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Volume 46, No. 3
November/December 2010
Newsletter of the Orange County Chapter, Construction Specifications Institute

Program Information

Tuesday, November 9, 2010

**Orange County CSI Chapter
November Meeting**

**Program: 2010 Baja California
Earthquake Recovery Efforts**

**Speaker: David A. Karina, Assoc. AIA, RCI, CSI, CDT
ACIA National President**

David A. Karina, Assoc. AIA, RCI, CSI, CDT will have a power-point presentation of the 2010 Baja California - Sierra El Mayor earthquake showing photos of his experiences as the field coordinator for the California Emergency Management Agency (Cal-EMA). A Q&A session regarding the Safety Assessment Program will follow the presentation.

The magnitude 7.2 Sierra El Mayor earthquake of Sunday, April 4th 2010, occurred in northern Baja California, approximately 40 miles south of the Mexico-USA border. It was at shallow depth along the principal plate boundary between the North American and Pacific plates. This is an area with a high level of historical seismicity. It has recently been seismically active, although this is the largest event to strike in this area since 1892.

As a certified trainer, **David A. Karina** has to date trained over 1,200 people in the Cal-EMA Safety Assessment Program. This includes people in the City of Huntington Beach, City of Redondo Beach, Monrovia Fire Department, San Diego Unified School District, Orange County Sanitation District, Orange County Water District and 700 in Los Angeles Unified School District.

Join us for this fascinating presentation and learn about the Safety Assessment Program!

AIA/CES Learning Units available.

**Time: 5:45 - 6:45 PM Social/Tabletop Exhibits/No Host Bar
6:45 - 7:30 PM Dinner
7:30 - 8:30 PM Program**

**Location: Phoenix Club
1340 S. Sanderson Avenue
Anaheim, California**

**Directions: Orange County Thomas Guide 769-EU and 799-EI,
57 Freeway to Ball Road exit, east to Phoenix Club Drive,
south to Sanderson Avenue, right to entrance**

Parking: Plenty of free parking

**Dinner Cost: \$30.00 for OCCCSI members and nonmembers with
reservations.
\$40.00 at the door.
(No-show reservations will be billed)**

**Tabletops: Product representatives are invited to display at this meeting.
The cost for a tabletop is \$80.00.
Contact Pete Thomsen at (800) 600-6634 for information.**

Reservations required by November 8, 2010. Call the OCCCSI hotline at 714-434-9909.

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ANNUAL HOLIDAY DINNER

SAVE THE DATE

WHEN: DECEMBER 14, 2010

**WHERE: ANAHEIM WHITE HOUSE RESTAURANT
JOHN F. KENNEDY DINING ROOM
887 S. ANAHEIM BOULEVARD
ANAHEIM, CALIFORNIA**

The **Orange Peel** is published bi-monthly by the Orange County Chapter of the Construction Specifications Institute and is mailed to all Chapter members and other selected CSI members nationwide. Inclusion of articles, announcements, business cards, advertisements and similar information does not necessarily imply endorsement thereof by CSI, OCCCSI or the Newsletter staff.

Co-Editor.....Gary Kehrier, CSI, CDT

Co-Editor.....Annette Wren, FCSI, CDT

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ADVERTISING RATES

Business Card Size Ad	\$250.00
Double Card Size Ad	\$350.00
Quarter Page Size Ad	\$450.00

Ads should be submitted as camera ready art. If on disc, the format should be Adobe Illustrator or Photo Shop. To purchase an ad space please contact Dana Thornburg, CSI (800) 600-6634

THE PRESIDENT'S MESSAGE

Steven Olitsky, AIA, CSI, CCS, RA



Except for too much heat, our 2010 Construction Products & Service Expo (CPSE) was a resounding success. Most of the comments we received at and after the event were positive. All exhibitors and design professionals in attendance profited by this year's CPSE.

The opening Seminar, presented by Dr. Elaine Chang, of the South Coast Air Quality Management District, presented information as to possible rule implementation of AB 32. This legislation is expected to be implemented in 2011 and will address pollution created within the California. Proposition 26, on the ballot this November, may postpone the application of rules for AB 32. Dr. Chang explained the expected reduction of pollutants derived from many sources, including the construction industry.

Rodger Sowell, Esq. followed Dr. Chang, pointing out the small amount of pollutants produced by California industries as compared to national and world production. It is his contention that the damage to California business is greater than the theoretical gains imposed by AB 32.

Both speakers fielded question from the audience, made up of design professionals, industry marketing, and manufacturers. I hope all attendees came away with a better understanding of the effect AB 32 may have after it is enforced.

