Program Information
Tuesday, September 18, 2018

Orange County CSI Chapter
September Meeting

Program: Flight 93 National Memorial
Speaker: Paul Murdoch
President, Paul Murdoch Architects

In 2005, Paul Murdoch Architects, in association with Nelson Byrd Woltz Landscape Architects, was selected from 1,100 entries in an international competition to design the Flight 93 National Memorial, a 2,200-acre national park near Shanksville, Pennsylvania. This memorial commemorates the forty passengers and crew members that sacrificed their lives on September 11, 2001 thwarting a terrorist attack on the US Capitol. The presentation will focus on the design and implementation of the multi-phased project over the last 13 years, including current work on the Tower of Voices, a 93-feet tall tower featuring 40 wind activated chimes that will be dedicated on September 9, 2018.

Paul Murdoch is president of Paul Murdoch Architects, the award-winning firm he founded in 1991. The firm is located in Los Angeles, where Paul has also worked with AIA Gold Medalists Arthur Erickson and Charles Moore. Paul has over thirty years of experience exploring sustainable architecture for cultural, higher education and public transportation clients.

Paul was born in Philadelphia, PA. He graduated from UCLA with a Master of Architecture and from the University of Virginia with a Bachelor of Science in Architecture. Paul has taught architectural design and theory at USC’s School of Architecture and has been a guest critic at UCLA and Sci-Arc. He is a registered architect, a member of the American Institute of Architects and a LEED Accredited Professional with the U.S. Green Building Council. In 2012, the American Institute of Architects honored Paul and his wife Milena as Architects of Healing for their role as designers of the memorial.

Time:
5:45 - 6:45 PM Social/No Host Bar
6:45 - 7:30 PM Dinner
7:30 - 8:30 PM Program

Location:
Phoenix Club
1340 S. Sanderson Avenue
Anaheim, California

Parking:
Plenty of free parking

Dinner Cost:
$35.00 cash/check discount for OCCCSI members and nonmembers with reservations.
$40.00 on the website
$45.00 at the door without reservation.
(No-show reservations will be billed)

Tabletops:
Product representatives are invited to display at this meeting. The cost for a tabletop is $100.00.
Contact David Walsh at 714.396.0794 for information.

Reservations required by September 17, 2018. Call OCCCSI at 714-434-9909.
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 Kairos Korner

(For a Time Such as This....................)

Can you believe it, we are already well into the month of August. Summer is going by way too fast and it IS my favorite time of the year. There is something to say about all this Vitamin D that just makes me happy and energetic. It has been a busy summer and new beginnings with my family adopting another dog. Not just any dog, but a true rescue dog. She is a little fur ball of uncertainty and we are taking our time to earn her trust. It will be a process that will take time, but a process that will be well worth it in the end.

That is another reason why I enjoy the type of business I’m in. It takes time to earn trust and develop the client/rep relationship. The client wants to know that I can be taken at my word and that is where I take my reputation seriously. My integrity is how I represent the company I work for and how I live my life. It shows to my clients that I truly care about their needs. My clients do the same, and one such Architect, Paul Murdoch, does just that. He won an international design competition, for the crash site of Flight 93, on September 11th.

Paul Murdoch, along with Nelson Byrd Woltz Landscape Architects, were entrusted to design the memorial that honored the 40 passengers and airline crew that died when they were forced to crash into a field in Pennsylvania on September 11th, 2001. Paul will be speaking at our CSI Meeting on Tuesday, September 18th. He will be back at the memorial on Tuesday, September 11th, for the dedication of the last area of the site. I heard him speak at the Los Angeles Chapter CSI dinner meeting and was very moved by his presentation. The thought and care his team took to make sure this site honored all the lives lost and the surviving family members is a true inspiration.

Enjoy the rest of summer! I don’t think this heat is going away too soon..........................................................
How was your summer? Actually, I just typed “dummer”. It was my subconscious reporting to me about part of my experience with “dummer”. Here are 3 categories of the experiences.

