Have A Wonderful Summer!

Coming Events

**July 10**  
**Board Meeting - Thompson’s Center**

**August 14**  
**Board Meeting - Thompson’s Center**

**September 18**  
**Flight 93 Memorial Site Development and Construction in Shanksburg, PA**  
**Presented by Paul Murdoch, AIA**  
**Lead Architect on the Project**  
**Presentation at The Phoenix Club**  
**Please note special date for this meeting**

**October 9**  
**Code Compliance With Conflicting Codes Presented by John Raeber FAIA, FCSI at The Phoenix Club**

**November 13**  
**TBD**

**December 4**  
**Annual Holiday / Christmas Party at The Anaheim White House**  
**Mark your calendar and save the date**
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 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.

Key aspects of our privacy policy for credit card transactions include:

- We never sell, share, trade, or disclose any of your personal information.
- We use a credit card processing company to bill users for events and opportunities. Our credit card processing company is not authorized to retain, share, store, or use your personal information.
- We require the entry of only enough information about you to process your transaction.

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

The Orange Peal 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...........................................Annette Wren, FCSI, CDT
Co-Editor..................................................Gary Kehrier, CSI, CD T
Assistant Editor...........................................Sean Connolly, RA, CSI, CCS

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The Kairos Korner
(For a Time Such as This................................)

It doesn’t seem real to me that I’ve been an Architectural Rep now for 30 years. I’m amazed at how fast the time has flown by. I basically grew up in this industry and have loved every minute of it. The friends and colleagues I’ve met along the way have been instrumental in shaping me into who I am today professionally and personally.

One of my main objectives as your President, is to see how we as a Chapter can serve our industry in getting the younger Architects of today involved in the future events in our Chapter meetings. Social Media and the Internet make it so easy to sit behind the screen and do everything with just the touch of a button. For me, the past 30 years attending various Chapter Meetings, social events, etc. made me forge some very long-lasting friendships that would never have been possible if I hadn’t attended these functions.

I truly love the personal interaction that CSI has offered me. I remember the very first CSI meeting I attended at the Costa Mesa Country Club. A young lady was walking towards me with a cake box (if anyone knows me, they know I love cake!!). Well, she was an OCCCSI Member and we ended up being very close friends for the past 30 years. I also have Architects that have become personal friends of mine and they know that they can call me or text me when they need some emotional support for whatever they’re going through.

I’ve been thinking long and hard about what I want to say for my first President’s Message. I must say, it has been a personal and emotional experience. I love the construction industry and the job I get to do every day being an Architectural Representative for a great company.

The original plan was for me to assume the OCCCSI Presidency last year. However, due to personal reasons, I could not do it and achieve the standard it deserves. Bryan Stanley graciously and willingly stepped up and served another year. For that, I want to say... “Thank You Bryan”. Thank you for allowing me the opportunity to rise to the occasion and to mature to the reality of being Madame President, for a Time Such as This!
On May 22, the Orange County Chapter of CSI (OCCCSI) presented a GREAT product show and seminar. THANK YOU to our many exhibitors that brought their efforts and information to the Marconi. A special thank you to our presenters at the seminar! Please take a look at their photos beginning on page 8. It was a Ferrari, Food and Festivity night!

The attendees at this event were the leaders of A/E firms, project architects, specifiers, consultants and contractors. EVERYONE was invited by special invitation via U.S. mail to A/E firms and individuals. Invitations were sent by email, and announcements were in this newsletter since January. Some of our exhibitors used social media to advertise this event. Chances are that you attended this event if you are reading this. OCCCSI really appreciates your attendance! The OCCCSI Products Show Committee – the Board of Directors and other volunteers - worked for months on creating this event. All of us are volunteers who are members of CSI. We worked on our own time to make this products show the very best! This was a FREE event to our attendees funded by our exhibitors.

Our experience was that the number of attendees was down this year (again). The Committee worked on expanding our method of invitation so that we would reach ALL Orange County design professionals, specifiers, consultants, etc. We appreciated those that attended! We did not experience growth with our attendance.

