

## REGISTRATION FORM

IFMA Education Symposium • March 1, 2007 - Lynnwood

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

### PAYMENT:

\$99 IFMA Members *(paid in advance)*       \$120 Non-IFMA Member *(paid in advance)*

\$125 At the Door       \$50 Students

Purchase Order *(attach with fax)* \_\_\_\_\_

Credit Card:  VISA     MasterCard     Other \_\_\_\_\_

Name *(as appears on card)* \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Card Billing Address \_\_\_\_\_

Fax Form: Attn - Lianna Collinge at 253-265-3043 or email her at: amincl@juno.com

You will receive confirmation of your registration by email. THANK YOU!



## 11<sup>th</sup> Annual IFMA Seattle Education Symposium

# Innovations in FM Technology and Practice



### Thursday, March 1, 2007

*Lynnwood Convention Center, Lynnwood  
3711 196th St. SW in Lynnwood*

### HIGHLIGHTS

- Keynote by Mr. David Brady, IFMA CEO, on "The Future of FM"
- Plenary Session on the regional economy in Puget Sound
- Six informative educational sessions
- Continuing education hours
- Mini-Trade Show

### 2007 SYMPOSIUM SPONSORS

IFMA is pleased to have McKinstry Company, BetterBricks and Bank & Office Interiors sponsor the 11th Annual Education Symposium.

*PREMIER SPONSOR*

*SUPPORTING SPONSORS*



BETTERBRICKS



## AGENDA HIGHLIGHTS

**7:30am – 8:00am: Registration, Continental Breakfast and Mini-Trade Show**

**8:00am – 8:15am: Welcome All (Main Room)**

Mr. Eric Postle, *Seattle Chapter President*

Mr. Brian Floyd, *Director of Business Development, McKinstry Essention*

**8:15am – 9:00am: KEYNOTE: “The Future of Facility Management”**



David J. Brady

David J. Brady, *President and CEO, International Facility Management Association*

David J. Brady is President and CEO of the Houston-based International Facility Management Association (IFMA). He has 22 years of experience in association management. Brady previously served as Executive Vice President and Chief Operating Officer. He joined the staff in 1993 as Director of Membership Services, and has also held the positions of Vice President of Education and Event Management, and Vice President of Administration and Member Resources.

Mr. Brady's opening keynote remarks will focus on key forces that will drive change in the FM profession including technology, globalism, sustainability, and demographics. Hear what the future workplace may hold from one who travels the international world of FM.

**Noon – 1:00pm: LUNCH & PLENARY**



Robert J. Drewel

**Perspectives on the Puget Sound Regional Economy: Prosperity Partnership's Regional Economic Strategy**

Robert J. Drewel, *Executive Director, Puget Sound Regional Council*

Mr. Drewel is the Executive Director of the Puget Sound Regional Council, a forum for making key decisions on regional growth and transportation issues. Prior to joining the PSRC, he served as Snohomish County Executive from 1991-2003.

We know that our region will experience continued growth – in fact, we're expecting more than a million and a half more people to live here by the year 2040. That's the equivalent of a new Portland, Oregon metropolitan area entering our region. Where should these new jobs and households be located? How might they affect our communities, our environment, and our transportation system? Mr. Drewel will share insights on a Regional Economic Strategy for the Puget Sound Region developed by the Prosperity Partnership, a coalition of over 200 organizations with the goal of creating 100,000 new jobs by 2010.

## MINI TRADE SHOW

Visit with IFMA's associate members to preview innovative products and services for facilities management. The following Associate Members participated in the 2006 trade show.