**GPS:** For those of us who rely upon our vehicle’s GPS during the business day, we know value when we see it! What a wonderful perk! The GPS systems in our vehicles save us time and effort. When that value goes “downhill”, it is sometimes in unfamiliar territory. ALW AYS have a backup system like a hardcopy map and/or app. It has been my experience that the GPS will give you a route that takes twice as long, in some cases, no matter the time of day. If you use common sense, you will not fall into this trap. A friend of mine claims that fuel companies pay for our GPS service. It is to their benefit if we take the long way around and suck up more fuel! Two examples:

First, I was southbound on the I-5 at the 14 Freeway during a time of day without traffic. As a test, I put in the address to the Thompson Design Center in Orange. Instead of leading me down the I-5, it told me to drive to the 110 Freeway through downtown Los Angeles then back to the I-5. What?!? Some tourist or dum b person would have followed that advice.

Second, I was northbound on the 101 Freeway going to Hollister. The GPS told me to get off on a sideroad. Just for the heck of it, I followed. I drove up and down and all around! It was a joke! And, it took me about 45 minutes longer than if I continued on the 101 Freeway. Bew are!

**Millennials:** A psychologist friend of mine is writing a book about Millennials. The facts relating to the Millennials with problems are pretty sad. During my business day, I experience the “winners” or good Millennials. Bottom line is that the co-creators of bad Millennials are parenting and the education system. Bad parenting is a poison in our society. The education system that decided to give everyone a certificate for participation thinks it is going to change human nature. This system cannot make everyone a winner. Common sense did not go into that decision. In our industry, NOT every product will be on EVERY project. One per category will be used. There will be a winner and many losers. Plain and simple.

**Construction Errors:** What is it that construction folks do not understand about following directions? This errant behavior is present with all types of people, language proficiencies and ages. This is the epitome of “dumb and dum ber”. Since my examples are too numerous to mention, here are the two that drive me nuts!

First, if the coating product has a Part A and Part B, it is plain logic that you mix the A with the B containers (NOT just all the A parts, etc.). OR, one should mix the
I’ve been having a lot of fun lately, going through boxes of old *Construction Specifiers*, paper files I accumulated at the office, and digital files I’ve acquired in the last forty or so years. Among my own articles, I found a couple of series that might be interesting to look at again.

One of them was TeamCS, CSI’s first attempt at an online magazine; forty-one issues were published from 1998 through 2003. Each month, a topic was given to four authors, representing the four team members as envisioned by CSI at that time. There were a couple of changes in authors over the years, but the ones I remember were Tom Deines, speaking for the constructor; Paul Bertram, speaking for the supplier; Phil Kabza, speaking for the designer; and me, speaking for the owner. Here is an example (the links to the four teams are not active):

(See page 13)

I don’t know how many readers we had, or what the response rate was, but I suspect both were low. Nonetheless, we authors had a good time.

Another series was my own "Mr. Wolfe Goes to Washington." One of the things that bothered me before I was elected to the Institute Board of Directors (and still bothers me today) was the lack of communication from the board to the members. In response, I wrote a piece each month I was on the board, the intent being to tell the members what the Board was doing. This was my first column:

Rookie - on the road to Washington

J July 2005, Alexandria, VA. Today was my first day in office as Institute Director for the North Central Region. Nothing went wrong today, and I am enjoying my term so far. My calendar is pretty much open today, so I’ll take a few minutes to recall some of the events that led to this momentous day.

August 2004. CSI elections aren’t far off, and the North Central Region still doesn’t have a candidate for Professional Institute Director. Through most of my CSI career, I’ve been a lone wolf, preferring those activities that can be done at my convenience, and avoiding politics.

(continued on page 13)
MEMBERSHIP REPORT

By Joe Esquer,
CSI Membership Chairman

Welcome to our NEW MEMBERS!

