



# Program Information

Wednesday, January 29, 2014

## Orange County CSI Chapter January Meeting

**Program:** Annual Joint Meeting with LACSI & OCCCSI  
2014 McGraw-Hill Construction Outlook

**Tour:** Southern California Carpenters Training Center

**Speaker:** Cliff Brewis Honorary AIACC  
Senior Vice President & Western Region  
Director of Operations for McGraw-Hill  
Construction Information Group

Join us to hear the McGraw-Hill Construction Group thoughts and forecast for the economy and construction in 2014. Our speaker will be **Cliff Brewis**, Senior Vice President & Western Region Director of Operations for McGraw-Hill Construction Information Group. The McGraw-Hill Construction Information Group's thoughts for the economy and construction in Southern California in 2014 will be presented.

Cliff Brewis is responsible for the news gathering operation of McGraw-Hill Construction/Dodge, and is a frequent speaker on the construction forecast. He has over 30 years experience in construction. Cliff has been employed by McGraw-Hill for over 25 years, in both sales and operations. Cliff is a graduate in Economics from the University of Michigan, Ann Arbor. He has an MBA from American University in Washington D.C.

**Time:** 5:45 PM Tours, Social & Tabletops  
6:45 PM Dinner  
7:30 PM Meeting Program

**Location:** Southern California Carpenters Union  
Buena Park Training Center  
7111 Firestone Boulevard  
Buena Park, California 90621-8447

**Directions:** Just off the 5 Freeway at Artesia Boulevard. Go north from the 5 Freeway and turn left on Firestone Boulevard. The building is on your right.

**Parking:** Plenty of free parking

**Dinner Cost:** \$45.00 for all attendees with reservations  
\$55.00 for attendees without reservations (No-shows 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 January 24, 2014. Call the OCCCSI hotline at 714-434-9909. Note: LACSI members may reserve with their chapter reservation's process.*

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* Dell Criger, CSI	1989-1991
Gerald Staake, CSI, CCS	1991-1993
John Regener, CSI, CCS, CCCA	1993-1995
Jackie Carr, CSI	1995-1996
Kimberly Claus, CSI	1996-1997
* Ed Brannen, CSI	1997-1998
Pete Thomsen, CSI	1998-1999
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Mark H. Niese, CSI, CDT	2001-2003
Gary M. Kehrier, CSI, CDT	2003-2006
Mark H. Niese, CSI, CDT	2006-2008
Michael D. Baker, CSI	2008-2010
Steven Olitsky, AIA, CSI, CCS, RA	2010-2012
Michael D. Baker, CSI	2012-2013

(\* deceased)

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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## COMMITTEE CHAIRS

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Programs	Pete Thomsen, CSI (951) 737-7447
Roster	Catherine Sturgeon (714) 342-0290
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## SAVE THE DATE

**JANUARY 29, 2014**  
**ANNUAL JOINT MEETING WITH LACSI**

**PROGRAM: MCGRAW HILL CLIFF BREWIS**  
**2014 ECONOMIC PROJECTION**  
**SOUTHERN CA CARPENTERS TRAINING CENTER**  
**BUENA PARK, CALIFORNIA**

# THE PRESIDENT'S MESSAGE

*David C. Brown, CSI, CCS*



Dear Fellow CSI Members,

Happy New Year - 2014. I hope you all had a fantastic holiday season and Santa brought you everything you asked for. If not, there is always next Christmas. I enjoyed meeting and talking to all of you who attended our Annual Holiday Party at the White House in Anaheim. We had a great dinner by renowned chef Bruno Serato, entertainment from William McLaughlin and his band and good fellowship with friends and colleagues of our CSI family. If you missed this annual get-together, please put it on your calendar for 2014. It is a party not to be missed.

