Program Information
Tuesday, May 8, 2012

Orange County CSI Chapter
May Meeting

Program: Sustainable Design Low Emitting Paints & Coatings

Speaker: Todd Guarnieri
National Vice President Architectural Sales
The Comex Group

Todd Guarnieri, Comex Group, National Vice President Architectural Sales, will make his Sustainable Design presentation on May 8th. This topic will be made from a paint manufacturer's aspect.

This will be an introduction to low emitting paints and coatings, addressing volatile organic compounds (VOCs) and Architectural and Industrial Maintenance (AIM) Coatings regulations; and how coatings manufacturers can limit VOC content. This will also cover the four basic components of paint and their impact on paint quality and performance.

Attendees receive an AIA/CES (1) Learning unit.

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-E1, 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.

AIA/CES 1 (one) Learning unit

Reservations required by May 4, 2012. Call the OCCCSI hotline at 714-434-9909.
IN THIS ISSUE

President’s Message ....................................................3
Wren’s Western Output ................................................4
Wolfe’s Howl .............................................................5
Learn about our CPSE 2011 Exhibitors ..........................6
June Installation & Awards Banquet ...............................7
February Meeting .......................................................8
Membership .............................................................9
2012 CPSE ..........................................................10
OC News Flash .......................................................11
West Region Report ................................................12
Certification Committee ............................................13
Calendar ..............................................................16

COMMITTEE CHAIRS

Academic Affairs Trevor Resurreccion, Esq. CSI, CDT  
(949) 837-8200
Advertising Dana Thornburg, CSI  
(800) 600-6634
Awards Gary M. Kehrier, CSI, CDT  
(949) 589-0997
Budget Annette Wren, FCSI, CDT  
(562) 592-3187
Certification Nathan Woods, CSI, CCCA, LEED AP  
(949) 574-1325
Education Steven Olitsky, AIA, CSI, CCS, RA  
(949) 235-9566
Golf Tournament Michael D. Baker, CSI  
(714) 906-3970
Long Range Planning Gary M. Kehrier, CSI, CDT  
(949) 589-0997
Membership Joseph Esquer, CSI  
(714) 299-1747
Newsletter Annette Wren, FCSI, CDT  
(562) 592-3187
Product Show Bryan Stanley, CSI  
(714) 221-5520
Programs Pete Thomsen, CSI  
(951) 737-7447
Roster Catherine Sturgeon  
(714) 342-0290
Website Nathan Woods, CSI, CCCA, LEED AP  
(949) 574-1325

SAVE THE DATE

SEPTEMBER 25, 2012
CONSTRUCTION PRODUCTS & SERVICES EXPO
MARCONI AUTOMOTIVE MUSEUM &
FOUNDATION FOR KIDS
1302 INDUSTRIAL DRIVE
TUSTIN, CALIFORNIA
May June 2012

Greetings to My Fellow CSI Members

Writing this President's Message is a bitter / sweet event. It means I will no longer be at a last minute's rush to convey to you my thoughts for the direction of our Chapter or report on current or upcoming events. This will conclude my 2 years as President of our chapter.

On March 24, Gary Kehrier led an outstanding, and long overdue, Long Range Planning Meeting. We not only had the Board in attendance but 3 members joined us to learn where we came from and where we plan to go. Hopefully this can be an annual event and bring more members into leadership roles.

It has been quite an experience, one I hope many of you will accept the challenge to take on. There are many people to express my thanks too. First and foremost neither I nor the Chapter would move without Annette Wren. She keeps me, and the rest of the Board on track, although we may segue off the topic on occasion. Gary Kehrier is in many places doing many jobs and assisting in many areas. Pete Thomsen’s management of programs is outstanding. You cannot imagine the work it takes to have a variety of programs that are both interesting and worthwhile to a group as large as ours. Bryan Stanley’s management of the CPSE Shows has improved with age and experience, without his leadership our chapter would be poorer in many ways. I mentioned in last month's message about the outstanding job Joe Esquer is doing and many of his ideas are being implemented to grow the membership. Royce Wise, Dana Thornburg, Nathan Woods (whom I recruited to the Board) and Mike Baker have all been outstanding for their support and input.