Michael Baham - Multicoat
John Ulrich - WH Steele

THANK YOU FOR RENEWING

Julie Davis LEED AP BD+C, CHC, EDAC, STS / DPR
Mike Granatowski - MAPEI
Joe LoBasso, Architect - Dougherty
Tamara Mayr - Tamarche
Tomas Mejia - GEM Specifications
William Pelke - Covestro
Chuck Poole - Dayton Superior
Lonnie Reed - Themed Development Management, LLC
Dale Roberts - Custom Building Products
Fernando Sesma - Cemco
Patricia Smith - Architectural Specification Consultant
Daniel Wiegandt - Architect
Program Information  
Tuesday, October 9, 2018

Orange County CSI Chapter  
October Meeting  
Joint Meeting with Southern California Chapter of RCI

DRES FOR HALLOWEEN

Program: Specifications for the Other 99%*
Speaker: John Raeber, FAIA, FCSI, CCS  
Independent Specifier

Join us to hear the phenomenal John Raeber, FAIA, FCSI, CCS speak about Specifications for the Other 99%. John A. Raeber, FAIA, FCSI, CCS, SCIP is an Independent architectural specifications writer with over 40 years successful experience in preparing architectural specifications for a wide range of project types, locations, and types of firms.

ABSTRACT/SUMMARY: The Other 99%: Far more people occasionally write specifications than write specs full time. These as the other 99% as compared to those who write specifications full time. The other 99% are those who write specifications for specific disciplines other than architecture, those who regularly write specifications for specific systems such as waterproofing, roofing, hardware, and elevators, and those who are responsible for developing specifications for manufacturers for specific products that are intended to be helpful to those responsible for preparing portions of the Project Manuals (specifications). In some cases, the other 99% might be architects in small offices that write specifications only once every few years. And even those of us who write specifications full time are occasionally called upon to specify a new or unfamiliar product or system. In rare cases we full time specifiers may be called upon to write specifications for “Work Results” (products, elements, and systems) outside our scope of expertise.

This program is intended to:
- provide an understanding of how to work with the primary specifications writer while preparing parts of the Project Manual.
- provide an understanding of the intent of specifications beyond the trite statement to be “clear, concise, complete, and correct”.
- provide an understanding of the intent of specific parts of a specification section such as “Section Includes”, “Related Sections”, “References”, “Designated Design”, “Quality Assurance/Source Quality Control/Field Quality Control”, “Warranties/Guarantees”, “System Description”, “Regulatory Requirements”, “Design Requirements”, “Performance Requirements” and “Schedules”.
- provide an understanding on how to determine what is important to include in a specification, what is not important, and what is detrimental or dangerous.
- Provide an understanding of the “BoilerPlate” and “Schedules”.

*Specifications for the Other 99%: Professional Consultants (structural, fire protection, plumbing, mechanical, electrical, civil, landscape, etc.); Liability Consultants (code, waterproofing, roofing, exterior enclosure, hardware, elevator, security, etc.); Interior Designers; LEED Consultants; Accessibility Consultants; Equipment Specialists (food service equipment, exterior building maintenance, etc.); Manufacturer Representatives.

Time: 5:45 - 6:45 PM Social/No Host Bar  
6:45 - 7:30 PM Dinner  
7:30 - 8:30 PM Program

Location: Phoenix Club  
1340 S. Sanderson Avenue  
Anaheim, California

Parking: Plenty of free parking

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Contact David Walsh at 714.396.0794 for information.

Reservations required by October 4, 2018. Call OCCCSI at 714-434-9909.
The Orange County Chapter of the Construction Specifications Institute wishes to thank the following companies that were booth exhibitors on May 22:

**Door Systems, Inc.**
**“The Smoke and Fire Containment People”**

**THE DSI 600 ELEVATOR SMOKE CONTAINMENT SYSTEMS:** is a cost effective solution to elevator smoke protection, along with Custom sizes of (+/-) 150’ to continue fire rated assemblies.

**SYNTEGRA INTEGRATED DOOR SYSTEMS:** Single source integrated door assembly system with the door body and all hardware supplied manufactured at the factory. Benefits include single source manufacturer for the entire assembly, code compliant, clean aesthetics that blend into the surrounding architecture, and unsurpassed durability.

Door Systems invites you to review the full array of products and services at one of our showrooms. Please visit us at www.doorsysinc.com or send us a note at estimator@doorsysinc.com and lets discuss your next project. 866-534-3667. Contact: Sal Perez | Architectural Sales; Mobile: 714-586-7281; Office: 714-258-7100 Ext. 108.

