Architecture to do a wonderful job renovating the former Circuit Cities Headquarters building. Quite a few of us were familiar with what the building looked like *before*. What an impressive transformation to the *after!* Learn more about it in Bud's article in this newsletter.

At Allianz, we viewed the fully furnished completed product. In April, we get to wear hard hats! We will be visiting VCU's new 4-story, 102,000 SF University Learning Center which is still under construction. Hourigan Construction will be our host and will be educating us about utilizing BIM to speed up the design and construction of this academic facility. It should be another great meeting. Please plan on coming. By the way, VCU is targeting LEED silver certification for this building.

Speaking of certifications, Maureen Roskoski, our Professional Development chair has been getting a lot of inquiries about IFMA's various certifications:



The **CFM**® or Certified Facility Manager was the first credential for the FM profession, and is still the most respected global certification.



The knowledge-based **FMP**® or Facility Management Professional credential will help accelerate your transition into the profession.



The **SFP**™ or Sustainability Facility Professional credential will help you operate your facility sustainably and positively impact your triple bottom line.

Specifically, our members are asking her about the benefits of pursuing each of the credentials, what is required to earn them and what IFMA resources are available to pursue them. Maureen is currently working on a program that will deliver the answers to these questions. We are currently considering two approaches: making this the main topic of an upcoming meeting and conducting a webinar. We are targeting May to make this happen. Stay tuned!

Your President,

MEETING

April 2013 Meeting

Date: Tuesday, April 9, 2013

Time: 5:30 pm

Place: VCU

Program: Tour—VCU Learning Center

Cost: Members \$10 Guests \$25

RSVP: By Thursday April 4, 2013

Next Board Meeting:

Date: April 2, 2013

Time: 4:30 p.m.

Place: Markel Bldg. 4600 Cox Road

Next Membership Meeting:

Date: May 14, 2013

Time: 5:30 p.m.

2012/13 OFFICERS

President

Tom Wood
twood@svmservices.net
285-8882

Vice President

Jim Mallon
Jim.Mallon@dom.com
771-3090

Secretary

Bernadette Coleman, CFM
bernadette.coleman@bdnreit.com
521-1831

Treasurer

Ken Coll
kjcoll13@comcast.net
723-4184

Immediate Past President

Jeff Bradley
jbradley@valcourt.net
226-6969

CHAPTER ADMINISTRATOR

Barbe Shaffer, CDT, SDA/C
ifmarichva@gmail.com
651-6885

COMMITTEE CHAIRS

Membership

Julie Mutcher
Julie.Mutcher@cert.com
Harvey Jones, FMP
harvey.g.jones@dom.com

Programs

Matt Sobel
matt.sobel@hilldrup.com

Sponsorship

Elizabeth McKinney
emckinney@markelcorp.com

Public Relations

Lloyd J. (Bud) Vye, R-CFM
bdvye@comcast.net

Website

Paxton Whitmore
pwhitmore@svmservices.net

Newsletter

Ranny Robertson, PE, R-CFM
rrjr41@gmail.com

Career Resource

Carla Strothers-Durr
carla.strothers@cbre.com

Professional Development

Maureen Roskoski, SFP
maureen.roskoski@feapc.com

Hospitality

Jane Waring, FMP
jwaring@markelcorp.com

Golf Tournament

Tim Hume
timh@hermitagecountryclub.com



AROUND THE CHAPTER

by Bud Vye, Retired CFM

Just learned that Vince Tolson has re-joined the ranks of the employed, by taking a position as a Family Service Counselor with the Westhampton Memorial & Cremation Park. That's good news for Vince, but probably means that we won't be seeing him at our meetings any more, so we'll miss him.

Unfortunately, Membership Co-Chair Julie Mutcher takes his place on the unemployed list, so we'll have to keep our eyes open for any leads for her. Hang in there, Julie!

Heard some bad news from Charles Scott that his daughter Mackenzie, who has been one of the top female hurdlers in the area at Atlee H.S., was severely injured in an auto crash on Rt. 301, sustaining a number of broken bones. She's healing, but in the meantime her promising track career at the college level is on hold. We're rooting for you, Mackenzie, to make a full recovery and get back out on the track again!

I no sooner turn in my report on the meeting at Allianz, noting that the 3rd floor is available for a tenant, than I read that Minacs, an Indian firm based in Mumbai, has taken the space for a "Technical Support Center". They will begin hiring 250 employees immediately, with training starting in mid-April, for a unit that will support a "Fortune 100 client" whose name they could not disclose at this time.

Not long before that, it had been announced that Travelers Insurance had signed a lease for 71,800 sq.ft. in the Deep Run III building next door, as they plan to bring their group over from Arboretum III on the Southside. The building has been vacant just about three years, and Travelers is the first tenant coming in, but owner Markel/Eagle (who hosted us in October at West Broad Village) is making plans for a full house as they are preparing to start construction on an adjacent four story parking deck, and expect to have the 383,000 sq.ft. building one third leased by this summer.