We have a fantastic year planned for 2014 starting with a joint meeting with the Los Angeles Chapter CSI at the Southern California Carpenter's Training Center in Buena Park. Our featured speaker will be Cliff Brewis with his economic projections for 2014. This is a meeting you do not want to miss. In March we have a joint meeting with the WWCCA at the Phoenix Club and in May we have planned a joint meeting with Roofing Consultants Institute. The speaker will be from the Air Barrier Association of America presenting information on Air Barriers. Our annual Golf Tournament at Black Gold Golf Course is being planned and more information on the date will be forthcoming in future newsletters.

We have Installation of new officers in June and our annual Dinner and Luau in July. Our Construction Products & Services Expo, 2014 will be held at the prestigious Marconi Automotive Museum & Foundation for Kids in Tustin is on September 9th.

As you can see we have a great line-up of speakers and events planned for 2014. You will not want to miss any of these events!

Our next meeting is being held at the Southern California Carpenter's Training Center in Buena Park on January 29th with LACSI. 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.

Let's all make a New Year's Resolution to participate in OCCCSI and attend the chapter meetings in 2014. Hope to see you in January.

Dave



**Gary M. Kehrier, CSI, CDT**  
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## WREN'S WESTERN OUTPUT

By Annette Wren,  
FCSI, CDT

**Let your life shine as an example!** There are those among us who have touched our lives profoundly. How wonderful to know that a life that is lived to the fullest is a bright example of humanity. People who let their life shine as an example provide blessings to others constantly. How great is that?

**Let your life shine as an example!** All of us have those challenging days that make us wish we had stayed in bed under the covers. How can we be a good example on days like that? We have our belief system and faith to carry us through those days. Somehow we hold it together on that jobsite where things have gone "south". Somehow we are able to "suck it up" during those tense confrontational meetings. Somehow we "survive" those rocky days and remember that we are all watching each other and learning by example. It is too easy to follow the wrong examples in life. We need to be vigilant with the example of life that we provide to others.

**Let your life shine as an example!** We all learn by example. Some are not aware that they provide mixed signals. We should all be responsible and accept the responsibility of the example that we provide. We receive mixed messages from our government at times. It demands that we all be good responsible citizens who should be responsible for our experiences in life. Unfortunately, we hear employees of the government not accepting responsibility for their negative actions and blaming others. Is this a case of "do as I say, not as I do"? What kind of an example is this for our children? This means that we citizens need to step up and provide the shining examples!

**Let your life shine as an example!** What about the shining examples in our lives that are "gifts we cannot keep"? There was a young salesman who greeted me almost every morning with a bright and excited attitude with a booming "Good Morning!" His voice still "sings" that "Good Morning!" on my cellphone saved messages. He was personable, well organized and had a mission to exceed all expectations of his work. He succeeded with gusto and enthusiasm. My life was enriched by such a "gift" this past year. Unfortunately, he passed away at a young age. Thank you Michael Spencer for the gifts you gave all of us as your life shined as example.

**Let your life shine as an example!**

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Annette Wren is a Business Management Consultant assisting privately held companies.

# WOLFE'S HOWL

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

## Awards & Honors Part 2

### How many awards?

Awards committees are in an awkward position. Understandably, they want to present awards; unfortunately, at least from what I have seen, nominations are rare. Without voluntary suggestions, committees have little choice but to solicit nominations. While there is nothing wrong with that, it's important to not present awards just for the sake of presenting awards. Many people do work that goes unrecognized, but it's entirely possible that no one in a given group did anything worthy of note!

Presenting too many awards reduces their value, and the more important the award or honor, the greater the devaluation. I once saw a chapter newsletter with the banner headline, "104 awards presented!" We aren't first-graders; we should understand that if everyone gets a trophy, those trophies mean nothing. I recall a tale about a local police chief, who, after making a presentation, was given the usual plaque. His sotto voce comment: "Just what I need; another sh\*\*y plaque." Of course, the value of such a plaque may depend on how many a person has received, something the awards committee should consider.

Think of it this way: The more awards there are of a given type, the less the value of that award - and the higher the award, the greater the impact.

