THE PRESIDENT’S MESSAGE...

As I start this month’s message, Spring has arrived and Easter is right around the corner. This time of year reminds me of renewal and new opportunities. This feeling extends to our business and our association as well. Did you make New Year’s resolutions for your business back in January? Well if you didn’t live up to them, it’s time to just let it go. Let’s not harp on the past quarter and start Spring with a fresh slate. With thoughts of new possibilities in mind, this is the time to make sure we are focused on what’s important. For our chapter, it’s crucial to continue recruiting local Facility Managers and Building Engineers into our membership. Your board members have been working hard to make sure we have exciting venues to visit this Spring and more importantly, considering the top factors of why facility professionals consider being associated with IFMA. Over the next several months, I will be reaching out to many of you to inquire about how IFMA’s objectives line up with your respective organizational objectives, so I look forward to speaking with you.

For us parents, Spring Break is just around the corner. Being so, our board has identified that our regular meeting date conflicts with many of our family Spring Break schedules. In an effort to accommodate everyone, we have decided to move April’s membership meeting to Tuesday the 17th. This date change is reflected on our website and in this newsletter, so please update your calendars accordingly.

For all you PROFESSIONAL MEMBERS, April’s meeting will be sure to impress, so please RSVP now! We will be meeting and touring Markel’s new conference center located at 4600 Cox Road in Glen Allen. Some quick facts about this site as it features the latest in video conferencing called MediaScape by Steelcase, Café, Visix Digital signage, open teaming areas/training center and much more. We will also be touring renovated work space areas.

As you may be aware, our chapter’s volunteer day to work with Richmond Rebuilding Together is April 28th. Should you have interest in participating in this great event, please contact Barbe Shaffer or myself and we will fill you in on all the details. I look forward to seeing you all there to lend a helping hand for a great cause.

See you all at Markel next month!

Your President,
Having to call myself a “Retired” CFM now since IFMA has determined that only those who are continuing to keep their certifications up to date may use the CFM designation.

**Connie Hom** passes along the news that **Buckingham Greenery** (which is celebrating its 30th Anniversary this year) will be featured on public TV's “Virginia Homegrown” show, with **Richard Nunnally**, on 3/27. That leads me to recall that Richard was one of our speakers at our meeting at James River Cellars in March of ’07.

Connie also reports that she and **Chuck First** (and two other panelists) will be doing a program titled “Happiness & Architecture – Linking Design & Positive Psychology” at the AIA National Convention in DC on May 16th. Any of our group that will be attending that conference might want to check them out, in the 8 a.m. time slot on Wednesday.

**Ranny Robertson** reports slow going with the house they are going to move into when they leave Railside Farm, but if you are in a hurry to buy a nice, rural place I note that they have dropped the price again on **Dover Hall** all the way to $5.95 million. Out in Manakin-Sabot near the Deep Run Hunt Club and Hermitage CC, the 33,000 sq. ft. castle on 55 acres, with 25 bathrooms, originally was listed for $11.5 million, but has been reduced several times since then. I've been wanting to see what that place looks like on the inside, ever since it was finished around Y2K, but the only times it has been open have been for some high dollar fund raisers for the Symphony, and I haven't had the guts to go out there and pose as a potential buyer and be shown through.

Ranny also spotted, and passed along, the recent item from the Hanover Herald – Progress noting that **Dave Butler**, who is now the Deputy Director of the Dept. of General Services for Hanover County was receiving the “Go Green Virginia Challenge” award for the County for the 3rd straight year. The award is given by the Virginia Assn. Of Counties to recognize local governments who reduce energy usage and promote sustainable practices. Dave’s Facilities Management Dept. has had an on-going program to replace oil fired boilers with gas fired; installing motion sensors; and re-lamping with CFLs throughout the county's buildings which continues to result in these recognitions. Good job, Dave! Keep it going.

