



# NewsLink

The leading knowledge exchange for those who design, build, use and maintain mission-critical enterprise information infrastructures. 7x24 Exchange's goal is to improve end-to-end reliability by promoting dialogue among these groups.

## Directors and Officers

### Chairman

Robert J. Cassiliano  
Business Information Services  
732 446-7502

### President

David Sjogren  
Strategic Facilities Inc.  
973 875-7701

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Michael A. Weinstein  
AT&T Solutions  
732 576-5510

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Innovative I/T Solutions Inc.  
516 242-1255

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201 986-5653

### Mark Dianora

Cantor Fitzgerald International  
011 44 771 894-7000

### Executive Director

Joseph Paladino  
7x24 Exchange Inc.  
914 835-5740

### Programs

Fall 2000  
Howard Levison  
Levisonh@cs.com  
Spring 2001  
Joseph Paladino

## Chapters

### National Board Chairperson

David Sjogren

### Atlanta

Mel Foster  
United Parcel Service  
770 753-1823

### Bay Area (San Francisco)

Eric Adrian  
EAdrian1@aol.com

### Delaware Valley

Russ Mykytyn  
215 826-1168

### Metro - New York

Robert J. Bazewicz  
973 539-5243

### Mid-Atlantic (Washington, DC)

Engineering Design Group  
202 862-9600

### Midwest (Kansas City, MO)

Lanny Bennefeld, DST Systems  
816 737-4073

### Northwest (Seattle)

Douglas Bors, Sparling  
206 667-0555

### Ohio

Stephanie Strack, LEXIS-NEXIS  
937 865-6940

### Southern California (Los Angeles)

Rolando Geniza, Southern California Gas  
946 368-6784

## Note:

### 7x24 Exchange Has Moved

#### 7x24 Exchange

83 Calvert Street  
Harrison, NY 10528  
Phone 914 835-5740  
Fax 914 835-5762  
www.7x24Exchange.org

## End-to-End Reliability: Connections

October 29 - November 1, 2000, The Phoenician, Scottsdale, AZ

Reflecting its theme, this conference will include sessions on several new and emerging technologies and trends that are likely to significantly impact End-to-End reliability. These connections include networks, power, thermal, business models, safety/security and people related to critical facilities. Keynote speaker Arthur Ranney, CIO of the State of Arizona, will set the stage by providing a CIO's view of critical facilities and discussing the implications of the ASP (applications service provider) business model for mission critical operations—the *business model connection*. Fred Moore, editor and chief, *Storage Magazine*, will extend the ASP discussion and explore a range of new service provider businesses, including management, application, wholesale and storage service providers and CoLo (Co-location facilities) and their potential impact on critical facilities operations.

The *network connection* will be covered by:

- Fred Chrioux, senior vice president, Strategy and Alliances, who will provide an overview of WAP (Wireless Application Protocol) and its current and future business implications.
- Paul Novell, Cypress, who will discuss *bluetooth*, the burgeoning world standard for short-range wireless communications.
- Michael Weinstein, 7x24 Exchange VP, who will provide a *network/communications session for non-network professionals*.

The *power connection* will include presentations by:

- George Kamburoff, in a *Power 101+* session, covering power topology in a critical facility.

- Alex McEachern, president, Power Standards Lab. and senior member of IEEE, in *A New Approach to Power Quality: Tougher Loads*.
- A panel of leading UPS manufacturers discussing *Tomorrow's UPS*.

