



Program Information

Tuesday, May 13, 2014

Orange County CSI Chapter May Meeting

**Program: Joint Meeting with RCI & OCCCSI
Design Considerations for Air Barriers
(1.0 RCI CEH)**

**Speaker: Laverne Dagleish
Principal - Building Professionals Inc.**

RCI, Incorporated is an international association of professional consultants, architects, and engineers who specialize in the specification, design, management and repair of roofing, exterior wall assemblies and waterproofing solutions.

RCI will join us for a presentation by **Mr. Laverne Dagleish**, the Executive Director of the Air Barrier Association of America (ABAA). Mr. Dagleish works to champion energy conservation in buildings while educating the building owners and designers about the benefits of energy conservation such as durability, comfort, reduced maintenance, reduced HVAC equipment costs and the positive impact on the environment.

Mr. Dagleish's presentation will identify all the general design considerations when incorporating an air barrier into building design. We will be given information to understand the air pressures on a building and how they relate to the types of leaks that can occur in an enclosure system. Attendees will gain knowledge of basic details for continuity of the system.

Mr. Dagleish travels North America on a weekly basis to educate building owners and designers on the benefits of effective and working air barrier systems in buildings. This education mission includes working with standards development organizations, training and education groups, government policy departments, and quality assurance program developers for the construction industry. Mr. Dagleish is the Secretariat of two ISO Committees, ISO TC61 SC10 Cellular Plastics and ISO TC163 SC3 Thermal Insulation Products. He is also Chair of the ULC Thermal Performance in the Building Environment Standards Committee.

**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 May 9, 2014. Call the OCCCSI hotline at 714-434-9909.

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The OCCCSI Board of Directors has a fiduciary responsibility to all of its members. Those members and others who choose to purchase events or opportunities by check or cash will receive a discount. Discounted prices will appear in the newsletter and PDF announcements via emails. Those who choose to use their credit cards will be able to purchase at the price printed on line at our website, occcsi.org. Credit card transactions must be made by the printed deadline in the newsletter or in person at monthly meeting events. Credit card purchase for CPSE trade show registration and exhibit space will NOT be accepted the day of the trade show. This policy is effective on April 8, 2014 by Board approval.

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See our website, occcsi.org, for further disclaimer information.

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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SAVE THE DATE

MAY 16, 2014

OCCCSI ANNUAL GOLF TOURNAMENT

BLACK GOLD GOLF CLUB

ONE BLACK GOLD DRIVE

YORBA LINDA, CALIFORNIA 92886

THE PRESIDENT'S MESSAGE

David C. Brown, CSI, CCS



COMMENTS FROM DAVE

Dear Fellow CSI Members,

I recently attended a seminar put on by the Inland Empire CSI at Cal Poly presented by our own Bryan Stanley from WWCCA. They had a good turnout of students and professionals to hear about “Stucco 101”. It was a very enlightening presentation and some of you should take advantage of events, not only our meeting presentations, but the other chapters as well.

Later in March, we had a great joint meeting with the WWCCA at the Phoenix Club where the speaker was Karyn Beebe, P.E., LEED AP educating the 90 + on the use of wood in construction and its many uses. We learned about wall bracing and energy systems and how to integrate them into your design. If you missed this presentation you missed a good one.

Our April meeting featured Racquel McGee, Regional Manager for Berridge California Sales Company, talking about sustainable Metal Roofing and keys to watertight roofing. The presentation included sustainable architecture, various types of standing seam roofing and installation details. Racquel gave a really educational presentation with a great deal of information.

Our next meeting is on May 13th, a joint meeting with RCI on Air Barriers. I would suggest you not miss this one. Mr. Laverne Dalgleish, Executive Director of the Air Barrier Association, will present the many benefits of energy conservation in buildings with the installation of air barriers. He will show us where these benefits would include durability, comfort, reduced maintenance, reduced HVAC equipment costs and the positive impact on the environment.

Our annual Golf Tournament is being held on May 16, 2014 at the Black Gold Golf Course in Yorba Linda. You will not want to miss this event. We are expecting a good turnout of professional and industry leaders of the community. We have a number of sponsorships still available, but they are going fast. Get yours while they are still available. We will be able to begin taking credit cards at this event. See the “center-fold” of the March/April Orange Peel for further information regarding this event.