Reality #1: In my discussions with other CSI chapter leaders, we are not alone with reduced attendance to our events. The event that was most noted as our “problem” was the Lunch n’ Learn. With the Lunch n’ Learn “traveling circuit”, why leave your office? They bring you food (that is the important part), AIA learning units and information. What could get better than that? Product Representatives are happy because they think if they feed you, you use their product. Simple enough!

Reality #2: Most likely, if you are just sitting in your office “pushing a pencil”, you do not attend trade association events. And, you are VERY WELCOME to do so. In fact, you can advance your career by the opportunity to network. Those who believe that networking in social media is the ONLY way will probably not be leaders or very successful in the future.

Reality #3: We need to look at current well attended successful CSI products shows. Honolulu CSI has a phenomenal products show and seminars®. Puget Sound CSI, San Francisco CSI and Portland CSI have sold out events. Puget Sound CSI sells out immediately after advertising. I already have my dinner table “seated” and am awaiting the payment process for April 2019. These chapters have product shows and dinners that are “invitation only”. The invitation to attend is extended by each exhibitor that purchased a tabletop and dinner table for 5 or 10 invitees. The highlight of the dinner is a Keynote Speaker. This
It’s been thirty-three years since I took my first job as a specifier. This glorious career came to an early end a few months ago when I left my last office, where I had worked for twenty-two years. Add to that the years I worked in "real" architecture after graduating from architecture school in 1975, and it’s been a long road.

My last firm regularly announced milestone anniversaries, and, beginning with the tenth anniversary, each honoree was given the opportunity to say a few words. At my tenth and fifteenth anniversaries, I took a project manual to the lectern, opened it, and intoned, "And now for an interpretive reading of a specification section." The next time you speak, try it; it’s always good for a laugh.

For my twentieth anniversary, I couldn’t help but think back on my career. I decided I should compare myself to another writer, and, for reasons I can’t explain, I chose Tom Clancy. That might sound crazy, but we’re both prolific writers, and there is a resemblance...

Mr. Clancy’s statistics are easy to find. I found the number of books in print, number of video games sold, number of books rated number one on the New York Times best seller list, number of weeks the hardcover version of Hunt for Red October was on the best seller list, number of weeks the paperback version was on the list, number of words per book, and so on. Clancy began in 1984, and I wrote my first specifications in 1985. Unfortunately for him, Clancy died in 2013, so I had the benefit of a few more years. The time we had been writing could have been a factor, but in the end, it played no part.

Oddly, my own statistics were harder to find. I started with the number of project manuals I had issued, then estimated the number of specification sections, the number of words per page, and the number of pages to determine the total number of words. I discounted the mechanical and electrical volumes, and took partial credit for civil and structural specifications, mixed in a few other considerations, and decided I had published the equivalent of 400 books. With that as a start, I thought, I could at least be competitive.

Tom Clancy is credited with writing over 100 books. I didn’t include mechanical and electrical specs in my total, so I didn’t include the many books Clancy co-wrote. Also, because much of his celebrity is based on his fiction writing, I decided to not include his non-fiction work. In the end, I gave him credit for 25 books. So, coming out of the gate, I am far ahead, 400 books to 25.
The Orange County Chapter of the Construction Specifications Institute wishes to thank the following companies that were exhibitors:

