



Client Perspective

An Interview with Joan Woodard of Simons & Woodard

Simons & Woodard has developed close to 2,000,000 square feet of space including all twelve buildings at Stony Point Office Park, twelve buildings to date at Northpoint Corporate center and a variety of other facilities throughout Sonoma County. As President and Chief Executive Officer of Simons & Woodard, Joan devotes her time to building and nurturing an excellent team of individuals who carry out the mission of the organization. She is also the primary contact for the company's development practice and holds the firm's real estate brokerage license.

As a top client for IES we thought it would be fun to sit down with Joan Woodard, to find out what drives her, how she makes decisions, her influence on the business and vendors, her thoughts on the local economy, government and any concerns she might have as a business owner. Here's what Joan had to say:



IES: How did you come to work for Simons & Woodard?

At the time the company was Simons and Brecht and Jim Brecht was a long-standing business friend in Santa Rosa. So when my sabbatical money started running out and I needed to go back to work I called Jim and said "can I take you to lunch and pick your brain about people and businesses in Santa Rosa because I need to find something to do". Jim replied that he would go under two conditions. The first was that he had to pay and the second was that I had to come to work for Simons and Brecht. My plan was to work a couple of days a week as a consultant and still have time to play at my sabbatical. However after two weeks I was working full-time and shortly thereafter I was on the payroll as COO. Sadly,

four months later Jim suddenly passed away. In a way it was extremely fortuitous that Jim had made a spot for me to work with him, because I had the background and experience to keep the company going as he would have wanted. Everything worked out really well, except I lost a very close friend.

What are your thoughts on the Green Movement & LEED?

In a way I think a lot of the green stuff is just the latest marketing hot-air, because if you design and build buildings for long term quality, you're going to take advantage of the best science to minimize your expenses and maximize your marketing exposure and all of that is Green. That's why I adore my partner, Larry Simons; who has been practicing for over 40 years. He was the original Green Architect. Why? He looked for a place to practice in the world where the quality of light, the native materials, and the topography could all be used to reduce the cost of building a building. An example of that is Fountain Grove Inn, it's built into the slope of the hill, and the rock used comes from Sonoma County, as well as the redwood and many of the other materials. This

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Joan Woodard *Continued from Page 1*

reduces the cost of transportation and the carbon footprint and the materials are long lasting as long as you maintain them. It also supports the local economy. We put the time in to do it right the first time. Products like paint, HVAC, glass and carpeting, are now being manufactured to meet green standards. We did not have some of the newer energy efficient products when these buildings were built, if they were we probably would have used them. But each component has to prove itself before we use it—we study up-front costs, maintenance and repair costs, as well as verifiable cost savings data. We don't use something just because it is the latest cool-thing. It has to prove itself to be the right thing!

What are the most important things to you when dealing with your tenants?

Our ability to compete on a dollar and quality level is in line with our competitors. Because of the way Larry designs buildings, we usually have a significant advantage in space efficiency. We can get a tenants "program" into less square footage with better functionality. When you have a nice space with proper lighting and a nice work environment people feel prideful and there is a correlation between efficiency and ones surroundings. We look for an open and honest communication with our tenants in both good and bad times.



A design of a water fall or pond is often incorporated into the design in Simons & Woodard Buildings (Above)



Simons and Woodard's building located at 100 Stony Point, Santa Rosa, Ca.

What are the most important things to you when dealing with your vendors?

Part of our model is that we keep what works and we keep doing it. It makes for extremely efficient architectural and construction costs. We tend to stay with the same contractors. Once they get to know our systems and details they become extremely efficient and economical. We work closely with our contractors because they can help us make things more buildable. We look to them as our team mates as opposed to a low-bidder that you have to fight with. Relationships between the contractors and the architects are usually not very good, but ours are excellent. The most important thing to us is honesty. Good or bad we need to know what's going on.

What challenges do you see in the economy and legislation going forward?

Oh where to begin! At all levels of government we need to apply sound business principles and find the most cost effective and appropriate way to get things done. The Country needs to take itself back and do things that make sense versus protecting one special interest group or another. One concern I would have is if they try to balance the state budget with a split-roll property tax. This keeps property taxes under Prop 13 for residential but back to the old way for commercial buildings. It would change the economics for businesses in this state and temporarily be a huge disadvantage to job creation. I think office leasing is going to take a very long time to recover both in terms of rates and occupancy—maybe 5 to 7 years.

