

# ORANGE PEAL

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Orange County Chapter, Construction Specifications Institute November - December 2023 Volume 57, No. 2

## Program Information

WEDNESDAY, November 1, 2023

Orange County CSI Chapter  
November Meeting

**Program: Intumescent Fireproofing**

**Speaker: Donald Long, CSI-CCPR, SSPC-PCS  
Western US & Canada Sales Manager  
Albi Protective Coatings**

Introduction to Building Fireproofing Products

Fireproofing is a life safety standard within commercial construction and industrial applications. The reason we have fireproofing is that all commonly used building materials lose strength when exposed to fire. This includes concrete, wood, steel, gypsum, and plaster. Designers need to be aware of fire protection requirements for the buildings that they are designing in order to ensure the health and safety of the occupants.

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

**Location:** Elks Lodge  
Emerald Room  
1751 S Elks Lane  
Santa Ana, 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: <https://occcsi.org/calendar.html>  
\$40.00 at the door without reservation.

**Tabletops:** Product representatives are invited to display at this meeting.  
The cost for a tabletop is \$100.00.  
Reserve a table when you reserve for the meeting.

Reservations required by **October 30, 2023** via email to [90742aw@annettewren.com](mailto:90742aw@annettewren.com) or online at [occcsi.org](http://occcsi.org)



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Editor.....Annette Wren, FCSI, CDT

Assistant Editor.....Gary Kehrier, CSI, CDT

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## IN THIS ISSUE

December Holiday Event.....	3
Joe's President's Message.....	4
Wren's Western Output.....	6
Buch Notes.....	7
September Meeting (photos).....	8
CPSE 2024 April 10, 2024.....	11
Calendar.....	12

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## SAVE THE DATE

**Holiday Party**

**December 6, 2023**

**Anaheim White House**



## *The Orange County Chapter of the Construction Specifications Institute*

*Invites you to the White House for our Annual Holiday Dinner  
On Wednesday, December 6, 2023*

*Join us for a wonderful dinner at the Anaheim White House Restaurant, a national historical landmark, in the West Wing Dining Room. We are thrilled to return to this rebuilt one of a kind restaurant. This is the only restaurant in the World that serves 4000+ free dinners to homeless children every night through Caterina's Club. For many years, our chapter has supported this charity, and we dedicated a section of our website (<https://occcsi.org/caterinas-club.html>) to their work. We will be "passing the hat" for donations to Caterina's Club at this dinner.*

*The dinner menu includes*

*White House Salad*

*An entree which is a pairing of Signature Braised Beef with Cabernet Sauce and  
Whitefish Florentine topped with local spinach, lemon beurre blanc.*

*Freshly Baked Rolls & Sweet Butter*

*Chef Meza's Trio Dessert Selection*

*Non alcoholic beverages, coffee tea & decaf*

*A vegetarian entree, Pasta Calabrese, is available upon request.*

*Time: 6:00 PM – 7:15 PM Social  
7:30 PM – 9:00 PM Dinner*

*Location: Anaheim White House Restaurant  
The West Wing Dining Room  
887 S. Anaheim Boulevard  
Anaheim, California*

*Directions: Take the 5 Freeway and exit at Harbor Blvd. Go north on Harbor Blvd, then east (right) on Ball Road. The second signal is Anaheim Boulevard, go left again. Pass the first signal, which is Vermont, and the restaurant is the second building on the left.*

*Parking: Valet Parking*

*Dinner Cost: \$70.00 per person by check or cash  
\$75.00 per person on the website*

**MAIL YOUR CHECK TO: OCCCSI, Post Office Box 8899, Anaheim, CA 92812. Reservations MUST be with your check and received at our Post Office Box or website by December 2, 2023. For questions, please call Dana Thornburg at 714-907-3981.**




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## THE PRESIDENT'S MESSAGE

*Joseph Esquer, CSI, CCS*



Greetings! My Fellow CSI Orange County Chapter Members and Good Friends,

The Value of High-Performance Coatings was presented by Tony Hobbs, your Tnemec Representative at our September 13th CSI Orange County Chapter Meeting. Tony's very useful presentation clarified Section 099600 for architects and others in attendance. Our mouthwatering Elks Lodge menu is known for every delicious bite.

Have you thought about who is cooking Thanksgiving dinner? What about buying Christmas presents. It's likely that your contacts at architect firms haven't the time. Chances are they're working on projects that your products and services answer their needs. If you're a CSI Member, find out how a CDT elevates your success with project architects. Follow this link to find out more. CDT® - Construction Specifications Institute ([csiresources.org](http://csiresources.org)).

