



# InfoExchange

Quarterly communication from 7x24 Exchange DC Chapter



## BENEFITS OF MEMBERSHIP

The 7x24 Exchange DC Chapter is a leading educational resource for Data Center professionals. Comprised of Data Center managers, consultants and vendors, our membership is the premier source for leading-edge Best Practices and Peer-to-Peer Consulting. Our members receive value from networking with peers who operate, design, construct, and provide specialized equipment for all size mission critical facilities. Become a member or renew your membership and benefit by:

Network with top industry professionals who share your responsibilities and passion.

Network with your peers in building new business relationships and discussing common issues and concerns toward finding more broad-based solutions.

Learn about the latest innovations in the mission critical sector.

Learn from Data Center industry experts who have successfully developed and implemented the strategies, programs, designs and equipment to sustain and grow technology platforms.

Be a part of an organization that supports our industry's future through scholarships for students.

Event discounts.

Posting your job openings on our website and newsletter!

## Message from the President

Karen Petersburg | Design Manager, Regional Design - Digital Realty



Just think, every moment taken to raise up a youth and educate them about the career opportunities in this amazing industry is but one more step to building the workforce of tomorrow.

We are so thankful for each and every one of our members, you are the breath of our data center community and everything you do as part of 7x24 just makes us all better. This quarterly newsletter is written specifically for you, our membership, so that you know what we are doing in support of our industry and most importantly why we are doing it. When passionate people get together, the passion is infectious, and while time on this earth is short, we know that where you choose to spend that time is so important. The updates and opportunities within each committee are just that and if you have the time and the passion and want to jump in, we would love to have you! Please enjoy this newsletter and if there is anything that you would like to see or hear about specifically, feel free to drop us a line. Again, thank you for everything that you do.

2022 is going to be another great year of adventure in our Industry. It will be full of novel ways to build around loose chinks in the supply chain, innovative procurement strategies, interesting partnering relationships, evolving scopes, and more carbon cleaning. Most would call these unprecedented times, which no doubt they are, but it is nothing that our membership cannot withstand and overcome. Binding together and sharing knowledge is just as important now as it has ever been. The relationships we build today are supporting the future.

## 2022 EVENTS

**March** – 7x24 DC Chapter Scholarship Applications Issued

**March** – Community Outreach: Backpack Coalition - Food Drive

**March 11** – WiMCO Meet & Greet Social

**March 23** – Wake Up with WiMCO Special: International Data Center Day – Call to Action

**April 22** – Community Outreach: Backpack Coalition - Packing Event

**April** - Education: Workforce Development Program

**April 27** – 7x24 DC Chapter Event: More information to follow

**May 5** – WiMCO Book Club

**May 16** – Registration for 7x24 DC Chapter Golf Tournament OPENS

**May 21** – Community Outreach: PWC Community Cleanup

**May** – Wake Up w/WiMCO: TBD Content

**June 2** – 7x24 DC Chapter Event: Scholarship Reception & USA-CO event (in collaboration with SAME)

**June 12-15** – 7x24 Exchange National Conference: Orlando, FL

**July** – Community Outreach: Women Giving Back - backpacks/school supplies

**July** – WiMCO Book Club

**August** – Community Outreach: Boulder Crest Competition

**August** – Wake Up w/WiMCO: TBD Content

**September 26** – 7x24 DC Chapter Golf Tournament

**September** – WiMCO Book Club

**October 23-26** – 7x24 Exchange National Conference: San Antonio, TX

**November** – WiMCO Book Club

**November** – Community Outreach: Mobile Hope – Toy & Gift Wrapping

**November** – Wake Up w/WiMCO: TBD Content

**December** – 7x24 DC Chapter Event: Holiday Party

# 7x24 DC Chapter Our Why



This focus on knowledge-sharing, relationship building, and social responsibility is how we build up our industry and work to maintain its status as the most important industry in society today.

### We Provide:

- ◆ Events that bring different groups together to talk about subjects that impact the future of our industry.
- ◆ Ways to give back to the community through volunteering, donations, gifts,
- ◆ Scholarships to students who are planning on entering into our industry.
- ◆ Educational forums that encourage networking and developing support groups for minorities.
- ◆ Leadership opportunities and safe environments that foster trust and promote professional growth.