Lastly I want to thank my wife, Eileen, who puts up the many phone calls and time I am out doing Chapter business.

At our Long Range Planning Meeting we kicked off planning for our 50th Anniversary in 2015. As this will be a major event in our Chapter’s existence, we would like to make it a very special gala event. Gary Kehrier has volunteered to co-chair the event with me, but an event of this magnitude requires the input and help of many folks. Therefore I am asking volunteers to help plan and participate in this activity. We need to select a location, food, theme and so on. It will be a major effort, but with helping hands, hearts, and minds I am sure it will be an event memorable for all. Please contact me if you would like to participate.

Finally I want to thank all of our members who attend our meetings, call or email with suggestions and support us by renewing their membership each year. I look forward to helping the new Board and improving and moving our Chapter forward.

Steve
Remember “keep it simple stupid”? The Institute a.k.a. National CSI needs to hear another type of mantra: It’s the chapters! Why?

CSI chapters reach out and touch you. CSI chapters provide services to the members that are designed to meet their professional and geographic needs. CSI chapters create an atmosphere that attracts participation. CSI chapters get up close and personal. Many CSI chapters are like families with their own persona. Thousands of members belong to CSI chapters because their chapter is a family unit. Thousands of CSI members meet other chapter members and have lifelong friendships. It’s the chapters!

History Lesson: CSI was going along swimmingly during the time of Joseph A. Gascoigne as our Executive Director. He served from the beginning to the early 1990s. CSI had assets and respectability. Joe knew that the chapters were the real reason that members joined. Our trade show was huge and a place where corporate CEOs attended along with their huge companies. Why? Joe had a wonderful person who was in charge of our show, Jack Atherton. Both of them traveled the country, hobnobbing and playing plenty of golf with these CEOs. In addition, Joe reached out and touched all of us. He reached out with leadership to the chapters. We all wanted to travel each year from chapter city to different chapter city to attend our national conventions. When Joe passed away and Jack left, so did the huge corporate support. Some of us tried to tell the next guy about their success formula. That next guy tanked our association by creating divisive attitudes at the Institute and deciding we needed to be more like the engineering group he last headed. As CSI began to tank in membership numbers and financial difficulties (by the by, he had an office with a gorgeous view of the Potomac on our nickel), he went to a higher paying executive director job just in time. Another person took over as the situation was turning sour. He did not fare very well because the natives were already riled up. And now, we have a guy who still does not get “it”. His picture ran recently for members in a “Steve Jobs” get up. Was he trying to attract the geeks? And, we are still seeking our identity. It’s the Chapters!

The chapters of CSI create value. At one time, we needed a large CSI Board and representatives. Why? We did not have the technology that brings the regions and chapters news instantaneously. Representatives brought back the news after their meetings back east at our headquarters. The representatives relayed “the news” to the individual chapters. We looked toward the Institute for guidance in the formative years as well. In my opinion, we had leadership that conducted the business of CSI in such a manner that we were all successful. After Joe, Institute and our staff with “others involved” flopped around with the “maybe we need to be like them or them or them” attitude. Meanwhile, the real value of CSI kept chugging along - THE CHAPTERS!
It’s time architects accepted reality: They no longer are master builders, and haven’t been for a long time. It’s nothing to get excited about (well, not too excited), and there is no reason to maintain the fiction that architects are what they were in the good old days. In fact, there is good reason to admit the truth and move on.

Building materials have evolved, fabrication and construction have evolved, and the tools of our profession have evolved, yet we continue to create and use construction documents the same way we have done for nearly two hundred years, simply because that’s what we have done for nearly two hundred years. And, even though architects do less now than they did many years ago, we maintain the fiction that architects are master builders.

"Heretic!" "Blasphemer!" "How dare you!" "Vile person!"

OK, now that we have that out of the way, let’s take a dispassionate look at what architects do, what they did in the past, and what people did before there were architects.

I have trouble answering the first question. Although architecture is a licensed profession in much of the world, and the use of the word "architect", or any of its derivative forms, by one who is not licensed, often is prohibited by law, it can be difficult to define what architects do. It may be easier to answer if we look at what architects don’t do.