**BOOTHs:**
- Door Systems, Inc.
- Excellent/TUFFLEX/UP/
- Field Controls LLC
- Safety Step TD
- Seaman Corporation/FiberTite Roofing Systems
- MINI-BOOTHs:
  - American Building Supply – Doormerica Manufacturing
  - C.R. Laurence Co., Inc. - U.S. Aluminum
  - RAY-BAR Engineering Corporation
  - W. R. Meadows of Southern California
- **TABLETOPs:**
  - Allegion
  - Angelus Block Co. Inc.
  - Arcadia, Inc.
  - Architectural Door Consultants, Inc.
  - ACIA
  - Behr Paint
  - Big D Supply
  - CEMCO
  - ClarkDietrich Building Systems
  - Construction Specialties
  - Custom Building Products
  - Dunn-Edwards Corporation
  - Flexco Floors
  - Fortifiber Building Systems Group
  - Hacker Industries, Inc
  - Kingspan
  - L2 Specialties
  - Leak Detection
  - Mapei Corporation
  - Monopole, Inc.
  - Multicoat Corporation
  - Omega Products International Corporation
  - Orco Block Company
  - Parex USA, Inc.
  - Partition Specialties, Inc.
  - Polycoat Products
  - PPG Paints
  - Roll-A-Shade
  - Sherwin-Williams Company
  - Siena Tile & Stone
  - Simpson Strong Tie Company
  - Smalley & Company
  - Stego Industries LLC
  - Tnemec – TPC Consultants, Inc.
  - U.S. Rubber, Recycling, Inc.
  - Vista Paint
  - Western Wall & Ceilings Contractors Association
OCCCSI Products Show 2018
(photos by Annette Wren, FCSI, CDT)

W. R. Meadows of Southern California

Omega Products International Corporation

Allegion

Tnemec – TPC Consultants, Inc.

Angelus Block Company

Dunn-Edwards Paint

Arcadia, Inc.

Custom Building Products
OCCCSI Products Show 2018

(photos by Annette Wren, FCSI, CDT)
OCCCSI Products Show 2018
(photos by Annette Wren, FCSI, CDT)

BEHR Paints
Partition Specialties, Inc.
Polycoat Products
Multicoat Corporation
Roll-A-Shade
U.S. Rubber, Recycling, Inc.
Monopole, Inc.
Kingspan
OCCCSI Products Show 2018
(photos by Annette Wren, FCSI, CDT)
Great News!
Anaheim White House Reopens!

The Anaheim White House, all but destroyed in a blaze in February 2017, has reopened and revealed a completely refurbished restaurant. The 5,600-square-foot, 180-seat restaurant opened to the public once again on Tuesday, May 8, with a $2.5 million makeover erasing the fire damage. Bruno Serato, owner of the Anaheim White House restaurant, who is best known for his charity work with Caterina’s Club, has welcomed customers once again.

The newly restored Anaheim White House restaurant is complete with an elaborate entrance patio and the West Wing banquet room, where OCCCSCI will celebrate our Holiday Dinner on December 4, 2018. The 1909 Colonial-style mansion, whose exterior resembles the U.S. president’s residence, has been restored and upgraded – so have the surrounding grounds. Lavish design elements include French provincial dining chairs and tables and a fireplace fitted with light-catching glass, stones and gems. Hand-painted frescoes on the first level are reproductions of works by master artists.

Our new OCCCSCI website now has a link to Caterina’s Club so you may keep current on their events.

After 40 years, Carmen Bognot, CSI is retiring from the Port of Los Angeles. Carmen was a specifications writer for the Port of Los Angeles. Her retirement lunch was on Tuesday, May 22, 2018 at the San Pedro Fish Market. Carmen has been an active member of CSI. Carmen attended many of our OCCCSCI events over the years.
Dana Thornburg presents the Sam Drucker Memorial Award of Dedication to Bryan Stanley

Bryan Stanley presents the Distinguished Service Award to Cliff Brewis

Bryan Stanley presents the Rookie Award to Moira Howmann

Bryan Stanley with his mom, Elaine Endericks and wife, Delia.
OCCCSI Installation Dinner

(photos by Annette Wren, FCSI, CDT)
I came across an excellent interview with Milton Glaser in the March 17, 2018 issue of the Wall Street Journal that reminded me of his book, Art is Work, that I purchased prior to his planned visit to Los Angeles on Friday, September 14, 2001. Needless to say the trip to LA didn’t happen with all air travel in the US suspended following the events of 9/11/2001 so I didn’t get to hear him in person, or get my book signed. After reading the book again I think it’s time I brought it to your attention so you can see his work and enjoy some insight into one of the most innovative graphic designers in the past 70 years and, who is still working today.