We have Installation of new officers in June and our annual Dinner and Luau in July. Our Construction Products & Services Expo 2014, to be held at the prestigious Marconi Automotive Museum & Foundation for Kids in Tustin, is on September 9th. Tabletops are available now and are going fast. Reserve yours today so not to miss out of OCCCSI’s “Greatest Show in Orange County”.

We have several fantastic events and presentations planned. You need to come to the chapter meetings and get involved with the several committees we have organized. The chapter meetings and events are not the same without our members. This is your chapter, you need to support it.

Hope to see you in May at our monthly meeting and at the Golf Tournament.

Dave



Gary M. Kehrier, CSI, CDT
Southern California
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WREN'S WESTERN OUTPUT

By Annette Wren,
FCSI, CDT

Pay to Play Part I

Political practices and business practices are all about jobs. In fact, a wise man once told me that multiple times during my lifetime. Decisions are made which impact jobs positively and negatively. A common thread is that it is all about the bottom line. Pundits in this country banter about jobs continually. It is all about money, and it is all about jobs. What can we do about this?

It is my definite practice to reward positive behavior in life. When I shop at the local market, I use the official check out stand with a human operating the cash register. When the supervisor at the local market tries to move me to the quickie check out machine without a human operator, I decline. I do not reward negative behavior. Upon reaching the human at the cash register, I always tell them that I am in line for his or her job. My choice is about jobs. Why do markets have the quickie check out machines? That practice reduces overhead, eliminates human jobs and increases the bottom line.

When I do my banking, I chose to drive to my branch. That is where relationships are built. Those who do not build relationships with their banks often wonder why they do not have financial options when "the chips are down". In addition, it is all about jobs. You may use the ATM when convenient and practical; however, think about the people who work behind the counter once in awhile. Again, that machine does reduce jobs.

Frequent flyers may just squirm at this one. When I make an airline reservation, I have two choices. I can drive to the airport or be put on hold "forever" for a human being in the USA. When using the telephone for reservations, my judgement is that the airline wants me to hang up during an excessive wait. In addition, they want me to make my reservation with someone from "lower Slobobia", the outsourced reservation service locale. Each of the USA persons making my reservation informs me that I can save a fee if I make this reservation on line. After making my reservation, I always inform the person about why I made my reservation personally rather than on line - "It is about your job". A common reaction is pure gratitude.

It is all about jobs. In my opinion, our industry is one of the last industries that will always require humans to perform certain construction tasks at the jobsite. What about the conceptual or design stages of a project? We have business entities that have already moved this process to more machine and less human labor. Most of us have been witness to this change. It is all about jobs.

What if an organization you belong to is potentially making your job obsolete? What!!? Think about it for a moment. What if an organization you BELONG to is making it easy for design professionals to do without architectural product representatives and specifiers. Clear enough? Stay tuned.

Dad was right, it is all about jobs.

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Annette Wren is a Business Management Consultant assisting privately held companies and employee-owned companies.

WOLFE'S HOWL

WORSE Case

By Sheldon Wolfe, RA, FCSI,
CCS, CCCA, CSC

IN THE PUBLISHING INDUSTRY, IN E-MAIL, AND ON THE INTERNET, USE OF UPPERCASE IS LIMITED. STUDIES HAVE SHOWN THAT MOST PEOPLE FIND IT HARDER TO READ UPPERCASE, AND TODAY'S DIGITAL ETIQUETTE VIEWS USE OF ALL UPPERCASE AS SHOUTING. WHY, THEN, DO WE CONTINUE TO USE IT ON DRAWINGS?

One of the reasons architects and engineers have used only uppercase may have been the difficulty of learning to letter. I don't know what today's students think about lettering, but when I was in architecture school, developing a "hand" was seen as a critical part of the architect's identity. Shortly after graduating, I wrote a check at a department store. I still recall my swelling sense of pride when, after looking at the check, the cashier said, "Oh, you must be an architect!"

But for some reason, perhaps just laziness, mastery of uppercase letters was as far as most of us got; I recall only a few who extended their lettering skills to lowercase. Otherwise, I can't imagine why architects and engineers have limited their writing to uppercase, given the advantages of using mixed case.