Peek into your CSI Orange County Chapter Orange Peel newsletter to discover unexpected articles. Wren's Western Output tells it like it is, but you will always find something you didn't know from Annette Wren, FCSI. Buch Notes by Ed Buch, FCSI, CCS, AIA, LEED AP3, never fails to enlighten readers with his unique perspective on all things in design and construction by mankind. Our very appreciated OC Chapter Sponsors are also worthy of your attention and consideration for specification. All the photos capture many smiles and tabletops.

CSI Orange County Chapter is launching very exciting membership events in its 2023-2024 calendar. To find how to join the fun as an Orange County Chapter member, please contact Kim Hampton, Chapter Membership Chair at (949) 576-8835 [Kim.Hampton@dunnedwards.com](mailto:Kim.Hampton@dunnedwards.com). Yes, our Orange County Chapter will continue with AIA/CES credit presentations at our Membership Meetings.

Very soon tickets will be available for the CSI Orange County Chapter Christmas Party at the Anaheim White House on our CSI QC Chapter Website. More information is coming your way for this amazing occasion.

Our OC Chapter Board and I wish everyone the happiest holidays with family and friends.

Do you remember when Will Rogers, famous American humorist, said, "I don't, I just watch the government and report the facts."?

All the best,  
Joe

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## WREN'S WESTERN OUTPUT

By Annette Wren, FCSI, CDT

**Let your life shine as an example!** Our lives are being impacted by negative events in our world. Some of you may experience that your financial resources are not performing as well as in the past. You may feel overwhelmed with responsibilities in your life. Considering your burdens, will you remember to let your life shine as a positive example to others?

**Let your life shine as an example!** In our industry, we interface with many people. Some of you must have your positive “face” on all the time no matter what. You make it easy for people to do business with you. Do you have “shining” examples in your life that empower you? Think about the people who influence your daily life. Have you noticed how these “shining” examples make your life easier? You may know of these “shining” examples privately without acknowledging the gift given to you. This is not a problem. It is for you to pass that “shining” gift on. Do you realize that YOU may be the “shining” example helping others throughout their day?

**Let your life shine as an example!** Those that garner frequent media attention tend to be criminals. From a marketing standpoint, the good news simply does not “sell”. We seldom see random acts of kindness reported on the “front page” of media outlets. Our society rewards negative behavior by giving it a voice. We need to refocus our attention on the acts of kindness. Your “shining” life must serve as a positive example to those that you influence on a daily basis.

**Let your life shine as an example!** Figuratively, you can reach out and touch someone. You can choose to reach out and volunteer for a school, community group, church, etc. You can choose to positively influence others with your deeds and positive example. Let others mirror your “shining” example.

**Let your life shine as an example!** Let the example of your life speak for you. You can live your life, conduct your business in a positive manner and do not need to do be famous or do extraordinary things to be a good example. You are a one of a kind creation, so be a unique example of character! Choose to be an exemplary human being by living your life with integrity, dignity and grace. **Let your life shine as an example!**

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# BUCH NOTES

By Ed Buch, FCSI, CCS, AIA,  
LEED AP3

## How Big Things Get Done, The Surprising Factors that Determine the Fate of Every Project

*(continued from last newsletter)*

To reduce the risk of bad project outcomes, reduce the overall project time. The author suggests, "making haste slowly". Think slowly at first, then build fast. While this may be expensive in the design phase with a large team of architects and engineers, it's surely less costly than encountering delays during construction that would have been avoided had more time and effort been expended up front. As Abe Lincoln said, if I had five minutes to chop down a tree, I'd spend the first three minutes sharpening my axe.

A comparison of Gehry's Bilbao Museum with the Sydney Opera House illustrates what can happen without enough time spent up front. Jorn Utzon's entry for the Sydney Opera House won the design competition but without any detailed designs or cost estimates. The cost presented to the public by the owner, the Australian government, was low balled. It was rushed into construction in 1959 to meet an arbitrary start date set by the prime minister. So construction began without final construction documents having been completed. As a result some of the new construction had to be demolished as the final details were developed. Utzon fled the country in disgrace, the project was finished without his input and was initially an acoustical and functional disaster. It was 1,400% over the initial budget and its initial construction schedule expanded from 5 years to 14 years.

