

ORANGE PEAL



www.occcsi.org

Newsletter of the Orange County Chapter, Construction Specifications Institute

January/February 2019

Volume 53, No. 4



Orange County Chapter of the Construction Specifications Institute

2019 Products Show

NEW Exclusive Format
By Invitation Only

FEBRUARY 12, 2019

Chuck Jones Center for Creativity

Costa Mesa, California

Trade Show:	4:00 to 6:00 pm
Dinner:	6:00 to 7:00 pm
Keynote Speaker:	7:00 to 8:00 pm

Keynote Speaker:

Tim Totten - The Genius of Frank Lloyd Wright

Exhibitors go to our website to register at: <https://occcsi.org/trade-show.html>



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Website Blitz Media Design

SAVE THE DATE

2019 Products Show

NEW Exclusive Format

By Invitation Only

FEBRUARY 12, 2019

THE PRESIDENT'S MESSAGE

Dana Thornburg, CSI



The Kairos Korner

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

Hope you had a Merry Christmas and Happy Holidays! I sincerely hope the Holiday Season found all of you enjoying the festive time of year. It was my favorite time of year and it is always the best time of year to stop and reflect on the many blessings we are so fortunate to have.

With the first days of a brand-new year, I want to take this opportunity to let you know about our “Brand New” format regarding the way we will do our Trade Show on February 12th, 2019. We are going to follow the great success of the Puget Sound (Seattle) CSI Chapter format of trade show presentation. It has been a highly successful and always sold out event for them. We hope that the Orange County CSI Chapter will follow suit with our trade show. Reservations have already begun to be made by a large group of exhibitors, and by all indications - looks like it is well on its way to becoming a great success!!

The 2019 OCCCSI Trade Show Event will be held in a new venue - the Chuck Jones Center for Creativity, 3321 Hyland Avenue, Costa Mesa, California 92626. We have lined up an amazing guest speaker for your enjoyment - Mr. Tim Totten, who will be presenting the story of “The Genius of Frank Lloyd Wright”.

Mark your calendars!! Vendors you do not want to wait too long to sign up! Once it is sold out, you will be placed on a waiting list only.

Have a Great... Safe... and Prosperous New Year!

Dana



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WREN'S WESTERN OUTPUT

**Our Products
Show**

By Annette Wren,
FCSI, CDT

The Orange County Chapter of CSI (OCCCSI) will have a new experience with our annual products show. Historically, OCCCSI has had successful product shows. In the last three years, our products show has had dwindling attendance by design professional.

Reality is that OCCCSI and about 60 exhibitors have put a great deal of time and resources into creating a successful, valuable experience for attendees. Attendees? They must have better things to do. Reality is that you have a multitude of manufacturers' representatives buying lunch for them at their offices. They do not take their own time to enjoy information and dinner – free - at the products show.

This is not an isolated experience in the CSI. Attendance has dropped over the years for many CSI chapters. EXCEPT, attendance and participation at CSI products shows has grown in Seattle (Puget Sound), Portland and San Francisco. The quality and quantity of attendees greatly improved in those chapters. How?

Their CSI product shows are by invitation only for attendees. The invitation comes to an architect, engineer, contractor or consultant from an exhibitor. An attendee accepts an invitation from someone they work with and wish to spend an evening with. They even select what they want for dinner. Our OCCCSI Products Show will work the same way. On our website, the invited attendee name and email address is registered during the exhibitor registration. Duplicate invitations will be discovered at that time and corrected. We have 35 exhibitors due to the smaller venue size that needs to accommodate the tabletops and dinner tables.

The OCCCSI Products Show starts with the tabletop event, then dinner and Keynote Speaker. The venue at the Chuck Jones Center for Creativity is fascinating. Chuck Jones created more than 300 animated films (Bugs Bunny, Daffy Duck, Elmer Fudd, etc), winning three Oscars as director and in 1996 an honorary Oscar for Lifetime Achievement. One of those most valued awards for Jones was the honorary life membership from the Directors Guild of America. We will be able to view a great deal of his work hanging on the walls in the center during our products show.