The *thermal connection* will feature:

- Drs. Roger Schmidt, chief thermal architect, IBM Server Division and Suhas Patankar, president, Innovative Research, will report on an 11-member consortium of computer and telecommunications manufacturers' 10-year outlook for product power densities. They also will review a flow distribution model that deals with air-cooled computer raised floor installations under a variety of variables. Long-time 7x24 Exchange Conference attendees will recall Roger's still-referenced *Watts per ft<sup>2</sup>* presentation at one of 7x24 Exchange's first conferences in the early 1990's and will be pleased to get this update.
- Dr. Bob Sullivan, ComputerSite Engineering, David Kelley, Liebert and Roland Geldert, Data Aire, will follow-on to the *Heat Removal Basics* session from the Spring program. The session will include a review and comparison of major system/component choices, A/C units, humidifiers and circulation issues.
- Stephen Spinazzola, co-director engineering, RTKL Associates Inc., will discuss what the firm believes is a revolutionary method of cooling server cabinets.

The *security and safety connection* topics will include:

- *The Convergence of Security Threats, Risks and Mitigation Strategies* by Todd Flemming, CEO, Advantor and Richard Weiner, corporate VP, Science Applications International.
- *Biometrics*, a review of the state of the art, major approaches, technologies,

suppliers and promises of biometrics to security, by William Rogers, publisher, *Biometrics Digest*.

- *Fire Protection for Mission Critical Equipment*, by George Krabbe, chairman of the board, Automatic Fire Suppression Systems, will provide attendees the background needed to make informed choices when specifying/recommending fire protection systems.

Finally, Ben Watson of Smart Force, will formally address the *human connection* with an *e-learning* presentation. In addition to the *e-learning* presentation and the *Professional Pass-the-Mike Panel*, the conference will provide a range of opportunities for attendees to network and dialogue during tours, breaks and social events—vendor hospitality suites, *Evening at the Corona Ranch/Mexican Rodeo*—all designed to strengthen the *human connection*.

Conference details and registration forms will be included in the Conference Brochure that will be distributed shortly. Conference fees will be \$900 for member company employees and \$1,200 for non-members. Fees include all conference materials, Sunday evening's reception/dinner; breakfasts, lunches, breaks and tour transportation. For additional information, contact 7x24 Exchange or visit [7x24Exchange.org](http://7x24Exchange.org). To take advantage of special sleeping room rates at The Phoenician, call 480 941-8200 and mention 7x24 Exchange.

**More than 300 attend Spring Conference in San Francisco**  
**See Page 2!**

## President's Letter

Our goal is to improve end-to-end reliability by promoting dialogue among those who design, build, use and maintain mission critical information infrastructures. Achieving this goal is increasingly difficult, or easy, depending on your viewpoint.

If increasing reliability means reducing the amount of downtime or the number of downtime incidents, then, lacking specific, hard measures, we are *confident* that the dialogue we have created has helped to reduce the downtime and increase uptime. We know that we have affected the knowledge and awareness of those involved with 7x24 Exchange about new infrastructure designs, new technologies, equipment and systems, which have increased information infrastructure reliability. As data center managers, design engineers and

equipment suppliers dialogue about critical uptime issues, new approaches and technologies, we are sure that better, more reliable designs and fewer outages have resulted.

On the other hand, we live in an ever changing and ever more demanding world. Batch processing once was the data center operations norm and even early on-line processing systems were up 10-12 hours a day, 5 or 6 days a week. Business practices, the Internet and, most of all, customer access and expectations, now demand true 7x24 operations. Today, 167.9 hours of weekly uptime is *easily achievable*, but clearly inadequate. The question, is the 167.9 hours of weekly uptime comparable to the 50, 75 or even 100 hours of uptime in the past? In absolute numbers 167.9, looks good. However, it also means 6 minutes of downtime. How many of us, how many of our business/customers/operations, could or would tolerate this performance?

Thus, we believe we have been a positive force in improving end-to-end reliability. What we don't know is are we doing enough? Further, gauging our impact is likely to get harder as our world and our business models change and our reliance on technology increases, because we face *escalating expectations*.