The food, again prepared and served, by A Splendid Touch Catering was outstanding. Our compliments to Shawn and his staff. There were plenty of door prizes to go around and the Grand Door Prize, an iPad, kept all eyes and ears on Gary Kehrier while he worked his usual magic.

Next year, we will return to the Marconi Automotive Museum on Tuesday September 27, 2011. We will announce the theme later on in 2011. If you have suggestions, please feel free to contact me. The aim of our seminars is to be of keen interest to all our members.

Enough can't be said for the efforts of Bryan Stanley, Annette Wren and the rest of the support provided by the many dedicated efforts of the 2010 CPSE Committee members.

Please see the last page of this magazine for up coming monthly meeting topics. Hope to see many of you at our Annual Holiday Party on Tuesday, December 14 at the "Western White House" in Anaheim.

Steve



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ARCHITECTURAL AND CONSTRUCTION PRODUCTS

WREN'S WESTERN OUTPUT

By Annette Wren,
FCSI, CDT

**While We Were
Sleeping
- Part 2**

What has happened to California while we were "sleeping"? We have higher taxes, higher unemployment and a legislative bill that will push construction businesses and jobs out of the state - the "California Global Warming Solutions Act of 2006 (AB 32)". This bill was the result of our legislature being good stewards of our environment, which is a good thing. The bad thing is the implementation of AB 32 in the current economy. Why?

AB 32 is about control of the everyday lives of the citizens of California. The objective is to control us all in order to save our environment. The implementation of AB 32 will destroy jobs, raise energy prices for consumers, and endanger our state's businesses. There is a nonpartisan Legislative Analyst's Office (LAO) that did a report recently on the effects of AB 32's implementation. They note that the green sector will benefit from the implementation; however, it will have an overall negative effect on other California businesses. The problem is that it will increase energy prices and push businesses and jobs out of the state. In their report, LAO uses a "cute" word for job loss - leakage. The California Air Resources Board (ARB) will be in charge of the implementation of AB 32. The LAO discovered that ARB made serious errors in their assessment of the price of implementing AB 32. Ya think?

Most of the jobs that are being created are to implement AB 32. In February 2009, UC Berkeley did an analysis of the job loss by AB 32 and urged "ARB to take action to protect workers and improve job quality." The loss of jobs will "disproportionately" effect men, Latinos and workers with little education. "The sheer number of jobs in this group dwarfs the number of jobs in new green businesses." They suggest mass programs for training this group for new jobs. How will those proud workers feed their families while they are being retrained?

The biggest loss of construction and manufacturing jobs will be in the concrete industry. Jim Repman, President and CEO of the California Portland Cement Company, wrote a letter to Governor Schwarzenegger stating, "AB 32 will hurt California's efforts to rebuild its crumbling infrastructure...California's population is forecast to grow by at least 21% between now and 2020, which will require more electricity and transportation...Corporate executives will have tough decisions when answering to their Boards of Directors about the viability and prudence of making significant new investments in California in many industries including cement manufacturing." Ya think?

What? You are not concerned because you are not in the concrete industry. Water recycling and related infrastructure improvements have been legislated along with projects that provide emergency water supplies. Guess what? These projects use concrete. The implementation of AB32 will increase costs of concrete and the cost of operating equipment in rebuilding infrastructure. Wonder where the almost bankrupt state of California is going to get the money to fund projects? (Maybe that is why the Governor and Senator Fran Pavley - AB 32 original co-author - were in China in September 2010.)

AB 32 is about the control of energy and water use. Energy prices will increase when California utilities source 33% of the electricity they

LOCAL PRODUCT SHOWS - MORE THAN A SALES OPPORTUNITY

By Royce A. Wise, Architect, AIA, CSI, CCS

As an Architect and Specifications Writer, I question construction products manufacturers' reliance on investing in national product shows vs. investing in local shows (or cutting back on local presentations). Thousands of dollars spent on a national show would get very good mileage when spent on many local shows and would allow local or regional manufacturers' representatives direct contact with their target audience. Most architects do not attend national industry conventions/product shows unless held in their local areas.

Case in point: The Orange County Chapter CSI Annual Construction Products and Services Expo that was held on September 14. Even though lighter than normal in attendance, it brought out a better quality and broader representation of professionals - 23 architects and project managers, etc. representing 20 firms, 17 independent and "in-house" specifications writers, 16 inspectors, lawyers, and engineers, and many others who are industry-related.