### Above and beyond...

Published each year, CSI's "Honors & Awards Guide" describes the requirements for each Institute award and honor, and contains the information needed to make a nomination. Despite the availability of the Guide, which is posted on the Institute website, many nominations are deficient in one way or another. Given the amount of information in the guide's forty-five pages, it is not surprising that questions arise, but staff, the chair of the Awards Committee, and the chair of the Jury of Fellows will gladly answer those questions.

Requirements for awards are relatively straightforward, each having specific qualifications that must be met. In contrast, honors acknowledge a body of work, often lifetime contributions of many types. In particular, there always seems to be a bit of mystery and confusion surrounding Fellowship.

Of the awards, the highest are the Distinguished Service Award, and those awards named in honor of historically prominent members - Andrew J. Drozda, Ben John Small, Dale C. Moll, J. Norman Hunter, Robert P. Brosseau, and Hans William Meier. One of the things that emphasize the importance of these awards is that they can be given only once each year, and many years, one or more of them are not presented.

(continued on page 12)

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## CPSE 2012 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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**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

**Price of Exhibits: BEFORE, July 1, 2014 (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, 2014**

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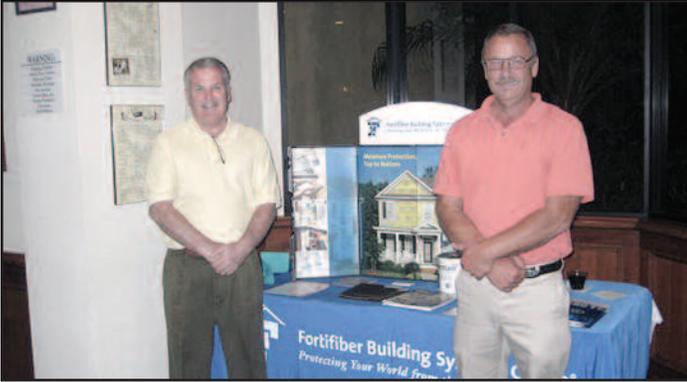
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**Event: Construction Products & Services Exposition 2014  
September 9, 2014 - Marconi Automotive Museum & Foundation for Kids**

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# November Dinner Meeting

Photos by Annette Wren, FCSI



Tabletop sponsor - Fortifiber Building Systems: Allen Ziegler & Kent Lewis.



Past LACSI President Patrick Comerford and OCCCSI President Dave Brown.



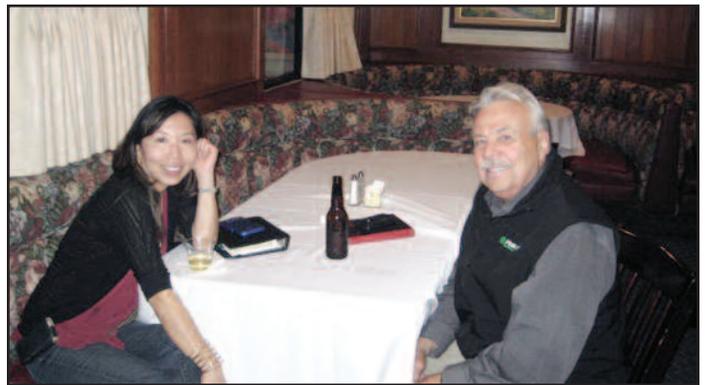
Way too happy checking in attendees! President Elect Bryan Stanley & Treasurer Gary Kehrier (Bet you thought I would not put this in the newsletter -Editor).



Royce Wise (Specifier) and Susan Giampietro (Dunn Edwards)



Richard Matteo (Specifier) and Dick Banneck (Specifier).



Marcia Falk ( Woodwork Institute) and Greg Clements (Malarkey)



Past President Mark Niese, Jeff Maes and Valarie Vlahos Maes.