There are many studies and many opinions regarding the benefits of mixed case lettering. Many claim the shape of the words affects recognition, the theory being that uppercase letters have no shape, while lowercase letters have parts that stick up above or down below the rest of the letters, making them easier to recognize. Others dispute that theory, yet still see evidence that comprehension is enhanced with mixed case text.

Some suggest that the effect is largely based on familiarity. Because we're accustomed to reading in mixed case, we do it well, but if we read uppercase all the time, we would read just as well. That makes sense; early in my career, when I frequently met with clients, I would orient the drawings for the client, and I eventually could read upside down text nearly as fast as right side up. Even so, we are surrounded by mixed case text, so why not take advantage of its familiarity?

The US government is convinced that uppercase makes reading needlessly difficult. The Federal Highway Administration has decreed that when road signs are replaced, the new ones must use mixed case. And, in April of this year, the US Navy announced a number of changes intended to improve communication, among them being the introduction of lowercase letters in the body of messages. It turns out that there once was good reason for the use of uppercase letters; early teletypes had no way to send lowercase!

I often wonder about the inconsistent logic applied to drawings and to text. Architects readily accept the importance of using line weight, poché, and white space to make drawings easier to understand. They correctly would reject the notion of using but one line weight, no poché, and crowding details together; after all, those actions would make the drawings harder to read! Yet many

(continued on page 14)

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CPSE 2013 EXHIBITORS

We are proud to present our exhibitors from our Construction Products & Services Expo 2013. This column will report on groups of the exhibitors in each issue right up to the next show. Learn more about them right here!

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Michael D. Baker, CSI	2012-2013

(* deceased)



Orange County Chapter CSI Golf Tournament



May 16, 2014

**BLACK GOLD GOLF CLUB
ONE BLACK GOLD DRIVE
YORBA LINDA, CALIFORNIA 92886**

10:30 AM REGISTRATION/SIGN-INS
12:30 PM SCRAMBLE - ARRIVE EARLY
COST: \$150/PERSON (INCLUDES GOLF W/CART,
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6:00 PM DINNER \$45.00 (FOR DINNER ONLY)

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*The Orange County Chapter of the Construction
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Announces
Our Annual Installation & Awards Banquet
At the
Summit House Restaurant
2000 E. Bastanchury Road
Fullerton, California 92835
On June 10, 2014*

You are cordially invited to attend our Installation & Awards Banquet. The Summit House Restaurant is located in Fullerton's Vista 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 Rotisserie 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: Cash/Check Discount \$60.00 for OCCCSI members and nonmembers with reservations. Go to our website for credit card use. The Orange Peel newsletter lists the discount rates for cash or check payments.

*Mail your check with your menu choice to: OCCCSI
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Reservations by mail required by June 6, 2014



**Event: Construction Products & Services Exposition 2014
Marconi Automotive Museum & Foundation for Kids**

1302 Industrial Drive
Tustin, California

SEPTEMBER 9, 2014

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 E-MAIL: bryan@tsib.org; or Gary Kehrier (949) 589-0997

Discount check/cash

Prices of Exhibits: BEFORE, July 1, 2014 (Postmarked)

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Mini-Booths (8' x 2-1/2' table).....	\$720.23 each
Booths (approx. 10' x 8').....	\$926.01 each

AFTER, July 1, 2014

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Mini-Booths (8' x 2-1/2' table).....	\$823.12 each
Booths (approx. 10' x 8').....	\$1,028.90 each

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Cash/Check discount prices can be found in the newsletter
The ORANGE PEAL newsletter lists the discount rates
for cash or check payments.

RETURN THIS PORTION WITH YOUR CHECK

**Event: Construction Products & Services Exposition 2014
September 9, 2014 - Marconi Automotive Museum & Foundation for Kids**

Amount Paid:\$ _____

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BUCH NOTES

Building Seagram

By Ed Buch, AIA, CSI, CCS

Building Seagram, by Phyllis Lambert, is a first person account of the design process and the construction of Mies vander Rohe's first building in New York City and, arguably, his finest office building anywhere. Rare it is that we have an opportunity to see the thinking, and maneuvering, that takes place while such a famous building is created, and rarer still that the saga is told so well and in such great detail as is presented here by Phyllis Lambert, the daughter of Samuel Bronfman, the president of the Seagram distillery conglomerate.