Dominion has won \$4 million in grants from the U.S. Dept. of Energy to do a pilot project 22 miles off the coast of Virginia Beach where it will install two wind turbines, each capable of producing 6 megawatts of electricity, with the power to be brought ashore by underwater cable. The company says that the project will help it "learn more about how to run wind energy efficiently." Looks like the company is re-positioning itself as this news comes on the heels of announcements that they are selling three coal fired merchant power plants, in Somerset, Mass., southern Illinois, and the Chicago area.

Also in the alternate energy arena comes the word that German firm Bosch is getting out of the Solar business after losing \$1.3 billion last year. They state that "there is no way to make it economically viable amid the overcapacity and huge price pressures in the industry." Lots of free energy shining up there, but we don't seem to be able to make it competitive with coal, oil, natural gas, nuclear, or even wind except for making hot water in areas where the skies are not cloudy very often.

Both Hardywood and Center of the Universe craft breweries continue their expansion as both signed on with Old Dominion Mobile Canning, an ingenious concept that apparently can bring their equipment into your brewery and can your product for you. That will enable both young breweries to get their product into retail outlets, without going to the major expense of putting in a bottling or canning line. As a supporter of the Virginia Capital Trail, I will be looking for the first cans that will come out of Hardywood which will contain Capital Trail Pale Ale, the proceeds from which the brewery will donate a nickel a can to the Trail Foundation. The local entrepreneurs who invested in the canning operation have been blown away by the response they have gotten, as Devil's Backbone in Nelson County, and Roanoke Railhouse breweries had previously signed on to use them.

Shawn Boyer, the founder and CEO of Snagajob, whose #1 jersey we saw hanging on the back of his chair when we toured their building back in August, is stepping up to Chairman at the ripe old age of 41. He's bringing in an Englishman who's been up in Northern VA by the name of Peter Harrison to handle the day to day details, while he focuses on long term business strategy and client relationships.

Not that long after we visit Uptown Alley and are impressed by their concept, I read that Steve Satterwhite, the CEO of AMF Bowling Worldwide is doing much the same thing in an effort "to get people who have not been bowling in a while to remember what kind of fun they had, and to get those who have been bowling recently to come back more frequently." His plan for doing that contains a lot of the elements we saw at Uptown, including pool tables, TV's throughout, amusement games, and upgraded food service. His problem is that in bankruptcy (where they have been since someone borrowed a lot of money to pay too much for the company) he doesn't have the capital to do all those upgrades in their 270 bowling centers. I'll have to get out and take a look at their new prototype, which has been installed at their Hanover Lanes on Bell Creek Rd., to compare it with what we saw at Uptown.

Some changes of usage, as low end Department Store chain Roses takes over The Showplace on Mechanicsville Tpke, with an opening scheduled for August, in time for "back to school". Haiku Sushi and Lounge will be opening in May up in Tobacco Row, where Sensi formerly operated. And Ashland's Henry Clay Inn, right across the street from the train station, will be "officially closed to the public after October 19th". Got to be more to that story, but if there is, I haven't heard it yet.

And the new CEO of Yahoo, just over from Google, is making a name for herself by ordering all of the work at home employees back to work at the office, citing her philosophy that "face to face interaction among employees fosters a more collaborative culture." This trend also has recently been seen at Bank of America, and Amazon's Zappo's division, but Aetna and consulting firm Booz Allen continue to permit even more employees to work remotely, citing huge savings in real estate costs and improved employee retention. Let's see which trend prevails.

Visit our Local Chapter Web Site
www.ifmarichmond.org
Put it in your Favorites Folder right now

**Hurry — Time is running out on two things:
Tax Filing Deadline — April 15th
And
Completing our survey below — April 15th**

A Note from your Professional Development Committee

As we look ahead in 2013, we are looking to provide more professional development opportunities, including IFMA credential courses. We value our members input and are sending you this survey to get your feedback on what types of professional development activities appeals to you. We are planning an IFMA credentials course this year and are considering a Certified Facility Manager (CFM) Review course, or the Sustainability Facility Professional (SFP) course based on the level of interest. If you are not familiar with these credentials, please visit <http://www.ifmacredentials.org/> prior to taking the survey.

Here is a link to the survey:

<https://www.surveymonkey.com/s/IFMA-richmonddevelopmentsurvey>

For your participation in this survey, your name will be entered into a drawing for a chance to win a \$25 Visa card.



Saturday April 27th

IFMA TO SPONSOR REBUILDING TOGETHER – RICHMOND HOUSE LOOKING FOR VOLUNTEERS

Through our generous donation last year from the proceeds of the annual golf tournament, our Chapter will be able to sponsor a house in this year's Rebuilding Together – Richmond program.

RT-R is a volunteer-based program that repairs and rehabilitates homes to help low-income elderly and disabled homeowners. This is a one day "blitz" held on Saturday, April 27, 2013, serving the community of Greater Fulton.

Barbe has volunteered to be the House Captain again this year and will Chair this project. She is looking for volunteers to help on "project day". If you are interested in helping out, please contact her at 651-6885 or ifmarichva@gmail.com. There will be plenty of opportunities for skilled and non-skilled volunteers to help out that day (whether for a couple of hours or all day). It is a great opportunity to give back to our community. Here are some things that we will be working on.