Good design should be more than an attractive building. As architects will tell you, good design is based on understanding the client’s activities, the spaces those activities require, an understanding of spatial relationships and perception, and familiarity with a multitude of building materials and products. It is all of those things, but even that is not enough.

Good design must keep water and weather out, and control light, heat, and humidity; it must consider durability and upkeep of the products used, and the access needed to maintain building systems; it must include selection of the optimum structural, mechanical, and electrical systems; it cannot ignore permit fees, energy costs, utility costs, or taxes.

Good design is total design.

Unfortunately, architects gradually have given away, or had taken from them, just about everything not directly related to appearance. As we will see, there has been good reason for some of this, while other things have slipped away because they were seen as too difficult or uninteresting.

One of the big changes we have seen in the last decade has been a move away from the familiar design-bid-build delivery system, to design-build, different forms of construction management, and other delivery systems that de-emphasize the role of the architect. The result has been greater control by contractors, with correspondingly less need for what architects offer.

While some decry the growing importance of contractors, there is nothing inherently wrong with a process controlled by those

(continued on page 14)
ASSA ABLOY Door Security Solutions of Southern California: The Total Aesthetic Opening - Doors may be the most intimate points of contact we have with a building. They should look great, swing or slide, defeat the heat, block the cold, be green, keep the peace, make us safe. All of these objectives can be accomplished with the Total Aesthetic Opening: beautiful doors, frames and hardware from ASSA ABLOY Group brands. The design possibilities are limitless with decorative doors from GRAHAM, MAIMAN and ADAMS RITE, and hardware from CORBIN RUSSWIN, McKinney, ROCKWOOD and SARGENT. For more information, visit www.thegooddesignstudio.com. Contact: Bill Swinney, AHC, CSI, CDT, Door Opening Consultant, Phone: 714.695.9851, Mobile: 714.878.7733, Email: bswinney@assaabloydss.com.

Vetrotech Saint-Gobain has been providing complete fire rated system solutions to the North American market for over 30 years. Fire rated glass products from Vetrotech enable designers to meet passive fire-resistance requirements while still achieving design goals that include unobstructed open spaces, optical clarity and natural day lighting. As dedicated specialists, supported by Saint-Gobain, a 350 year old company, we are uniquely able to combine fire resisting glass know-how with system design expertise. Let us put our experience as industry pioneers to work in assisting you to achieve your project goals. For more information contact Frank Forgione @ 714-478-2312

W.R. Meadows, family owned and operated since 1926, has been an industry leader in manufacturing products to enhance the performance of concrete. From highway construction and restoration, to waterproofing, vaporproofing, air barrier products and more, W.R. Meadows has been satisfying the needs of the public and private sectors of the building construction industry with unmatched quality, integrity, and service. For further information please contact Roger Smith 909-469-2606 or visit www.wrmeadows.com.

Serious Energy, Inc. - Meeting New Acoustical Guidelines for Multi-Tenant High Performance Buildings: New acoustical guidelines for multi-tenant building design require higher sound transmission class (STC) rated walls. QuietRock offers the lowest total cost, most reliable solution that delivers these results - while saving time, labor, materials, and valuable floorspace. The only fire-rated Type X acoustical drywall using EZ-SNAP technology, QuietRock is four times easier to score and snap than any other acoustic drywall and delivers acoustical ratings of up to STC 60. For complete architectural documentation, visit www.quietrock.com. Contact: Anya Sloutsky, LEED AP; 408-541-8044.

Sherwin Williams/General Polymers: For over 140 years, architects and specifiers have relied on Sherwin Williams to provide high quality paints, coatings and technical support that they can trust. Technologies include low and zero VOC architectural coatings, high performance epoxy and urethane coatings, SW General Polymers Brand Resinous Floor Systems and Epoxy Terrazzo, concrete stains, concrete waterproofing systems, caulks and sealants, and roofing products. Your Southern California contacts are: Penny Balogh - 310 999-9396, penny.m.balogh@sherwin.com and John Dumesnil - 619 665-9341, john.t.dumesnil@sherwin.com for paints and coatings. For General Polymers, contact Brett Buffington - 424 219-2352, swrep7964@sherwin.com or Bonnie Harper - 949 933-6088, bonnie.r.harper@sherwin.com.
The Orange County Chapter of the Construction Specifications Institute Announces

Our Annual Installation & Awards Banquet

At the

Summit House Restaurant
2000 E. Bastanchury Road
Fullerton, California 92835

On June 12, 2012

You are cordially invited to attend our Installation & Awards Banquet. The Summit House Restaurant is located in Fullerton’s Voia Park area and is styled after an old English Tudor Manor. The décor features carved high beam ceilings, quaint fireplaces in each dining room and floor to ceiling windows to take full advantage of the spectacular view.