Here are some of Joan's Favorites...

Favorite Food:

I love all type of food; lately I have been enamored with Thai Food.

Favorite Book:

Atlas Shrugged by Ayn Rand

Favorite Quote:

Hear no evil, see no evil, do no evil.

Favorite Movie:

Dr. Zhivago

Hobbies:

Her dog Penni, reading, designing and sewing clothes, playing in the snow with sticks on her feet.

“

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Joan Woodard

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Manage Smart. (Part 1 of a 3 Part Series)

By Michael Piper

Looking to Cut Costs? Three Manageable Strategies to Lower Your Facility Budget

You really can lower your costs without compromising your business.

If you're like most businesses in America, you probably set a budget for your facility's operation each year based on the previous year and occasionally plan for large capital projects, without really measuring how it affects your profitability. Of course, budgeting for a facility's operating costs is absolutely necessary - but the method in which you make that budget has serious consequences to your bottom line. In fact, you may be spending a tremendous amount of money that could be otherwise spent on your core business or revenue-producing projects. So what follows are explanations and three manageable strategies that you can employ to create some extra dollars in your organization.

Measure and Analyze Your Building's Energy Use

Research done by the United States Department of Energy shows that buildings in the United States utilize 65.2% of the nation's total electricity consumption, and over 36% of the nation's total primary energy use. In addition, 30% of total U.S. greenhouse gas emissions come from our facilities - the largest share of the country's emissions-not cars! With the "Go Green" movement in today's society and the high cost of energy, you have plenty of reason to suspect that you may be wasting money on your facility. It's no secret that energy costs have risen dramatically, and will continue to rise in the future. The expense will never go completely away, but you can do some things to help offset it. Money you spend on your utility bills each month should be separated into two categories: money spent on the energy that your facility requires, and money spent on the energy that your facility wastes. On average, the largest energy consumers in a non-manufacturing facility and, by default, the largest energy wasters are usually the mechanical systems that provide heating, ventilation, air conditioning (HVAC), and lighting to the interior of your building (up to 70% of electricity costs and 100% of natural gas costs).

As HVAC equipment ages, it becomes more inefficient and costs your organization extra money. For example, a gas boiler installed in 1993 at a rating of 80% efficiency (for every \$1.00 of gas you put into it you receive \$0.80 worth in heating) could have lost 5% efficiency or more today - even if properly serviced! Plus, HVAC equipment that is over even three years old could have efficiency ratings well below the high-efficient technology that is available today.

One simple way to measure and analyze your facility's efficiency is available online at www.energystar.gov. This is a great tool produced by the Environmental Protection Agency (EPA) that allows you to input your facility attributes and the information from your utility bills. Your facility will receive a rating on a scale of 0-100 to determine where it stands against other facilities like it in energy efficiency. It will provide you with a good indication of whether or not you should proactively invest in your facility to get the most efficiency out of your systems, and the most out of your dollars.

A second method of determining where inefficiencies may exist is by utilizing the knowledge of an authorized Energy Star contractor. Many of these organizations have experts that will meet with you at your facility to determine if any potential savings exist, and some will assist you in a simple energy study free of charge. You may want to check the company's references and credentials, though - especially for LEED accredited professionals as well as membership in organizations like the United States Green Building Council (USGBC). They should be able to identify savings opportunities and their costs, implement the solution, and measure what the financial impact will be on your organization's budget.

IES has LEED accredited professionals and is a member of USGBC. Contact Gregg Perry at 916-988-8808 or 707-707-571-7480 for more information.

**In the Next Issue: Part 2
Measure Your Capital Avoidance/Life-Cycle Costs**

Manage Green. *Energy Rebates*

Energy-Efficient Light At The End Of The Tunnel

With an uncertain economic future and the amount of disposable income dwindling, there is an energy-efficient light at the end of the tunnel that can put money back into building owners' pockets - not only today, but for years to come. Rebates are popping up all over the board. Whether it is for a hybrid vehicle or an HVAC system or component, rebates are helping to offset costs for the latest and greatest GREEN technology, which in turn, saves the end user money for years to come.

