Program Information
Tuesday, November 13, 2012

Orange County CSI Chapter
November Meeting

Program: What is Happening at the Port of Los Angeles?

Speaker: Emil Zordilla AIA, LEED AP, Architect

We will have a presentation from Emil Zordilla AIA, LEED AP, Architect at the Port of Los Angeles Engineering Division. It is America’s premier port and has a strong commitment to developing innovative strategic and sustainable operations that benefit the economy as well as the quality of life for the region and the nation it serves. As the leading seaport in North America in terms of shipping container volume and cargo value, the Port generates more than 830,000 regional jobs and $35 billion in annual wages and tax revenues.

The Port of Los Angeles recently received proposals and qualifications from eight commercial real estate developers interested in redeveloping the 30-acre, fully entitled San Pedro waterfront property known as Ports O’ Call Village, located along the Port’s Main Channel and adjacent to downtown San Pedro. The development site includes 3,000 linear feet of rare waterfront frontage and 375,000 square feet of retail and tourism-related entitled uses. Located at the south end of the Harbor (I-110) Freeway, the site is conveniently accessible to downtown Los Angeles and other key areas of Southern California.

Come hear about business opportunities at the Port of Los Angeles!

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.

Reservations required by November 12, 2012. Call the OCCCSI hotline at 714-434-9909.
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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

Annual Holiday Dinner
TUESDAY, DECEMBER 11, 2012
"The Great Trade Show"

What goes into creating a "GREAT" Trade Show?

First and foremost, one man with a Vision on what it takes to create the best show - is necessary. The OCCCSI CPSE Show Chairman, Bryan Stanley, CSI has the "Vision".

A "GREAT" show takes great planning - up to one year to plan every detail and execute the show.

Bryan surrounds himself with a "GREAT" Committee to conduct all the business of planning every detail and executing the show. Members of that Committee are as follows: Royce A Wise, AIA, CSI, CCS - Chairman Emeritus, Gary Kehrier, CSI, CDT - Vice Chairman, Michael D. Baker, CSI; David Brown, CSI, CCS; Joseph Esquer, CSI; Nancy Goodson, CSI; Mike Granitowski,CSI; Geraldine Lampert, CSI; Pete Thomsen, CSI; Dana Thornburg, CSI; Carl B. Walls, AIA; Darlene Wise; and Annette Wren, FCSI, CDT. Thanks to all for their outstanding efforts to make the CPSE the "GREATEST" Show!

We provided a really "GREAT" Education Program this year. We had two outstanding seminars: Session One: "Sustainable Building Enclosure Design" as presented by Mark LaLiberte. Session Two: "The Future of Specifications" was presented by a panel consisting of: Jo Drummond, FCSI, Independent Specification Writer. Jo presented specifications - the way they were done in the past. The second presenter was David Eaves, an Associate with the firm LPA Inc. His segment had to do with the present way of preparing specifications. Last presenter, and certainly not least, was Colin Gilboy, Professional Engineer and Publisher / Developer of 4Specs.com on line Library Resource Guide. He provided perspectives on the Future of Specifications. I want to extend to them many thanks for their contribution to the Education of all the Design Professionals in attendance.

Our Exhibitors truly make the big difference. My thanks to all of our exhibitors for contributing the very latest in construction products, technology and services that support you - the architect - in your efforts to design and specify the best products for every project.

The Venue was "GREAT" (as always) - we have a long standing relationship with the Marconi Automotive Museum. It is a great venue that has something for everyone. It has great appeal to all who attend the show.

"GREAT" Food makes for a great show. We had that again this year, with A Splendid Touch our caterer of choice for all of our key events. Many thanks to Sean and his staff for all of their outstanding efforts this year.

All of the parts and pieces above lead the way to a terrific Trade Show. So... for one last time - A big round of applause and a tip of the presidential bowler to all who made the Construction Products & Services Expo 2012 "The GREATEST Industry Trade Show" in the Southwest States Area (bar none!).

Yours truly,

Mike Baker
President
Orange County CSI Chapter
Do you make it easy for people to do business with you? Are you aware of the importance of this issue in business? Why is it that so many businesses make dealing with them so difficult?

First, for purposes of this article, you must eliminate those businesses that have a franchise or exclusive rights in your community. The electric company, water company, cable company, phone company and others that have exclusive rights in your community are usually the worst offenders in terms of providing good customer service. They generally do not give good customer service or any at all. Frankly, the only relationship they need to maintain is the governmental entity that gave them their exclusive rights or franchise.

What about the rest of us? Is it easy to contact your company? When customers call your company do they hear a friendly voice? Or, do they need to press multiple numbers and answer tedious questions to reach someone. This is not the economic time for companies to put potential customers through hoops or on hold for extended periods of time. This is an instantaneous world. We make decisions with the click of a mouse. And, to that point, sometimes we need to get in personal contact with a company. If your company relies solely on the Internet without personal service, you are in trouble.