Dinner Choices are as follows:

Roasted Prime Rib of Beef
John Dory
Oakwood Rotissed Chicken

Time:
6:00 - 7:00 PM Social
7:00 - 8:00 PM Dinner
8:00 - 9:00 PM Installation & Awards

Directions: Orange County Thomas Guide page 739 C-4. 57 Freeway to Yorba Linda Blvd. exit, West to State College, North to Bastanchury. Two entrances to restaurant - one on State College before Bastanchury (on west side of street) other entrance on Bastanchury just west of intersection.

Parking: Plenty of Free Parking or Valet with charge.

Dinner Cost: $60.00 for OCCCSI members and nonmembers with reservations.

Mail your check with your menu choice to: OCCCSI
Post Office Box 8899
Anaheim, CA 92812

Reservations by mail required by June 8, 2012.
FEBRUARY MEMBERSHIP MEETING

Photos by Annette Wren

Speaker Craig B. Smith presents “How the Great Pyramid was Built”.

Tabletop: Jay Erselius of Eggers Industries.

Tabletop: Gabriela Cabezas of GC Sales Associates, Inc. representing Lynden Door & FSB Hardware.

Tabletop: George Sayeg of Partition Specialties, Inc.


OCCCSI President Steve Olitsky (specifier), Royce Wise (specifier) & Tom Domenici (H B Fuller).

Steve Taylor (Omega), David Jordan Smith (Westgroup), Trevor Resurreccion (Weil & Drage), & Larry Sunseri (Merlex/Vero).
You know CSI is a good investment. Now you can share CSI with others who haven’t yet experienced the benefits of membership. When YOU recruit one Professional member who joins, CSI will provide you with one membership to GIVE to a potential new member. That’s a BOGO. *You’ll be able to sponsor another colleague in the CSI Orange County Chapter and make your network and OC Chapter that much stronger.

How it works:

1. Recruit an individual to join as a Professional member. Make sure they enter your name and membership number under “Member Referral Information” on their Enrollment form. (CSI needs to have the right information about you!)
2. CSI will send you a free membership to give to a potential new member. We will mail you a special one full year CSI membership certificate to give to someone who is not a CSI member.
3. The person to whom you give your gift will need to join by the deadline cited on the certificate.
   - All new memberships are for a term of one year. Renewal fees will be at full price.
   - This offer cannot be applied to renewals – including renewing your own membership.
   - Former members who left CSI more than two years ago are eligible to receive this gift.
   - Annual OC CSI Chapter dues of $50 are not covered by this offer.

With your help, we can recruit others in the industry to join our ever-growing community. For your help, CSI will also award you $25 CSI Bucks for purchasing CSI Store products or services online at CSInet.org.

Don’t know your CSI membership number?

To get credit for your recruiting efforts, the new member must put your membership number on their membership enrollment form. Forgot your number? Look it up:

1. Log onto CSInet.org
2. Click “Update Profile”
3. Find your membership number under “Supplementary Information” Contact CSI Member Services at 800-689-2900 if you have difficulty retrieving your membership number.

Who should I give this certificate to?

- Colleagues from outside the office. Don’t overlook people you meet outside of your office. Who do you miss seeing from your old office? Who do you run into on the job site?
- An influential member in your community. Give your gift to an instructor who could recruit students, a leader in your local AIA, or another individual who has a powerful network contacts.
- An industry professional considering CSI certifications. Know a colleague who is looking to enhance their career by taking the CDT exam? Explain how CSI membership increases industry credibility.

Regardless of who you give it to, tell them why CSI membership is valuable. Let your recruits know how valuable this gift is, why you gave it to them, and what they can get out of it.

