



## Tile Council of America Handbook

The Santa Clara Valley Chapter of The Construction Specifications Institute (CSI) would like to extend an invitation to you to join them on Thursday, March 4, 2004 for dinner and to learn more about the Tile Council of America (TCA) Handbook.

Our speaker, John Wagner will cover how to use the TCA Handbook to specify ceramic tile and natural stone installation. The Handbook is a guide to assist specification writers, architect, engineers and other design professionals. John will also discuss the main changes in this edition.

John has represented the Tile & Stone Council of Northern California, formerly known as the Northern California Ceramic Tile Industry, as director since 1992. The council promotes the increased use of ceramic tile and natural stone with design professionals. John is on various industry committees which exist

to develop standards for the installation of ceramic tile and natural stone in the tile-setters methods. The Council also propagates these standards to the tile trade and the design professionals to enlarge the body of knowledge regarding the proper installation of ceramic tile and natural stone. John started in the industry in 1974 in the employ of a ceramic tile and natural stone distributor. He continued on in the distribution end of the industry, eventually becoming the owner of a tile distribution company. He currently sits on the committees for both the Tile Council of America and Materials and Methods Standards Association (MMSA).

AIA/CES Learning Units: This program meets AIA/CES criteria. Participants will receive 1 hour of LUS (learning units) which also applies to 1 HSW (Health, Safety Welfare) hour.

When:	<b>THURSDAY, March 4, 2004</b>		
Location:	Ramada Inn Silicon Valley, 1217 Wildwood Avenue, Sunnyvale (Lawrence Expressway and 101)		
Times:	Social hour:	6:15 PM	
	Dinner:	7:00 PM	
	Dinner Cost:	\$25 per person	
	Program:	8:00 PM	

RSVP: Please call Harry Hedges (408) 378-2762 and leave a message or email [hharki@aol.com](mailto:hharki@aol.com)  
RESERVATIONS ARE REQUIRED \*\*\*\*\* Call prior to Noon on Tuesday, March 2, 2004\*\*\*\*\*

## Minutes of the Board Meeting

### 2003-2004 Board of Directors

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CSI, Santa Clara Valley Chapter  
(Draft, Board Approval Pending)

PLACE: Ramada Inn, Sunnyvale

DATE: February 05, 2004

TIME: 5:00 PM

PRESENT: Julie Brown, Hannah Moyer, Krista Nelson, David Ingram, Marvin Bamburg, Harry Hedges, Ed Buch, Gus Sharvey.

#### 1. Meeting was called to order by Dave Ingram.

2. Minutes from last meeting were accepted, with one typo corrected.

#### 3. Budget:

- a. Treasurer's Report was distributed by Marvin.
- b. Donation income category in report was for donation from South Bay Plastering for the holiday party wine.
- c. The Treasurer's Report was approved by the Board.

#### 4. Regional Director's Report:

- a. Gil Johnston was not present.
- b. Gus Sharvey had received Report Synopsis of Mid-Year Meeting from Gil, which David Ingram presented to the Board. Copy is to be included with CSI-SCV Board meeting minutes.
- c. Gil prepared this year's annual report. He is to provide the template to Gus for next year.
- d. The Region is working on creating by-laws, then the operating guide.

5. **President's Report:** President not present, no report.

#### 6. Unfinished Business

- a. The Finance Committee formed during last Board meeting is to be renamed. "Sponsorship Task Team".
- b. The Strategic Focus Meeting is set for 02/10/04. Dave distributed Strategic

Planning templates for the meeting to Board members.

#### 7. New Business:

- a. Chapter Elections.
  - 1) Julie, Jim, Mike and Fritz are on the nominating committee.
  - 2) Election is in March 2004.
  - 3) Candidate list to be established. Gus to create ballots.
- b. Delegates to Annual Meeting: Table until next Board meeting.