Our goal, and that of most of our exhibitors, goes well beyond being able to tally a large number of attendees dropping by their exhibits with projects ready to go. Renewing, extending or adding to relationships was the most echoed theme of those with whom I had conversation. Face to face contact for the first time, or after a long period of time, or after having talked on the telephone many times without having met the person, is most valuable in establishing and maintaining relationships of trust and service.

Marketing during our current economic downturn is tough on budgets. Looking back for what went wrong is a critical necessity in budgeting, but looking forward to what needs to be done to improve future sales requires that marketing dollars be carefully placed to keep products, representatives' faces and capabilities before architects and specifiers.

This article has discussed reasons for industry participation in local product shows, but also needed is a receptive audience. Architects and specifiers, in order to accommodate the requirements of their clients, need to be familiar with products available and know who the reliable contacts are who will give them honest and accurate information. We need both a trusting relationship with local industry representatives and access to the Web.

WREN'S WESTERN OUTPUT

(continued from page 4)

deliver from renewable resources such as wind, solar, geothermal and biomass. The goal is that California will have 33 percent of its electricity provided by renewable resources by 2020 to reduce greenhouse gas emissions. Sounds good, but what about reality? The "California Water Plan Update 2009" by the California Department of Water Resources "did the math". Water-related energy use will increase and drive energy and water costs up. One example was that of an increased water bill of a factory or a farm that would equal laying off one worker.

While we were "sleeping", legislators may have acted with good intentions. The problem is that they did not do "the math" when it came to real jobs in California. Go to our chapter website, occsi.org, to read the presentations of our speakers at our seminar on September 14. Oh, and do you know that the California Energy Commission voted 5-0 to restrict the sale of TVs up to 58 inches and ban your plasma TV?



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CPSE 2009 EXHIBITORS

We are proud to present our exhibitors from our Construction Products & Services Expo 2010. Learn about each of them in this column. By the next show on September 27, 2011, all of our 2010 exhibitors will have been featured.

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Southern California Concrete Producers: The Southern California Concrete Producers (SCCP) objective is to provide an instrument through which its members can coordinate their efforts to promote the use of concrete in new as well as conventional ways. The emphasis of our programs is to promote the awareness of concrete as sustainable. The SCCP provides programs, information and technology about concrete products and processes to design and construction professionals throughout Southern California. This is done through the organization of and participation in educational seminars and workshops, training programs and demonstration projects. Contact: Larry Maes, Hon. AIACC, CSS, Products Education Director; 626.441.3107 phone; 626.441.0649 fax; LMaes@sccpconcrete.com; www.sccpconcrete.com or www.concreteresources.net.

WESTERN WALL & CEILING CONTRACTORS ASSOCIATION / TECHNICAL SERVICES INFORMATION BUREAU: The "TSIB" is the technical arm of the Western Walls & Ceilings Contractors Association (WWCCA) serving the communities of Southern California, Southern Nevada and Arizona. WWCCA is the oldest (established in 1901) and most powerful wall & ceiling association in the West. The success of the association can be attributed to our ability to develop loyal and close relationships with contractors, building code officials, architects, engineers and other industry groups that are unparalleled in the wall and ceiling industry. The technical information gathered by TSIB has been generated through correspondence, educational programs, technical papers and dissemination of industry technical codes and standards. CONTACT: BRYAN STANLEY CSI (714) 221-5530; bryan@tsib.org. TECHNICAL ADVISOR & OCCSI PRODUCT SHOW CHAIR

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ORANGE COUNTY CHAPTER OF THE CONSTRUCTION SPECIFICATIONS INSTITUTE CONSTRUCTION PRODUCTS & SERVICES EXPO 2010

Tuesday, September 14, 2010

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4specs.com

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*Western Wall & Ceiling Contractors
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Woodwork Institute

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Photos by Jerry Foster and Jo Drummond



Speaker Roger Sowell, Esq.



Speaker Dr. Elaine Chang of the AQMD



Dana Thornburg (Omega Products) with "her" car



Natural Stone Veneers International, Inc.



Simpson Strong Tie Company



Darlene Wise & Frank Dave at the check-in table.