Always a kick to attend “March Madness” at Creative on the first Thursday of the NCAA Men's Basketball Tournament. This year, as always, **Bob DeLille** is to be commended for putting on quite a party, and the layout was altered somewhat from previous years. Long signup sheets for the Massage, and to have your nails done (I looked down from above and noted one man in a suit and tie having his worked on), and a few early upsets fouling up some of the attendees' brackets, but another outstanding event all the way around. As usual, I ran into some people I hadn't seen for a while. This year it was **Denise DiLello**, who I hadn't realized was now with Creative, and

(Continued on page 3)
John Murphy (a Chapter member from the early days) who is now a Senior Project Manager for the Syksa Hennessy Group, based over on Villa Park Drive.

A few days later, I run into Patient First's Dean Andrews at the annual Fifth Grade Show at Kersey Creek Elementary School, where his daughter and my grandson are in the same class. Always a great show, under the direction of music teacher Sandy Dacus, who moonlights working on some of the shows at Theatre Four, and has just been named “Teacher of the Year” in Hanover County. Dean was apologetic for missing Chapter meetings, but he's been on the road a lot, as Patient First's unit count is now up in the mid-30's, and he's currently working on a new one in Montgomeryville, PA (my old stomping grounds, northwest of Philly, where his location is a stone's throw from a building I supervised the construction of back in '73). After that, he's got two on the drawing board about 25 more miles up the line in Allentown and Bethlehem, as the emergency care firm continues to expand.

Right on the heels of Renee Chapline's presentation at our meeting comes the announcement that Rolls Royce will break ground later this year on a second factory, adjacent to the first one, that will make parts for Boeing and Airbus jets, and will add about 140 more jobs, in a 90,000 sq. ft. building that will open about two years from now. And the Central Virginia Apartment Owners Association is crying foul, because the Army's specs for temporary housing of Ft. Lee soldiers off base require, among other things, interior corridors (for security purposes) that the hotels have but the apartments do not. Apartment owners claim that they are losing a fortune by not being allowed to compete, but I think both they and the hotels are going to have lots of rooms available when that monster barracks/dorm we saw under construction when we were down there last May is completed.

Following up on Ray Owens' statement that building permits and housing starts are beginning to pick up, we see the announcement by developer Bob Atack that he has filed plans with Henrico County to build a $200 million, 650 home development called The Ridings, off of Rt. 5 between Turner and Long Bridge Rds. in Varina. Construction is scheduled to start about a year from now, and completion by the end of 2014.

MeadWestvaco opens the 48,000 sq.ft. Center for Packaging Innovation (CPI) at the Airport Distribution Center off of south Laburnum Ave. that was mentioned as the future home for the 100 employee unit they were bringing up here from Raleigh when we were at MWV's HQ back in August of 2010.

New law takes effect on July 1st that will permit Hardywood and other small brewers, who do not provide food service, to sell beer to be consumed on the premises. That will change things a bit that have been going on at the brewery since we met there in January. I've been back a few times on Saturday afternoons (since my grandson was playing soccer at SCOR, right near there) and noted that the “tastings” at the brewery have become very popular (since they are free, they appear to have caught on as a very nice, cheap date, even though the sign on the wall reads “Please restrict yourself to two samplings of the same product”). Once they are permitted to charge, I think they will expand their offerings, with catered box lunches, music, bring your own lunch, etc. to go along with their tours.

Big news for the Port of Richmond, and the “64 Express” barge service, as the world’s 2nd largest shipping line, Mediterranean Shipping Co. announces that they have added Richmond to their route map. The line, which has 467 container vessels, and serves 330 ports worldwide, won't be coming up the James, but will unload in Hampton Roads with the containers making the rest of the trip up the river by barge. The service is now running twice a week, with about 75 containers on each barge and soon will go to three times, and then, hopefully, daily by the end of this year. Presently the service is taking about 12,000 truck trips a year off of I-64.

More dog eat dog competition in the grocery arena, as Kroger's new concept called the “Marketplace”
Welcome to our newest members!

There were no new members this month

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

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Although no one knows exactly what the future holds, a new report spells out some of the things designers can expect in the coming years.

Wouldn’t you love to have a crystal ball to foretell the future right now? With just a quick peek, you could find out if your firm or your client should proceed with an investment or start a new project. What would you want to see? Is this the right time to hire that new marketing director? To make a move to that larger space? What if we don’t win those contracts?