**Excellent Coatings, TUFFLEX Polymers & Urethane Polymers**

Excellant Coatings International, TUFFLEX Polymers & Urethane Polymers International have extensive experience in manufacturing high-performance coatings that provide proven solutions to waterproofing challenges. The three companies design systems with a complete understanding of the factors that will affect their performance out in the environment. The VOC compliant systems are used to waterproofing pedestrian and vehicular surfaces. We proudly manufacture a complete line of polyurethane and polyurea traffic bearing waterproofing systems, below grade membranes, cementitious acrylic decking systems and chemical resistant epoxy coatings. For more information, call Annette Wren, FCSI, CDT at 562.592.3187 or 909.349.2016.

**Field Controls LLC**

Field Controls is the world’s leading supplier of Draft Controls, Draft Regulators, and Vent Dampers that optimize the efficiency of heating appliances. Our Power Venters and Combustion Air Systems save fuel and improve safety. Our Healthy Home System® is the most versatile, customizable, and affordable indoor air quality system to keep indoor air Fresh, Clean, & Pure.™ For Clean indoor air Field Controls offers media air cleaner cabinets in Custom Colors to match nearly all OEM equipment and FlexFilter™ media air cleaners that replace the most popular OEM filters. Duo air purification systems are proven IAQ solutions that feature PROCell™ photocatalytic oxidation and AirFresh™ carbon odor absorption technologies.

**Safety Step TD**

Safety Step TD has been manufacturing detectable warning systems for 10 years. This experience and a modern manufacturing process using the highest quality raw materials has made Safety Step TD the leader in the industry when it comes to cement based ADA compliant truncated-dome tactile warning systems for pavement. The mats are available in 4 stock sizes but can be custom made for any application. Available in 6 stock colors and custom colors available. Use the experience of Safety Step TD Powerbond Surface Applied Detectable/Tactile Warning Surface Tiles to save time and money and be compliant when it comes to ADA mats. Contact: SALES - Leslie Hager; 866-723-3883; 909-809-0579; leslie@safetysteptd.com.

**Seaman/FiberTite Roofing Systems**

Seaman Corporation/FiberTite Roofing Systems FiberTite Roofing Systems provide operational security to the world’s most powerful brands with an innovative, high performance coated fabric membrane that has a unique, four layer technology providing puncture, chemical, and ponding water resistance. Please visit our website at www.FiberTite.com. Contact: Kris Locken; klocken@seamancorp.com; 714-717-1585
Orange County Chapter of the Construction Specifications Institute

2019 Products Show

NEW Exclusive Format

NEW MONTH: FEBRUARY

NEW Venue:
Tradeshow
Dinner
Keynote Speaker

Details to be announced soon!

Will YOU be invited?
It really was Gustave Eiffel's tower since he not only designed and constructed it, he also paid nearly 80% of its cost. In return for Eiffel's generosity, once construction was completed, the City of Paris took ownership of the "Tour en Fer de Trois Cents Metres," the centerpiece of the 1889 Exposition Universelle. In the end though, it turned out to be a huge financial victory for Eiffel, since the City of Paris let him keep 90% of the paid admissions for 25 years from the millions of visitors to the Tower.

Gustave Eiffel didn't really need the money since, at age 54 when he won the competition and began design work on the Tower, he was already a self-made, multi-millionaire engineer. Eiffel had designed and constructed dozens of railway bridges in countries around the world, the highest of which was 400 ft. across a river valley at Garabit, France. He was confident he had the design and construction experience to create the tallest structure in the world at 1,000 feet, nearly twice as tall as the recently completed 555 foot high Washington Monument. The Tower was to be a demonstration of French technology even if it would take a while for his design to gain acceptance. His Tower was continuously derided by the French artistic and architectural establishment, perhaps understandably in the midst of the Ecole des Beaux Arts styles that prevailed in this period. It was described by French architects as "inartistic, hideously unfinished," merely a "scaffolding of crossbars and angle iron." Similar attitudes prevailed among architects and artists in England and America. Eiffel countered that the Tower "will have its own beauty" and that the design "was appropriate for its use" and would demonstrate that France is a country of builders and engineers, not one of artists alone.