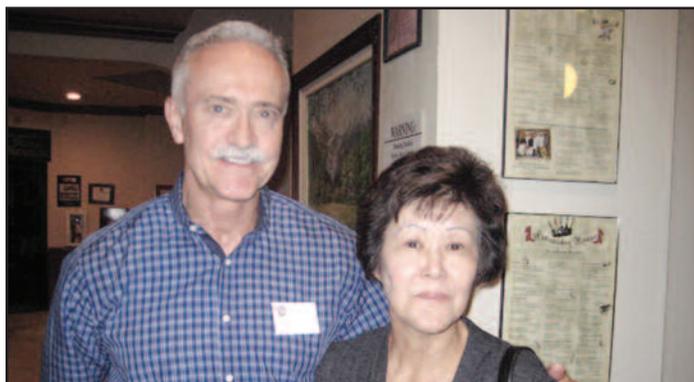
Greg McAloney (WH Steele), Ernie Lauria (Hafele) and new member Craig Monroe (Monroe Architectural Concepts)

# November Dinner Meeting

Photos by Annette Wren, FCSI



Cal Memorial Stadium Renovation - Speaker Gregory Baker, HNTB Architecture, Associate Vice President.



Mark Brower and Mo Marquez of Vista Paint.



New Member Peter Lindgren and Mike Baker (Baker Consulting)

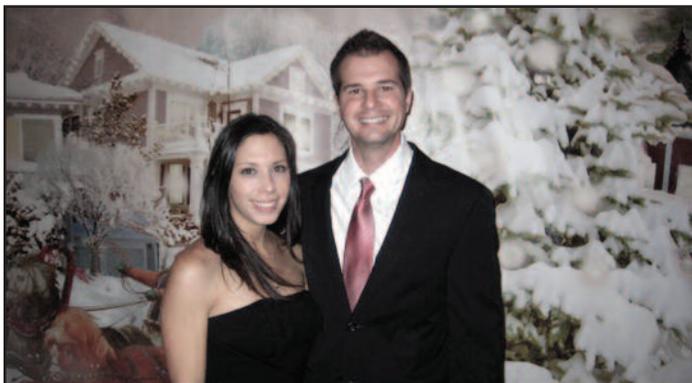
# Holiday Party 2013



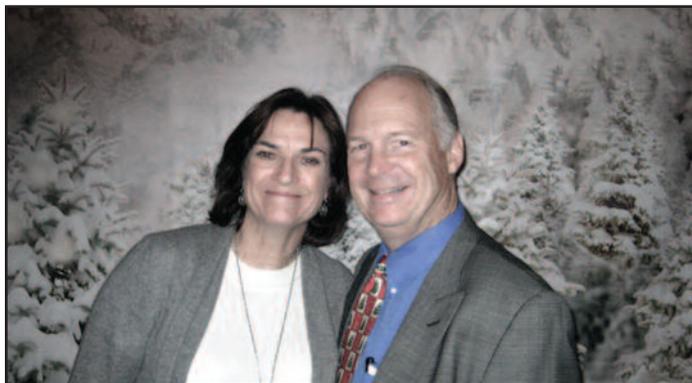
Paula, David (OCCCSI President) & Jill Brown



Chairman of the Holiday Party Dana Thornburg with Kitty Smith



Jennifer & Kevin Wensel



Carol & Greg McAloney



## Craig Mount, CSI, CCS, AIA, NCARB, LEED AP Candidate – Director from West Region

---

<b>Year Joined CSI:</b>	1994
<b>Home Chapter:</b>	Los Angeles
<b>Firm:</b>	AECOM
<b>Occupation/Position:</b>	National Director of Specifications
<b>Email:</b>	<a href="mailto:craig.mount@aecom.com">craig.mount@aecom.com</a>
<b>Education:</b>	BS in Architecture – June 1975
<b>Professional Registrations, Licenses and Certifications:</b>	California licensed architect; CDT; CCS; NCARB; LEED-AP
<b>Other Professional/Civic Organizations and Awards:</b>	AIA-PF; USGBC-LA; LA Conservancy; National Trust for Historic Preservation
<b>Current/Previous Experience as a Board Member for Organization(s) other than CSI:</b>	Board member for AIA-Pasadena Foothill Chapter; Technical council member for AECOM; Board member for Rancho Santiago Homeowners Association