Confounding these *escalating expectations*, we see the emergence of a number of new and overlapping technologies, services and business models that are likely to further confuse our attempt to gauge our impact on improving end-to-end reliability. Looking forward, our Fall Conference covers several of these issues, including the impact of *in-and-out sourcing* shifts; several wireless/internet related topics, several new and revealing power and cooling related technologies, as well as safety and security. Looking back at the number of organizations, the number of attendees and their ratings of program

*Continues on page 2*

# More than 300 attend Spring Conference in San Francisco

Attendees may have left their hearts in San Francisco, but they returned home with a wealth of knowledge. A content rich program, which included representatives from CISCO, EMC, INTRIA-HP, StorageTek, Sparling, The Navy Exchange, and other notable firms, resulted in an impressive overall rating of 5.72 (on a scale of 1-poor to 7-excellent), among the highest rated conferences.

Structural Systems was supplemented with a tour of San Franciscan structures employing the technology discussed. John Diamond, Cushman & Wakefield, got rave reviews as he took attendees through a case study, *Running on Empty—Lessons Learned from an Extended Generator Run*.

Heat, a data center nemesis, was addressed by George Kamburoff, consultant, in *Heat Removal Basics* and by John Pappas, of Mazzetti and Associates, in his session on *HVAC Rack Mounts and*

prevailed, affording panoramic views of the skyline.

"First 7x24 for me, excellent; Overall, very informative; The content was outstanding; the Fairmont did not live up to my expectations; This was my first—I enjoyed it a lot—I'll be back for the next one. Thanks! I'll definitely attend more sessions and I'll get more people from work to attend; The best content ever!"

"Every conference is a learning experience for us," commented Bob Cassiliano, 7x24 Exchange Board of Directors chair



Day 1 keynote address, Michel Langlois, director Internet Architecture, CISCO. Inset, Day 2 keynoter, Mark Mills, discussing the power paradigm shift.

Keynote addresses received rave reviews. CISCO's Michel Langlois—*Networking's New World: A 7x24 Society and Ubiquitous Society*—discussed the Internet's role as we evolve to an information society and technologic changes on the horizon. Mark Mills, president, Mills-McCarthy & Associates, discussed the critical growing demand for power and, especially, very high quality/reliable power, in an Internet society, and its implications for 7x24 operations in *The Emerging Power Tsunami*. Following are a few comments on the Langlois and Mills keynotes talks, which received overall ratings of 5.65 and 6.65, respectively:

"Both keynotes were excellent. Every subject was interesting; Great info; Chuck full of info; Insightful presentation; Very good content; Good vision and explanations supported by data; Very good info; Great research—good info presented; Best presentation you have ever had; The best content ever!"

Fred Moore, editor-in-chief of *Storage Magazine*, moderated the *High-Availability Storage Masterminds Panel*, featuring industry experts Randy Chalfant of StorageTek, Bill Finefield of The Navy Exchange, Russ Schneider of Marketex and Tom Trainer of EMC Corporation.

The presentation by David Friedman, Forell/Elsesser Engineers, *Seismic Isolation & Innovative Building*

*Air Flow*. Bob Zakarian took the audience through HarvardNet's *UPS Selection Process* and Bob Moore, of Reliable Power Meters, discussed *The Economics of Monitoring the Electrical Infrastructure*.

Risk, something every mission-critical system must deal with, was addressed three ways. Erin Oberly, consultant, presented *Business Risk Assessment: New Requirements and Tools*. Doug Bors of Sparling made probability analysis understandable and applicable in *PRA (Probability Reliability Analysis) in Action*. INTRIA-HP's Keith Francis covered business justification for providing ultra high availability to clients or customers and how to address their risk tolerance.

Tours of Bank of America, Exodus, 200 Paul Avenue Telecommunications Hotel and San Francisco's Municipal Buildings, including the new 9-1-1 Emergency site, allowed participants to see a variety of state-of-the-art facilities.