The majority of utility providers are jumping on the bandwagon and offering cash rebates for the installation of energy-efficient equipment such as: HVAC split systems, packaged units, boilers and water heaters, and system components from: insulation to thermostats, from light bulbs to variable frequency (speed) drives. Many of these rebates require little paperwork and are simply based upon the size and efficiency of the item being installed.

Our expert energy engineers can calculate how long it will take to payback the installation costs of equipment and/or components by combining rebates and the estimated savings on utility bills. For example, we recently completed a project which involved adding a variable frequency drive to a 100 HP supply fan motor. By combining the express rebate and the estimated annual savings of nearly \$8,000 in utility bills, the payback for the project was 2.3 years! Combining rebates and calculated savings result in a proven return on investments which will allow continuous savings for years to come!

Below are a handful of local rebates which are too good to pass up: Contact Gregg Perry @ (916) 988-8808 for more info.

PG&E

Wine Tank Insulation:	\$2.25 - \$3.75/sq ft
Variable Frequency Drives for HVAC Fans:	\$80/hp
Variable Speed Motors (Air Handler):	\$50/unit
Space Heating Boiler:	\$1.00/MBtuh

SMUD

Customer Retro-Commissioning Incentives :	Up to 20% of project cost or \$50,000
Variable Frequency Drives/HVAC Fan or Cooling Tower Fans:	\$50/hp

10 Reasons to Install A Variable Speed Drive (VSD)



1. Control starting current: When an AC motor is started across the line; it takes as much as eight (8) times the motor full-load current, flexing the motor windings, generating heat and reducing the life of the motor. A variable-speed drive (VSD) starts the motor with 50% to 70% of its full-load current, plus the load.
2. Reduce power-line disturbances: Starting an AC motor across the line places a large drain on the power distribution system. Voltage typically sags, which can cause sensitive equipment to trip. A drive can eliminate this sag.
3. Reduce power demand: Drives reduce startup surges, which can cut utility charges for demand factors.
4. Control acceleration: Drives accelerate smoothly, reducing mechanical shock and wear-and-tear on both the motor and connected load.
5. Adjust operating speed: Change, optimize and adjust automatically.
6. Control torque: Protect machinery, the process and product from damage due to excessive torque.
7. Control stops: Reduce mechanical wear and tear or loss of product due to breakage.
8. Low cost to implement (REBATE)
9. Pays for itself within 1-3 years
10. Save energy in applications which run much of the time at partial speed and load.

Airwaves Words & Terms



AHU Air Handler Unit

AHU Air Handler Unit – refers to equipment that includes a blower or fan, heating and/or cooling coils, and related equipment such as controls, condensate drain pans, and air filters. MUA Make-up Air Unit - A larger air handler that conditions 100% outside air, and no recirculated air.

ASHRAE American Society of Heating Refrigeration and Air Conditioning Engineers - is an organization devoted to the advancement of indoor-environment-control technology in the heating, ventilation, and air conditioning industry.

BAS Building Automation System - an energy management system which saves management companies and building owners by efficiently controlling air conditioning and heating comfort systems. BAS is where mechanical and electrical systems and equipment are joined with microprocessors that communicate with each other and possibly to a computer. This computer and controllers in the building automation system can be networked to the internet or serve as a standalone system for the local peer to peer controller network only.

ECM Energy Conservation Measure - is any type of project conducted or technology implemented to reduce the consumption on energy in a building. These can come in a variety of forms: lighting, controls, HVAC and plumbing, being the main measures for industrial and commercial enterprises.

Evaporative Cooler - Alias, Swamp cooler. Nature's most efficient means of cooling is through the evaporation of water. Evaporative cooling works on the principle of heat absorption by moisture evaporation. The evaporative cooler draws exterior air into special pads soaked with water, where the air is cooled by evaporation, then circulated. Evaporative cooling is especially well suited where the air is hot and humidity is low.

CRAC Computer Room Air Conditioner -unit is a device that monitors and maintains the temperature, air distribution and humidity in a network room or data center.

TXV Thermal Expansion Valve - is a component in refrigeration and air conditioning systems that controls the amount of refrigerant flow into the evaporator thereby controlling the superheat at the outlet of the evaporator. Thermal expansion valves are often referred to generically as "metering devices".