Construction on the foundations began on January 28, 1887. By July work on the four enormous legs was underway using prefabricated wrought iron sections, some weighing three tons, that were riveted in place after being hoisted by steam powered cranes also designed by Eiffel. Since each leg was at an angle of 54 degrees from horizontal, wooden shoring was used for temporary support until all four legs met and became self supporting at the first platform level at an elevation of 180 feet above the ground. In order to assure that the first platform would be absolutely level a system of hydraulic jacks was installed so small adjustment could be made to each leg as construction proceeded. The levelness of the first platform was critical to keeping the upper sections of the Tower plumb.

Accuracy in preparation of the 3,600 shop drawings was essential to the process that relied on prefabrication of over 18,000 predrilled iron members. By the time the Tower was completed over 2.5 million rivets had been installed.

In mid-July 1888, construction was complete up to the second level platform at an elevation of 387 feet. By December of 1888 construction had surpassed the height of the Washington Monument. In spite of serious problems with winter weather, striking workers, and problems hoisting materials to the second level, work was now more than half way to the top as a new problem took center stage: the elevators. How to get visitors from ground level to the top of the Tower in time for the opening of the Fair less than three months away.

Eiffel's plan was to have elevators in two legs from ground level to the first platform running within the gentle curve of the legs. These elevators would be inclined on straight tracks. The larger problem was the other two elevators from the ground to the second level since these would have to accommodate the sharper curvature of the legs as they passed the first level. The problem was compounded by the requirement that, when the elevator work was bid in 1887, it had to be done by a French elevator company. When the French company failed, the American Otis Brothers Company was awarded the project based on their cable operated cars. The Otis Brothers had done work around the world following the successful demonstration of their safety brake in 1854, yet the French balked. By the time Otis received French approval and due to continuing design changes from Eiffel affecting the elevator hoistway dimensions, Otis was delayed in completing the elevators until June 2, 1889, fully two months after the iron work on the Tower was completed. In the interim, people had to ascend the Tower using the stairs.

The delay with the elevators created a huge dispute between Otis and Eiffel resulting in lawsuits against Otis, and for Otis the project was a money loser. This dispute with Otis would not be Eiffel's only professional disappointment. In 1887, out of a sense of patriotic duty and in the midst of his work on the Tower, he stepped into the failing Panama Canal project to rescue construction from the failed sea-level canal scheme originally proposed by another Frenchman, Ferdinand de Lesseps. (See BuchNotes #24 for more on the Panama Canal.) Eiffel's approach was to construct a series of locks so the canal would go up over the mountains of central Panama, the approach that was finally used successfully by the Americans in completing the canal. However, Eiffel's
ORANGE COUNTY FAIR WINNERS!

Our President, Dana Thornburg, entered her fabulous cupcakes in the fair again. She received an Honorable Mention placement in the Unique Flavor Cupcake category.

Our favorite caterer, Shawn Xa, took “down the house” with his stellar cookies! He placed First with his Peanut Butter cookies in the Traditional Cookies category. Shawn also placed First in the Traditional Cookies Special Diet category. In the Chocolate Brownies category, he placed First as well. Shawn placed Third in the Traditional Chocolate Chip category and Traditional Cookies, Other category.

CONGRADS to Dana and Shawn!

Anaheim White House News

Our favorite Holiday Party venue is open! The Anaheim White House, Italian steak house and seafood restaurant, is back after a 15 month restoration period after their fire. Mark your calendars, our Annual Holiday Party is on December 4th.

The Anaheim White House has upgraded their website, which you can access from our website at www.occcsi.org or http://www.anaheimwhitehouse.com/. Take a look!
Critical Marketing Issues: Mutual Appreciation

Michael D. Chambers FAIA FCSI CCS

In a recent email newsletter entitled “The Marketing Minute”, marketing consultant, author, and speaker Marcia Yudkin (www.yudkin.com) commented very insightfully, “People like to be thanked. People like to feel important.” She went on to discuss her experience with the Gallup Poll organization and how they go out of their way to make sure panel members feel appreciated for their services.