In addition, our Keynote Speaker is Tim Totten, an expert on Frank Lloyd Wright. Totten is a master storyteller conducting numerous programs detailing every facet of Wright's life. See page 8 for more information.

Our OCCCSI Products Show on February 12th is going to be fantastic! We look forward to the opportunity to create a new products show experience!

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WOLFE'S HOWL

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

Wayward websites

There's often a lag between the time something new comes along and the time it is fully incorporated into our lives or work. When websites first came online, in the mid-'90s, they had obvious potential but companies weren't sure what to do with them. As I recall, many of them focused on the history of the company, stocks and market activity, and various other things useless to most visitors. The content was what the company owner thought was interesting; it was not what the prospective customers needed.



At the time, there wasn't much in the way of instruction for web designers and there were few rules about how to make a website work or what it should be. An architecture firm in my area had a beautiful website, graced by one of the firm's most impressive projects. The problem was, it took forever to load. I analyzed the code and the files, and discovered they were using a huge image file. They apparently didn't know that there usually is no discernible difference between an image file of a few kilobytes and the same image in a two megabyte file.

Eventually, website designers grew familiar with HTML and the way web pages should be formatted, companies learned what users wanted, and users learned how to search websites to find what they wanted. Even though most websites weren't perfect and many had serious problems, websites became much better and continued to evolve.

And then, along came mobile devices. At first there were few problems, but in typical fashion, the more people used their smartphones, the more they expected from them, and the more they became like miniature computers, able to do most of what their larger cousins were able to do. Unfortunately, their size - the very thing that made them so useful and contributed to their rapid growth - limited the amount of information they displayed. Monitors had been growing in size for many years, and software was written to take advantage of the available space. Despite the obvious limitations of a small screen, users demanded that websites be fully functional on a smart phone, and website designers did what they could to make everything available to this new market.

All that makes sense, but instead of making everything work, computer and software designers merely moved the problem from one machine to another. The first image in this article is a screen capture from my iPhone. It's close to actual size, so you can imagine that it isn't easy to work with. The picture can be resized, though, making it easy to access the various options. The same image on my desk monitor fills the screen from top to bottom. All of the twenty-one links to other information are large enough to read, and all are visible at the same time.

I've been using multiple monitors for a few years, and I've found that I have not yet reached the point where I have enough of them. I used two (the notebook monitor plus one external monitor) for a few years, and acquired a third this summer. It's so much easier to work when several documents or programs can be displayed at once,

(continued on page 15)



Partial List of OCCCSI Products Show Exhibitors

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Angelus Block Company, Inc.

US Rubber, Recycling, Inc.

Tnemec - TPC Consultants, Inc.

W.R. Meadows of Southern California

Polycoat Products

Omega Products International Corporation

Dunn-Edwards Paints

Mapei

Sherwin Williams Company

Siena Tile & Stone Installation Products

Partition Specialties, Inc.

Steven I. Weisenberg

LEED AP, BD+C

Brand Manager | Acoustics

steve@usrubber.com

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Office

888.473.8453

909.825.1200

Fax

909.825.1288



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www.usrubber.com

Omega Products International Corporation
Dana Thornburg

Dunn-Edwards Paints

Lisa Fyke
CSI, OC AIA Allied Member, IIDA Member
Architectural Representative
So Ca, HI, AZ, Las Vegas
lfyke@mapei.com
Cell: (909) 247-5324



MAPEI Corporation
Fax: (909) 393-7825
Website: www.mapei.com

Sherwin Williams Company
Rocky Berlanga

Partition Specialties, Inc.
George Sayeg
Jeff Downey

MEMBERSHIP REPORT

*By Joe Esquer, CSI
Membership Chairman*

THANK YOU FOR JOINING & RENEWING!