*This offer cannot be combined with other offers and is only valid for new membership. Former members who left CSI more than two years ago are eligible to receive this gift. Chapter dues of $50 are not included in this offer. This offer is currently for Professional membership only.

The CSI Orange County Chapter invites you to join industry professionals like yourself. For details contact, Joe Esquer, Membership Chair (714) 299-1747 or jesquer@frazee.com.
**Event:**  
**Construction Products & Services Exposition 2012**  
**Marconi Automotive Museum & Foundation for Kids**  
1302 Industrial Drive  
Tustin, California  
**September 25, 2012**

**Sponsor:**  
**Orange County Chapter Construction Specifications Institute**

**Invitation:**  
- You are invited to participate as an exhibitor.  
- Architectural seminars with AIA/CES credit prior to exhibits.  
- Display your products for local design professionals, owners, contractors, facilities managers and others.  
- Exhibit hours are 4:30 p.m. to 7:30 p.m.  
- Gourmet hors d’oeuvres passed during exhibit hours.

**Reservation:**  
Please make your check payable to the Orange County CSI Chapter. Upon our receipt of your check, you will then receive set-up details and location confirmation. No verbal, fax or credit card reservations will be accepted. For questions, please call Bryan Stanley (714) 221-5520 or Gary Kehrier (949) 589-0997

**Price of Exhibits:**  
**BEFORE, July 1, 2012 (Postmarked)**  
- Tabletops (6' x 2-1/2' table).................................$600.00 each  
- Mini-Booths (8’ x 2-1/2’ table)............................$700.00 each  
- Booths (approx. 10’ x 8’).......................................$900.00 each  

**AFTER, July 1, 2012**  
- Tabletops (6’ x 2-1/2’ table).................................$700.00 each  
- Mini-Booths (8’ x 2-1/2’ table)............................$800.00 each  
- Booths (approx. 10’ x 8’)....................................$1,000.00 each

**Mail to:**  
Orange County CSI Chapter  
Post Office Box 8899  
Anaheim, CA 92812

---

**RETURN THIS PORTION WITH YOUR CHECK**

**Event:**  
**Construction Products & Services Exposition 2012**  
**September 25, 2012 - Marconi Automotive Museum & Foundation for Kids**

**Amount Paid:** .........................................................$_______________________________

**Contact Name:** ____________________________________________

**Company Name:** ____________________________________________

**Address:** ________________________________________________

**City, State, Zip:** ____________________________________________

**Phone Number:** ____________________________________________

**Fax Number:** ______________________________________________

**E-mail Address:** ____________________________________________
**OC NEWS FLASH**

**New & Renewing OCCCCSI Members**

Thank you to the following Orange County Chapter CSI members who have chosen to join our chapter or renew their membership through February 2012:

- Hal G. Block
- Christopher Bradley
- Rod Butterfield
- Thomas Domenici
- Darryl Ducharme
- Jay Erselius
- Brett Lubsen
- Kevin Lundberg
- Mark H. Niese
- Kyle A. Rausch
- Lonnie Reed
- Jamie Robison
- Dwain Russell
- David Jordan Smith
- Jonathan Wiseman
- Juan Zatarain
- Dennis Zanrosso

---

**Join CSI Corporate Partner Program**

CSI’s Corporate Partner Program maximizes exposure through CSI for building product manufacturers, building professionals, design firms and federal agencies. CSI represents professionals from across the commercial construction industry - which expands your reach when you become a Corporate Partner.

Each partnership is customized to your strategic business goals and objectives. Partner organizations enjoy value pricing on bundled packages and increased visibility through CSI’s network.

**CONNECT to Thought Leaders in the Industry**

- Receive value pricing on CSI membership* -- connect with colleagues across the construction community through CSI’s network of 13,000+ construction professionals.
- Stay informed and current - CSI is at the core of BIM, is the key to sustainable construction, and is the way construction professionals communicate. Spend time with the people who are building construction’s future.
- Participate in invitation-only networking - Corporate partners are invited to exclusive events, such as The President’s Reception held at CONSTRUCTShow.

