



The end-to-end reliability forum.

Northwest Chapter

WWW.7X24NW.ORG

Mission Statement

The 7x24 Exchange Northwest Chapter's mission is to provide an open educational forum dedicated to the continuous improvement and increased awareness of data center reliability focusing on the key disciplines of design, construction, maintenance, security and management with the goal of obtaining continuous data center operations.

Mark Your Calendar

February 6, 2001
7x24 Exchange NW Chapter
Winter Session
Boeing
Bellevue, WA

May 8, 2001
7x24 Exchange NW Chapter
Spring Session
Location to be Determined

June 3 - 6, 2001
7x24 Exchange
National Spring Conference
Grand Floridian Hotel
Orlando, FL

w i n t e r 2 0 0 1 U P D A T E

Welcome to the Virtual Update

This is the inaugural issue of the 7x24 Exchange Northwest Chapter Update in virtual form. We've moved to this media in order to save time, cost and to be able to reach our membership quickly. We'd like your feedback, please send comments to the Update editor, Leonard Ruff at lruff@callison.com.

Fall 2000 Northwest Conference: High Level Network Management & Tour of Zama Networks

Thanks to Kevin Casey of Top Layer Networks for a fascinating presentation on new advances in network management and security. Kevin discussed approaches to managing network traffic and providing higher security using Layer 7 protocols and intelligent network management tools. For more information, contact Top Layer at: www.toplayer.com.

Also, thanks to Zama Networks and Dennis Burk for hosting the Fall Session and giving attendees a tour of the recently completed hosting facility. Zama Networks is an Internet infrastructure and service provider building and operating next generation Internet connection hubs across North America and the United States. For detailed information, contact Zama Networks at: www.zama.net.

National Fall Conference End to End Reliability: *Connections*

The Fall Conference held in Scottsdale, Arizona, was a successful exploration of the diverse challenges facing the mission critical industry. Attendance at this conference set new records, with over 375 professionals attending from a wide variety of companies. Presentations focused on many of the critical issues in the mission critical field, including data center and server cooling, wireless access protocols, fire protection, security, power topologies, and data storage technologies.

In addition to the many excellent presentations and discussions, attendees took advantage of the many tours to data centers and operations hubs, including a tour of the Phoenecian co-generation power plant.

The very popular vendor sponsored evening was a wild west rodeo, with demonstrations of western and mexican style riding, calf roping, and special audience participation events.

The National Spring Conference will be held in Orlando, Florida from June 3 to June 6, 2001. For more information, contact Joe Paladino at 914-835-5740 or jpaladino@erols.com.

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Power: Demand, Capacity and Deregulation A Critical Crossroads

The exponential growth of the Internet and its associated data centers, switching facilities, POP's, and telco hotels have placed an enormous demand on local power utilities. Coupled with the move towards deregulating the industry, power is becoming increasingly difficult and expensive to obtain. Recent shortages in Washington and California have prompted rate increases and surcharges for large power customers.

Date
Tuesday, February 6, 2001
4 - 7 pm

Cafeteria
Building 33-07
2760 160th Avenue SE
Boeing
Bellevue, WA

Agenda

4:00 Symposium:
Power for the Internet
A Discussion with
Seattle City Light

6:00 Refreshments

6:30 Open Discussion

Utility companies have become hard pressed to meet these demands, which show no signs of decreasing. From all standpoints, the generation, transmission and distribution infrastructure of utilities are, or will be, stressed to the maximum, creating future shortages and higher rates. With deregulation, utility companies have become disassociated from key components of the power stream, creating new levels of overhead, complexity, and market volatility.

The emergence of wholesale power brokers has skewed the historic pricing of power, severing the price of power from the actual cost to produce the power. Utility companies are forced to pay premium rates for power at peak demand levels, with scant ability to forecast rates, demands and capacity.

Additional sources of power are difficult to develop. With ever increasing environmental concerns, the ability of the power generation companies to construct new power plants is limited. Whether new plants are fossil fuel, hydroelectric, natural gas or even nuclear, the time and money required to develop and ultimately operate these sources is enormous, automatically limiting capacity growth.