The 7x24 DC Chapter exists to build up the Data Center industry. We are just one of 28 chapters that fall under the umbrella of 7x24 Exchange International, and we are here to serve our community and this industry in ways that enrich how we do our jobs. Our main goal is sharing knowledge about the industry to increase end-to-end reliability through open forums and educational programs by promoting collaboration, communication, and relationship building among every partner that works in the mission critical industry. We care about where we live and how our business affects those around us. We understand that our social responsibility lies not only in sustainability but also in supporting the needs of our local community.

We work with veterans, STEM groups, Charities, Higher Education, local Schools, local government, and other industry organizations to build up our great industry. We love that we are the heart of the internet and our membership is the breath that keeps it alive. Thank you for being a part of 7x24 DC Chapter.



## Golf Tournament Update

The Golf Tournament on September 27, 2021 was a resounding success, with over 300 golfers, over 20 volunteers and over 40 member companies represented, using all three courses available at the scenic Lansdowne Golf Club. We donated \$25k to the Gary Sinise Foundation and were able to increase our scholarship budget to \$50k this year and fund more community outreach and educational opportunities for our industry. The golf committee is already working on the 2022 tournament, which will take place on September 26 at the beautiful Lansdowne Golf Club.



## Featured Article: **Improving End-To-End Reliability**

Craig Deering | Director of Construction - CPG

**T**he 7x24 Exchange takes pride in being “the end-to-end reliability forum” for the mission critical industry. Through our chapters and events, the 7x24 Exchange provides an educational forum focusing on challenges faced by mission critical industry



professionals enabling collaboration and knowledge sharing amongst industry professionals committed to addressing the challenges of energy efficiency and sustainability, providing continued value to member companies and conference participants and giving back through its social responsibility initiative.”

But why the “end to end reliability forum?” What is end to end reliability anyway?

At its core, our industry is about making and maintaining connections between two digital devices, each representing one end of a data connection. This is rooted in the TCP/IP protocol at the heart of the operation of the internet and world wide web. By design, TCP first creates a connection between a client and server before data can be sent. On one end, the server must be “on” and actively listening for connection requests from potential clients on the other end so that a connection can be made. Now imagine the complexity and multiplicity of connection requests initiated by 7.59 billion people with 21 billion connected devices on the Internet of things, another 10.5 billion cell phones connected, and a reported 89 million servers.



Featured Article:

# 7x24 DC Chapter Partners with Mobile Hope



Trisann Ferrigno | Client Success Manager - STACK INFRASTRUCTURE

**M**obile Hope provides support and emergency shelter to youth up to age 24 who are at-risk, precariously housed or homeless and empowers them to become self-sufficient.

This past November members of our 7x24 chapter and the outreach committee team joined together in wrapping holiday gifts for Mobile Hope as part of the Christmas Village program. We donated a combination of toys and gift cards totaling \$5,000 for this endeavor. With the assistance of our generous members, gifts and gift cards were also donated at our annual holiday party in December and delivered to their location in Leesburg.

The Mobile Hope team embraced us with heartfelt thanks and gratitude for our contribution and efforts. We will continue to partner with this organization in assisting them throughout this new year.

## HOMELESS YOUTH

# 169

Mobile Hope has several other programs in outreach to local youths which include:

**Crisis Care** - Shelter, food and clothing

**Feeding the Soul** - providing free hot lunches to 30-40 youths on the weekdays

**Listen to the Honk** – Bus program that goes to the local communities and providing hygiene and other necessary items

**Youth Empowerment Services** – working in partnership with others for youths to address the barriers to self-sufficiency

## HOW YOU CAN HELP MOBILE HOPE

They are still in need of donations, helping hands and many other items that will benefit their mission in assisting youth in Loudoun County. Should you wish to get more involved on a personal basis or through your company, please contact Allyson or Julie. They will be more than happy to have your assistance!

**Allyson Ruscitella**, Director of Development  
[allyson@mobilehopeloudoun.org](mailto:allyson@mobilehopeloudoun.org)

**Julie Culpepper**, Volunteer & Community Engagement Manager,  
[julie@mobile-hope.org](mailto:julie@mobile-hope.org)

For more information on Mobile Hope: <https://mobile-hope.org/>

## YOUTH SERVED

# 373

## ACHIEVED SELF-SUFFICIENCY

# 60%

<https://www.>

## Stay Informed

Want to keep updated on what is happening with 7x24 DC Chapter? Keep an eye out in your inbox for updates about networking events, volunteer opportunities, valuable industry news and articles penned by our own members. Do you have something to share with our members? We would love to publish your article! Send your content idea to [lillian.rivera@bureauveritas.com](mailto:lillian.rivera@bureauveritas.com). Moving forward in 2022 we are making updates to the 7x24 DC Chapter website. Visit our website to stay updated on events, news and industry insights from our members!