#### 8. Committee Reports:

- a. Golf Tournament Committee: No report.
- b. Educational Seminar Committee: Educational Seminar is on May 22, 2004.  
Ads will be E-mailed. Hard copies to CSI-SCV, San Mateo AIA, San Francisco AIA & CSI, Monterey CSI and Santa Clara AIA. Also try East Bay CSI & AIA.
- c. Programs: Completed thru July 2004. Krista and Hannah would like input for next year's programs.

**Board continued on Page 3**

## SUMMARY

### Board *continued from Page 2*

- d. Certification: No report.
- e. Editor/Publications: Julie distributed copies of newsletter to those that did not print their copy.
- f. Website: No report.
- g. Operating/House: Harry presented a report.
- h. Membership: Julie distributed roster.
- i. Awards: No report.

### 9. Announcements: None.

### 10. Meeting was adjourned at 6:00 PM.

## CRRC Completes Product Rating Program

Oakland, Calif. -- The Cool Roof Rating Council (CRRC) announces the aged testing component of its Product Rating Program. The completed aged testing protocol complements the initial testing protocol implemented in Fall 2002 and provides third party verification of weathered performance claims

to aid in the selection of cool roofs that save energy and reduce a building's impact on the local environment. The CRRC Board of Directors pledged to launch this final element of the Rating Program by January 2004, and in fact, weathering of products for CRRC rated products for aged testing has already begun.

As most in the roofing industry know, the performance of a cool roof over time is greatly influenced by environmental exposure. Several variables, such as different climates and slopes of roofs, contribute to the amount of dirt, staining, and fungal growth that accumulate on roofs over time. This weathering can impact the reflectance and emittance of a roof, pointing to the importance of aged testing in evaluating cool roof performance.

Over 130 roofing products are currently listed with their initial ratings in the CRRC Rated Products Directory (found at [www.coolroofs.org](http://www.coolroofs.org)). Both initial and aged performance ratings (as they become available) are displayed on product labels and the online Directory.

## 2003-2004 Committee Chairs

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## West Region News

### INSTITUTE DIRECTOR

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415-695-9280

[jpmccaffrey1@comcast.net](mailto:jpmccaffrey1@comcast.net)

### Region News – February 2004

*By John Patrick McCaffrey, West  
Region Director, Professional*

Congratulations go to Paulette Salisbury, CSI, CDT! On January 31, 2004 the West Region Board elected Paulette to be our new Vice-President and Institute Director, Industry. In July, Paulette will become President of the West Region. As you know, she is highly qualified for these leadership positions. Next month, she will join me in writing this article.

The annual budget for FY 2005 was reviewed and accepted at the Mid-Year Meeting. There will be no increase in chapter assessments. The Board voted to fund indemnification insurance coverage for West Region officers and Board members. The Board also voted to proceed with the striking of a new West Region medal of honor award.

The establishment of separate By-Laws and an Operating Guide was discussed at the Speak Out meeting on Friday and again at the Board Meeting on Saturday. The Board voted to continue working on these important documents. The Governance

Documents Task Team has identified some issues to be resolved. To establish Region consensus, the chapters will be asked to review and discuss the issues and to provide feedback to the Task Team. Here is your opportunity to get involved.

For the official minutes of the Mid-Year Meeting, please visit the West Region website at [westregioncsi.org](http://westregioncsi.org). Please allow a little time for Sheryl Dodd-Hansen, Region Secretary, to get them posted.

Mark your calendars for the West Region Conference to be held September 30 - October 1, 2004 at the Catamaran Resort Hotel, San Diego, CA. This event will also be a celebration of the San Diego Chapter's 50<sup>th</sup> Anniversary.

### Institute News

Congratulations to the following new Fellows from the West Region, Henry W. Berg, CSI, CCS, CCCA, SCIP, Michael T. Chusid, RA, CSI, CCS and Paulette K. Salisbury, CSI, CDT.

Also, congratulations go the Los Angeles Chapter for the Chapter 50<sup>th</sup> Anniversary Award and Chapter Technical Excellence Award. More congratulations go the Los Angeles Chapter and San Diego Chapter for receiving the Outstanding Chapter Commendation Award. Next year, I'd like to see all of our chapters in the West Region win the Commendation Award.