Eleven organization sponsors—ASCO, Automated Logic Corporation, Cyberex LLC, Liebert, Mazzetti and Associates, Piller Inc, Powerware Corporation, Reliable Power Meters, Russelectric, RTKL and Sure Power Corporation—hosted a dinner cruise on the San Francisco Bay. Clear skies

person. "We are very pleased with the content and overall ratings, but were reminded of the need to pay close attention to the facility, AV and related events. And, responding to the questions, comments, complaints and concerns about tour participation, vendor displays and presentation content, the board reaffirmed its commitment to promoting open, unbiased, educational dialogues among all attendees (see related side bar story). At the same time, it is nice to learn that, overall, attendees were happy with session balance and number of breakouts. We plan to keep on improving."

Dave Sjogren, 7x24 Exchange president, added, "Considering the fact that the conference was held in California, it is a little surprising that attendees indicated that Florida and Arizona are the preferred locations for future conferences. Most of those who cited Arizona also mentioned Phoenix/Scottsdale/The Phoenician. In response, our next three Fall conferences will be held at The Phoenician and we will shortly finalize a Florida location for our Spring 2001 Conference."



Storage Masterminds Panel, moderator Fred Moore, Storage Magazine; panelists: Tom Trainer, EMC Corp., Randy Chalfant, StorageTek, Bill Finefield, The Navy Exchange and Russ Schneider, Marketex

## 7x24 Exchange Conference Event and Speaker Policies

**SIDE BAR** Responding to concerns voiced by some attendees at its 2000 Spring Conference *End-to-End Reliability: The Business Case*, May 7 – 10, San Francisco, CA, the 7x24 Exchange Board of Directors has approved three guidelines related to 7x24 Exchange conferences and meetings.

### Supporting its mission:

To be the leading knowledge exchange for those who design, build, use and maintain mission-critical enterprise information infrastructures, 7x24 Exchange's goal is to improve end-to-end reliability by promoting dialogue among these groups.

And, in keeping with its not-for profit, educational aim to improve end-to-end reliability by promoting dialogue among those who design, build, use and maintain mission-critical information infrastructures:

### 1. Conference Activities

All activities—presentations, tours, social events, etc.—associated with 7x24 Exchange conferences/meetings/gatherings must be open to all attendees.

### 2. Conference Presentations

The Board of Directors, conference chairperson and executive director will make every reasonable effort to assure that all presentations are:

- Educational in intent and tone
- Unbiased and objective

To help assure that these criteria are met, the following actions/tests will be applied:

- Presenters will submit a complete *Presentation Application Form* and disclose any beneficial relations with any products, services or organizations discussed.
- Whenever possible, presentations must use *real-world case studies* to demonstrate costs/benefits and/or characteristics of ideas, methods, processes or products.
- Whenever a presentation involves comparisons, recommendations or promotion of a product, service or organization, the presenter may be asked to submit to a *peer review* and/or agree to serve as part of a panel with competitors/peers.
- Materials presented will be included in attendee workbooks/proceedings.

### 3. Vendor Displays

7x24 Exchange will provide tables in the immediate proximity of conference rooms for product literature, educational material, and other useful information, but overt personal selling is prohibited. These tables will be unattended and therefore should not contain equipment or displays requiring an operator/attendant. 7x24 Exchange assumes no responsibilities for safeguarding materials, equipment or supplies. In keeping with the non-commercial/non-trade show nature of 7x24 Exchange events, individual booths and displays are prohibited

## President's letter continued from page 1

content comprise one way we judge our past performance. By these measures, we are satisfied with our progress. For example, our 2000 Spring Conference in San Francisco drew 320 people from 162 companies and achieved a content rating of 5.28 (on a scale of 1-poor and 7-excellent), all our best numbers to-date. Again, our goal is to present new ideas, issues, approaches and technologies that are likely to impact end-to-end reliability and promote open dialogue among you, our audience, the people who design, build, use and maintain mission critical information infrastructures.