Phyllis Lambert was called back to NYC from Paris in 1954, where she had been living as a 27 year old artist, to be the fulltime representative of the Seagram headquarters building committee to manage the architect selection and the design of the new headquarters building for the Joseph E. Seagram & Sons, Inc. distillery company. Once Mies had been chosen as the architect, it was her principal job to be sure that he delivered the design that he had been commissioned to provide. This included not only the office building but also the Four Seasons Restaurant and the plaza in front of the building on Park Avenue.

The building was to be 38 stories tall and include 800,000 SF. It took a total of 3 years to design and construct; 18 months of design beginning in 1954 followed by 18 months of construction. The project was completed in December of 1957. Mies collaborated with Philip Johnson's firm on the design, due at least in part to the fact that Mies wasn't licensed as an architect in New York until 1956. The firm of Kahn & Jacobs was the associate architect and was responsible for much of the exterior bronze and glass curtain wall detailing. Great attention was paid by Mies to the proportions and spacing of the bronze mullions, the height of the spandrel panels, and the tint of the glass. The spandrel dimensions were driven by the ceiling heights and the need to conceal the HVAC ductwork. You will recall that air conditioning was not common at the time and its design was not well developed in the mid-1950s. Underlying the facade design was Mies's desire to express the building's structure and to maximize the use of exterior glazing, to Mies, the façade material of the future. His use of floor to ceiling glass here was a first for NYC.

Mies had designed curtain walls for projects in Chicago using aluminum, and SOM's recently completed Lever House in NYC had a stainless steel curtain wall system, but the bronze system proposed by Mies at Seagram was a first. It was chosen for its color as was the bronze tinted glass to achieve Mies's desire for the exterior finish to resemble an "old penny". The bronze glass hadn't been used previously and LOF, the major architectural glass manufacturer at the time, would only produce glass in a blue-green tint. General Bronze, the curtain wall subcontractor found a small glass company in Pennsylvania, Franklin Glass, to make the bronze tinted glass using the old "pot" method. The irony of the Seagram building is that many aspects of it were essentially hand-made, one of a kind, while Mies was an advocate of the industrialization of building construction.

OC NEWS FLASH

New & Renewing OCCCSI Members

Thank you to the following Orange County Chapter CSI members who have chosen to join our chapter or renew their membership (results from December 2013 to February 2014):

Block, Hal
Coats, Darin
Davis, Julie
Di Gangi, Charles
Ducharme, Darryl
Grosz, Gregory
NEW MEMBER! Guetzow, Gene
Lubsen, Brett
McAloney, Greg
McClure, Jeff
Moreno, Richard
Niese, Mark
NEW MEMBER! Ortiz, Arturo
NEW MEMBER! Parada, Charles
Pozo, Jerry
Quattrocchi, Pamela
NEW MEMBER! Rasmussen, Jay
Reed, Lonnie
Schenkel, Philip
Smith, David
Stanley, Bryan
Sunseri, Larry
NEW MEMBER! Synecky, Jacob
NEW MEMBER! Thompson, Patrick
Van Dijk, Peter
Wolf, Jeff
Zanrosso, Dennis



present

Annual "Swing into Spring" Golf Tournament

Friday May 9, 2014

Registration: 11:30am

Shotgun Start: 1:30pm

Sponsorship opportunities are available!

Join us at the annual AIA | CSI San Diego "Swing into Spring" Golf Tournament on Friday, May 9th at the Twin Oaks Golf Course in San Marcos.

11:30 AM Check-in

1:30 PM Shotgun start - Scramble

Single golfer: \$99 (by midnight 4/4); \$114 (beginning 4/5)

Foursome: \$379 (by midnight 4/4); \$396 (beginning 4/5)

Golfer prices include cart rental, goodie bag/golf swag, 2 drink tickets, and buffet dinner following golf.

Goodie Bag (only 1 available): \$1,000

Price includes 2 golfers. Your company provides all the goodies and the bag for our players. Your logo will be displayed at the event along with any email marketing sent out to advertise the event with links back to your website.