Ms. Yudkin asked, “Aren’t they going overboard? I’ve wondered, then remind myself that their testing undoubtedly shows that such gestures keep their respondents from sighing and rolling their eyes when another survey form arrives in the mail. It feels great to be appreciated. Do you see a lesson here for your business? I do: ‘Never take customers for granted.’”

Mutual Self-Interests

I believe that this is also a significant lesson for those of us in the construction industry, including product representatives and specifiers. We should never take each other for granted. We need to be much more appreciative of each other’s efforts and much more aware of each other’s operational needs. In an article I authored in the February 2001 Construction Specifier entitled Specifiers and Product Representatives: Making the Most of the Partnership, I suggested, that beyond our self-interests as specifiers and reps, we also have strong mutual interests such as competitive specifications, eliminating substitutions, knowledge management, and networking. But what makes it possible to truly support these mutual self-interests?

Relationship

I believe that at the end of the day, relationship is the most important and effective strategy available to sales types and design types. Relationship gives us a baseline for communication, ethical behaviors, problem solving, and professional conduct. However, for relationship to be successful and flourish, it must be appreciated and that appreciation needs to be tangible. While just saying thank you is fine, it is the minimum acceptable level of appreciation, but it does not support or promote relationship.

Appreciation for Design Professionals

Expressing appreciation to design professionals takes many forms. Some, however, border on the slippery slope of being unethical. Paid trips to factories that spend more time playing golf, attending sport events, and partying can have the appearance of a lack of professional objectivity which is at the heart of providing the highest level of client service. It is hard enough to maintain a sense of balance and equality in this world without having others view us as biased and closed minded.

I find factory trips very useful, but only if they allow me to learn more about the industry and how to specify products more effectively. I don’t need to be hosed by the VP of Sales with the company’s history, capacity, and capabilities. I want to talk to the production manager and the head of testing. That’s what I appreciate.

Design professionals feel appreciated when product reps are knowledgeable about their firm’s clients and projects. Being timely and cognizant of time constraints is also a key form of appreciation. Minimizing phone calls and emails while quickly responding to inquiries always makes me feel appreciated.

When receiving a sales calls, I appreciate being able to get to the point and get business taken care of. Leave me only the technical materials and samples that I need to solve my problems, unless I request otherwise. If you have branded items for leave behinds, be very strategic in using them. Pads of grid paper and “useable” writing instruments are always appreciated. I can’t begin to count the number of useless gimmicks I have had to throw away over the course of my career. When my kids ask me why I bring this junk home, then I know somebody missed an opportunity.

Appreciation for Product Representatives

Product reps appreciate being treated as the sales and technical professionals that they are. Being appreciated as a technical resource rather than a peddler is huge for reps. However, these are appreciations that must be earned. Even my high appreciation for CDTs and CCPRs is always conditioned on if they are there to sell me or educate me.

In my experience on the product side, I always felt appreciated when busy design professionals would return my phone calls or emails and give me the courtesy of communication, however brief that might be. To have a sense that the design professionals understood my self-interests as a sales professional even when they posed a conflict is very gratifying. Product reps highly appreciate being recognized as a key partner in the design and construction industry.

Product reps always appreciate being able to review project specifications with the design professionals. Especially, if the specifier offers to let them review and comment on their office master specifications. As a specifier, I have an enormous appreciation for product reps that are competent with specifications and specification issues.

Continuing education provided by manufacturers and presented by reps is appreciated only if it is non-biased and impartial. When I am subjected to artfully disguised and sanitized “generic and non-proprietary” presentations my level of appreciation is lower than a snake’s belly button. Also, I tremendously appreciate good presentation skills and
After talking to several CSI friends who are current or past Institute directors, I am encouraged by their comments. They all tell me it’s a lot of work, but they also tell me it’s the most satisfying work they have done for CSI. A few reassure me about the politics, saying there really isn’t much to worry about. Taking strength from their encouragement, I call my region’s Institute directors, and tell them I am interested.