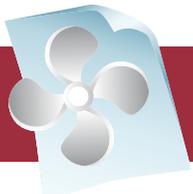


TXV Thermal Expansion Valve



ZD Zone Damper

ZD Zone Damper - The practice of providing independent heating and/or cooling to different areas in a structure. Zoning typically utilizes a system controller, zoning dampers controlled by a thermostat in each zone, and a bypass damper to regulate static pressure in the supply duct. A damper is a valve or plate that stops or regulates the flow of air inside a duct, chimney, VAV box, air handler, or other air handling equipment.



Fan Mail

Outstanding! Keep up the good work Dick

SOLANO COUNTY Mosquito Abatement District

From: Sheri Maggenti
Sent: Monday, September 27, 2010 10:38 AM
To: Bob Frazier
Cc: Roman Leon; Jennifer Butler
Subject: Solano Co. Mosquito Abatement

Big kudos to Dick McConnell from Tami at Solano Mosquito Abatement!! They are very happy with the service from Dick and wanted to give him a thumbs up!!

Good job Dick!!



From: Ernie Perreira
Sent: Wednesday, September 22, 2010 12:19 PM
To: Bob Frazier
Cc: '9164163766@messaging.nextel.com'
Subject: THERMOFISHER

Bob

We did the 9 month account review. Dick got an OUTSTANDING review from Peter. Just an FYI

Dick - GREAT JOB !!!!

Regards Ernie



Dick McConnell



GREAT JOB CHASE

From: Sean Fogli [mailto:S.Fogli@alliant-systems.com]
Sent: Monday, October 25, 2010 1:46 PM
To: Roman Leon; Kristi Allen
Subject: RE: Cameron Park

By the way,

Chase was great both Friday evening as well as this morning. Very professional and truly trying to resolve the issue. The follow up this morning was icing on the cake for me.

Great work to you both for getting this resolved in a timely manner.

Thank you,

Sean Fogli | Service Manager | ALLIANT Systems | Direct 503.619.4000
Providers of innovative mechanical services



Chase Rossier



State Farm Insurance

Outstanding Job JAMES DERENIA

From: Albert S Alviso [mailto:albert.s.alviso.cfx8@statefarm.com]
Sent: Thursday, October 14, 2010 9:32 AM
To: Nick Moen
Subject: James Derenia

Hi Nicholas,

Hope all is well...

I just wanted to take a moment, to let you know that it has been a pleasure working with IES during these past few months.

Most recently, I had the opportunity to work with James Derenia on a pneumatic and coupling installation project here at State Farm. James, was not only willing to take care of our needs here at State Farm but, has been helpful to me and my team during these projects.

I would like to let you know that James has provided great leadership, customer service, great attitude and he means business when working here at State Farm. I feel that you have a great employee within James and am looking forward to working with him and IES in the near future.

Thanks in advance,

Albert Alviso

State Farm Insurance
Rohnert Park Operation Center

Maintenance Department
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E-Mail: albert.s.alvisco.cfx8@statefarm.com



James Derenia



This month's recipe comes from Scot Covington, Winemaker at Trione Winery in Geyserville, California. This is a traditional Portuguese dish that has been passed down and is a family favorite of the Covington family. Scot recommends paring this hearty comfort food with a robust red wine such as the 2005 Trione Alexander Valley Red Wine.

Scot Covington, Winemaker, Trione visiting a winery in Prague, Czechoslovakia.

Portuguese Soupas

Start with:

3-5 lb. beef chuck roast - depending on the number of servings.

In a large Dutch oven or heavy cast-iron pot braise the roast with a little olive oil over med-high heat, and then cover with water.

Add the following:

1 cup red wine

5 whole cloves

5 black pepper corns

1 piece cinnamon bark

1 whole clove of garlic - diced

1 large yellow onion - diced

2 cans – 10 oz. tomato sauce

½ lemon – squeezed and add rind

Salt to taste

Simmer for 3 hours on medium heat. Shred the meat with a fork when tender. Serve in large bowls with sourdough bread. Break off large pieces of bread, place in bowl, ladle juice over the bread and add pieces of beef, garnish with a piece of fresh mint.



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