**EMPOWER through Workforce Development**

- A highly trained workforce improves the bottomline. Your partnership benefits include value pricing on all CSI certification and education programs.

(continued on page 15)
Aloha,

Have you registered for the West Region Conference? “The Year of Revival” themed conference agenda looks incredible. It will be held April 26-29, 2012 at the Dolce Hotel and Resort - Hayes Mansion, San Jose, Ca and hosted by CSI San Francisco and Santa Clara Valley Chapters for hosting this year’s conference. More information is available on the West Region website, http://csiwestregion.org. See you there!

CSI has put out a request for volunteers to sign up. This is a fabulous opportunity to strengthen ties to your colleagues, increase your network, gain leadership and management skills, stay on top of the latest trends, and engage in work that will shape the industry. I encourage all those interested to seriously consider volunteering. You might want to consider it yourself, it’s a fulfilling experience. More information and a link to the list of committees and task teams at www.csinet.org/Main-Menu-Category/Communities-2109-14280/CSI-Biz/Volunteer-for-a-CSI-national-committee.aspx.

CSI BRANDING INITIATIVE

Previously I announced the CSI Board had determined that perceptions of CSI’s brand had diminished and could compromise our future viability. Although CSI is highly valued in the industry, changing roles in the design and construction community have caused membership to stagnate. To that end, the board engaged a firm to research evaluate and make recommendations concerning the CSI brand.

The first phase of their work surveying members, the Board, staff and constituents (customers and prospective members) has been completed which many of you may have participated in. The surveys focused on the impression of CSI, CSI’s position and the willingness to accept a transition in the CSI brand. The findings from the surveys have come in and should be of interest to members.

The results indicate CSI members will support a change to the CSI brand, although there is not wide spread support for an entirely new name. Slightly over 60 percent support a name change in theory, no specific name was presented in the surveys. It is anticipated that when presented a specific name support would erode significantly. The CSI initials do have value and recognition as members responded with more acceptance to an “initials only” approach for the name. Most respondents thought the industry recognition for CSI initials outweighed any concerns over confusion with the TV show. The CSI logo generated support as seventy percent of the members supported updating the logo but opposed drastic changes. All respondents liked the CSI shield and appreciated the history behind it.
Call to Arms - Certification Committee
Nathan Woods, CSI, CCCA, LEED AP

What inspired you to become a CSI member? There are of course, many possible reasons, from access to the knowledge base our members represent, to networking, to certification, to documentation, and so on…

For me, what really inspired me to be a CSI member is the Certification program. As a young professional working in Architecture, I had the good fortune to be exposed to the fascinating and challenging phase of work known as the construction administration (CA) phase of the Project. As a result of those (mostly successful) experiences, I sought out ways to learn more about performing CA. That’s when I discovered CSI, and its Certified Construction Contract Administrator (CCCA) program. I signed up for training classes hosted by OCCSI, led by the eminently knowledgeable Mr. John Regener. This program made a profound impact on me. Finally, I discovered a sense of understanding on why previously inexplicable decisions and events sometimes happened during those projects. The CCCA program established a baseline of sorts. Through this training, I now knew the “proper” way of doing things. This has been exceptionally helpful to me in my career in the 15 years since I first undertook that certification program.

Throughout these past 15 years, I don’t think I’ve had a single project run anything like the “proper” way, but because I had that excellent fundamental training, I can recognize the deviations, and more importantly, predict the outcomes those deviations can generate. I have been able to recognize, plan for, and adapt to the wide range of project delivery peculiarities that I’m sure are experienced by all of us on any given project.

Because my partition in the CCCA program has been such a huge benefit to me, I want to ensure that others have the same opportunities I had. Consequently, I have agreed to chair the Certification Committee for the Fall 2012 certification exam cycle.

A successful certification program accomplishes many things, all them are things we need here in OCCSI. It brings in architects! It brings a welcome and necessary level of consistency and professionalism to construction industry, it helps product reps meet and make relationships with architects that will last decades. It helps entice new talent into the specifications world (and boy do we need that!). I think that a successful certification program can strengthen our chapter, bring in new members and talents, and provide great satisfaction to all the participants, both students and teachers alike.