Early this winter, we also plan to introduce a *7x24 Exchange Idea Index* on our website. This index will contain a

listing of major articles from industry periodicals that have implications for 7x24 operations. Each entry will contain a two or three sentence summary and, where appropriate, pointers to the appropriate periodical/article.

We also are exploring possible involvement in 7x24 related standards, benchmarks and relationships with peer organizations. In short, we've got several irons in the fire and think we're doing well, but we would like to hear your ideas, views and opinions.

*David A. Sjogren*

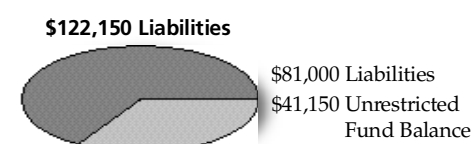
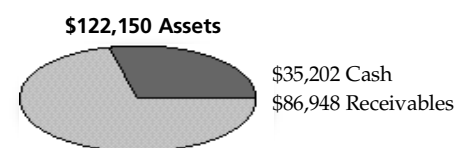
## 7x24 Exchange Financial Update

At July 31, 2000 Assets were \$122,150 – cash (\$35,202) and Receivables (\$86,948); Liabilities were \$81,000, leaving an unrestricted fund balance of \$ 41,150.

The Spring 2000 conference costs of \$193,000 were greater than prior conferences due to larger attendance, but were proportionate by category. The vendor-sponsored event was a break-even, thanks to the support of 11 vendor firms.

On an ongoing basis, conference component costs are reviewed and evaluated for value received. Contracts are negotiated with suppliers to assure members get the highest quality products/services. Working to increase value per dollar is an ongoing goal that has

resulted registration fees that have been unchanged since 1996. And, continuing these efforts will minimize future increases. However, a modest increase is likely to cover uncontrollable cost increases.



# Chapters Update

## Atlanta Chapter

Quality programs like the July 28, *Is Your Data Your DNA?* by Fred Moore, *Horison Consulting*, update to his National Conference presentation discussing the future of data storage, are fostering Atlanta Chapter growth.

A meeting is planned for September 29 at AT&T's, Alpharetta facility. Anyone interested in hosting or presenting at a future meeting should contact a chapter representative.

Chapter correspondence is via email. Anyone wishing to be added to the e-mail list for future chapter activities should contact Kevin Fannin.

### Chapter Contacts/Executive Committee:

Kevin Fannin, *Chick-fil-A*, 404 765-8022, kevin.fannin@chick-fil-a.com

Mel Foster, *United Parcel Service*, fac1mdf@is.ups.com

Gloria Groves Smith, *BellSouth*, gloria\_smith@bscc.bls.com

Bill Angle, *CS Technology*, bangle@cstechnology.com

Mike Kenig, *Holder Construction*, mkenig@holder.com

Chris Johnston, *Carlson Associates*, johnston@carlsonolutions.com

## Bay Area Chapter

The National Spring 2000 Conference in San Francisco sparked interest in local uptime issues. Discussions are underway to select topics, tours and locations for future meetings. Interested parties should contact *Bill Mazzetti, Mazzetti & Associates*, 415 362 3266

## Delaware Valley Chapter

Information on the newest chapter, serving DE/S. NJ/W. PA. can be found at [www.7x24Exchangedelval.org](http://www.7x24Exchangedelval.org) including a membership application. Fee structure and member requirement details are also available at the site or from *Russ Mykytyn, DVL, Inc., executive director, Delaware Valley Chapter*, 215 826-1168

A kick-off reception and meeting was held May 25 at SAP America's headquarters. *Phil Davis, MBNA, chapter president*, reviewed the meeting's goal to introduce end-users, consultants, academics and vendors to the Chapter, encouraging them to join. Setting the tone for future quarterly chapter meetings, this initial gathering at SAP America typifies the *7x24 Exchange* mission. With dozens of design, architectural and engineering awards, the SAP America building served as an excellent backdrop for the Chapter's introduction. *John Ash, SAP America and Chapter VP* and senior managers from SAP America, TKLP-Kling Lindquist Engineering, Gilbane Construction Management and mission critical vendors, including: Liebert, ASCO, Carrier, Albare, Cuttler-Hammer, Penn Detroit Diesel, PECO Energy and Allerton discussed the design and technology applications in the SAP America building during the hour facility tour.