Please make plans to attend the 48<sup>th</sup> Annual CSI Show and Convention in Chicago on April 21-23, 2004. If you would like to exhibit at the Show, contact CSI Customer Service at (800) 689-2900. A lot of effort is going into the planning for this event. CSI Executive Director, Karl Borgstrom, reported on his visit to California in January that there is a real attempt being made to get us back to our traditional product show and convention. Check it out at [csinet.org](http://csinet.org).

Also, we are into the annual election of officers and board members for the Institute. From the West Region, Ed Buch and Bryan Varner are running to replace me as West Region Institute Director, Professional. Valarie Harris is running for Institute Vice President, Industry. I'm running for Institute Vice President, Professional. Please vote.

## 2003 Toys-For-Tots

Again, our building community has come through big for the children that are less fortunate in Santa Clara Valley. We want to thank everyone who donated this year. Devcon Construction tops the list this year, as the guys needed a flat bed truck to pick up all the toys from the Devcon staff and a couple of their subcontractors that joined them to

*Toys continued on Page 7*

## TechTalk

Boy, did I ever open a can of worms on this one! The subject: Record Drawings, the documents that delineate changes in the Drawings that occur during the construction phase of the project. Originally termed "As-Builts", the name was changed for legal reasons when it was discovered in many instances that items of work, such as high voltage electrical conduit, were not located exactly where shown on the marked-up set of drawings. You can imagine the potential consequences of that type of misinformation when work occurred in the future.

Record Drawings have traditionally consisted of a printed set of construction drawings with hand-written notations of deviations to the Drawings. The General Contractor and subcontractors would be responsible for maintaining and recording all changes on a daily basis on a master set of drawings in their on-site office. The most important information to track is underground work or work con-

**TechTalk** *continued on Page 8*

## Tarkett Receives BRE Certification

Houston -- Tarkett, resilient and wood flooring manufacturer, has become the first resilient flooring manufacturer to receive Environmental Profile Certification with an 'A' rating from the U.K.'s Building Research Establishment (BRE). Tarkett's homogeneous iQ vinyl flooring was the first resilient flooring to meet BRE's classification for the Green Guide top rating, which served as the basis for the U.S. Green Building Council's Leadership in Energy & Environmental Design (LEED) rating system.

The BRE certification means that all the inputs and outputs from the procurement, manufacture, installation and use of Tarkett products (Optima, Granit, Acoustiflor, Eminent and Stone) have been independently confirmed, and the effects over the whole life cycle are measured for their environmental impact. The evaluation is made according to a set of what BRE calls 'level playing field rules' that allows the Tarkett materials to be compared to other products.

## Planning Calendar 2004

### Chapter Meetings:

March 4 - Tile Council of America's New Handbook

April 1 - Under-floor Air Systems

May 6 - Wood Preservatives

June 3 - Installation of Officers

### Educational Seminar:

May 22 - Seminar on Specification Writing Principles

## New Members

We have one new member to welcome:

Gary L. Barnett  
DES Architects & Engineers  
700 James Avenue  
Redwood City, CA 94062  
(650) 364-6453  
gbarnett@des-ae.com

Welcome, and we look forward to meeting you at an upcoming meeting.

Visit our website at  
[www.csiscv.org](http://www.csiscv.org) or

The West Region's website at  
[www.westregioncsi.org](http://www.westregioncsi.org)



## Dave Ingram, CSI

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- Product Specifications
- Job Site Inspections
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**JASON FELL**  
Technical Director

### DRYWALL INFORMATION TRUST FUND

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## Effective Architeturral Sales Calls Part 1

*This is first of 3 parts. This article originally appeared in the Minneapolis-St. Paul Chapter CSI newsletter Specifics column entitled "A View from the Back of the Bus."*

In my rather perverse perspective, I often wonder why so many product representatives feel ineffective or intimidated calling on architects. Granted, some architects can be quite a treat. The terms argumentative, aloof, know-it-all, unapproachable, abstract, and "expletive deleted" are often mentioned. Have you ever stopped to wonder why?