### Candidate Narrative:

CSI has helped me grow both personally and professionally much more than you can imagine. Because CSI is such a great organization with such great people and so much potential, I am running for Institute Director. It is my goal to give back and share my passion, as well as some of what I have learned, in order to help guide CSI into an even more exciting and successful future.

I have experience in many levels of CSI and other pertinent organizations. These include past positions as Board member and President of LACSI, Board member and President of CSI West Region, Board member of AIA Pasadena Foothill Chapter, and current National Director of Specifications at AECOM. In addition, I have actively participated in, and sometimes chaired, every LACSI Chapter committee at one time or another. Today I remain active in CSI as one of the continuing leaders for the West Region Leadership Workshops, chair of the West Region Awards Committee, and chair of the LACSI Golf Tournament, where this year we broke all records with attendance up 50% and fundraising up 100%.

Through these CSI and other leadership experiences, I have learned 4 important things:

- Everyone and every organization needs to have a goal and vision to succeed.
- Cooperation between people is paramount to success in any organization.
- Respecting and listening to others is paramount to cooperation.
- The big picture should always try to be a win-win proposition for all players and for the larger organization – it's totally possible.

As Chapter president there were several big hurdles to overcome and I, with the help of many, was able to muster enthusiasm, stop the exodus of members, and start and restore many member services, including education and social events. Education and member services will be the key to the CSI of the future. As an officer with AECOM, a fortune 500 company, I have experience with what is necessary on a corporate level to keep an organization functioning and focused.

All of this has given me a broad base of experience and understanding of CSI, its mission, its strengths, its occasional weaknesses, its vitality, and most of all its importance to its members and the construction industry. I would be honored to work for CSI and represent our members on the Institute Board of Directors.

### What is your perception of the role CSI should play in the construction community?

I envision CSI's role as the number one leader in the education of design and construction professionals for the improvement of contract documents and construction communication, including drawings, specifications, and electronic building models. I also think CSI should be, and can be, the primary leader and promoter of technical expertise, sustainable building solutions, and proper construction products and their installation. The Institute Board needs to be the enthusiasm and vision of CSI while allowing the staff to implement the programs and provide continuity.

### In your opinion, rank the three most important goals/targets that CSI should aim for?

1. Increase member service and value. This means taking a hard look at what we provide and what our members need and want. Then we can support and encourage what is working well and actively invigorate what needs to be changed or started anew. If our member service is second to none and serving our members, then our other current national and local challenges, such as membership, revenues, and volunteer enthusiasm, will begin to resolve themselves.

2. Greater visibility and recognition in all of the construction industry: I think our new brand starts that process and says we are not just specifications, but so much more. We are the technical leaders in construction, and let's make that known by advertisements, programs,

# 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 September through October 2013):

**Ackrich, Pamela**  
**Brown, David**  
**Chocek Fyke, Lisa**  
**Corsaro, John**  
**Fitzsimmons, James**  
**Giampietro, Susan**  
**Hayes, Jason**  
**Holleran, Judy**  
**Karina, David**  
**Kehrier, Gary**  
**Koons, David**  
**Lindgren, Peter**  
**Lovinescu, Adriana**  
**MacNair, Danny**  
**Pancake, Douglas**  
**Piccola, Janet**  
**Pitcher, Mike**  
**Rewers, Greg**  
**Smith, Roger**  
**Thompson, W. Nathan**  
**Turner, Lil**

## Holiday Party 2013

Photos by Annette Wren, FCSI



Paula & David Brown



Royce & Darlene Wise



Melody & Joe Esquer



Delia & Bryan Stanley



George Sayeg, Ernie Lauria, Stuart Fricke, & Patrick Comerford



Lauren & John Corsaro



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## WOLFE'S HOWL

(continued from page 5)

CSI has three honors: Distinguished Membership, Honorary Membership, and Fellowship. Honors differ from awards in several ways. They:

- have no specific requirements for achievements,
- are not controlled by the Awards Committee,
- are a membership status,
- reflect extensive contributions in support of the Institute,
- are for contributions above and beyond those of awards and other forms of recognition.