I am looking for a contact/vendor that would be able to help us out with the donation of a pre-hung exterior door. If anyone knows of someone that could help out with this, it would be greatly appreciated.

- Repair railing at walkway
- Install new supports under front porch
- Extend concrete sidewalk at curb
- Replace exterior light at front door
- Replace gutters
- Replace back door
- Repair window in bathroom
- Replace kitchen faucet
- Install new kitchen cabinet
- Secure railing at back porch (rework stringers)
- Install lock on back door
- Yard work

Thank you for your support on this very worthy cause.

Energy Benchmarking & Disclosure

Maureen K. Roskoski, SFP, LEED AP O+M, Corporate Sustainability Officer, Facility Engineering Associates

Energy management begins with understanding your energy consumption. Tracking energy use and benchmarking consumption is a key first step in understanding your consumption and working towards decreasing that consumption. The old saying goes... You can't manage what you can't measure. Some localities are taking this to a higher level and are enacting legislation around energy benchmarking and disclosure. For most localities, the goal is to improve transparency of building energy use and encourage energy conservation through market drivers.

The District of Columbia was one of the first to enact an energy benchmarking legislation, but has been surpassed by others as they worked on implementation. The Green Building Act (GBA) requires building owners to evaluate their energy and water consumption on an annual basis utilizing the Environmental Protection Agency's (EPA) ENERGY STAR Portfolio Manager benchmarking tool. The GBA was amended in 2008 via the Clean and Affordable Energy Act of 2008, which called for improvements in the way energy is managed and consumed across the District. It also provided further guidance on requirements, including buildings impacted by the Act and reporting. Of great importance to facility managers throughout the District was the requirement to benchmark facility energy consumption utilizing Portfolio Manager. For privately owned buildings, the benchmarking requirements and submission deadlines are based on square footage shown in Table 1.

Facilities will have to submit their utility information on an annual basis to the District Department of the Environment (DDOE). The submitted report is expected to become public knowledge starting the 2nd year of submission through the program. Reporting is via selecting the "District Report Template" in Portfolio Manager and submitting the report to DDOE. The only data that will be published includes the address of the building, the year built, the ENERGY STAR rating (if able to be rated), utility consumption (electricity, gas, water), CO2 emissions, use of building, and the gross square foot area. Failure to meet deadlines or submission of inaccurate data will be subject to fines of up to \$100/day. Regardless of whether or not you can receive an ENERGY STAR rating, if your building is greater than 50,000 sf, you are required to report your energy consumption.

In addition to the District of Columbia, another east coast city enacting this legislation is Philadelphia, Pennsylvania. On May 17, 2012, Philadelphia's City Council passed legislation known as Bill #120428. This legislation requires all buildings in Philadelphia that are 50,000 square feet or larger to be benchmarked and disclose energy and water consumption data. The law will take effect in 2013, and calendar year 2012 data must be submitted no later than October 31, 2013. Buildings that fail to disclose their energy and water data are

Table 1 – DC Benchmarking Requirements

Building SF Requirement	Utility Year Data	Deadline
200,000+	2010*, 2011*, 2012	April 1, 2013*
150,000+	2011*, 2012	April 1, 2013*
100,000+	2012	April 1, 2013
50,000+	2013	April 1, 2014

** The regulation establishes an official deadline for 2010 and 2011 data of March 19, 2013 (60 days from the final publication); however, to reduce confusion, DDOE is allowing building owners to submit through April 1 without penalty.*

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subject to a \$300 fine the first 30 days their data is late, and a \$100/day penalty following the initial 30 days. To learn more about Philadelphia's ruling, go to <http://www.eebhub.org/policy-and-finance/benchmarking-and-disclosure/>.

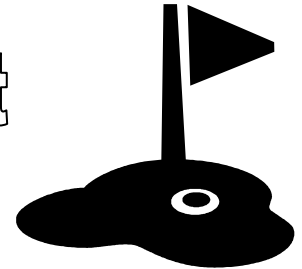
The second part of these legislations is disclosure. To achieve the goal of greater transparency of building energy use, this information has to be made public. Most localities are looking at publishing the information on a website or in a report available to the public. New York released their first energy benchmarking report on private buildings in the fall of 2012, titled *NEW YORK CITY LOCAL LAW 84 BENCHMARKINGREPORT, AUGUST 2012*, which can be found at http://www.nyc.gov/html/gbee/downloads/pdf/nyc_l184_benchmarking_report_2012.pdf. One of the findings in the report was If all comparatively inefficient large buildings were brought up to the median energy use intensity (EUI) in their category, New York City consumers could reduce energy consumption in large buildings by roughly 18% and GHG emissions by 20%.

The District of Columbia expects to publicize the benchmarking results online in the second year of the program. In addition to transparency, the District of Columbia hopes to increase energy awareness and help the District meet its own sustainability goals. "Energy benchmarking is an important step toward realizing the Mayor's vision to make the District the healthiest, greenest and most livable city in the United States," said Keith A. Anderson, Acting Director of the District Department of the Environment (DDOE). "By measuring and reporting energy use in large buildings, we raise awareness of energy and water efficiency and help business owners and tenants identify ways to save energy, water, and money."