I need your help! I need other industry leaders to participate in this program. I need people to help teach the topics of the CDT, CCCA, CPR, and CCCS exams. What is your expertise? Are you willing to share it? Can you dedicate one single evening towards providing guidance and knowledge to a fresh audience of potential new members? If you want to help make an impact on tomorrow’s generation of CSI members, this is your golden opportunity. All it takes is one single evening of your time, in August of this summer. The lasting effects and influence your participation will have is priceless. I look forward to working with you!

4/1/2012
Nathan Woods, CSI, CCCA, LEED AP
Sr. Construction Administrator
TAYLOR Architecture & Planning
(949) 574-1325
nwoods@taal.com
who build the building. Put simply, if architects were doing what they claimed they could do, there would be no need to change.

Many owners, including public agencies, have embraced design-build. The attraction is obvious - ”Why go through all the trouble of dealing with both an architect and a contractor, who will stand back and point fingers at each other when something goes wrong, when I can hire a single entity that is responsible for everything? If I can buy a multi-million dollar airplane, which is far more complex than a building, without the hassle of both design and construction contracts, why should I not do the same for my new building?”

In theory, the design and construction parts of a design-build firm have equal standing, but in practice, architects are especially vulnerable. You can’t design structure without an engineer, you can’t design site work without an engineer, you can’t design mechanical or electrical systems without an engineer, and you can’t build a building without a contractor - but it’s hard to say why you need an architect.

Design-build firms often are led by contractors because they’re the ones who know the most about construction. They know about costs and schedules, they know how to build, and they know how to hire and employ subcontractors. The only reason they employ design professionals is because states require their certification. Even without that requirement, any contractor interested in self-preservation would still employ engineers to make sure their buildings wouldn’t fall down, but what’s left that requires an architect?

It doesn’t take a rocket scientist to make sure that doors have at least 32 inches clear opening and that there are enough fire extinguishers to go around. However, because certification is required, we still need an architect on the team. But what is the architect’s role? It may now be relegated to drawing and specifying what the contractor wants to build. The architect may have little or no interaction with the owner, other than selecting a few finishes and creating impressive perspectives to sell the job. The real design work may be done by someone who knows nothing about architecture, engineering, or construction, other than relative costs.

Certification of construction documents typically consists of the architect signing a statement that says, ”I hereby certify that this plan, specification, or report was prepared by me or under my direct supervision…” or something to that effect. Question: When the architect is not in charge of the design process, when the contractor drives the decisions, isn’t the architect’s certification of the drawings and specifications no more than "plan stamping”? To be continued…

© 2012, Sheldon Wolfe, RA, FCSI, CCS, CCCA, CSC
Follow me at http://swconstructivethoughts.blogspot.com/, http://twitter.com/swolfearch

The Morin Corporation, a family-owned business, was founded in Bristol, Connecticut in the mid 1950’s initially as a steel installation company. During the 1960’s Morin grew to become a manufacturer of roll-formed metal wall and roof panels. Today Morin is proud to be a member of the Kingspan Group of Companies as of August of 2008. Contact: Tim Del Monte/ Morin Corp/ Regional Sales Manager/909 587-7195; www.morin corp.com.

Orange Empire SMACNA is a non-profit trade association representing sheet metal and air conditioning contractors located in Orange, Riverside, and San Bernardino Counties. Orange
The survey also proved constituents' general perception of CSI is disconnected and does not reflect the reality of what CSI offers. Ninety-seven percent of the constituents had heard of CSI and seventy percent indicated they had a general understanding of the organization. However, nearly one-third of the constituents said they were not members because they don’t identify as “specifiers.” Our members clearly understand outsiders misunderstanding of CSI, with a majority do not believe people outside the organization understand what CSI represents. Such a wide misunderstanding by constituents proves the need for CSI to reinvigorate our brand.

Not surprisingly, seventy-five percent of the members and nearly as many constituents supported the addition of a tagline to help identify what the Institute represents. The top four terms and phrases were documents/documentation; standards/formats; building information; and technology/technical knowledge. Also garnering attention from several board members was a phrase that focused on the “team” aspect and opportunities for networking and collaboration.