We here at the American Society of Interior Designers (ASID) are not omniscient, but we can certainly help our members prepare for the future with the right tools. One of those tools is our annual Environmental Scanning Report. Based on the knowledge that we have to continually assess our world and anticipate the needs of our clients, the report identifies trends and provides valuable information for designers looking to get their fingers on the pulse of what is affecting their clients and the design of interior spaces.

Several groups, including an ASID Fellows roundtable and the Design Intelligence Design Futures Council, separately identified and concurred on several trends that are likely to shape the future of interior design. According to them, here are five trends that we should expect.

THE USE OF TECHNOLOGY WILL EXPAND.
4-D scheduling, 3-D printing, social media and mobile app computing will become standard tools of the trade for designers. We will be designing interactive spaces using touch screens that will connect internal and external networks, and can be used as digital imagery displays when they are otherwise not in use. More of the products we design and specify will incorporate smart technologies, all linked to a single controlling device, such as a smartphone or tablet.

THE SEARCH FOR EVIDENCE WILL INTENSIFY.
Evidence-based design and measurable outcomes that are linked to design will be sought across many business sectors and space types. We are familiar with the impact that evidenced-based design has made on the way healthcare spaces are designed and built, but we’re hearing the outcry for research and data from designers in other practice areas as well. They’re asking us to help them clearly document and articulate the values of interior design in a wide array of space types, such as offices, hospitality and educational spaces. This will be done through research. ASID and the ASID Foundation are embarking on new research that will help our members communicate this essential information.

LEAN PRACTICES WILL PROLIFERATE.
Product manufacturers have practiced lean manufacturing for years. Now, lean design and construction are viewed as potential solutions to the problems of waste in the building process.

SERVICE DELIVERY WILL CHANGE.
A design firm’s willingness to explore alternate delivery processes, like design-build and more integrated design teams, will be seen as a market differentiator by owners who are seeking less conflict and greater efficiency in their projects.

CLIENTS WILL CONTINUE TO EMBRACE SUSTAINABILITY.
There will be a convergence of what is now considered sustainable, and socially responsible design and development. We have made great strides in the area of sustainability, but today, we are mostly designing interior products and spaces for near-term use. We ought to be encouraging clients to consider long-lasting, adaptable solutions. Recycling and repurposing help conserve resources, but these strategies are grounded in a “disposable” mindset. Designing spaces so they can be easily modified for different uses and specifying products that can be refurbished rather than recycled—think “again-ability”—is much more sustainable.

Such an approach makes good design much more economical and creates a new role for the designer as a steward of design, guiding it through its evolution as needs and functions change over time. Think how much we could learn, improve and document our outcomes if we could switch from treating design as a closed loop—a project or task—and instead treat it as an open system, an ongoing relationship with a space.

There is no shortcut to the future. Fortunately, we have the tools to help guide us along the way. Our clients expect us as designers to look ahead and stay informed about relevant changes that will impact people’s relationship to interior space. If we don’t have a read on the future, who will?

To obtain a copy of the current ASID Environmental Scanning Report, go to the ASID website at www.asid.org and click on “Strategic Planning” under Practice & Business.

ASID President Lisa Henry, FASID, LEED AP, is the Knoll Denver region architecture and design director. ASID can be reached at (202) 546-3480 or asid@asid.org, and on the web at www.asid.org.
IFMA TO SPONSOR
REBUILDING TOGETHER – RICHMOND HOUSE

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 28, 2012, serving the community of Eastview, adjacent to the area we worked in last year.

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. It is a great opportunity to give back to our community. Here are some things that we will be working on.

- Repairing shed door
- Install doorbell
- Repair outside light
- Paint shutters
- Repair gutters and soffit
- Repair ceiling tile in bedroom
- Repair closet doors
- Install GFI
- Install deadbolts
- Install smoke detector
- Install fire extinguisher
- Yard work
- Install insulation in crawl space

Thank you for your support on this very worthy cause.
is getting ready to open on the site of the former Cloverleaf Mall on Midlothian Pike. A massive 123,000 sq. ft. store, with 90,000 devoted to groceries and 30,000 to home furnishings, and a nine pump gas station outside, they are also going head to head with Target and Wal-Mart, as we move into another phase of Mega-Retailing.