15 September. Today I learned that Gerard Capell, a friend from another chapter, is also in the race. I met Gerard several years ago in Alexandria; while I was serving on the Institute technical committee, he was a member of the Institute certification committee. He had impressed me then with his work for CSI, and in the years since I had heard many good reports of his work for the Milwaukee chapter. In the last year, Gerard performed an amazing feat, leading four chapters in organizing a region conference in less than a year.

Gerard and I ran a dignified race, free of petty squabbles

Gerard’s interest in being the next Institute Director
WOLFE’S HOWL
(continued from page 13)
posed an interesting question. Was I willing to run against someone I would otherwise vote for? We discussed the matter by phone and, as you might expect, concluded that we would remain friends and support each other’s efforts regardless of the outcome.

And so, it was off to the races!

4 February 2005. After a friendly battle for office, the ballots are finally in the mail. One of our chapter members calls and tells me my name is not on the ballot. Not yet having seen one myself, I think, “That’s an interesting way to lose an election!” As it turns out, there are many defective ballots; we are assured that replacements will be issued, and the results will be valid.

11 March. Terry Lunn, Institute Secretary, informs me that I will be the next Institute Director from the North Central Region. One congratulatory message reads, “The good news is that you won the election. The bad news is that you won the election.”

Next month: My first Institute Board meeting.

I had hoped to return to the Board this year, anticipating how much easier it would be without trying to work around a full-time job. However, unlike when I ran for Institute Director in 2004, when no one was interested, several members were interested in serving this year. With the drive to get younger members involved, there isn’t much room for septuagenarians, so I’ll just continue on in my role as Curmudgeon at Large.

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CRITICAL MARKETING ISSUES
(continued from page 12)
minimal use of PowerPoint™. Good discussion, hands-on activities, and “useable” information is highly appreciated and is a very powerful marketing and branding strategy.

Mutual Appreciation Creates Relationship

So next time you meet with a product representative or design professional consider how to, not only show appreciation, but how to garner appreciation so you may build relationship effectively. In addition to saying “thank you”, demonstrate your appreciation in more tangible ways. Appreciation is a highly effective marketing and relationship strategy that is woefully under utilized in the construction industry.

(continued on page 15)
involvement in the canal construction did not go well. In January 1893, while Eiffel should still have been enjoying the enormous success of his Tower, he was found guilty of fraud in one of his company’s contracts for work on the canal. This led to a fine and a prison sentence. His fall from grace was swift and in June 1893 he entered prison, but for only a few days as his conviction was overturned. Nevertheless, his career was over, his name was removed from his company, and he did no more engineering work. The Eiffel Tower was the tallest structure in the world until 1929 when construction of the Chrysler Building was completed in New York City at 1,049 feet.

It’s hard to imagine Paris without the Eiffel Tower but, in 1909 there were discussions about demolishing it. Fortunately, these were not successful and today the Eiffel Tower is one of the most visited monuments in the world with over 6 million visitors each year.

In addition to the story of the Eiffel Tower, the book also includes many interesting details of the Paris Exposition. The most interesting stories are those of American sharp shooter Annie Oakley and William F. “Buffalo Bill” Cody’s “Wild West Show.” This show was an absolute sensation with the European audiences who came to see a spectacle of the American West. Even Thomas Edison’s exhibit of his new phonograph could not compete with the attention paid to the Wild West Show.

Eiffel’s Tower, The Thrilling Story Behind Paris’s Beloved Monument and the Extraordinary World’s Fair That Introduced It, was written by Jill Jonnes. It was published in 2009 by Penguin Books with 354 pages including a good selection of photographs of the Tower, the Exposition, and the characters involved.

As a post script, if you’re interested in reading about recent improvements made at the Eiffel Tower, see the November 2014 issue of “Architect” magazine. You can also see brief film clips made during construction by Googling the Eiffel Tower or by using this link: https://www.history.com/topics/eiffel-tower.

Ed Buch, FCSI, CCS, AIA, LEED AP
Los Angeles, CA
June 29, 2018
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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<th>September 18</th>
<th>OCCCSI Board Meeting (4:30 P.M.)</th>
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<th>October 1</th>
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<td>OCCCSI Board Meeting (4:30 P.M.)</td>
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<th>September 18</th>
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