New Members:

Brock Lechowicz

Raquel McGee

Tom St. George

Renewal Members:

John Corsaro

Chad Dorgan

Stuart L. Fricke

Ethan Johnson

David Karina

Mo Paz

Lisa Pelham

Dana Thornburg

Duc Tran

Peter Van Dijk

Program Information

Wednesday, January 23, 2019

**Orange County CSI Chapter
January Meeting**

**Annual Joint Orange County/Los Angeles CSI/Inland Empire CSI
Meeting**

Program: A Net Zero Positive Project

**Speakers: Joel Zeno and Sandy Mendler
MITHUN | AIA NW+PR Firm of the Year**

LACSI is hosting this program. Chatham University Eden Hall Campus, A Net Zero Positive Project. Learn how Mithun architects created this award campus of buildings, diverse landscapes, site specific art and innovative infrastructure combined to create an immersive environment for research and hands-on learning, modeling and testing strategies for healthy sustainable living. The new net-positive campus positions Chatham as a leader and advances partnerships locally, nationally and internationally.

Principal, Sandy Mendler is a design leader in higher education among other project types, she is an advocate focused on creating inspiring, healthy places that add value through integrated sustainable design. Associate Principle, Joel Zeno's innate curiosity has driven him to excel at a wide variety of project types, including higher education living and learning facilities, urban renewal mixed-use developments, and adaptive reuse projects for technology and start-up tenants. The Dinner Presentation offers CEU/LUs.

**Time: 6:00 PM Social/No Host Bar
7:00 PM Dinner
7:30 PM Program**

**Location: The Grand, Long Beach Event Center
4101 E. Willow Street
Long Beach, California 90815**

Directions: Pg. 795, Grid J3 of the Los Angeles Thomas Guide. Exit I-405 at Lakewood Blvd., South. Go 1 block south to Willow and turn right.

Parking: Parking is free in the adjacent parking structure.

Cost: Please register at www.lacsi.org/events/lacsi-jan-2019-lacsi-occsi-joint-dinner-a-net-zero-positive-project-mithun/

LACSI Members: This event is included in your dues.

OCCSI Members: Go to the LACSI website to register

IECSI Members: This event for IE is \$35.00. Please register with IECSI

**Tabletops: Product representatives are invited to display at this meeting.
The cost for a tabletop is \$200.00. Go to the LACSI website.**

Reservations Required by Wednesday, January 21st, 4:00 PM.

OCCCSI Products Show

February 12, 2019



Keynote Speaker:

Tim Totten - The Genius of Frank Lloyd Wright

Master storyteller Timothy Totten takes you on a whirlwind tour of the life and work of America's most famous architect, Frank Lloyd Wright. With insightful architectural analysis, photos and dozens of intimate stories, Totten weaves a tale of love, adultery, murder and the Emperor of Japan to illustrate the genius and personal foibles of the man the American Institute of Architects has called "The Greatest American Architect."

Totten has studied the life and work of America's most celebrated Architect, Frank Lloyd Wright, for 30 years, visiting more than 300 Wright designed buildings across the United States. As a master storyteller, Totten has shared his passion for the artist and his seven decade career with art museums, libraries, community groups, theatre audiences and at Frank Lloyd Wright symposiums across the country, often to standing room only crowds.

Timothy Totten is a serial entrepreneur, master storyteller, historical presenter, architectural enthusiast, and non-profit race creator and director. Totten has brought his energetic storytelling style to packed rooms at Art Museums, Libraries, Theatres and Frank Lloyd Wright buildings across the United States.