Publicizing the energy data will surely meet the goal to improve transparency of building energy use and time will tell if these legislations are effective in meeting the ultimate goal of energy reduction in these cities. For more information, feel free to contact me at Maureen.roskoski@feapc.com.



IFMA Annual Golf Tournament



Save the Date

Monday September 16th 2013

10:30 AM

Hermitage Country Club

MARCH MEETING REPORT

by Bud Vye, Retired CFM

Just noticed that I mistakenly called last month's report on the meeting at Uptown Alley the March Meeting Report, but this is REALLY the March report.

Rained til noon on Tuesday the 12th, but the weather was nice the rest of the day and we had a big turnout of 78 show up to see what Allianz had done to the former Circuit City Deep Run I corporate headquarters building prior to moving their people in from the Lake Brooke building in Innsbrook and the building on Parham just east of I-64, where one last group awaits their move to the new offices. As one who had worked in that building for 8 years in the '90's, I had a particular interest in seeing what it looked like currently. First thing I noticed was that the first two driveway aisles in front of the building had been closed off directly in front to make a plaza for the Allianz Globe, and the blue Allianz sign installed way up at the top of the building over the entrance. Entering the building, and signing in with Security, I noted that I still wasn't fully in the building until I was passed through big glass doors, and that glass doors over to the left would admit me to the HR Dept. if I had been there to apply for a job.



I immediately ran into **Crystal Ozmar**, Allianz Global Assistance' Director, Facilities, USA who was our host for the evening and she got me through the doors to the interior, where Barbe Shaffer, along with Bernadette Coleman, was checking our people in at a table over to the left. Before I went after the very classy looking display of excellent refreshments that ARAMARK's chef had outdone himself to provide, I took a quick look into the room where we would be meeting. It used to be our gymnasium, that we occasionally installed folding chairs in when we wanted to hold a special meeting for a large group. Now the floor has been carpeted, to be used primarily as an auditorium. Then Crystal took me around the bank of elevators to show me what they had done to the Atrium. First thing I noticed was the small sized Starbucks on one side, which looks like where a number of coffee breaks might be held. It was closed, but through the glass wall and doors its manager looked up from tidying up to wave to me. Looking up, I could see that each floor had received a different color scheme treatment, in keeping with the Continent for which it had been named. The high wall on the back of the bank of elevators, which Evolve's Randy Blankenship later told us had been considered for a waterfall treatment, (but the idea had been dismissed since it would have caused humidity problems) instead had received a treatment with aluminum panels which went over and under pipe-like cylinders that gave an impression not unlike a waterfall.



Going back to the center of action, I noticed my guest (the VP/Construction who had been my boss at CC) had arrived, so I greeted him and we both headed for the refreshment tables to load our plates from the aforementioned excellent selection of hors d'oeuvres and visit at one of the tables in the dining area. As always, a great view through the huge windows to the area behind the building. The softball field was gone, but one thing never changes, as the geese were still there, not concerned that there was a new owner in the building, since they were really in charge of the outside area. After a lengthy social period, **President Tom Wood** sent scouts to round us up and get us into the Auditorium, and we were eventually assembled.

Tom welcomed the group, and recognized the 32 guests, many of whom were first timers at a meeting. **Chapter Administrator Barbe Shaffer** then was called upon to remind us of our **Rebuilding Together** project on Saturday, April 27, in the Fulton area, for which a few good volunteers (not necessarily skilled) are still needed. **Sponsorship Chair Elizabeth McKinney** then was brought forward to introduce our Sponsors for the evening, each of whom told us a little about their firm.

In order we heard Tom Hanson of **ARAMARK**, who got our attention by telling us that they can handle our food service needs from cradle to grave, as they already do for many others, in hospitals, schools, colleges,

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correctional institutions, stadia and arenas, nursing homes, and almost anywhere else we might be. Then it was Tripp Vent for **American Office**, our area Herman Miller reps, who had a big part in this project involving refurbishing the existing Herman Miller Resolve systems, then disassembling, moving and reassembling them in their new locations in a tight schedule, which they handled very smoothly. Next up was Randy Blankenship of **Evolve Architecture**, whose firm handled the design aspects of the project. He was to be one of our tour guides a little later, and I was pleased to see in attendance from his firm RoseMarie Bundy, who goes way back in this Chapter to the early days, but whom I haven't seen for some time. Last of this meeting's sponsors was John Chewning of **Solar Film**, who also introduced Michelle Ford of Fast Glass, a sub of his on this project, who together handled the treatment on the glass panels throughout the building.