You may not realize it but you know his most famous design, the much copied logo for New York City, "I ♥ NY" designed in 1977. Prior to that Glaser was a founding member of "Push Pin Studios" established in 1954, and in addition to his many other internationally recognized graphic design achievements, in 1968 he was a co-founder and designer of "New York Magazine".

Art is Work combines short essays and comments with 500 full-color photos presenting Glaser’s design philosophy and work methods. He describes the origin of his concept for each design project, shows us some of the ideas that didn’t work and explains through his drawings how the final design evolved. His central idea is "work" and "art" can be interchangeable. Any "work" performed can be "art" so long as it’s not shoddy. A painter can be an artist but so can an illustrator, or a mason, or a potter, or a rug weaver to cite a few examples. When the result of the work meets its needs honestly, it’s art, when the result meets the needs with elegance and rigor, it’s good art, and when the result moves us in "deep or mysterious ways" it’s great art.

Posters, exhibition announcements, album covers, books and book jackets, interior design, magazines, product packaging, and corporate annual reports are a few types of his work, or art, presented in the book.

Many of Glaser’s designs rely on manipulation of typefaces to create the message through both layout of the text and selection of the typeface, and sometimes by creating a new typeface. The "I ♥ NY" logo is a good example of this approach that evolved from three words in a row, "I LOVE NY", to four characters in a row, horizontally, (the heart shape used to replace the word "LOVE"), to the four characters being stacked in two rows as it’s usually seen today. (Glaser admits he may have taken the idea to stack the four characters from Robert Indiana’s "LOVE" painting, "LO" above "VE"). Other examples of his design approach include graphic programs for the Art Directors League of New York and the School of Visual Arts also in New York City. In each of these cases the design is the result of the careful juxtaposition of the letters and the manipulation of their sizes, style and color for emphasis and to reinforce the meaning of the words.

As good as Glaser is at using only typefaces to create compelling graphic designs it’s his freehand figurative drawings that are really stunning. The book provides extensive examples of Glaser’s work as a draftsman and watercolorist. Maybe his most famous drawing is a poster, (also used as a book cover), using a silhouette of Bob Dylan’s head. The profile of his face is solid black with Dylan’s colorful stack of curly hair rising from his head to the top of the page. His portraits of musicians from Bach to Beethoven to Bowie and including jazz and blues greats such as Ellington and John Lee Hooker are particularly expressive as drawings by themselves. Glaser integrates them effectively into posters and album covers.

The book concludes with the texts from articles Glaser has written and speeches he’s given over the years. These provide more depth in understanding his views on graphic design, fine art vs. "commercial" art, advertising, and the narrow line separating influence and imitation. I especially liked his commencement address in 1997 at his alma mater, Cooper Union, nearly 50 years after he had graduated. He concludes his remarks with a command for the students to go forth and "do good work." Milton Glaser certainly sets a great example for them to follow whether they call it "work or "art."

Art is Work was written by Glaser and published in 2000 by the Overlook Press. It has 277 oversized pages filled with full-color drawings.

Ed Buch, FCSI, CCS, AIA, LEED AP
Los Angeles, CA
April 30, 2018
OCCCSI Installation Dinner
(photos by Annette Wren, FCSI, CDT)

Our new President, Dana Thornburg
is calling on all of our Orange County Chapter CSI members to get active!
Come to meetings!
Attend our board meetings!
Step up!

OCCCSI Newsletter, July/August 2018 17
means that each exhibitor invites design professionals to attend and it guarantees a successful well attended event to all.

Reality 4: Change is good! In order to serve our members, we need to move forward with new ideas and programs. And, speaking of new, our website has been redesigned. Take a look at occcsi.org.

*Their format is similar to ours. The reality is that they are on an island without multiple opportunities as the mainland. © 2018 Annette Wren, FCSI, CDT

MEMBERSHIP REPORT

By Joe Esquer,
CSI Membership Chairman

Welcome to our NEW MEMBERS!