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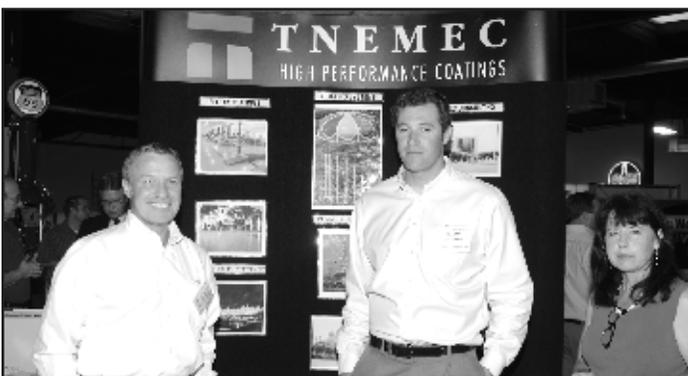
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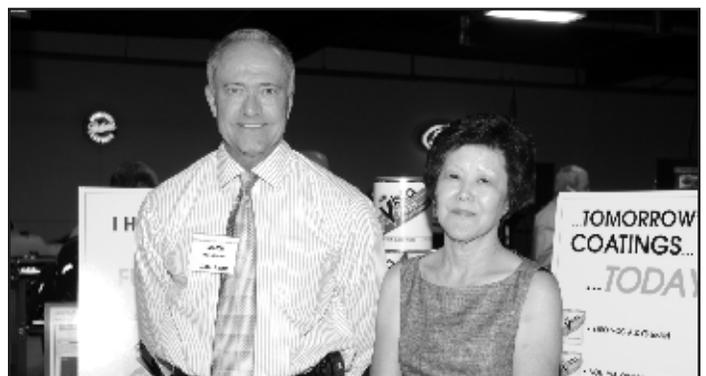
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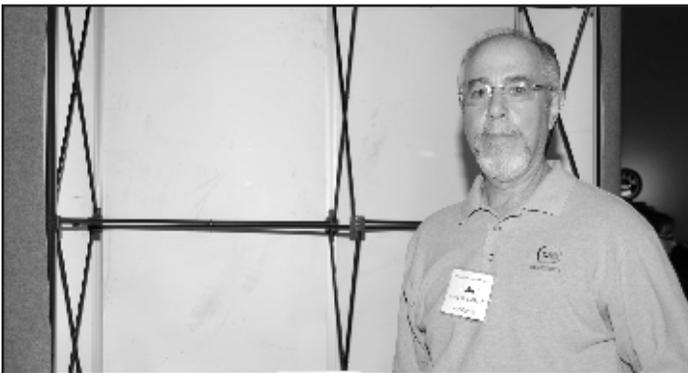
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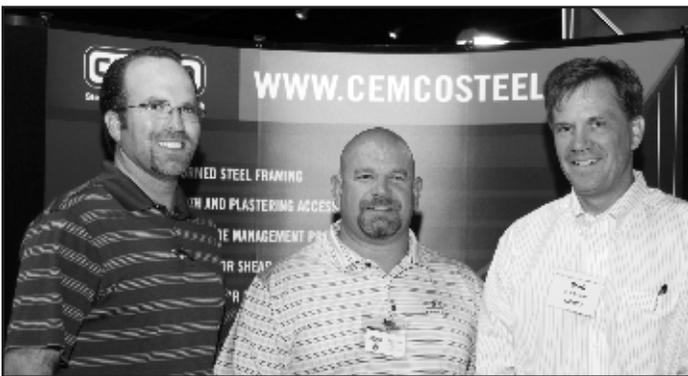
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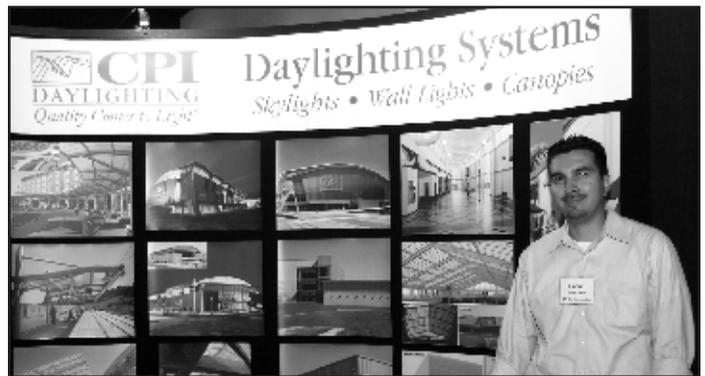
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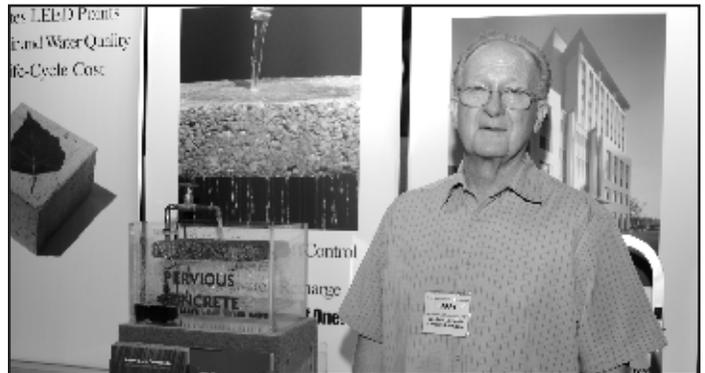
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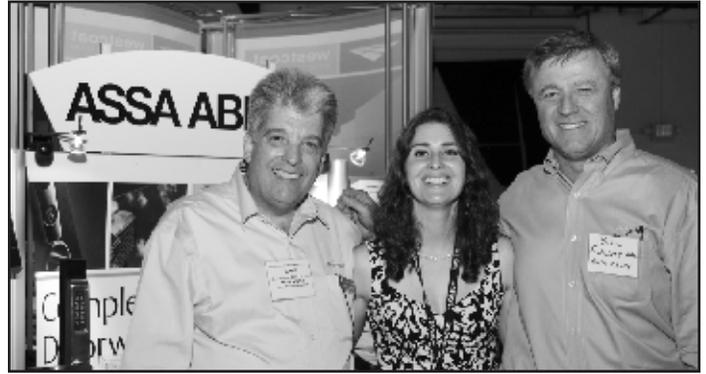
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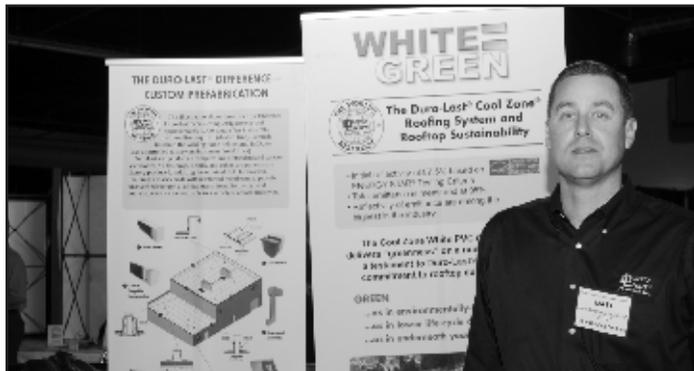
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Duro - Last Roofing - Triton Building Products