The Chapter's Fall meeting is scheduled for October 18, 2000 and will be hosted at QVC's Studio Park facilities, where members and prospects will see a *7x24 Television Shopping Broadcast Environment*.

For information on the next meeting, visit the Web site or contact: *Russ Mykytyn*.

## Metro New York Chapter

Successful formation meetings during the Spring and early summer featured presentations, tours and networking resulted in creation of *7x24 Exchange's* newest chapter, Metro New York. Membership application forms have been sent to participants and are available to any interested party.

The summer meeting, "*Power: How do we get it? And is it reliable?*" was held June 21 at the JP Morgan Conference Center. The morning session featured a presentation and panel discussion on the latest power developments, alternatives and technologies.

The group's September 12, meeting, *Infrastructure and Connectivity—Co-Lo support for Corporate Needs*, featured a panel from Carlson, Exodus, InfoMart and NextComm and will be covered in the next issue of *NewsLink*. For information about future events and membership, contact *Robert Bazewicz, executive director, Metro NY Chapter*, 973 539-5243, [cdnmall@earthlink.net](mailto:cdnmall@earthlink.net).

## Mid-Atlantic Chapter

Plans for a meeting will be announced shortly. Anyone wishing to present a case study or participate on a professional panel, contact *Yvette Brooks, ybrooks@edg-inc.com*.

## Midwest Chapter

The Fall 2000 conference: *2001, a Grounding Odyssey* will feature four speakers and a panel: *Mike Holt*, covering *Grounding and Codes*; *Rob Spring*, *Snell Infrared*, discussing *Infrared and Uptime*; *Ron Lomax*, *Square D*, with a session on *Transient Voltage Surge Suppression*; *Tom Hoffman*, *Dean Machinery*, will talk about and demonstrate *Flywheel UPS*; and *Rick McCoy*, *Fluke Corporation*, presenting *Tracking Down Power Problems*. The date's set for October 20, beginning at 7:30 a.m. at Harrah's Casino Hotel, Kansas City, MO.

### Officers and Contacts

Lanny Bennefeld, *DST Systems*, director, 816 737-4073, [lbennefeld@dssystems.com](mailto:lbennefeld@dssystems.com)

Donald Riley, *AlliedSignal*, assistant director, 816 997-2917, [driley@kcp.com](mailto:driley@kcp.com)

Edward Rafter, *Power Engineering*, treasurer/awards officer, 913 661-9700, [e.rafter@iee.com](mailto:e.rafter@iee.com)

Jose Alvarez, *DST Systems*, interim editor, 816 435-1293, [jalvarez@dstsystems.com](mailto:jalvarez@dstsystems.com)

Tom Brink, *State Street Bank*, membership officer, 816 891-8751, [tabrink@statestreet.com](mailto:tabrink@statestreet.com)

Mark Lamendola, *Intertec Publishing*, programs officer/conference MC, webmaster and interim database manager, 913 967-1808, [writer@iee.com](mailto:writer@iee.com)

Jose Alvarez, *DST Systems*, conference manager/venue negotiation manager, 816 435-1293, [jalvarez@dstsystems.com](mailto:jalvarez@dstsystems.com)

Mike McCurley, *Bank of America*, general office, 816 880-8175, [McCurley1@msn.com](mailto:McCurley1@msn.com)

## Northwest Chapter

Microsoft hosted June's symposium: *Keeping Cool: Air Conditioning in the Data Center: A Panel Discussion* which featured *John Pappas PE, Mazzetti & Associates; Ken Pinchiff, MacDonald Miller Mechanical Contractor; David Peotker PE, Coffman Engineering* and, moderator *Leonard Ruff AIA, Callison Architecture*. The shift from water-cooled mainframe computers to rack-mounted, air-cooled servers has placed increased demands on data center air conditioning. Recent experience has shown some old models for planning data center cooling no longer apply, and designers and contractors have come up with new and innovative ideas. This panel discussion focused on the problems involved, new methodologies for maintaining a conditioned environment, and looked to the future.