Distinguished Membership and Honorary Membership are CSI's highest honors. Essentially the same award, for "distinguished services to the construction industry in fields of activity related to the purposes of the Institute", the former is for members, the latter for non-members.

Nominations for Distinguished Membership and Honorary Membership are submitted to the Institute board of directors; to be selected, eighty-five percent of the board members present must vote in favor.

The honor of Fellowship is second only to that of Distinguished or Honorary Membership. Although there is no limit to the number of Fellowships that may be conferred in a single year, few are elected, as it is an honor reserved for those who perform beyond the call of office, and who have made extraordinary contributions to CSI.

There always seems to be a bit of mystery and confusion surrounding Fellowship. Perhaps the most common questions about the process relate to endorsement letters. The Guide states, "a limit of ten letters is strongly encouraged." This often is incorrectly interpreted as an absolute limit. The Jury of Fellows certainly doesn't want to be inundated with fifty letters per nominee, but the nomination won't be rejected if they receive more than ten. In some cases, it's possible that a nominee did something spectacular that was known about by only half a dozen others. If those six people write good supporting letters, that's may be enough.

The most important things to know about endorsement letters for honors nominees are that they must support the assertions made in the nomination, and they must clearly state what the nominee has done that is "above and beyond." To do that, it is necessary to read the nomination before writing an endorsement letter. Endorsement letters must have substance; simply saying someone was a great guy and attended all chapter meetings isn't enough. It's also important to remember that the person writing the letter must speak from personal knowledge, not secondhand information. A clearly written and well-documented nomination package, and letters of endorsement that support that nomination, are essential for being considered for Fellowship.

Other questions are related to the Jury's decisions. Not all nominees are selected for Fellowship, and those who were not selected may wonder why. It's tempting to ask, "What about John Doe? I did the same things, so why wasn't I chosen?" It's fair to



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## WOLFE'S HOWL

(continued from page 12)

say that juries vary from year to year, and some may have been more inclined to cast positive votes than others. Even so, the actions of the jurors are private - they don't even discuss nominees with other jurors - so we can't know why they voted the way they did. They are required to base their decisions on two things, and two things only: the nomination package and the endorsement letters. And so, it may be that while a given person may not be impressed by what a Fellow appears to have done, there are things that person may not know.

It would be a lot easier to understand a jury's decision if there were a checklist for Fellowship. "Hmm, attended fifty meetings - check; chaired chapter certification and technical committees - check; served as chapter president - check; served as Institute director - check; oops - was not Institute vice president. Better luck next time!"

It may help to remember what Fellowship recognizes: noteworthy, extraordinary accomplishments; outstanding service above and beyond what is expected; and an impact that made a significant difference. Fulfilling the requirements of an office, participation in organization activities, serving on committees, and promoting the organization are what is expected; even together, these activities may not be enough to attain Fellowship, though some have achieved Fellowship for contributions over the course of a career. While accumulating a large number of awards does not, in itself, assure Fellowship, it can be an important indication that the nominee has consistently demonstrated above-and-beyond performance.

To avoid misunderstanding and disappointment, awards committees and boards of directors at all levels should know the requirements for awards and honors, evaluate potential nominees based on those requirements, and resolve questions before submitting nominations.