After the sponsors, we heard from **Programs Chair Matt Sobel** (whose Hilldrup firm handled the Allianz move) who told us that April's meeting will be back at VCU, with another new facility to visit, and that May's meeting was not yet finalized. Last but not least, our host **Crystal Ozmar** was called upon to welcome us to her new location, as she had done back in October of '08, when the building carried the name of Mondial Assistance and was located on LakeBrooke up in Innsbrook. Here, and in other communications from her, I learned that she had spent hours with Evolve in developing the design that we were to see when we took our tour; and that the project really began almost two years ago when the firm saw they needed more space and wanted to bring everyone together in one building. At first they thought they would take only a portion of this 292,263 sq. ft. building, but then decided to lease it all, completely renovate it, and sublease the 56,000 sq. ft. third floor so they would be able to get it back should they ever need it in the future. Be advised that the third floor is ready to move in to, should any of you need some nice Class A space on short notice. Also learned that some familiar Chapter names played key roles in this project, as Hourigan was the GC, Atlantic Constructors handled the Mechanical, Street & Branch the interior finishes, the aforementioned American Office the systems furniture, and Solar Film the decorative treatment of the glass. Less well known players were Ashland Equipment who handled the Cafeteria equipment, Karn the casework, and Electrical Equipment Company the specialty lighting, which particularly catches your eye as you first enter the interior of the building on the first floor.

Presentations concluded, we broke into groups for the tours, and I went with Randy Blankenship. Starting in the Cafeteria, where he stressed the importance of the Pizza ovens to the operation, and where we had tasted the evidence of ARAMARK's nice work with our refreshments. Then it was around to the Fitness area, where



we caught one associate working out, and noted the brightly colored panels on the far wall that had been brought in from one of the other buildings. Then back past the Cafeteria to the Atrium, where Randy had us looking upward as he pointed out what they had done with the different color schemes for each floor, the aluminum panel "waterfall" treatment, and the Starbucks, the cafe atmosphere outside of which, according to Crystal, is the favored spot for employee meetings in the building. Being on the tour with Connie Hom, I asked her if the plants in the Atrium had been provided by Buckingham Greenery, to which she replied that they had, just like they had been with the previous occupant of the building.

Randy then took us upstairs where we got a close look at the colorful Shaw carpet, the decorative treatment of the glass that John Chewning is proud of, the modular offices for Director level staff that are from the Contrada line, by Trendway (and much more flexible than the drywall constructed offices they replaced), and the Herman Miller Resolve systems furniture throughout. A few employees on duty, as someone is always here on a 24/7 basis; small meeting areas in corner alcoves, with flat screen TV's overhead, scattered throughout. All in

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MEMBERSHIP CORNER

By Julie Mutchler , Membership Committee Co-Chair

Welcome to our newest members !

Barbara Layman

Administrative Services Manager

VHDA
601 Belvidere Street
Richmond, VA 23220

Email: Barbara.layman@vhda.com

Dale Miller

315 4th St., NW
Charlottesville, VA 22903

Email: millerd@charlottesville.org

On behalf of the chapter board, "Thank You" to the following members for renewing this month.

Daniel T. Baldecchi

Sales Team Leader
Colonial Webb Contractors
2820 Ackley Ave.
Richmond, VA 23228

Email: dan.baldecchi@colonialwebb.com

Lauren Foate'

Account Representative
ServPro of Hanover
306 H Ashcake Rd
Ashland, VA 23005

Email: lfoate@servprohanover.com

Karen Noel, CIS, IIDA

Project Manager
Baskervill
P O Box 400
Richmond, VA 23218-0400

Email: knoel@baskervill.com

Todd Branch, Inc

President
Street & Branch, Inc.
9 Chuckatuck Ave
Richmond, CA 23224

Email: todd@streetandbranch.com

Edmund Graves, FMP

Project Engineer Services
Altria Client Services
2325 Bells Rd C/O Edmund Graves
WMO

Richmond, VA 23234
Email: Edmund.d.graves@altria.com

Sean Murphy

Vice-President
Eastern Waterproofing & Restoration of
VA, LLC
8018 Hankins Industrial Park Rd. Unit B7
Toano, VA 23168

Email: smurphy@ewcompanies.com

Kenneth J. Coll, CFM

Critical Facilities Manager
6787 Ships Ln
Mechanicsville, VA 23111

Email: ken.j.coll@gmail.com

Catherine D. Lee, CFM

Facilities Services Coordinator
University of Virginia- Housing Director
PO Box 400735
Charlottesville, VA 22903-4735

Email: clag@virginia.edu

Keith Rigsby

Facility Director
Quality Technology Services
2040 Babbling Brooke Ln
Mechanicsville, VA 23111

Email: kriigsby03@gmail.com

Sara L. Cowherd

President
FM Solutions, LLC
901 E. Byrd St., Ste 1210
Richmond, VA 23219

Email: sarac@fmsolutions-us.com

Glenn Lewis, FMP

Maintenance Superintendent
City of Richmond
1400 Brander St
Richmond, VA 23224

Email: glen.lewis@richmondgov.com

Samuel J. Sease

Regional Vice President Service
Colonial Webb Contractors
2820 Ackley Ave
Richmond, VA 23228

Email: sam.sease@colonialwebb.com

April Davis

Regional Account Manager
Millicare by EBC
814 Greenbrier Circle, Ste O
Chesapeake, VA 23320