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The Orange County Chapter of the Construction Specifications Institute

Invites you to

the White House for our Annual Holiday Dinner

On Tuesday, December 14, 2010

Join us for a wonderful dinner at the Anaheim White House Restaurant in the John F. Kennedy Dining Room. A landmark jewel that was once nestled quietly among an enormous orange grove in the early 20th century, the Anaheim White House is still Anaheim's most famous hidden treasure. This beautiful historical landmark was skillfully crafted by a gentleman named Dosithe Gervais in 1909. After many owners, the home was retrofitted into a restaurant. The restoration was copied from original existing pieces, whenever possible. The interior of the home was restored with most rooms retaining their original size and shape. The brick fireplace in the library (now the main dining room) and many of the windows are original. Every effort has been made to retain the appearance of the home as it was in 1909.

The menu includes the Patricia Nixon Contemporary Salad and a choice of three entrees. The entrée choices are **Dwight Eisenhower Whitefish**, **John Adams Manzo Basato** (filet of beef ribs), or **George Washington Vegetarian Pasta**.

Our dessert will be the Jacqueline O. Dessert Assortment. Sponsors of the dessert are: **Omega Products International, Inc.; Thompson Building Materials; Pacific Polymers International, Inc.; Centria, Inc.; Henry Company; Parex USA, Inc. and Smalley & Company.**

Time: **6:00 PM - 7:00 PM Social**
7:00 PM - 9:00 PM Dinner

Location: **Anaheim White House Restaurant**
John F. Kennedy Dining Room
887 S. Anaheim Boulevard
Anaheim, California

Directions: **Take the 5 Freeway and exit at Harbor Blvd. Go north on Harbor Blvd, then east (right) on Ball Road. The second signal is Anaheim Boulevard, go left again. Pass the first signal, which is Vermont, and the restaurant is the second building on the left. Phone: (714) 772-1381**

Parking: **Valet Parking**

Dinner Cost: **\$55.00 per person**

MAIL YOUR CHECK with your entrée choice TO: OCCCSI, Post Office Box 8899, Anaheim, CA 92812

You do not need to be a "gate crusher" to attend this event. Reservations MUST be with your check and received at our Post Office Box by December 7, 2010. For questions, please call Dana Thornburg at 714-907-3981.