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## CPSE 2013 EXHIBITORS

(continued from page 6)

systems which result in lower installed costs. Firestopping is our only business. We concentrate all our resources on providing the highest quality, tested, innovative firestopping systems. Contact: Erik Taylor, Territory Manager; Specified Technologies, Inc.; 949.439.7062 Direct; [etaylor@stifirestop.com](mailto:etaylor@stifirestop.com) – email.

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## CRAIG MOUNT - CANDIDATE

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education, webinars, and additional certifications. Institute has started this process and I will champion it to continue. We can encourage our Chapters and Regions to jump on this band wagon by giving them resources, and programs and webinars to promote. We have so much to offer as a wonderful vibrant organization. We are the guiding light, so we need to hold the torch a little higher so more people see it and learn the value of better construction documents and what CSI has to offer.

3. Strategic thinking: Where is our industry going? What role can CSI play? What do we need to do to be that organization that everyone turns to for education, document standards of all types, specification and technical leadership, construction administration guides, etc. Let's talk about what the industry needs and how we can do it – just like we did 60 years ago – when our founders saw a need for a better way to organize information, and then did it. The opportunity is there and people are waiting for someone to educate and lead, especially in the BIM age. CSI CAN BE that leader.

### What do you see as CSI's primary challenges in the year ahead?

Embracing change and supporting new programs may be the biggest challenge for CSI. Very few people like change. But we must evolve to our surroundings or die. It doesn't mean that we disregard the present or the past. Sometimes past programs should



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## CRAIG MOUNT - CANDIDATE

(continued from page 13)

be tried again. Sometimes present programs just need a little tweaking. I don't believe we should be stuck in debating things forever in the quest to find the perfect solution. We have to try things sometimes even though the result may not be 100% predictable or successful. We still have to dream and try. Some programs will succeed, and some may falter. That can be tough for an organization like CSI. No one likes anything to fail. But if we do not try new things, we will fail simply by being stagnant and missing the opportunity to blossom. With a clear purpose – CSI can succeed and flourish – the end results will be amazing.

**Please describe how you would contribute to the mission, vision and goals as outlined in CSI's Strategic Plan.**

CSI has a clear written mission statement and strategic plan which I support. If elected, I will be able to effectively contribute my passion, expertise and leadership to CSI's mission and vision on the Institute's Board of Directors. I think I bring a fair, calm, experienced and thoughtful voice to the Board and have a keen ability to negotiate and keep my eye on the ball (the greater goal and mission of CSI). I have a deep passion for CSI, its mission and its people, which is coupled with an intelligent and analytical perspective. I have a compassionate personality where I can see most sides of an issue fairly, but also know a decision must be made to move forward. I listen carefully and have great respect for others and their viewpoints. Once a decision is made, even if contrary to what I believe, I always do my very best to make it succeed. I also bring enthusiasm, new ideas, dedication to my commitments, and a mentality of an architect who believes "there is always a solution to every problem". I believe almost all interactions, programs and events can be win-win propositions for everyone involved – we just need to figure out what each party really wants and how do we do it 'together'. With my technical skills, personal characteristics, and proven leadership ability, I will be able to help CSI's Board fulfill its mission, vision and goals to improve construction communication, education, building information management, and facility performance. This in turn will enable project teams to design and build the very best buildings for the 21st century.

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**Patti Quinn & Greg Clements**

# Holiday Party 2013

Photos by Annette Wren, FCSI



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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:

**JANUARY 14**

**OCCCSI BOARD MEETING (5:00 P.M.)**

THOMPSON'S DESIGN CENTER  
1716 CASE ROAD  
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**JANUARY 29**

**ANNUAL JOINT MEETING WITH LACSI**

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**FEBRUARY 1**

**NEWSLETTER DEADLINE**

**FEBRUARY 11**

**OCCCSI BOARD MEETING (4:30 P.M.)**

PHOENIX CLUB  
1340 S. SANDERSON AVENUE  
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**FEBRUARY 11**

**OCCCSI MEMBERSHIP MEETING**

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