Beginning next winter, *The Update* chapter newsletter will be delivered by electronic mail as well as available at the web site. Those wishing to receive a copy via e-mail should either:

- Fill out the online form at [www.7x24NW.org](http://www.7x24NW.org), or
- Send an e-mail to: [lruff@callison.com](mailto:lruff@callison.com), include "7x24NW" in the Subject line.

On September 12, the Fall session of the Northwest Chapter will focus on advanced High Reliability LAN Management and Security, with presenters from Top Layer, a leading network solutions provider. In addition, members will be touring the recently completed telecommunications colocation facility of Zama Networks. For more information, visit the Northwest Chapter at: [www.7x24NW.org](http://www.7x24NW.org).

## Ohio Chapter

Positive response to the Spring Chapter Conference has the group planning a similar meeting in the fourth quarter. Expanding the geographic horizons has been a Chapter goal and plans are underway to include Cleveland as a host site.

### Officers and Contacts

Stephanie Strack, *Lexis-Nexis*, president, 937 865-6940

Harold Perdue, *Proctor & Gamble*, VP, 513 983-8295

Martha Rollins-Soder, *Nalco Chemical*, treasurer, 800 527-2068 x6863

Mark Neiheisel, *Uptime Solutions*, membership, 937 237-3400

Brad Deaton, *Engineering Dynamics*, newsletter, 513 459-8333

## Southern California Chapter

Chapter officers are planning a half-day event on *Growing Pains*—the challenges involved in building a world-class Internet data center in the Southern California region. Topics will include real estate issues, local utility support, regulatory issues and standby generator issues.

### Officers and Contacts

Rolando Geniza, *San Diego Gas & Electric*, president, 949 368-6784, [rgeniza@sdge.com](mailto:rgeniza@sdge.com)

Bill Corry, *The Capital Group*, treasurer, 714 257-5505, [blc@capgroup.com](mailto:blc@capgroup.com)

Don Pirch, *Western Carlson*, programs (OC), 714 444-9155, [dpirch@carlson-dc.com](mailto:dpirch@carlson-dc.com)

Lance Liebl, *COMPEL*, membership, 562 946-8321, [lancel@compel.net](mailto:lancel@compel.net)

Bob Miller, *Liebert Corporation*, VP, 949 457-3711, [rj\\_miller@liebert.com](mailto:rj_miller@liebert.com)

John Sears, *Liebert Corporation*, web site, 949 457-3720, [john\\_sears@liebert.com](mailto:john_sears@liebert.com)

## Arizona Candidate Chapter

Exploratory formation meetings were held in March and May. A *working* slate of officers was elected from representatives of mission-critical facilities and vendor organizations. They will work together to fulfill chapter recognition requirements.

Quarterly program luncheons are being planned, with the first scheduled for late September. The growth of semiconductor manufacturers, data processing and telecommunication centers in the Phoenix Valley will provide a springboard for future meeting sites and program themes. For more information contact *John Blewins, jdblevin@sprnet.com*, 602 236-5464.

## Boston Candidate Chapter

An informal social event was held during the summer to keep members in touch. A formal program is being planned. For information, contact *Gary Murphy, gmmurphy@carlson-dc.com*.

## Florida Candidate Chapter

A kick-off meeting open to all uptime professionals is being planned for October 18. It will address the chapter's geographic region and will solicit individuals from the user community to serve in leadership capacities. *7x24 Exchange* National requirements for chapter recognition will be reviewed, as will potential locations for future meetings.