WOLFE'S HOWL

By Sheldon Wolfe, RA, FCSI,
CCS, CCCA

Go - To Guys

I recently received an e-mail from my local IMI (International Masonry Institute) representative, saying that she would be retiring in a few weeks. Even though I had known her all the twenty-plus years I have been a CSI member, and knew we were about the same age, it was a bit of a shock. After trying to convince her not to retire (not very hard), I thought about other favorite product reps - my go-to guys, some of whom retired or lost their jobs in the past couple of years.

Specifiers have a simple job: to know everything about everything. Which is interesting, given that they not only must try to keep up with new products and changes in old ones, but also must somehow divine what it is that the rest of the project team has in mind. Of course it's impossible to know everything, so what they do know is phone numbers for their go-to guys. These are the people who have the right answer or know where to get it, help extract information from manufacturers' labyrinthine websites, respond quickly, and appear to remain unfazed by calls made just days - or hours - before bidding documents are issued. They're the ones who know not only their own products but those of competitors, and are able to offer advice about installation, maintenance, potential problems, and corrective measures for defects or failures beyond their control.

Thanks to years of experience, both good and bad, when I meet new reps I quickly develop a feel for their experience and knowledge, and my BS meter occasionally warns me that I'm not likely to get the straight scoop from a particular rep. I may call them later, but I remain uncertain about the value of what they say.

One thing that gives new product reps, if not instant credibility, a big step in that direction, is three letters on their business cards. You might think I mean CSI, but what I look for first is CDT; if I see both CSI and CDT, we're ready to rock! If the CDT isn't there, before they leave, they get a quick and friendly lecture about the value of CDT to a specifier. And if they are CDTs, I tell them how much I appreciate their efforts to understand construction documents. Although my go-to guys don't have to be CDT or CSI members, most of them are.

Not all of my go-to guys are product reps. Many of them are specifiers, architects, engineers, and others whom I trust in the same way as the product reps. Some of them I know only through online forums, but, as is the case with the product reps, most of them are CSI members.

I often am amazed at how personal business can be. In theory, you can get good information from any product rep, from any company's customer service department, or from any company's literature or website. And, also in theory, you'll get the same excellent support from those same sources. That being the case, I find it strange that a particular brand of hardware or roofing, for example, is dominant in one area while virtually unused in another. If one hospital or university believes it is the best option, why is it dismissed elsewhere?

The answer, unfortunately, is something that can't successfully be specified, but is realized only through personal relationships. It's the experience, knowledge, and trust that come from knowing that



"When protection is required, there is no substitute for skill and experience."

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the person you're dealing with is someone you'll work with again, and will be there when needed. It's easy to specify that a manufacturer must have 24-hour service, or maintain a local parts center, but once the final payment has been made there isn't much an owner can do if those post-completion requirements (continued on page 19)

OC NEWS FLASH

New & Renewing OCCCSI Members

Thank you to the following Orange County Chapter CSI members who have chosen to join or renew their membership (reports received from CSI - July to August 2010):

**Belloit, Jonathan
Bolotin, James
Burrow, Richard
Collins, Margaret (Peg)
Dorgan, Chad
Duff, Pamela
Esquer, Joseph
Granatowski, Michael
Kehrier, Gary
Lauria, Ernest
Maloney, Bud
McAloney, Greg
McCaughin, Maurice
Muscat, Shari
Nicolai, Steve
Nora, Richard
Piccola, Janet
Reed, Joshua
Ross, Steve
Smith, Patricia
Swain, Michael
Thornburg, Dana
Tompkins, John
Ulanowski, Jim
Ulrich, Linda**

West Region Directory News Ed Buch, CSI, AIA, West Region Secretary

By now, you have received your 2010 West Region CSI Membership Directory. Contrary to our directory in past years, this year the roster for each chapter contains only home chapter members. This is an unfortunate situation since many of us are members of multiple chapters. As a result, the person you dine with at your chapter meeting every month may be a member of your chapter even though you don't see them listed in the directory. We sincerely apologize for this error in producing the directory.

It seems the problem resulted from incomplete membership data we provided to McGraw Hill. By our agreement with McGraw Hill, it is CSI's responsibility to provide McGraw Hill with the member data which they use to produce the directory. As we've done in past years, I requested the region membership spreadsheet from the Institute in May and forwarded it to McGraw Hill.