And a sad note to close on, as the State Fair’s lenders weren't bluffing when they set the deadline for payment. All the Fair could come up with was $5.5 million, which the lenders said wasn't enough, so the Fair turned out the lights and handed over the keys. Sounds like the lenders had a Plan B, to use the site for development, but the Hanover Board of Supervisors said “not so fast, we installed infrastructure and zoned that property to be a State Fair, and that's what it's supposed to be.” With that plan set aside, it appears that the site will be put up for auction sometime in May, and we’ll see who the bidders are.

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Golf Tournament Sponsors

Please contact Tim Hume about sponsorship this year and let him know if you will / will not sponsor again this year. Ideally we would like to sell out the sponsorship opportunities this year by June 1, 2012 and then be finalizing plans for the best tournament ever. Tim Hume’s contact information is direct phone at 804-708-8927 and e-mail at timh@hermitagecountryclub.com. We look forward to hearing from you all so please let him know as soon as possible.

Be sure to visit our website

www.ifmarichmond.org
A smaller than normal turnout of 39 showed up at 4198 Cox Rd. in Innsbrook on a pretty, Spring-like evening that the calendar said was still Winter, for our meeting on March 13th. Just a block down Cox Rd. from Broad St., the sign outside said Bay Harbor Professional Services, but it turned out that they had vacated the building, and Lingerfelt also had a sign on the lawn indicating that the building was available for lease.

In the entrance and up the steps to the 2nd floor, where Barbe was set up checking the attendees in, and caterer Sophisticated Soirees had a nice spread laid out with a variety of hors d'oeuvres accompanied by several types of wine we haven't seen previously. Most of us took our plates down the short hallway and into a large room with five rows of tables set up classroom style facing the front where a large projection screen was pulled down in preparation for our panelists. Networking took place in the rear and side aisle of the room prior to the meeting being convened by Vice President Tom Wood, as President Jeff Bradley was unable to be with us.

Chapter business came first, as Tom called on House Captain Barbe Shaffer, who reminded us of our Rebuilding Together date on April 28th, and invited all to join the team on that date, even if not a skilled mechanic, and even if they could not stay for the entire day. I can personally attest however, to the great satisfaction that is gained by being there at the end of the day and marveling at how much has been accomplished during just one day of a well organized blitz, and sharing in the joy of the homeowner at seeing the improvements to their home that they couldn't otherwise afford. Try to be there, if you can.

Next up was Tim Hume, reporting that our Golf Tournament will be on Monday, September 17, again at Hermitage CC, and that plans were well underway for another outstanding event.

Tom then recognized Kathy Taylor, with ServPro of Chesterfield, Tri-Cities, & Newport News, who announced a BOMA event called The Disaster Experience, which is being held at the Marriott Waterside in Norfolk on the afternoon of Thursday, March 29th. This program puts the participants through a realistic, simulated disaster situation, as it unfolds, calling for critical decisions that will have to be made, and dealing with the consequences of those decisions. At the conclusion of the exercise, the participants understand what planning has to be done in advance to be prepared, in the event the real thing happens.

Then Sponsorship Chair Elizabeth McKinney was recognized to thank Brian Witthoefft of Lingerfelt for their sponsorship of the meeting, and for making this venue available for us to meet in. Brian welcomed us and reported that in addition to handling the leasing of an extensive portfolio of buildings such as this one, Lingerfelt has the capability to handle the full spectrum of property management services, and invited our members to contact him at bwitthoefft@lingerfeltco.com if he can be of assistance.