It remains to be seen if the power industry can come to terms with this new energy crisis and provide the power that a growing economy and a developing Internet commercialism demand. The Internet industry will need to take a hard look at how facilities are designed, developed, and operated. Close coordination and negotiation with the local utility companies will become even more critical in ensuring adequate power delivery. New methods, including co-generation, will most likely become more popular, but will require longer time frames to develop and implement, as well as increased permitting reviews and costs.

Data Center Roundtable

*Power for the Internet
A Discussion with Seattle City Light*

**Jesse Krail, Deputy Superintendent of Distribution
Seattle City Light**

Jesse will give a high level overview of Seattle City Light's strategic planning efforts to provide power to their customers. Jesse will also discuss the current power supply system, delivery methods and will explore the factors leading to today's power shortages.

About the Speaker

Jesse Krail, PE, Seattle City Light Deputy Superintendent, Distribution Branch, was appointed in October 1996. Jesse is responsible for management of a branch providing electrical services to 345,000 customers with an operating budget of \$75 million, a \$400 million six-year capital budget and 900 employees. Jesse has extensive experience in public works and a broad management, engineering, and customer service background with large public agencies.

In his most recent position, Jesse was Roads and Engineering Manager for the King County Department of Public Works, managing 600 employees and a \$350 million budget. From 1987 to 1994, Jesse served as Director of Transportation, Seattle Engineering Department. Jesse holds a Bachelor of Science degree in electrical engineering from Union College, New York. Jesse is a Licensed Civil Engineer in Washington State.

Jesse can be reached at: jesse.krail@ci.seattle.wa.us.

RSVP
by Thursday, February 1

Boeing Information &
Support Services

Attn: Rob Costa

T: 425-8652187
F: 425-865-2961
E: robert.costa@pss.boeing.com

Space is limited to promote
interactive discussion.