In other years, this procedure has worked with only minor glitches. The problem wasn't brought to my attention until near the end of the proofing process when the Inland Empire Chapter noticed not all their members were shown. At that point, I wasn't sure whether or not this was an isolated problem. It was also getting too late to do anything about it since we had a production schedule to meet with McGraw Hill. After making the relatively few changes for the Inland Empire Chapter, I made the decision to

proceed with the data CSI provided to McGraw Hill. Even assuming that we could have assembled the data showing members with multiple memberships, providing it at that late date would have meant more time and more cost for West Region, since McGraw Hill would have had to start over with their data entry and formatting.

This is really an unfortunate situation since the region membership directory has become such a useful member benefit. This usefulness will be diminished in 2010, along with the more important fact that each chapter's membership will not be presented accurately. We will make every effort to avoid repeating this mistake next year.

NOTE: ORANGE COUNTY CHAPTER CSI IS WORKING ON OUR OWN ROSTER WHICH WILL BE ISSUED SHORTLY.

Fund raiser for



MORRIS GEE EDUCATION FUND

Our dear friend Morris Gee was a very active member of three professional organizations:

- AIA—The American Institute of Architects
- CSI—The Construction Specifications Institute
- CSHE—The California Society of Healthcare Engineers

As colleagues and comrades from these three organizations, we want to honor Morris and his support of education in the construction industry. A committee made up of two members from each of the professional organizations and Morris' wife Shirley will be established to allocate moneys from the Morris Gee Educational Fund to deserving emerging or even established folks in the industry.



Lots of 'goodies' will be raffled off, including photographs, paintings, books I-Pods and so much more!

Help us get the Education Fund off to a great start!

WHEN: Friday November 5th, 2010
5:30 pm-9:30 PM

WHERE: Sileneo Design Center
5250 South Wynn, Suite 200,
Sacramento, CA

COST: \$40.00 per person (not including our barbecue. Purchase drink tickets at the cash bar)

RSVP: Lauri Moxley (916) 917-0664
laura@sileneo.com

TOP DESSERT IRON CHEF:
Please bring a dessert and your recipe to share! Awards will be given for Highest Calorie, Most Creative Use of Lollipop Candy & best the judges can be bought Cash prize.

AND BRING YOUR CASH

BARBEQUE, BEVERAGES AND BOUTS!

What better way to honor him than a dinner event in his memory with the proceeds to fund education! Come join us for an evening of mingling and celebrating moments. Yes indeed, practice your golf swing, play marbles, yell, we can't give all our ideas away. There will be silent auction, live auction and a raffle.

For donations contact:
John Zarnick at johnzarnick@sileneo.com
Rita Anderson at randerson@sileneo.com

Such items to be offered include:

- Wine & Cheese gift baskets
- Weekend getaway Packages
- Spa Packages
- Tickets to sporting events
- Art (original or printed)
- Dinner gift certificates
- Electronic items
- GPS, iPod, MP3 player
- Golf Packages



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EXHIBITORS

(continued from page 6)

Westcoat Specialty Coating Systems: With over 25 years of industry experience, Westcoat offers innovative, durable surface solutions for the discriminating architect, contractor, specifier, or property owner. Take the guesswork out of selecting and applying coatings with Specialty Coating Systems, Westcoat's simplified solution for every type of coating application. Westcoat Specialty Coating Systems-an all-inclusive line of step-by-step coating products-make selecting the right process for every job even easier. Engineered to achieve superior results, Westcoat delivers numerous protective, textured and decorative options for a variety of applications. Contact: Curtis Lawson; curtislawson@westcoat.com; p: 800-250-4519; f: 619-262-8606; www.westcoat.com

PARTITION SPECIALTIES, INC. (PSI): PSI furnishes and installs MODERNFOLD Operable Partitions and their new MOVEO Acoustic Glass Operable Wall with a 45 STC rating. SKYFOLD Powerlift Partitions the only automatic operating walls that folds vertically into the ceiling with a 51 STC. Up to 97% Recycled Content TATE ACCESS FLOORING: Are incorporated throughout most new buildings utilizing modular wiring, underfloor air distribution and carpet tile for enhanced flexibility and life cycle savings. Manufactured from over 32% recycled content Tate can assist in achieving a higher LEED rating. Contact: George Sayeg, CSI, Manager Business Development; 562-404-5000.

The Carvist Corporation: Now celebrating their 30th year in business as an aluminum composite (ACM) panel fabricator and glazing contractor. Carvist is headquartered in Placentia where their high-end CNC machines, engineering, and sales staff are located. Carvist also has a permanent office in Costa Rica; together, both locations support projects in California and permit access to burgeoning countries in Central America. Whether it's a complicated design-build using their 3D scanner, or a simple canopy, The Carvist Corporation brings enormous pride and integrity to each project. For more information please see their web site at: www.carvist.net.