Without trying to defend architects, consider that often an architect's attitude towards product reps is the result of being misled or over-sold on the applicability, features, and benefits of construction products. Look at a typical reaction to telephone marketers or used car salespersons, what is it that is so offensive? I would suggest two aspects. First, the unrelenting hard-sell without having any idea of your needs or interests; and second, the underlying attitude that the product offered is the only possible choice and how could an architect be so stupid as not to immediately understand?

Unfortunately, product representatives must overcome the backwash of less enlightened sales types who have gone before

them. However, it is relatively easy to overcome this type of resistance by using a solution-oriented approach rather than a typical product-oriented approach. Architects are primarily concerned with finding the most appropriate range of solutions, not the best or greatest product.

In a survey done by McGraw-Hill Sweets, architects were asked what they wanted from product representatives. The top 2 results were 'recommended uses and application of products (92 percent)' and 'guide specifications (88 percent)'. The last choice was 'manufacturer's history, experience, overall capacities & range of products (40 percent)'. This means that architects want to know how to appropriately apply and integrate products into their designs, not be confused by competitive features and benefits. The need for guide specifications clearly indicates the need to write clear, competitive, and enforceable specifications. Lastly, horror of all horrors, the last thing architects want to know is about your company.

*(To be Continued next month)*

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FAIA CCS.

*Michael is a specifier and product rep who designs, produces, and presents continuing education programs, writes guide specifications, and provides sales training for the construction product industry. He is active nationally in AIA, CSI, DHI, and SCIP. Michael is principal of MCA Specifications, Construction Product Marketing Group of San Francisco and recently relocated to the Bay Area from Minneapolis, MN. He can be reached at 650-757-1255 or at michael@mcaspecs.com.*

## EMPLOYMENT OPPORTUNITY: CONSTRUCTION ADMINISTRATOR

Spencer Associates Architects in Palo Alto would like to add a full or part time construction administrator to its staff, to work on school, healthcare and public use projects.

### Basic requirements include:

- At least 3 years experience in a California architectural firm, general contracting firm, or construction management firm, with some construction administration field experience.
- Valid California architectural and drivers license.
- Familiarity with Calif. Title 24.
- Ability to use AutoCAD, Microsoft Word and Microsoft Excel.
- Ability to work well, and to solve problems, with a diverse cross section of the design and construction community.

Our working environment is casual, and hours are flexible within the confines of client and contractor meetings.

While our immediate need is for someone to work primarily with construction administration, a person with ambition and ability will find Spencer Associates an architectural office with diverse opportunities for rapid advancement.

Contact Bill Gratiot or Steve Bowers at 650.328.2200; fax 650.327.7621; or email resume to [billg@spencerassoc.com](mailto:billg@spencerassoc.com)

## Short-Form Specifications

Last month I promised to identify the fundamentals or basic tenets which govern the writing of short-form specifications. Here they are:

1. Prudent use of the General Conditions (AIA-A201 or EJCDC 1910-8) to shorten Division 1 Sections.
2. The use of Division 1 Sections to prevent repetition.
3. The use of Reference Standards to identify materials and methods and thereby shorten the text of specifications.
4. The use of "Streamlining" to shorten sentence structure.
5. Judicious use of language to maximize word economy.
6. Avoidance of specifying construction means, methods, techniques, sequences, procedures, and coordination of the Work which are all the Contractor's responsibility.

Let's take these basic tenets one by one and analyze them:

### 1. PRUDENT USE OF THE GENERAL CONDITIONS TO SHORTEN DIVISION 1 SECTIONS

Prudent use of the General Conditions requires that you become thoroughly familiar with them and know exactly what is covered by the General Conditions and to what extent. Therefore, your first task is to read the General Conditions carefully, and to classify the subject matter of every

GC-paragraph by pertinent Division 1 Section.