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Data Center Roundtable

33-07 Building

Boeing Information and Support Services

2760 160th Avenue SE

Bellevue, WA

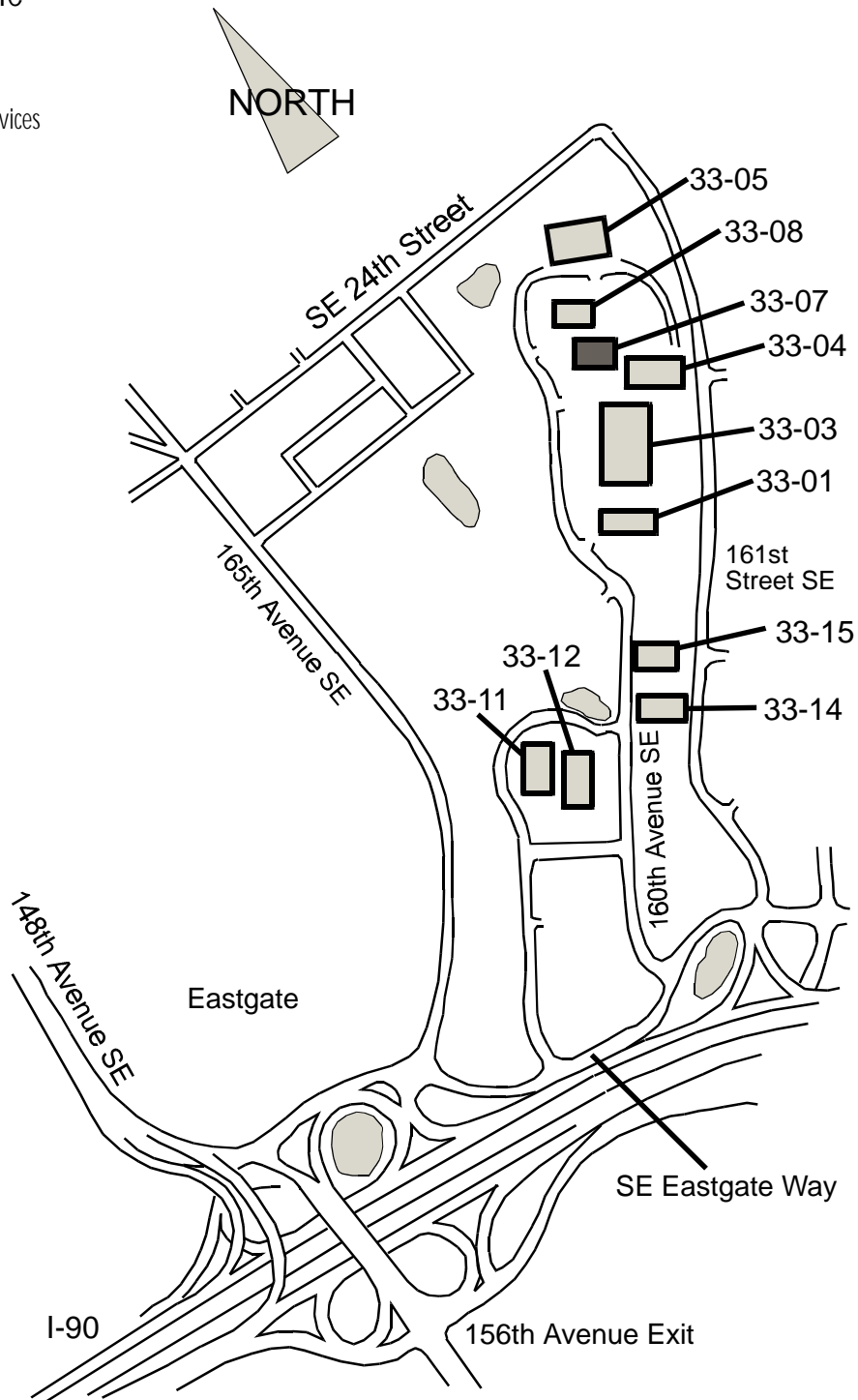
Directions

From I-90

Take 156th Avenue Exit

Turn right on SE Eastgate Way

Turn left on 160th Street SE



Be a Mission Critical Leader

The Northwest Chapter is actively pursuing opportunities in the mission critical industry to develop new methodologies, new standards, and new ideas for delivering high availability facilities. We are looking to form working groups to explore many of the critical issues pertaining to the design, construction and operation of critical facilities including: Power Quality, Advanced Cooling Techniques, Planning Methods, Operational Strategies, and Technology Development.

With the rapid advances in server technologies, greater and greater demands are being placed on the facilities that support these systems. In many cases, the power and heat loads are beginning to stress current design methodologies and manufacturing capabilities. As a leader in the mission critical industry, The 7x24 Exchange seeks to leverage the intelligence of our membership and provide critical thinking for the future. If you are interested in being a part of a working group, please contact: Leonard Ruff, 206-623-4646 or lruff@callison.com.

On the Web

Remember that our Northwest Chapter and National both have operational Internet sites. The Northwest Chapter can be found at: www.7x24nw.org and the national is at: www.7x24exchange.org. Both sites contain a lot of useful information about upcoming events, contacts, and much more. Be sure to check the sites often to stay informed about chapter and national activities.

The Northwest Chapter is always on the lookout for technical papers or articles dealing with data center reliability and 7x24 operations. Whether you're a user, consultant or vendor, we want to hear from you. Share your experiences with the membership. We'll post your paper in our Technical Articles section of the website. For information about submission requirements or to view our library of technical articles, check the website.



Northwest Chapter

Membership Application

Membership Type: Individual \$50 per year Corporate \$200 per year
 Renewal New Member

For corporate memberships, complete one application for each individual and return the applications together with your membership fee. Corporate memberships may include an unlimited number of members per company. Send applications and payment to: Leonard Ruff, Callison Architecture, 1420 Fifth Avenue, Suite 2400 Seattle, WA 98101. Make checks payable to: 7x24 Exchange Northwest Chapter

Name: _____

Title: _____

Company: _____

Mailing Address: _____

City: _____ State: _____

Country: _____

Telephone: _____ Fax: _____

Email Address: _____

Officers & Committees

President

Doug Bors Sparling

T: 206-667-0535
F: 206-667-0554
E: dab@sparling.com

Vice President

Ron Hookland Boeing

T: 425-865-6099
E: ronald.d.hookland@boeing.com

Treasurer

Rob Costa Boeing Information & Support Services

T: 425-865-2187
F: 425-865-2961
E: robert.costa@pss.boeing.com

Secretary

Leonard Ruff Callison Architecture

T: 206-623-4646
F: 206-623-4625
E: lruff@callison.com

Program

Jon Ridgeway
T: 425-643-0212
F: 206-918-4163
E: jncridge@aol.com

Newsletter - Website

Leonard Ruff Callison Architecture

T: 206-623-4646
F: 206-623-4625
E: lruff@callison.com

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