There is a very unique issue when you make it easy for people to do business with you. It is all about jobs! Some companies have decided that they can provide cost effective customer service by installing elaborated automated phone service or a website. In fact, there are people who are socially challenged that prefer to limit their exposure to other human beings and that system works for them. One size does not fit all. In addition, business travelers do benefit by this methodology in making their airline and rental car reservations. There are other examples as well. The downside is when a traveler does need to speak to a real person to resolve a serious problem. It is my practice to always reserve my important trips with a service representative in the United States. I do take the time to explain that it is about their job. They have a job when someone chooses to deal with a “real person” instead of an automated device. It is also about your job if your company makes it difficult for people to do business with them by “disconnecting” through automated devices.

In this economy, business relationships are extremely important. You need to make it easy for others to do business with you. Everyone has choices for the services that they seek. When a customer has difficulty dealing with you because the process is difficult, new choices will be made. Make it easy for people to do business with you!
We started this series of articles with a question - What happened to the master builder? - and went on to talk about how the architect no longer is the master builder of old, for a couple of reasons. First, the continual increase in construction products, methods, and computer technology makes it virtually impossible for any one person to know all there is to know about construction, or even a significant part of it. And, more important, there was a conscious effort to divorce architects from hands-on experience and technical knowledge. Finally, as we will see, architects themselves have, through contract documents, reduced their importance, at the same time increasing the importance of the contractor.

Today, no one expects a single person to know all about construction today, but a semblance of a master builder can be found in the collective knowledge of an architectural firm and its consultants. However, because of the lasting impact of the design-bid-build process, there remains a schism between the design and construction activities of architecture.

Which, of course, means that an architect, in the original meaning of the word, no longer exists. In case you forgot from the earlier article, the word comes from the Greek arkhitekton, meaning "master builder, director of works," from archi- "chief" plus tekton "builder, carpenter". Notice that design is not part of the definition, though it can be inferred from the meaning. In that context, it’s easier to see the architect-master builder being a contractor who knows how to design, than a designer who knows how to build. Despite the derivation of the word, we now think of an architect as one who designs buildings, but is not directly involved in construction. In fact, by today’s standards, an architect is expected to know only about design.

It’s been that way for a long time, so what’s the big deal? If you don’t care who is in charge, it doesn’t make much difference, but architects seem to care. Let’s look at some of the ways buildings get built, and the role of the architect in each.

The simplest case is an owner with its own in-house design and construction departments. The owner decides what is needed, designs it, and builds it. The designers and builders work for the owner, and while there may be some interdepartmental differences of opinion, they do what they’re told. End of story. The designers and the builders are approximately equal in status, though the owner - as is always the case - may care more about cost than aesthetics, and the functional design is usually of paramount importance.

The design-build process, a rough equivalent of how things were done by the Master Builder of old, is similar. The owner hires a single entity, which provides both design and construction services, and answers to the owner for everything. Again, design and construction work together toward a
CPSE 2012 EXHIBITORS

We are proud to present our exhibitors from our Construction Products & Services Expo 2012. This column will report on groups of them in each issue right up to the next show. Learn more about them right here!

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, Arizona, Colorado, New Mexico and Utah. 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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Morin - A Kingspan Group Company is a national manufacturer of architectural metal wall and roofing systems for commercial structures of all types. With our three production facilities located in Bristol, CT, Fontana, CA and Deland, FL we have a combined production capacity of over 50 million square feet.

(continued on page 18)
The Orange County Chapter of the Construction Specifications Institute

Invites you to

the White House for our Annual Holiday Dinner

On Tuesday, December 11, 2012

Join us for a wonderful dinner at the Anaheim White House Restaurant in the West Wing 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.

In 1987, Italian immigrant Bruno Serato took over the ownership of the restaurant. In 2005, Bruno and his mother, Caterina, visited the Boys and Girls Club of Anaheim, where his mother noticed that there was a 6-year old boy eating potato chips for dinner, because his family couldn't afford a proper meal. Caterina insisted that Bruno make some pasta for the child. They soon realized that there were many more of these hungry 'motel children', so Bruno begun making pasta for 72 children, 5 nights a week. Today, that event has now expanded to feeding 300 kids, 7 nights a week. We will be “passing the hat” for donations to Caterina's Club!

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 Jackie O Assortment. Sponsors of the dessert are: Mapei Corporation; Centria, Inc.; Omega Products International, Inc.; Thompson Building Materials; Pacific Polymers a division of ITW; Draper, Inc.; General Polymers; and Frazee/The Comex Group.

Time:  
6:00 PM - 7:15 PM Social
7:30 PM - 9:00 PM Dinner

Location:  
Anaheim White House Restaurant
The West Wing 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:  
$60.00 per person

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

Reservations MUST be with your check and received at our Post Office Box by December 6, 2012. For questions, please call Dana Thornburg at 714-907-3961.
The Orange County Chapter of the Construction Specifications Institute wishes to thank the following companies that were our Excel exhibitors:

**Booth:**
- L & W Supply
- W.H. Steele Company, Inc.

**Mini-Booth:**
- 4specs.com
- Brand X Metals
- Comatico Tiles, Inc.
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**Tabletop:**
- American Building Supply
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- Western Wall & Ceiling Contractors Association
- Woodwork Institute
- W. R. Meadows of Southern California
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CPSE 2012 Exhibitors
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