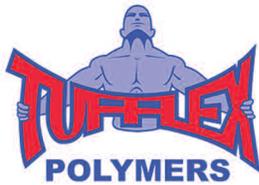
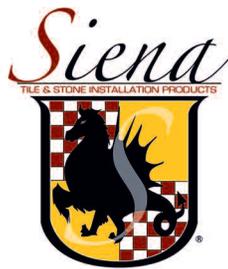
Totten's easygoing humor, coupled with an encyclopedic command of the material, makes for a relaxed and interested audience experience. Using his considerable skills as a Master Storyteller, Totten weaves together a story that rivals anything William Shakespeare ever concocted, while employing brilliant and insightful architectural analysis to illuminate Wright's unbelievable artistic accomplishments.



Happy Holidays



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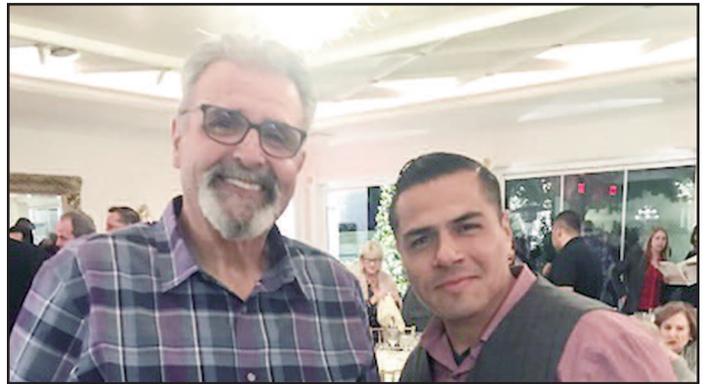


GLOBAL ARCHITECTURAL MARKETING GROUP, INC.



OCCCSI 2019 Holiday Party

(Photos by Dana Thornburg, CSI)



OCCCSI 2019 Holiday Party

(Photos by Dana Thornburg, CSI)



OCCCSI 2019 Holiday Party

(Photos by David Brown, CSI, CCS)



OCCCSI 2019 Holiday Party

(Photos by David Brown, CSI, CCS)



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BUCH NOTES

By Ed Buch, FCSI, CCS, AIA,
LEED AP

Be Seated by Laurie Olin

Laurie Olin is one of America's premier architects. He and his landscape architecture firm, OLIN, are the winners of numerous design awards and in 2013 he was awarded the National Medal of the Arts by President Obama. On the firm's website it's possible to read much about him and his firm's approach to design. His new book, Be Seated, provides his in depth observations on a critical and often overlooked ingredient of any successful public space, seating.

Olin has had an interest in seating in public spaces since the 1960s. He began sketching people and chairs during his first trip to Europe in 1967. Most of the thoughts on effective public seating presented in the book originate from his observations of seating in the cafes, parks, and boulevards in Paris and Italian cities. The 1960s and '70s was a time in the US when site design was dominated by mostly rigid, orthogonal, not so user friendly layouts that were designed to move people from one place to another. Seating for sociability was not often an important consideration and, in many instances where it was, it was designed badly, very much unlike those spaces Olin was experiencing, and enjoying in Europe.

Olin cites evidence in historical paintings of outdoor seating for social interaction going back as far as ancient Rome. What historical evidence there is doesn't show much, if any outdoor seating between the fall of Rome and the mid-17th Century. Outdoor seating most likely didn't exist in cities in the middle ages due partially to climate in northern Europe and since these unpaved cities were dirty and dusty. By the middle of the 17th Century exterior seating became more prevalent, the result of a burst of new construction in Europe. New buildings as well as public fountains afforded opportunities for bench type seating to be incorporated at the base of these buildings. By the middle of the 19th Century public parks were an integral part of life in cities like Paris, London and New York. Parks allowed space for social interaction, strolling and sitting. In Paris between 1853 and 1870 Baron Haussmann's director of parks, Adolphe Alphand, created 20 public parks and 40 miles of boulevards all populated with mass produced two meter long, cast iron and wood benches. These were complimented by moveable chairs and, sometimes, small tables. Although the designs for the benches, tables and chairs has changed over the years, this seating formula has been repeated in many successful outdoor, urban social spaces around the world.