Angelus Block Company: Founded in 1946, Angelus Block is California's leading producer of Angelus Concrete Masonry Units, Angelus Paving Stones, segmental retaining wall units, and decorative site wall units including Angelus Rustic Wall Stone. Angelus Block distributes top national brands such as Trenwyth Astra-Glaze-SW+® architectural masonry units, Spec Mix® Preblended Mortars for masonry, Spec Mix® Stone Veneer Mortar, and Pittsburgh Corning Glass Block. Angelus has the most expansive designer's palette available, with a broad spectrum of colors, textures, and configurations. Please contact us for resources to assist in material selection: John Surratt at 714.637.8594

WOLFE'S HOWL

(continued from page 17)

disappear.

Perhaps more important is the confidence that this person will be not only honest, but will tell the whole truth. There are few things that will build credibility more quickly than a suggestion that the manufacturer's product may not be the right one for the job.

Just a few days ago, I put my network to the test. I got a call from one of our construction administrators, something about fireproofing. I thought I knew the answer, but to make sure I called my fireproofing go-to guy. She was on vacation, but her answering machine included the name and phone number of someone who would fill in for her. A nice touch, better than the usual "press zero and take your chances."

At this point, one of Murphy's laws kicked in - the less time you have to get an answer, the more difficult it will be to find a person with the answer. I called the back-up person and got another answering machine. This one telling me only that the person I called

was not available; no indication of when he would be back or how to contact anyone else. My next move was to pull up CSI's online member database, and search for people who worked for the fireproofing company. Several names appeared, and I recognized one of them as a person I had worked with several years ago and, fortunately, one of my go-to guys from that time. He was in, and was able to confirm my belief immediately.

Another recent experience, which also started with a call from a construction administrator, confirmed the value of go-to guys. This one involved a proposed substitution for a specified joint sealant. Again, my go-to guy wasn't available, but this time, instead of looking for another CSI member, I called the manufacturer's customer service number. During the conversation, the person who took the call told me several interesting things; among them that the company does not provide information about expected life of their products, and that there is little difference between polyurethane and silicone sealants. I asked for a recommendation for use with masonry, and was given the name of a specific product. While we were talking, I pulled up the data sheet from the manufacturer's website, and found that it made no mention of staining masonry, while another product specifically said that it was recommended for masonry. I asked about the second product, and was told, "Oh, you could use that one, too."

About then, I saw that I had another call coming in, from my go-to guy, so I took his call. He provided all the information I did not get from talking with the factory rep, recommended specific products, and discussed at length the differences between them. I couldn't help but compare my experience with the factory rep to that of buying a camera or computer from Target. The sales people are friendly and helpful, but their knowledge extends no further than the information printed on the outside of the box. Most calls I've made to manufacturers were much more satisfying, but I'll always prefer talking with someone I know to talking to a faceless person who might have started the same day.

There are times when I don't know anyone who is familiar with a given product. When that happens, my first stop is the member database, where I look first for certified members. When I find a likely source, I call and start by identifying myself as a CSI member, then go on to say that I found the person's name in the member database. Does that get me a better or faster answer? I'm not naïve enough to believe that every CDT or CSI member is going to be the go-to guy I need, but thus far I have not been put off or disappointed.

The longer I do this job, the more I know how much I don't know. So here's to the go-to guys who make it possible!

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<http://twitter.com/swolfearch>

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MEETING SCHEDULE AND INFORMATION

Make reservations by the Friday preceding the meeting.
Call the Chapter Hotline at (714) 434-9909

UPCOMING MEETINGS:

- NOVEMBER 1** **FLYER DEADLINE**
- NOVEMBER 9** **OCCCSI BOARD MEETING (4:30 P.M.)**
PHOENIX CLUB
1340 S. SANDERSON AVENUE
ANAHEIM, CALIFORNIA
- NOVEMBER 9** **OCCCSI MEMBERSHIP MEETING**
PHOENIX CLUB
1340 S. SANDERSON AVENUE
ANAHEIM, CALIFORNIA

- DECEMBER 1** **NEWSLETTER DEADLINE**
- DECEMBER 7** **OCCCSI BOARD MEETING (5:30 P.M.)**
THOMPSON'S DESIGN CENTER
1716 CASE ROAD
ORANGE, CALIFORNIA
- DECEMBER 14** **ANNUAL HOLIDAY PARTY**
ANAHEIM WHITE HOUSE RESTAURANT
887 S. ANAHEIM BOULEVARD
ANAHEIM, CALIFORNIA 92805