Email: aprild@ebcusa.com

James L. Mallon, CFM

Supervisor, Facilities-Projects
Dominion
707 E. Main St.
Richmond, VA 23219

Email: jim.mallon@dom.com

Ben Smyth

Project Executive
Kjellstrom & Lee Construction
1607 Ownby Ln
Richmond, VA 23220

Email: bsmyth@kjellstromandlee.com

Jeannie Davis

Facilities Assistant
UNOS
700 N Fourth St
Richmond, VA 23219

Email: Jeannie.davis@unos.org

Darlene W. Martin

Leader, Space Planning and Logistics
Altria Client Services
P o Box 85088
Richmond, VA 23285

Email: darlene.w.martin@altria.com

Carla Y. Strothers

Project Manager
CBRE
4813 Fort McHenry PKW
Glen Allen, VA 23060

Email: Carla.strothers@cbre.com

Charles J. First, CFM, AIA

Architect
Heery International, Inc.
6420 Middy Ln
Mechanicsville, VA 23111

Email: cjfirst1@yahoo.com

Russell J. Narkie, FMP

Structural Maintenance Manager
City of Charlottesville
2 Chisholm Lane
Palmyra, VA 22963

Email: narkie@charlottesville.org

(Continued from page 10)

Donald W. Tate, AIA
Principal
Baskervill & Son
PO Box 400
Richmond, VA 23219
Email: dtate@baskervill.com

Charles L. Trice
Vice President Facilities
Virginia Credit Union, Inc
PO Box 90010
Richmond, VA 23225
Email: charles.trice@vacu.org

Joseph E. Wysowski
Director Facilities & Securities
UNOS
700 N. Fourth St
Richmond, VA 23219
Email: joe.wysowski@unos.org

Jim Trebour
Vice President-Business Development
Young Moving & Storage Inc.
200 Wyldeerose Court
Midlothian, VA 23113
Email: jim.trebour@youngmoving.com

Thomas C. Wood
President
ServiceMaster Services Inc.
2109-C Hamilton St
Richmond, VA 23230
Email: twood@svmservices.net

New Member Spotlight

Rob MacIver Envirowash

rmaciver007@gmail.com

Rob MacIver was a member quite a few years ago and now is back. And we are so pleased! Rob is with Envirowash located in Midlothian and Virginia Beach. Envirowash is highly recognized by the state of Virginia, City of Richmond, Henrico County, Chesterfield County and Hanover County for the outstanding service provided. Envirowash is a preferred contractor with the Virginia Department of Historical Resources. They have restored more than 10 historic properties that are on the National Historical Register.

Envirowash services include:

- Residential and Commercial Restoration,
- Pressure washing (Low pressure soft wash),
- Roof stain removal,
- Restore standing seam metal roofing,
- Cedar roof restoration,
- Painting and sealing, Industrial and commercial coatings,
- Abrasive blasting.

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all, very nice areas in which to spend your work hours, and a project which Crystal, and all who were on the team, can be justifiably proud. One more move yet to come, in the next month, and then everyone will be consolidated in one place. One final duty, in the taking of the obligatory photo of our Hospitality Team, and we could officially conclude the tour.

Thanks to Crystal and Allianz for having us, and to all of our Monthly sponsors --- ARAMARK, Evolve, American Office, and Solar Film, in addition to our Annual Sponsors - --- Servicemaster, Valcourt Building Services, and FEA, who helped make an excellent meeting possible.



Design Intelligence: Interior Design and Architecture

A look at how the two disciplines intersect, and how to best approach them as educators and professionals

March 13, 2013 · by John Weigand

For several decades now, architecture and interior design have struggled with how and where they intersect as professions and as academic disciplines. To the extent that this struggle continues to be defined by two opposing and irreconcilable points of view, it promises to continue into the foreseeable future with little meaningful change.

As the professional world becomes increasingly connected and interdisciplinary, however, and as more colleges and universities align these academic majors, the topic has seen renewed interest. A recent series of faculty exchanges labeled “Inside/Out — Architecture and Interior Design Curricula” endorsed by the Association of Collegiate Schools of Architecture (ACSA) and the Interior Design Educators Council (IDEC), as well as recent efforts from an ACSA subcommittee to rethink accreditation standards, suggest that this disciplinary relationship remains, to some extent, in flux, and that we should continue to look to define a working relationship that will support the disciplinary distinction of both groups as well as their inherent connection. I suggest herein such a possible definition of how these disciplines might intersect, and — by extension — how a reconceived and more broadly defined profession might better engage the array of allied design disciplines in academic and professional settings.

Context

The commercial interiors industry has evolved largely since the middle of the last century for a variety of reasons. Historically, architects have held responsibility for completing the architectural interior of buildings, although artisans, craftsmen, furniture makers and — more recently — interior decorators have played a role. Beginning in the mid-1900s, the idea of the speculative building and a shift from corporate ownership to leasing began to separate the design of the building from the design of its interior. Urban cores have aged, prompting the need for interior renovation of still viable building shells. More importantly, an increasing complexity associated with the building interior — in workplace, healthcare, institutional and other types of environments — required an increased expertise and an increased level of specialization in professional services. This trend toward specialization continues, as evidenced by such things as LEED-certification and similar credentialing, which continue to fragment expertise across the range of architectural and design services.

