



Winter 2007

# UPDATE

[WWW.7X24NW.ORG](http://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 by focusing on the key disciplines of design, construction, maintenance, security and management with the goal of obtaining continuous data center operations.

## **Fall Chapter Session**

The Fall Chapter Session, held at Fisher Plaza in Seattle gave attendees a sneak peak into new technologies, a peak behind the curtains at a major collocation facility, and a look at new rack based cooling methods. Ken Baker of HP presented a fascinating presentation on the new class of HP blade servers that offer new dynamic methods of thermal management and control. Ed Doyne, host for the evening, gave tours of Fisher Plaza, not only a state of the art broadcast facility, but also a very robust and extensively connected collocation facility. Mark Niehus of Sentric Technologies presented new product lines for cabinet solutions that can help manage the increased heat densities of today's server environment.

Many thanks to Ken, Ed and Mark for their willingness to participate in our Chapter event.

## **Chapter News**

### ***New Program Chair***

Please welcome Russ Mykytyn from the Campbell Company as our new Chapter Program Chair. Russ joins us from Delaware, where he was instrumental in establishing and leading the Delaware Valley Chapter of the 7x24 Exchange. Russ has been a dynamic member of 7x24 Exchange at the national level and has been a strong proponent of the chapter organizations to the national board. Make sure you find Russ at the Winter Chapter meeting and give him a great Pacific Northwest welcome!

### ***Rob Costa, Retiring as Chapter Treasurer***

Rob Costa of Boeing has been our Chapter Treasurer since our founding in 1999, and now, after all those years of faithful service and guidance, Rob is retiring. On behalf of the Chapter, the Board would like to extend a very special thank you to Rob for his years of dedication, hard work and support.

### ***Annual Business Meeting and Elections***

This Chapter meeting will be our annual business meeting and we will also hold elections for Board positions. Positions for President, Vice President, Treasurer and Secretary are all open for nomination and election. Board members serve two years terms and are responsible for the proper functioning of the Chapter. Of special note: with our current Treasurer, Rob Costa, retiring, the Chapter will definitely need someone to stand up and fill this very important position.

If you have been interested in taking your Chapter participation to the next level, this is the perfect opportunity.

# Symposium: Mission Critical Roundtable

Date: Tuesday, March 13, 2007 3:00 pm to 7:00 pm

**Location:** Hotel 1000  
1000 First Avenue  
Seattle, WA 98104  
206-957-1000  
[www.hotel1000seattle.com](http://www.hotel1000seattle.com)

**Agenda:**  
3:00 pm Board of Directors Meeting  
3:30 pm Networking  
4:00 pm Annual Business Meeting, Board Elections  
4:30 pm Cisco Connected Real Estate  
5:30 pm Hotel 1000 Systems Tour and Cisco CCRE  
Demonstration  
6:00 pm Break  
6:30 pm Supporting Higher Density Power and Cooling  
Loads in Existing Facilities



## Presentations

**Cisco Connected Real Estate – An Innovative Approach for the Construction, Real Estate and Property Service Sectors**  
*Cisco Systems, Inc.*

Today, most buildings are installed with multiple proprietary networks for operating the building systems and associated devices such as HVAC, Security & Access, Fire & Safety- as well as separate telecom and data networks. As a result buildings are complex to operate, have high installation, integration and ongoing maintenance costs, and have limited automation flexibility.

Cisco Connected Real Estate solves this problem by leveraging the open standard of IP to streamline the network environment, providing a single IP network for voice, data and video communication onto which the building systems are connected. All of which creates unprecedented opportunity for key stakeholders in the building value chain.

## Hotel 1000 Building Systems Tour

The Hotel 1000 uses the CCRE System to manage the facility. The tour of the building systems will include a demonstration of the CCRE system.

**Supporting Higher Density Power and Cooling Loads in Existing Facilities**  
*John Sears, Marketing / Sales Manager*  
*Hitec Power Solutions*

Increasing the power and cooling densities in existing data center facilities is a daunting challenge. Spatial, structural, mechanical and electrical systems limitations can significantly constrict the opportunities to extend the viability of the data center environment. John will present ideas for decreasing critical systems footprint while increasing available power and cooling capacities.

Refreshments for this event courtesy of Campbell Company.

7x24 Exchange Northwest Chapter, Inc.  
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2/27/2007

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# Mission Critical Roundtable

## Map and Directions

### Hotel 1000, Seattle's Premier Luxury Hotel, 1000 First Avenue, Seattle, Washington, 98104

From I-5 Southbound to Seattle:

Take Exit 165A-JAMES STREET  
 Continue STRAIGHT onto SIXTH AVENUE  
 Turn RIGHT onto COLUMBIA STREET  
 Turn RIGHT onto FIRST AVENUE  
 Valet parking for Hotel 1000 is located immediately on the right at 1000 First Avenue

From I-5 Northbound to Seattle:

Take exit 164A and follow signs to MADISON STREET  
 Turn LEFT onto MADISON STREET  
 Turn RIGHT onto FIRST AVENUE  
 Valet parking for Hotel 1000 is located immediately on the right at 1000 First Avenue



## Winter Session Registration

Registering for this Chapter Session is easier than ever! We've now introduced on-line registration on our website. Go to [www.7x24nw.org](http://www.7x24nw.org) and follow the link from the main page to register. If you want to go directly to the registration page, go to: [www.7x24nw.org/eventregister.htm](http://www.7x24nw.org/eventregister.htm)

## Membership

The 7x24 Exchange Northwest Chapter encourages membership from all disciplines involved in the design, construction, and operation of critical facilities. Vendors, consultants and users can benefit from the broad range of perspectives and technology awareness our members provide. Our chapter offers two levels of membership, individual and corporate. An individual membership is available for \$50.00 per year and a corporate membership is available for \$200.00 per year. A corporate membership allows you to have as many people in your company be members for one low price.

The easiest way to become a member is to register on line at our website: [www.7x24nw.org](http://www.7x24nw.org), look for the Membership page. Fill out the form, click submit, and our membership coordinator will contact you right away. It's that easy!

We invite interested people to attend one session free of charge to see if you like to presentations and the organization. Bring a colleague, a client, or a vendor to the next meeting and introduce them into this dynamic group.

## Calendar – Upcoming Events

### March 13, 2007

7x24 Exchange Northwest Chapter  
Winter Session – Annual Business Meeting and Elections  
Hotel 1000, Seattle, WA

### June 3-6, 2007

7x24 Exchange  
National Spring Conference  
*Mission Critical Standards*  
Boca Raton Resort & Club  
Boca Raton, FL  
Go to [www.7x24exchange.org](http://www.7x24exchange.org) for more information.

### May 1, 2007

7x24 Exchange Northwest Chapter  
Spring Session  
Location to be determined.

### September 18, 2007

7x24 Exchange Northwest Chapter  
Fall Session  
Location to be determined.

## Officers and Committees

### President

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### Secretary

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