# Committee News

## WiMCO Update

Our local DC Chapter 7x24 WiMCO program continues to strive to find new ways to offer leadership opportunities and garner a community with the overarching goal of uplifting women in the mission critical space. Last year, despite effects of the ongoing pandemic the WiMCO members stayed engaged and found ways to keep the community supported with a unique energy that carried through even in virtual events. Looking forward to 2022, the program members have carefully curated a selection of events for the year and continue to embrace successful opportunities for knowledge sharing, such as our Book Club and the popular 'Wake Up with WiMCO' series.

We are partnering with the Community Outreach Committee to encourage social responsibility and working closely with the Education Committee to support organizations focused on bringing STEM to underprivileged young women. Our main events will center around opportunities for professional and personal development. These networking events will aim to teach and help those new to the industry, meet others either in tenured roles or with diverse experience, and find mentors to guide them or forge partnerships to grow professionally. Also new for this upcoming year, we've added two sub-committees including Member Outreach and Communication, both of which work hand in hand with our 7x24 Board to support gender diversity in our Industry. We are so very excited to be working in such an amazing Industry that provides opportunities to help other people while also developing our future workforce. Please reach out to Callie Gregory if you are interested in learning more.

## USA-CO Update

Thank you for supporting us 7x24 Exchange Washington DC Chapter USA-CO committee! The Uniformed Service Advocates in Critical Operations (USA-CO) is in its 3rd year, focused on building and growing our Veterans inside of

the data center and mission critical industries and in the communities we serve. Our mission remains: To serve as a support organization that provides outreach, scholarships, recruiting, mentoring, and networking opportunities to create and enhance partnerships with Veterans/DOD in our Mission Critical/Data Center Community. Further, we will engage and educate the community about our industry and its goals through volunteer efforts, financial/resource (trade) donations, and other touches related to a focus on Veterans.

We've held two successful annual events in 2020 and 2021, each raising and distributing over \$12k for charity, while providing rich veteran specific content to over 150 members of our data center and extended veteran community. We've formed strategic partnerships with veteran charities, collaborative veteran advocacy groups, and additional 7x24 Exchange chapters across the nation. We've additionally supplied over 30 hours of community service annually to the greater Washington DC beltway, bridging the gap between its hyperscale facilities and DoD partners.



## Community Outreach

March we will be kicking off our second annual food and donation drive for the Backpack Buddies Foundation (Backpack Coalition)! Backpack Buddies Foundation of Loudoun (BBFL) is a 501(c)(3) nonprofit organization providing financial support to individual programs throughout Loudoun County that provide weekend food programs for students in need. Every week, volunteers help supply and pack bags of food that each contain six meals and two snacks, as well as juice and shelf milk, for children to take home over the weekend.

## Education Committee

The education committee has been working hard over the holiday break and has added four new committee members. Exciting news for 2022 is our scholarship program will be refreshed to provide for larger awards. Stay tuned for more details. In addition to the scholarships the committee is embarking on a new venture to work with youth in Loudon County under the Loudoun Education Foundation to help assist in after school programs. If you have a passion for giving back to your community with youth, please contact us interested in joining our committee.

## How you can help the Backpack Coalition:

Through your participation as a collection site point-of-contact (POC), you will assist in raising awareness of this program, place the collection bins, help coordinate food donations at your collection site, and work with our team to schedule donation pick-up times. We will provide collection bins for your site as well as flyers in PDF format so you can easily spread the word and encourage donations.

### Key Dates

Point on Contact (POC) Kick off Coordination call was held in early February. These will be video conference and expected to last no more than 30 minutes. Meeting invite will be sent soon.

Members of our team will deliver two (2) food bins to each of the identified food collection sites by March (TBD).

Our POCs will oversee the collection of food and coordinate pick-up times with our team.

# THANK YOU!

We exist in support of our community thanks to contributions from our members. Thank you for being a part of the 7x24 Exchange DC Chapter.