The emergence of a commercial interiors market has brought with it an extensive support structure of professional organizations (IIDA, ASID, IDC, IFI), academic accreditors (CIDA), and regulatory agencies (NCIDQ) — along with some success in the licensing arena — which have helped to professionalize the discipline. Academic programs previously focused on home economics and the design of the residential interior began to adjust to accommodate this new commercial interiors market. Architectural education, it's worth noting, did not, likely given its longer history and somewhat more entrenched position.

What this debate is not about is the viability of the interiors industry, which includes about 70,000 businesses in the U.S. with combined annual revenue of \$11 billion. Although a significant segment of this market includes sole practitioners engaged in smaller- or residential-scale work, it is the burgeoning commercial interiors market (much of it composed of architects) that is up for grabs. But this industry is here to stay. The debate is also not about who will do the work. The marketplace insures that those who possess both the skills and the interest in working at the interior scale will do so. This is apparent in any multidisciplinary commercial practice where work assignments are made mostly on the basis of interest and ability, rather than academic background or professional credentials.

So it is not the existence of the commercial interior design profession but rather its ownership that is being challenged. Which academic programs, accreditors and regulators should have jurisdiction? How should this group of emerging professionals be licensed, and what should they be called? The market share at

stake insures that both legal and ideological battles will continue. Unfortunately, these battles fail to advance the dialogue or to suggest new models for collaborative practice that can advance the collective profession. So where do we go from here?

Opposing Perspectives

Architects continue to argue that the design of interior space falls under their jurisdiction; that the architect is qualified by education and experience to design the interior; and that they've always had this responsibility. So this doesn't need to change. But things have changed. Increased complexity in the design of interior environments has demanded a more focused expertise and skill set related to sustainable interior materials, ergonomics, design for multiple populations, ADA compliance, workplace design, facilities management, interior lighting and other aspects of the built environment focused at the interior scale. This is clearly evidenced by the growth of the separate, parallel career track in interior design. Architectural education, given its inherent breadth, has failed to provide the focused experience at the interior scale needed to support an evolving and high level interior design practice. Thus, many talented college-bound students have chosen to pursue an interior design education more directly aligned with their passions and interests, even if this might ultimately place them at a disadvantage in the professional and licensing arenas. A different argument posited by architects suggests that even if one acknowledges the need for a more focused interior scale education, those interior design programs that currently exist lack the conceptual and technical rigor, and theoretical base, needed to adequately prepare future professionals. This argument, I suggest, fails as well, because it only critiques the status quo at a point in time. What if interior design education met all quality benchmarks that one might construct? Would it then be justified? Further, the quality of interior design education has improved significantly as the accreditation process has evolved and as more programs have aligned with architecture and other allied design disciplines and bolstered the level of academic and theoretical rigor.

The most compelling argument for why the career tracks in architecture and interior design need to remain connected is actually a simple one: *it is impossible to separate the design of a building from the design of its interior*. The interior evolves directly from the formal and conceptual ideas of the building, and the building is (or should be) directly impacted by programmatic and human behavioral constraints of the interior. This connection is particularly obvious in the curricula of aligned academic programs. Foundational courses addressing beginning design principles, history, theory, graphic communication or building technology are fundamentally the same for the beginning student in architecture or in interior design. As the knowledge base diverges, and the student develops more specialized knowledge, so too do the academic tracks diverge. Students must increasingly rely on each other's expertise. In practice, complex projects are designed by teams of specialists. Team members contribute specific talents and abilities that relate to the scale at which they work, but they continue to share common knowledge. The connection between building and interior remains critical. Thus, the study of architecture and the study of the architectural interior in the academic setting need to appropriately model the collaborative and integrated way of working that graduates will encounter in the professional setting.

Note: To read the remainder of the article's proposed academic solutions:

<https://www.di.net/articles/interior-design-and-architecture/>

John Weigand is a professor and chair for the Department of Architecture and Interior Design at Miami University. Weigand earned architectural degrees at Miami and at the University of Illinois, and he worked professionally in Chicago from 1980 to 1991 prior to teaching. At Miami, Weigand developed the B.F.A. in interior design (1995) and directed the B.F.A. program until 2006. In 2001, he was awarded the NCARB Prize for creative integration of practice and education in the academy, for his work with collaborative, Internet-based design.