What’s next? Three to five brand concepts will be developed and presented for feedback to members, constituents the Board and staff. Input from chapters and members will be solicited and encouraged. Check out the CSI website for updates and LinkedIn Group to join in on the discussion. We want your feedback!

Empire SMACNA contractors are the most experienced, professional and knowledgeable contractors in the industry and have been setting the standard of quality for energy efficient design and sheet metal / HVAC expertise in the region for over 50 years.

Flannery, Inc. has been at the forefront of the drywall and plaster trim industries for over 30 years. You only have to examine our trims with Aluminum Alignment Splices to see just how innovative we are when it comes to assisting our customers. From architect to installer, Flannery is there to aid, instruct and inform. You can find and purchase Flannery products from our building material dealers throughout North America and on the web. If you have any inquiries about our products that this website cannot answer, please contact us. When you are in need of something out of the ordinary be sure to call Flannery. Contact: Tel. (818) 837-7585 | Fax. (818) 837-1155 | Email. info@flannerytrim.com.

Hacker Industries, Inc. supplies our Licensed Applicators and their customers, the professional building community in North America, floor underlayment products and systems that are unequalled in quality, reliability and cost effectiveness. Contact: (800) 642-3455; www.hackerindustries.com.

Empire SMACNA contractors are the most experienced, professional and knowledgeable contractors in the industry and have been setting the standard of quality for energy efficient design and sheet metal / HVAC expertise in the region for over 50 years.

Flannery, Inc. has been at the forefront of the drywall and plaster trim industries for over 30 years. You only have to examine our trims with Aluminum Alignment Splices to see just how innovative we are when it comes to assisting our customers. From architect to installer, Flannery is there to aid, instruct and inform. You can find and purchase Flannery products from our building material dealers throughout North America and on the web. If you have any inquiries about our products that this website cannot answer, please contact us. When you are in need of something out of the ordinary be sure to call Flannery. Contact: Tel. (818) 837-7585 | Fax. (818) 837-1155 | Email. info@flannerytrim.com.

Hacker Industries, Inc. supplies our Licensed Applicators and their customers, the professional building community in North America, floor underlayment products and systems that are unequalled in quality, reliability and cost effectiveness. Contact: (800) 642-3455; www.hackerindustries.com.

OC NEWS FLASH

• Access highly skilled industry professionals through the CSI Career Center, CSI’s Certification’s Directory, and CSI’s BusinessLinx. Find exactly the person you need!

INFLUENCE the Direction of Commercial Construction

• Facilitate and present at events nationwide through CSI’s Speakers Directory.
• Participate in a CSI practice group or committee that is looking at the future of your niche of the construction industry.

SHOWCASE Organizational Excellence

• Exhibit at CONSTRUCT & The Annual CSI Convention Connect with companies that manage millions of dollars in business volume.
• Place your company’s logo and profile on CSI’s website.

Dedicated CSI staff will tailor your partnership to achieve your organizational objectives. See Corporate Partners Program Overview (PDF) for details on value pricing.

Questions? Ready to become a partner? Contact Susan Konohia at skonohia@csinet.org or 800-689-2900 ext. 4744.

WEST REGION REPORT

(continued from page 12)

The survey also proved constituent’s (potential members and buyers) general perception of CSI is disconnected and does not reflect the reality of what CSI offers. Ninety-seven percent of the constituents had heard of CSI and seventy percent indicated they had a general understanding of the organization. However, nearly one-third of the constituents said they were not members because they don’t identify as “specifiers.” Our
## MEETING SCHEDULE AND INFORMATION

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

### UPCOMING MEETINGS:

| May 8 | OCCCSI Board Meeting (4:30 p.m.)  
| Phoenix Club  
| 1340 S. Sanderson Avenue  
| Orange, California  
| May 8 | OCCCSI Meeting (6:00 p.m.)  
| Phoenix Club  
| 1340 S. Sanderson Avenue  
| June 1 | Newsletter Deadline  
| June 5 | OCCCSI Board Meeting (5:30 p.m.)  
| Thompson’s Design Center  
| 1716 Case Road  
| Orange, California  
| June 12 | Installation & Awards Dinner (6:00 p.m.)  
| Summit House  
| 2000 E. Bastanchury Road  
| Fullerton, California |