In the US, Fredrick Law Olmstead and Calvert Vaux employed a similar approach for seating in parks in New York and Brooklyn. (For more on Olmstead, see BuchNotes #43, April 2012.)

More recently Jane Jacobs emphasized the importance of

seating to create safe and social exterior spaces in her 1961 book, "Death and Life of Great Americana Cities". Olin cites the work of landscape architect Lawrence Halprin in Los Angeles where his design for the relatively small park adjacent to the Los Angeles Central Library, Maguire Gardens, is a great success. It's animated by the presence of Cafe Pinot and provides a variety of bench type seating along with a combination of hard surface paving and tree shaded green spaces. He contrasts this successful park with his own design for the landscape in Pershing Square, also in Los Angeles, that has been a failure for many reasons that he presents in detail.

The second half of the book is devoted to descriptions of several of OLIN's parks and public space projects illustrating how he applied the seating knowledge he gained from his much earlier visits to Europe. These projects include the redesigned Bryant Park and Robert F. Wagner Park in Battery Park City, both located in New York City. At Bryant Park he describes how the park's redesign incorporated new pedestrian circulation and a lot of seating to create successful social spaces where before it was not a safe place to walk through. He also describes how his redesign of the site at the Washington Monument in Washington, DC provided much needed, and carefully designed seating, in addition to improving security at the site.

The book is much more than a catalogue of details for successful seating. Although there are plenty of specifics included as he describes the different types of seating, the variety of material choices available, and critical dimensions for various types of seating, he also gives us plenty of insight to successful park design. Good public space designs can't enforce sociability but bad designs can certainly prevent it.

Laurie Olin was born in 1938 and received his architecture degree at the University of Washington. His first firm, Hanna/Olin, was established in 1976, and is known today as OLIN. In addition to leading his firm's practice he is also a professor of landscape architecture at the University of Pennsylvania. He is the author of four other books on architecture and landscape architecture. Be Seated was published in 2017 by Design + Research Publishing. The book has 213 pages and is packed with Olin's hand drawings, a few of his watercolors, and numerous project photographs.

Ed Buch, FCSI, CCS, AIA, LEED AP
Los Angeles, CA, Dec. 20, 2018

If you're interested in reading about a recent project by OLIN, see the November 2018 issue of Architect Magazine. Witold Rybczynski describes Laurie Olin's approach to the landscape design for Apple Park at Apple's new headquarters building in Cupertino, CA.

WOLFE'S HOWL

(continued from page 5)

rather than having to continually pull one on top of the others!

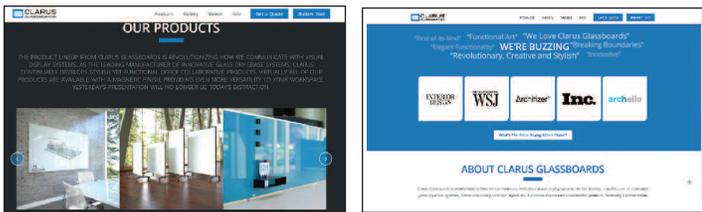
The result of these changing technologies is that I finally have about as much monitor area as I want, but because of the drive toward miniaturization, that space is poorly used by today's software. Here's a picture of my monitors:



Both are 24-inch monitors, with a viewing area 20-1/2 inches wide by 16 inches tall. That's 164 square inches, or 1.14 square feet per monitor. Total: 2.28 square feet. My iPhone has a screen that is 2-1/2 inches wide by 4 inches tall, total area 10 square inches, or 0.07 square feet.

Now look at the websites on my monitors. Notice the inefficient use of more than two square feet to show two nearly full-screen images and a handful of words. That may work on my iPhone, assuming I wanted to try to use it to read large quantities of information, but it makes no sense on a standard monitor.