The meeting location will be Tampa or Orlando, based on participant responses. Please contact *Trevor Serebro* at 407 812-4746 or [trevor@reliablemeters.com](mailto:trevor@reliablemeters.com) for details.

## Coming Soon— Internet Building Infrastructures

*7x24 Exchange* and *Building Operating Management (BOM)* are teaming for the fourth successive year to publish a special **7x24 section** in the January 1, 2001 issue of BOM. The section will expand on the jointly developed sidebar—*New Breed of 7x24 Building Brings New Challenges* that was part of the *7x24—From the Ground Up*, article in BOM's March 2000 issue. The January section will examine the changing business priorities and forms of these Internet related companies and how their heightened need for *7x24* operations and buildings is impacting on the design, construction, outfitting and management of these facilities. Server Farms, CoLo and Co-hosting facilities, ASP's, MSP's, SSP's and Telcom Hotels are some of the new business forms that have grown out of the Internet and they are placing enormous demands on building and infrastructures. The article will examine the business priorities of firms involved in such buildings, the economics of such structures from the perspectives of their owners, key issues involved and the impact of the dot com shakeout, past and future.

Any *7x24 Exchange* member who would like a complimentary copy of the March 2000 issues of BOM, or wishing to be part of the January 2001 article effort, should contact Joe Paladino, executive director, *7x24 Exchange*.

## 7x24 Exchange '00 Spring Conference Attendees

**Abbott Laboratories**  
Robert Hill

**Active Power Inc**  
Mark Ascolese  
Bradley Walter

**Alber Corp**  
William Cashen

**Alicomp**  
Arthur Kurek

**Amdahl Corp**  
Terry Smith

**Cable & Wireless**  
John Robinson

**Callison Architecture**  
Leonard Ruff

**Cambay Group**  
Scott Adkins  
Steve Kundich

**Cardiff Mason**  
**Development Inc**  
Kent Brisbin  
John Mason

**Current Technology Inc**  
David Carroll  
Dean Datre  
Joseph Roark

**Cushman & Wakefield**  
John Diamond

**Cyberex**  
Toni Nesbitt  
Anthony Pinkey  
Teresa Sommers  
Terry Sholin

**Dahl Taylor & Associates**  
Rolando Geniza  
Quang Nguyen  
Quang Vu

**Electronic Environments Corporation**  
Manny Dutta  
James Harmon

**Electro Test Inc**  
Greg Bauman

**Ellerbe Becket**  
Timothy Dueck  
Peter Styx

**EMC Corporation**  
Allen Buskirk  
Thomas Trainer

**Engineering Design Group**  
Thomas de Vries  
Richard McWilliams  
Allen Wood  
Shariar Zaimi

**Enviroguard**  
Erik Jones

**Equinix**  
Sean Donelan

**Galileo International**  
Les Mullens

**GE Industrial Systems**  
William Brownell  
Michael Fellers  
Dennis Heath  
Troy Lenderking  
Michael Pintar  
Richard Saunders  
Ronald Seftick  
Marcelo Valdes  
David West  
William Wiltsch  
Robert Zachrich

**INTRIA-HP**  
Keith Francis

**Invensys**  
Tom Thiele, P.E.

**ISO**  
G. Michael Sever

**Johnson Controls**  
Wendell Chafin  
Scott Jennings  
S. Charles Mirabile

**Progressive Power Solutions**  
Corey Anthon  
Thomas McAndrew

**QMS**  
Craig Bacigalupo  
Stephen Ehninger  
John Gogo  
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*Great presentation, opens up new concepts for design.*

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*To the point, directly translatable into action items.*

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*Interesting content, impact on our business was made apparent.*

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*Good real world examples of issues on maintaining equipment.*

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*I am satisfied. I get answers to my questions, very interactive.*

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