Gehry's project at Bilbao was exactly the opposite. Gehry's design process moved steadily from sketches to models. On Bilbao he spent 2 years on massing models. Using CATIA software, he translated the curves in his physical models into 3D-drawing models. Problems that arose, as they always do, were solved in the least-cost way possible by using an iterative process early in the design, before CDs, and before construction.

The Sydney Opera House is also an example of the effect of political influence on a project. Project budgets and schedules are often established based on what's politically acceptable, not based on the facts of the project. "What's most important is what will sell it to the public." Willie Brown the former mayor of San Francisco and speaker of the California State Assembly, made this remark regarding public projects. The advertised budget is just a down payment. If the public knew what a project was really going to cost, they would never approve it in the first place. This is called strategic misrepresentation. Governor Jerry Brown apparently knew this when he was promoting the CHSR project.

Once a project has been approved, the next step is to get busy with the work so that it quickly progresses to the point where it won't be stopped once the real cost becomes apparent. This is called the "commitment fallacy" by psychologists and is often followed by the "lock-in" or "escalation of commitment" fallacy so the project won't be abandoned. Commitment fallacy results from the "sunk cost fallacy" meaning that people are focused on the cost already sunk in the project rather than making a decision on proceeding, or not, based on the costs of continuing. Politicians know the public doesn't like to see a project abandoned because they would then lose their sunk costs, so projects often continue when an objective analysis suggests it be abandoned. (See California Governor Newsom's decisions to continue with the CHSR project after he became governor.)

*(continued in next newsletter)*

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# OCCCSI September 13, 2023 Membership Meeting

photos by Annette Wren



President Joe Esquer (Behr Paint) & speaker Tony Hobbs (Tnemec)



Pamela O'Toole (Rainguard, Jennifer York (PBK Specifier) & Lola Wilson (Structawire)



The best guy at the meeting, our bartender and serving manager!



Tabletop sponsor Kim Cahners of Solatube/Kingspan.



Greg Farinsky (Specifier), Lola Wilson (Structawire), Kim Cahners (Solatube) & Ashleyann McLeish (Dur-A-Flex)



Brittany Mahoney (KennedyJenks), Kim Hampton (DunnEdwards) & Racquel McGee (Vista Paint)



Frank Saldana (Metal Sales) & Pamela O'Toole (Rainguard)



Gary Kehrier (Arch ) introduces Tony Hobbs (Tnemec)



# OCCCSI September 13, 2023 Membership Meeting

photos by Annette Wren



Tony Hobbs presents High Performance Coatings



Richard Matteo (Independent Specifier)



Tony Hobb's "Learning Objectives"



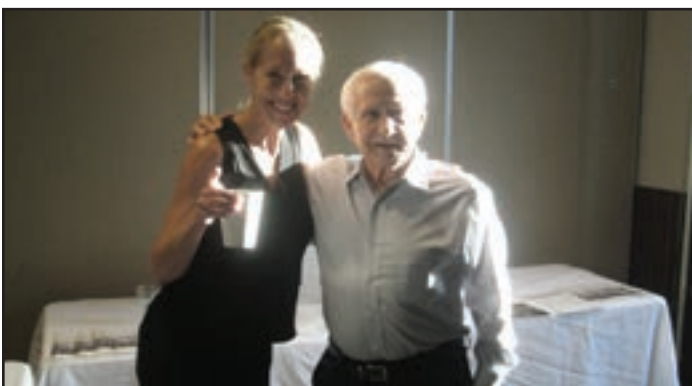
Dave Brown (DBE Enterprises) & Adam Hobbs (Tnemec)



Ashleyann McLeish (Dur-A-Flex) & Josh Tolmachoff (Pacific Contractors)



CEMCO Steel: Fernando Sesma & Joseph Sigala



Kim Cahners (Solatube) & George Sayeg (PSI)





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* Robert Hernandez, CSI	1969-1971	
* Lloyd Schumann, CSI	1971-1973	
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Michael D. Baker, CSI	2012-2013	
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Bryan Stanley, CSI	2015-2018	
Dana Thornburg, CSI,	2018-2019	
David C. Brown, CSI, CCS	2019-2022	



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**OCCCSI**

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## MEETING SCHEDULE AND INFORMATION

Make reservations by the Friday preceding the meeting.

### UPCOMING MEETINGS:

**NOVEMBER 1, 2023**

**OCCCSI MEMBERSHIP MEETING**  
**INTRODUCTION TO BUILDING**  
**FIREPROOFING PRODUCTS**

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