You might be inclined to dismiss this problem, knowing that it's easy to scroll down or choose a menu option. That would be fine, but the same format typically is used throughout the website. So, instead of being able to read a reasonable amount of text on that big monitor, the user is forced to scroll through huge graphics and choose options presented in oversized icons. Here are two more examples that show how something designed for a tiny screen makes no sense on a monitor.



I can easily display two Word files on a single screen with a font size even I can read without my glasses, a total of about 1,000 words. With websites like those illustrated here, I might see only as much as 100 words plus a few icons on the entire screen!

Other irritating features of many sites are the pop-up and drop-down screens that often conceal much of the information that was present. Some of these suddenly appear or disappear as the cursor is moved, while others hang on until the cursor is moved to another place.

The crazy thing is that many of these probably are award-winning websites. They can be beautiful, and the bells and whistles can be interesting, but instead of helping the user, they present more obstacles to finding useful information. In a way, they're like magazine architecture. Lots of wow factor, with function as an afterthought.

There are ways that websites can detect what device you're using and modify the website content to fit. In fact, the Clarus and Deko websites use this technology. If you visit those sites, you'll see that the arrangement and size of the things you see will change as you shrink or expand the browser window. Unfortunately, the font size appears to be fixed, and while some images will change size,

there seems to be a lower limit, and the sizes of many icons are fixed. So, despite the flexibility, the information density is high only on mobile devices, and what is seen on a large monitor is mostly empty space.

For an interesting discussion of current website layout, see <http://blog.teamtreehouse.com/which-page-layout>.

What has your experience been? Do you find yourself doing a lot more scrolling and searching now? How often do you look for product information with a smartphone instead of a computer? Do you write or read specifications on a smartphone?

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 Agree? Disagree? Leave your comments at
<https://swconstructivethoughts.blogspot.com/2017/12/wayward-websites.html>

OUR PAST PRESIDENTS

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* Howard Beal, CSI	1967-1968	
* Carl Carlson, CSI	1968-1969	
* Robert Hernandez, CSI	1969-1971	
* Lloyd Schumann, CSI	1971-1973	
* Howard Dedrick, CSI	1973-1975	
Bill Sharp, CSI	1975-1976	
* George Daws, CSI	1976-1977	
* Malcolm Lowe, CSI	1977-1979	
Frank Dave, CSI	1979-1980	
James LeNeve, CSI	1980-1981	
Mike Geraghty, CSI	1981-1983	
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David Lorenzini, FCSI, CCS	1985-1986	
* Mike Lytle, CSI	1986-1988	
Richard Carrasco, CSI, CCS	1988-1989	
* 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	
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Business Card Size Ad	\$250.00
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Ads should be submitted as camera ready art. If on disc, the format should be Adobe Illustrator or Photo shop. To purchase an ad space please contact Dana Thornburg, CSI (800) 600-6634



ORANGE PEAL



(714) 434-9909 (Chapter Hotline)

www.occcsi.org

OCCCSI

Post Office Box 8899
Anaheim, CA 92812

MEETING SCHEDULE AND INFORMATION

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

UPCOMING MEETINGS:

JANUARY 8 OCCCSI BOARD MEETING (5:30 P.M.)

THOMPSON'S DESIGN CENTER
1716 CASE ROAD
ORANGE, CALIFORNIA

JANUARY 23 OCCCSI/LACSI/IECSI JOINT MEETING

THE GRAND, LONG BEACH EVENT CENTER
4101 E. WILLOW STREET
LONG BEACH, CALIFORNIA 90815

FEBRUARY 1 NEWSLETTER DEADLINE

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

THOMPSON'S DESIGN CENTER
1716 CASE ROAD
ORANGE, CALIFORNIA

FEBRUARY 12 OCCCSI PRODUCTS SHOW

**THE CHUCK JONES CENTER FOR CREATIVITY
3321 HYLAND AVENUE
COSTA MESA, CALIFORNIA 92626**