Cornelia Benedict - R2A Architects
Tom Divelbiss - Sienna Tile & Stone Installation Products
Steven Evans - Architect
Brady Gamble - TSIB
Robert Larez - West Coast International Leak Detection
Christopher Perry - BGAP

THANK YOU FOR RENEWING

Tiffany Awischus - TM Supply
Bret Bastain - Parex USA
Rod Butterfield - Aerospace Corporation
Supranee DeGraw AIA - Architect
Joe Esquer - Behr Process Corporation
Kathy Greenway - Draper Shade & Screen Co.
Gregory Grosz - KGA, Inc.
Andrew Huggins - Oklahoma State University
Gretchen Johnson - Architect
Keith Johnson - Clark Dietrich Building Systems
Ron Kelly - Polycoat USA
Justin Kerfoot - Chapman University Campus Planning
Kevin Lundberg - Allegion
Dave Maietta - Multicoat Corporation
Steven Murow - Murow CM
Brad Neal - Nichiha
Michael Riley AIA - Tanaka Riley Architects
Jerry L. Pozo - BMI Products, A Sika Company
Rene Sarver - Commercial Solutions
Eric Stovner - Critical Structures, Inc.
Prashant Varshney - Polycoat USA
Annette Wren - TUFFLEX Polymers/Excellent Coatings/UPI
Dennis Zanrosso - The Z Group
WOLFE’S HOWL
(continued from page 5)

Other than the number of books written, I wondered, how else could I compare our work?

Although I had written more than Clancy, none of my books made the New York Times Best Sellers list. Clancy scored 17.

Producing best sellers obviously means an author’s books are being read; Clancy wins this category as well. Assuming all the books he sold were read, more than 100 million people read his books. It’s likely that many of those books were passed on to others, so the total could easily be twice that number.

No one bought any of my project manuals, but, at least in theory, each of my project manuals was read by at least the project architect, other staff architects working on the project, our consultants, several people on the owners’ staffs, and all the contractors, subcontractors, suppliers, and installers working on my projects. Even though I could throw modesty aside and claim all those people had read my project manuals, we all know better. In reality, the number of my project manuals that were read is probably closer to three, and those only partially.

With all the best sellers he wrote, Clancy was an obvious candidate for Hollywood. Of the books he wrote alone, five were made into successful movies. Because of the number of project manuals I issued, I’m sure someone from Hollywood has tried to contact me, but they’re probably using an old email address.

And then there are the games. More than forty video games and a few board bear Clancy’s name. Although none of my project manuals have been made into games, there have been occasions when one contractor or another seemed to think they were games.

Finally, I compared our incomes. When I learned his net worth was estimated at more than $780 million, I didn’t bother to find out what Clancy made for each of his books. I’m still counting on the lottery to get me to millionaire status, but who knows, maybe I’ll win one of those billion-dollar Powerball payouts.

With money comes property, and here again I come up just a bit short. According to Wikipedia, Clancy had an 80-acre estate that was once a summer camp in Maryland, with a panoramic view of the Chesapeake Bay. His $2 million home had 24 rooms and a shooting range in the basement; in the yard was an M4 Sherman tank. He also had a condo in Baltimore’s Inner Harbor. My wife and I have a five-acre plot in rural Minnesota, with a pond in the back yard. We had a 1949 Ford F3 pickup in the yard, but that’s gone.

With that sobering view of my career, you might think I am disappointed. Although it would be fun to publish a real book, and even more fun to have it be a best seller, I don’t think I’ve wasted my time. Working in construction offers a satisfaction unknown in most other occupations; I can point to many buildings that fulfill the owner’s needs - and will continue to be useful for decades - and say, ‘I had a hand in that!’

© 2018, Sheldon Wolfe, RA, FCSI, CCS, CCCA, CSC
MEETING SCHEDULE AND INFORMATION

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

UPCOMING MEETINGS:

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