Advanced Vapor Technologies  
APEX Facility Resources  
Avidex AV  
DLR Group  
EHS Design

ErgoGenesis LLC  
Hammes Company  
Magna Design  
McKinstry Essention  
NEEC Building Operator Certification

Pacific Modular  
Philips Lighting  
Puget Sound Refrigeration  
Strategic Equity Associates  
Tandus

## CONCURRENT SESSIONS

**9:00am – 9:15am: Break and Visit the Trade Show Displays & Vendors**

**9:15am – 10:30am: Concurrent Sessions**

### Technology & Practice Track

**LEED for Existing Building Operation and Maintenance: Adobe Systems, Inc.**

George Denise, *CFM, CPM, RPA, Cushman & Wakefield*

Adobe Systems was one of the first companies to earn LEED-EB certification for their San Jose facilities. LEED for Existing Buildings provides a recognized, performance-based benchmark for building owners and operators to maximize operational efficiency while minimizing environmental impacts. Find out what it takes to become LEED-EB certified. Hear about the tangible costs and benefits to your company, and how others are putting the LEED-EB scorecard to use in assessing and improving their organizations.

### Management & Leadership Track

**Innovations in Strategic Planning: The Balanced Scorecard Approach**

Ron Johnson, *McKinstry Essention, Director of Facilities Management Services*

The Balanced Scorecard is a carefully selected set of performance measures derived from the organization's strategic plan and strategy map. To provide balance in strategy execution, performance measures are grouped into customer, business improvement, organizational health, and financial perspectives. Hear how senior facility planners at Weyerhaeuser used this valuable tool to develop 20 scorecard items for assessing and improving their organization.

**10:30am-10:45am: Break and Visit the Trade Show Displays & Vendors**

**10:45am – 12noon: Concurrent Sessions**

### Technology & Practice Track

**Revenge of the Nerds – The Invasion of Technology & How It Can Help, or Hurt, the Facility Manager's Mission**

Tod Moore, *RCDD, CSI, Principal, Technology Consulting, Sparling Ed Doyno, Director of Customer Development, Fisher Plaza*

Technology, and its impact on Facility Management, is growing at an astounding rate. This session will provide an overview of the facility technologies FM's are likely to face in the coming years, including radio frequency identification (RFID), distributed antenna systems (DAS), WiFi, voice over Internet protocol (VoIP), and security systems real-time event detection & verification. Hear from a technology consultant and experienced facility manager about issues to be aware of and how these technologies can be used to your benefit.

### Management & Leadership Track

**Success in the Executive Suite: Strategies & Techniques for Facilities Managers**

Ray Crerand, *FACHE, CEO (retired), Providence Health System*

Success in the executive suite begins with knowing yourself and your organization. What is the organization's strategic plan and how can the facilities function demonstrate contributions to larger strategic objectives. How are you perceived in the organization and what opportunities do you have to gain visibility for future success? This presentation will help facilities professionals understand what it takes to be successful in their organizations and how to make effective use of internal and external resources to maximize visibility.

**1:30pm – 2:45pm: Concurrent Sessions**

### Technology & Practice Track

**Smart Facility Planning for Rapidly Evolving Work Environments: The Amazon.com Case Study**

Jeffrey Miller and David Kutsunai, *IA Interior Architects*, and John Schoettler, *Amazon.com*

Amazon.com's business model encourages constant evolution and the development of innovative ideas; however, in 2004, the company found that its rapid growth had led to overcrowded work conditions, team members that were separated from each other, and circulation patterns and work areas that were not conducive to productive work. Hear how the company addressed these challenges at their Seattle Campus without expanding facilities, and the solutions that were developed to transform the company's working environment.

### Management & Leadership Track

**Innovations in Strategic Planning: Aligning Facility Plans with Business Goals**

John Benny, *CFM, McKinstry Essention, Director of Facilities Operations*

Understanding the Strategies, Business Goals and Objectives of your organization are key to being successful in receiving approval and implementing Facility Plans. The Strategic Facilities Plan must align with and be congruent with the Strategic Business Plan. This session will discuss the relationship of the Business and Facility Plans and provide ideas on how to achieve the best alignment of those plans and raise the probability of getting Facilities initiatives and projects approved.

**2:45pm – 3:00pm: Raffle and Adjourn**