Lastly, Programs Chair Matt Sobel also thanked Brian Witthoefft and Lingerfelt for making this meeting place available, and reported that the April & May meetings were still a bit unsettled, with the new VCU Recreation Center and Snag a Job, as possibilities. (After the meeting, I learned that since the 2nd Tuesday of April falls during Spring Break from schools, during which time a number of members have plans to be away, the decision has been made to hold the April meeting on the third Tuesday, April 17th, in order to avoid this conflict). Beyond April and May, the meeting plans are definite for June, and our Spring social will be dubbed Squirrel Rama, since we will be at The Diamond for a Picnic Dinner followed by a game with the New Hampshire team on Tuesday, June 12th rather than having this affair at Railside Farm with the Robertson's, as we have for the past 21 years.

The preliminaries all attended to, Matt introduced the first of our Economic Outlook panelists, in the person of George Peyton, the VP of Government Relations of the Retail Merchants Assn. and the Virginia Retail Federation, its lobbying arm. With extensive experience in Retailing as President of the Berry
Burke apparel firm and as a Store Manager with Miller & Rhoads, George proved to be an able replacement for Nancy Thomas, the President of the Retail Merchants Assn., who has been with us on previous such programs. Primarily representing the smaller, Local retailers (as opposed to the National, “big box” chains), George reported that their members were “generally doing OK”; that they had had a favorable “buy local” campaign during week 3 of the Christmas season which saw an 80% increase over the same week of 2010; that internet retailing is their biggest competition, but that the recently passed bill to require Amazon to collect sales tax on purchases made from them was a big plus, and will go a long way toward leveling the playing field for the local, bricks and mortar retailers. He closed by mentioning that the increasing gasoline prices will certainly be a negative factor, by taking money out of everyone’s pocket that otherwise might be spent in a retail store.

Our next panelist was Renee Chapline, the Executive Director of Virginia’s Gateway Region, which is an Economic Development organization that serves the Tri-Cities (Petersburg, Hopewell, & Colonial Heights) and adjoining counties. Her mantra was that 2.5 additional ancillary jobs come along with each new manufacturing job, and that U.S. manufacturing is clearly in the process of making a comeback vs. China and other low labor cost countries. She and her organization have been instrumental in landing Rolls Royce to site their aircraft engine plant in Prince George county. She was pleased with the recent appearance of President Obama at the plant, and with the news that it is to be the model for a Research driven facility that will be replicated 10 times across the country. She couldn’t over-emphasize how big a deal the supply chain for such a plant is, as key suppliers come in to locate nearby to their end using customer. She also mentioned the HUGE impact Ft. Lee is having on her area, and that the proposed upgrading of Rt. 460 will also have a big economic impact.

Up to bat third (and the only one of the panelists with us for the 3rd straight year) was Ray Owens, the Senior Economist with the Richmond Federal Reserve Bank (who has been with them since 1983). He cited the Japanese Sunami, the Arab Spring turmoil across the Middle East, and the debt problems in several of the European countries are creating uncertainty in the financial markets. BUT --- we are still seeing 3% economic growth, although a huge build up of inventories in the 4th quarter of 2011 needs to be worked off. There has been a big growth in jobs from the bottom in mid-'09, and new auto sales have made a big comeback. Orders for new durable goods are looking good. BUT --- home sales continue to lag, although they are just starting to show signs of picking up, as are building permits and housing starts.

Ray wrapped up his presentation, but then we stayed overtime a bit for questions, most of which were directed at him. Key points addressed in this segment ---- Core inflation appears to be holding around 2.3%, but is being watched closely. Interest rates will remain low for some time, UNLESS inflation starts moving up more rapidly, which will force the Fed to raise the rates. Despite job growth, we are still at 8.3% unemployment nationwide, which is still a serious problem. Money supply easing has resulted in the banks having money to lend, BUT they are not lending because credit standards have been tightened, and they can’t find credit worthy borrowers.

On that note, the meeting ended with VP Tom presenting the panelists with the Chapter’s token of appreciation. As with the previous annual economic updates, this was a truly blue ribbon panel. Thanks to them all for being with us; to Brian Witthoeft of Lingerfelt for hosting us with a nice meeting place, and for sponsoring the meeting, and to Matt Sobel for putting it all together. Remember, wherever it turns out to be, April’s meeting will be on the third Tuesday, which is the 17th.
Here’s an update on VCU’s Energy & Sustainability Conference, [http://www.vsbn.org/vcu-esc2012/](http://www.vsbn.org/vcu-esc2012/), to be held at the Greater Richmond Convention Center May 1 & 2. There will also be a golf tournament held at the exclusive Hermitage Country Club the day before on April 30th that will benefit scholarships to the School of Business and School of Engineering.