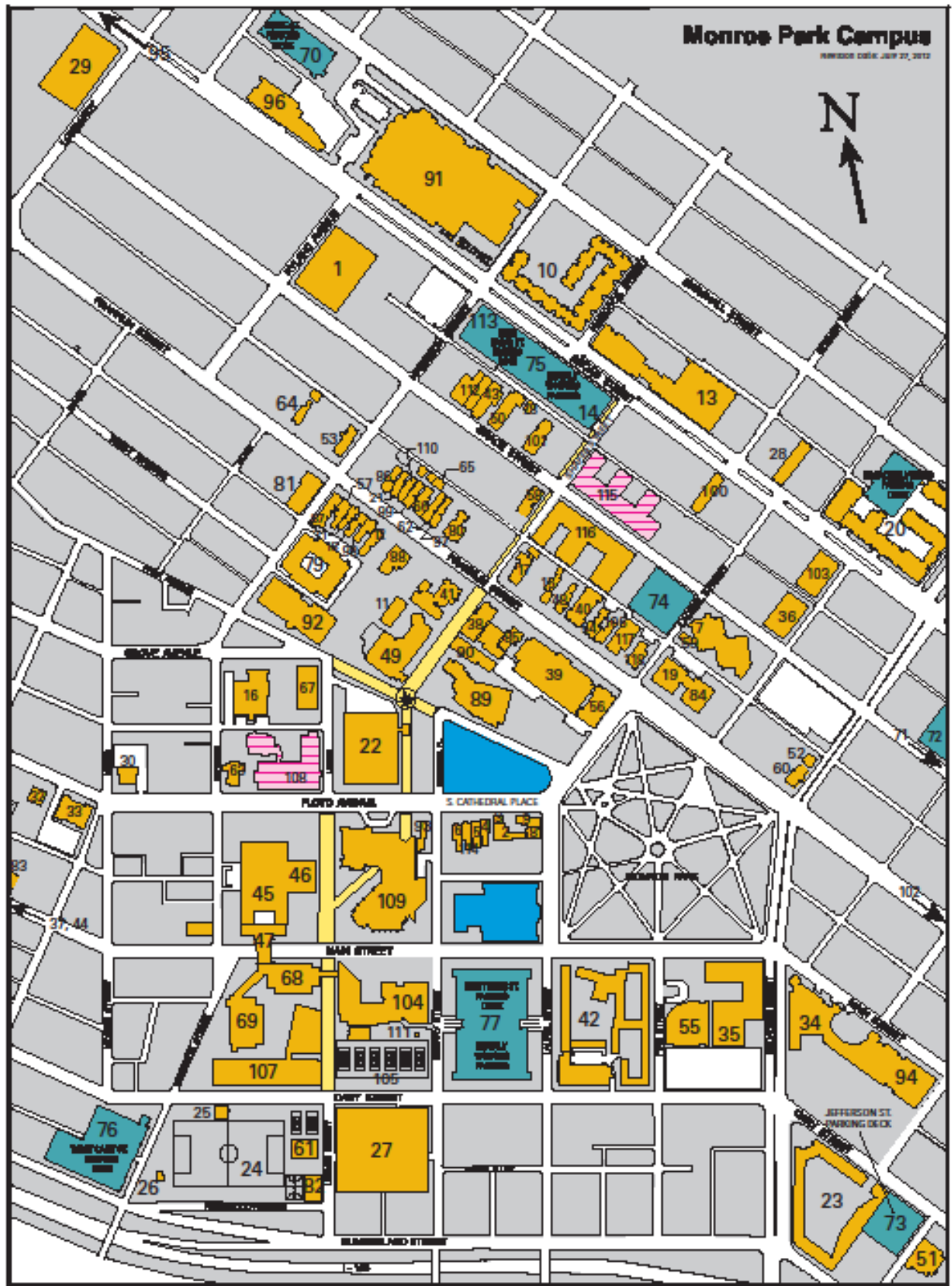
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Monroe Park Campus

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■ VCU buildings ■ Public parking ■ Non-VCU buildings ■ Pedestrian only area ■ Under construction



The Richmond Chapter of the International Facility Management Association

Richmond Chapter Monthly Meeting April 9, 2013

Join us for this great opportunity to view this wonderful venue prior to its opening! This hard hat tour is made possible in partnership with Hourigan Construction. They are in the midst of constructing this state-of-the-art 102,000 sq. ft., 4-story academic building that will serve as a technology showcase and house VCU's nationally ranked School of Social Work and The Center for Teaching Excellence.

The impressive mix of classrooms will include a 400 seat lecture hall, 200 seat classroom, three 150 seat classrooms and five 80 seat classrooms. The western wing is a 1 ½ story auditorium forming a U-shape on the ground floor and forms an exterior courtyard in the center.

This building will be LEED Silver Certified upon completion. The group will also learn more about the full BIM utilization and modeling on this project.

SPECIAL NOTE

This is a hard hat tour. Please wear appropriate footwear, especially if the weather is bad. If you have a hard hat and safety goggles please bring them. This is still a construction site, so at the time of our meeting they may still not have toilets or running water. Please plan appropriately.

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Parking: Street or Parking deck

http://www.maps.vcu.edu/pdfs/mp_map.pdf

Time:

5:30-6:30 pm Networking/Social

6:30-6:45 pm Chapter Business

6:45-7:30 pm Presentation/Tour

Presenter:

Alex Altizer

Senior Superintendent,
Hourigan Construction
Al Zwarycz

Senior Project Manager
Hourigan Construction

RSVP by:

Thursday, April 4, 2013

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HARD HAT TOUR

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Tuesday April 9th
5:30 PM

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