



## Industrial Commercial Real Estate Women of New Jersey

www.icrewnj.org



Hipschman provides insight into data center market drivers and trends

# ICREW-NJ hosts keynote speaker Jeff Hipschman, CBRE, at monthly meeting

Hipschman moved to commercial real estate in 1994 after starting his career in IT in 1987. His expertise has developed increasingly innovative ways and a distinct approach to provide unparalleled service to his clients while creating opportunities for tenants, owners and service providers alike.



**Jeff Hipschman**

Enterprises and midsize companies are continuously faced with challenges to protect their priceless information and assets from internal and external attacks. These companies are engaged in ongoing efforts to find ways to maintain

control over their information and IT assets, to protect their business process, and to ensure regulatory compliance.

Data management is a key initiative to efficiency and profitability. Organizations that are in control of their data can be confident in their ability to survive any disruption or disaster that threatens their critical business functions.

“Across all industries, trends and regulations influence the demand for data center capacity and location,” said Hipschman. “You no longer can just put it all in one place.” Data centers function as an off-site primary or back up to duplicate information and business process. Hipschman explained that ideal data center locations are best served between 15 and 35 miles from

a central or headquarters location. The lines are measured in fiber miles as determined by a carriers’ infrastructure.

“When considering all the major corporate headquarters in Northern NJ and NYC, Central NJ’s geography is the most popular,” said Hipschman. Financial, healthcare, insurance, life science, retail and technology companies are the most common industries seeking to establish data centers in NJ.

Hipschman explained there are four types of data centers that provide a variety of redundancy in power, servers and carrier facilities. Choices for data center facilities are often modified Greenfields that could possibly include an existing warehouse. “The client’s time line, requirements and budget will depend on the location and

whether it will be an existing building or new construction,” said Hipschman.

“Site selection,” said Hipschman, “is a matter of first determining needs.” Hipschman’s team conducts a thorough review of business, application, server/cabinet, facility and site requirements. Once the requirements are identified, Hipschman conducts an environmental analysis that considers nuclear, flood, hazardous waste, and seismic activity for all areas of the site. In addition, Hipschman’s team evaluates carrier and central office facilities and redundancy within the infrastructure. A major evaluation of power, its availability, redundancy and pricing volatility is then conducted.

Today’s data center requires

substantial power. Servers have become scalable. “What was one server are now 300 servers in the same space,” said Hipschman. “These servers draw a tremendous amount of power.” Part of the power analysis is determining how much consumption a client needs today and what they will require in the future. Hipschman conducts a pricing study by state and location as per the clients’ location requirements.

Hipschman suggests that NJ provides the best of all geography, environmental, real estate and technology requirements for data centers. “In our times, we trust to expect reliable outcomes every time we turn on our laptops, launch the internet and access a selected website.” ■

### Upcoming Events

February 14, 2008

Virginia S. Bauer, Commissioner of the Port Authority and former Commerce Secretary

“Business Forecast State of New Jersey’s Economy and the Role of the Port Authority”

March 13, 2008

Kurt R. Padavano, Chief Operating Officer, Advance Realty Group  
“Trends in Office Buildings You Can’t Afford to Ignore”

### About ICREW

Founded in 1982, the New Jersey Chapter of ICREW (Industrial Commercial Real Estate Women, Inc.) is a not-for-profit organization that promotes communication and interaction between experienced commercial real estate professionals in New Jersey. ICREW, Inc. is the New Jersey Organization for women involved in all aspects of Commercial and Industrial Real Estate. Members represent fields as diversified as accountants, architects, appraisers, asset/property managers, attorneys consultants, developers, lenders, leasing and sales brokers, mortgage bankers/brokers, marketing specialists, market and investment analysts, corporate real estate representatives and title/escrow officers.

### 2008 Board of Directors

**President**  
Jennifer Palestri  
Normandy Real Estate Partners  
[jpalestri@normandyrealty.com](mailto:jpalestri@normandyrealty.com)

**Recording Secretary**  
Linda Schneck  
Unity Construction Services  
[lindas@buildunity.com](mailto:lindas@buildunity.com)

**Director of Programming**  
Eileen Della Volla  
KS Engineers  
[edellavolle@kseng.com](mailto:edellavolle@kseng.com)

**Director of Special Projects**  
Silvana Finizio  
Carouse Industries  
[sfinizio@carouselindustries.com](mailto:sfinizio@carouselindustries.com)

**Advisor**  
Ann M. Waeger  
Farer Fersko, PA  
[awaeger@farerlaw.com](mailto:awaeger@farerlaw.com)

**President Elect.**  
Crew Network Delegate  
Annette Murray, CPA  
Wilkin & Guttenplan, PC  
[amurray@wgcpas.com](mailto:amurray@wgcpas.com)

**Director of Membership**  
Kim Brennan  
Cushman&Wakefield  
[kim.brennan@cushwake.com](mailto:kim.brennan@cushwake.com)

**Director of Sponsorship**  
Caryn Newman  
Brandywine Realty Trust  
[Caryn.Newman@bdnreit.com](mailto:Caryn.Newman@bdnreit.com)

**Director of Special Projects**  
Sonny Lewis  
Corporate Art  
[slewis@corporateartllc.com](mailto:slewis@corporateartllc.com)

**Advisor & Bylaws**  
Susan J. Strauss  
CBRE  
[Susan.Strauss@cbre.com](mailto:Susan.Strauss@cbre.com)

**Treasurer**  
Sefi Silverstein, CPA  
Wilkin & Guttenplan  
[ssilverstein@wgcpas.com](mailto:ssilverstein@wgcpas.com)

**Director of Programming**  
Shelia Spriggs Nall  
KSS Architects  
[Snall@kssarch.com](mailto:Snall@kssarch.com)

**Director of Sponsorship**  
Pat Radziewicz  
Carefree Plant Designs  
[pat@carefreeplantdesigns.com](mailto:pat@carefreeplantdesigns.com)

**Advisor & Crew Network Delegate**  
Carolyn Sica  
CBRE  
[Carolyn.Sica@cbre.com](mailto:Carolyn.Sica@cbre.com)