The focus of the Conference will be on building owners and their energy & sustainability strategies and Best Practices. There will be an emphasis on the business/financial metrics that are impacted, such as reduced energy spends, financing of projects, increased productivity & employee retention, reduced absenteeism, etc. So we believe commercial real estate owners & facility professionals would be very interested in this subject, and would be great candidates for speakers. The following Breakout Sessions will be presented in the Commercial Real Estate Track. The sub-committee managing this Track is looking for speakers, so if you have an interest in any of the below topics please let me know or Barbe Shaffer, ifmarichva@gmail.com

**Breakout #1: “Should We Invest In This Property”**
- “Learn how senior leaders make sustainability investment choices for individual properties and groups of properties. How do they measure their return on investment and other considerations before investing in sustainability solutions”

**Breakout Session #2: “How to Align Sustainability Incentives”**
- “Whether you’re the Tenant, Owner or Property Manager we’ll discuss how organizations create sustainability incentives. If you’re the Tenant, how to get your building owner to implement sustainability strategies. If you’re a building owner, how do you get credit for sustainability activities and/or how to respond to tenants looking for certified sustainability space.”

**Breakout Session #3; “How to Operate a Sustainability Property”**
- “Organizations have different business models and different organizational structures (one sustainability director versus multiple sustainability managers). We’ll discuss pro’s ad con’s of models and how to be effective in either approach.

**Breakout Session #4; “Benchmarking & Accreditation”**
- “What data do you want to capture and how best to use it? Our experts discuss this and what standards of certification should you focus on?”

**Breakout Session #5; “Best Practice Sharing”**
- “Panel of experts representing Directors of Sustainability & Energy Managers share their best practices in sustainability strategy, implementation and measurement”

On the evening of May 1st there will be an Awards Dinner recognizing organizations for their sustainability efforts. To be considered please forward an Executive Summary of your organizations efforts to Barb Saffer and she’ll make sure to get it to the Commercial Real Estate Sub-Committee for consideration.

In addition to the Commercial Real Estate Track there will Tracks covering other vertical markets:

- Manufacturing
- Healthcare
- K-12 Schools
- Higher Education
- Local/State/Federal Government (includes waste water treatment facilities)
Richmond Chapter of IFMA
April Meeting
Tuesday, April 17, 2012

Note Date Change

Markel Conference Center
4501 Highwoods Parkway
Glen Allen, Virginia 23060

Markel Corporation is an international property and casualty insurance holding company headquartered in Richmond, VA. Markel provides specialty insurance products and programs to a variety of niche markets and believe that their specialty product focus and niche market strategy enable them to develop expertise and specialized market knowledge. Markel differentiates themselves from competitors by their expertise, service, continuity and other value-based considerations. Markel is implementing a new conference center that includes many different conference rooms that encompass new technology such as media-scape, furniture, and a large cafe/break area. They just completed a successful large scale two year renovation at their headquarters in Richmond. Our group will take a tour of the newly renovated space, workstations and private offices. Markel is also in the process of standardizing their office nationwide.

Host Speakers:  Markel, Creative Office Environments, and Eyeway

5:30 - 6:30pm Social Hour
6:30 - 6:45pm Chapter Business
6:45 - 7:30pm Presentation/Tour

Parking:  Lot

RSVP by Thursday, April 5, 2012

Simply e-mail Barbe Shaffer at ifmarichva@gmail.com
or register on our website at www.ifmarichmond.org
and pay by PAYPAL.

Credit cards are now accepted at the door

If you do not pre-register for this event, there is an additional $5 charge at the door

Be sure to include your guests name and company

Members: $10.00  Non-Members: $25

No Shows will be billed
April Meeting

Markel Conference Center

4501 Highwoods Parkway
Glen Allen, Virginia 23060

Tuesday April 17th
5:30—7:30 PM

Note Date Change