Tees (18 available): \$450

Price includes 1 golfer and T box logo sign. Your company can post volunteers to run games at the tee, offer food or beverage or simply post your sign at the tee. Your logo will be displayed at the event along with any email marketing sent out to advertise the event with links back to your website.

Goodie Sponsor: \$50 - \$200

Please contact Kristin Ventura at kristin.ventura@kelarpacific.com to donate a goodie. Your company will receive recognition at dinner. Your logo will be displayed at the tournament along with any email marketing that is sent out to advertise this event, with links back to your website. Unlimited sponsorships available.

All questions regarding sponsorships should be directed to Kristin Ventura at kristin.ventura@kelarpacific.com, as well as logo artwork.

REGISTRATION CLOSSES AT MIDNIGHT ON WEDNESDAY, MAY 7th.

WOLFE'S HOWL

(continued from page 5)

of those same architects care nothing about the fonts, line spacing, line length, and white space used in project manuals. Worse, a few of them see written text as another means of artistic expression, and choose fonts that are difficult to read. They simply fail to understand that poor text layout can interfere with comprehension. Please - unlock that caps lock! Use mixed case!

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CPSE 2013 EXHIBITORS

(continued from page 6)

Customer experience to a broader market through the development of exceptional team performance and world-class processes. CertainTeed is a subsidiary of Saint-Gobain, one of the top 100 industrial companies in the world. Saint-Gobain's North American companies operate nearly 200 manufacturing facilities in industries as diverse as industrial ceramics and containers, reinforcements and flat glass, abrasives, and building materials.

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The Woodwork Institute, a California nonprofit corporation, was established in 1951 by a progressive group of forward-thinking firms, to promote the greater use of Architectural Millwork products throughout California. In the Institute's early research, it was determined that the primary reason for wood products losing out in the marketplace was the lack of industry standards and quality control. Approximately 80% of all commercial and institutional construction projects in California require compliance to the Architectural Woodwork Standards within their standards. We provide three types of quality assurance programs: Monitored Compliance Program, Certified Compliance Program, and our Certified Seismic Installation Program. You can go to our website for more information www.woodworkinstitute.com. Contact: Marcia Falk, Director of Architectural Services, CSI, CDT; Cell: 916-214-9334; Office/Fax: 909-803-8043.

BMI Products of Northern CA: BMI Products is an environmentally conscious company well-known for its award winning technology and patented bulk silo/automated mixing system. The BMI brand is synonymous with: quality, versatility and service. BMI 690 premixed Plaster carries an ICC-ES Report #2535, mortars, specialty products and exterior finishes are factory prepared mixtures. They come in 90# bags, mini-silos with 2,500 lb. super sacks or 30 ton silos. Our automated batch system controls the mixing process our of dry materials and other pre-blended materials to ensure the consistency of our products. The final products are tested in our in-house laboratory for quality control and assurance. For more information, please call us at (408) 293-4008. Contact: Jerry L. Pozo, CSI, CDT, BS; Divisions 3,4,9 Technical/Specifications Consultant; Mobile (408) 595-2031; Office Ph/Fax (530) 885-6828; jpozo@bmi-products.com

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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:

MAY 13

OCCSI BOARD MEETING (4:30 P.M.)

PHOENIX CLUB
1340 S. SANDERSON AVENUE
ANAHEIM, CALIFORNIA

MAY 13

OCCSI MEMBERSHIP MEETING

PHOENIX CLUB
1340 S. SANDERSON AVENUE
ANAHEIM, CALIFORNIA

MAY 16

OCCSI ANNUAL GOLF TOURNAMENT

BLACK GOLD GOLF CLUB
ONE BLACK GOLD DRIVE
YORBA LINDA, CALIFORNIA 92886

JUNE 1

NEWSLETTER DEADLINE

JUNE 3

OCCSI BOARD MEETING (5:30 P.M.)

THOMPSON'S DESIGN CENTER
1716 CASE ROAD
ORANGE, CALIFORNIA

JUNE 10

INSTALLATION & AWARDS DINNER (6:00 P.M.)

SUMMIT HOUSE
2000 E. BASTANCHURY ROAD
FULLERTON, CALIFORNIA