Reading the General Conditions will be an enlightening experience, and may change your concept of what needs to be covered by Division 1. You may be surprised to find that many of the items you specify in Division 1 are already covered adequately in the General Conditions.

For example, Paragraph 3.12 of A201 GC's is entitled: "Shop Drawings, Product Data, and Samples," and includes ten subparagraphs containing considerable information on the submission and review of shop drawings, product data, and samples. Then there is Subparagraph 4.2.7, a rather long paragraph dealing with the Architect's review and approval of shop drawings, product data, and samples.

So, unless you are concerned about the sheet sizes of shop drawings, number of copies to be submitted, or other minor procedural matters, you can probably get along very nicely without a Division 1 Section on Shop Drawings, Product Data, and Samples, particularly on smaller, private projects.

The same holds true for A201 GC's, Paragraph 3.10, entitled "Contractor's Construction Schedules." Unless you need to have the Contractor prepare a CPM arrow-diagram or other sophisticated type of schedule, the requirements of the General Conditions are probably sufficient, negating the need for a

Division 1 Section on progress schedules.

And so it goes. So, study the General Conditions carefully to determine the scope and extent of your Division 1 Sections. Remember, you only want to say it once. You don't want to repeat anything in Division 1 which is already adequately covered in the General Conditions.

Next month we will continue with Tenet No. 2, the Use of Division 1 Sections to Prevent Repetition.

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PE, FCSI, CCS

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### Toys continued from Page 4

donate about nine barrels. The AIA Christmas party brought in an extra barrel after one barrel had been picked up earlier. The Santa Clara Builder's Exchange gathered up seven barrels. A special thank you to Mike O'Donnell of O'Donnell Plastering and Ron Adams of Hill Brothers Chemicals for distributing and picking up the barrels, as well as getting the toys to the Marines. This was Ron's first year helping Mike, and he was touched seeing so many toys donated by all of you. Ron started picking up the barrels with his car, but after Dowler Gruman's three barrels loaded his car -- Ron went to the office to get a flat bed truck. The Marines were please with our success as well, they had a bobtail truck half full, six foot high and ten foot deep (32 barrels). Again thanks to everyone for the support.

**TechTalk** *continued from Page 5*

cealed in walls, ceilings, attics, etc., i.e. any work which cannot be discovered without some sort of demolition or removal of existing improvements. Just as there has never been a “perfect” set of Construction Documents, I feel safe in saying that there has never been a “perfect” set of Record Drawings. I’m sure that the requirement to provide Record Drawings is a nuisance to the Contractor as evidenced by the not so uncommon threat the to withhold the Contractor’s payment until the Record Drawings have been updated. Even with a diligent Contractor, it would be naïve to believe that, for various reasons, every little change will be recorded.

With that said, I ran into a case recently where the Owner contractually required our firm to provide Record Drawings in electronic format versus the customary paper version. This particular project was a complex remodel of an existing facility, and many changes occurred after a plethora of unforeseen conditions arose during and after the demolition work. A valiant effort was made by the Contractor to keep track of the required changes on their set of drawings in the construction office trailer. When all was said and done, there was a sixteen-inch diameter roll of drawings with literally thousands of markings. Needless to say, but we took a beating on our architectural fee as it took weeks to produce a decent, useable set of

Record Drawings.

Looking to the future, if more and more Owners are going to require electronic versions of Record Drawings, some of the traditional procedures will have to change. This is where the aforementioned “can of worms” comes in play:

- If an electronic version is required by the Owner, should the Architect or the Contractor produce the Record Drawings? If the Contractor were to produce the Record Drawings, it would be stated in Division 1 of the Specifications and the cost would be included in the Contractor’s General Conditions in his/her bid. Instead of marking-up prints, the Contractor could alter the electronic file for each drawing. This presents the next issue:

- The Architect would have to provide the electronic drawing files for the Contractor’s use. Electronic drawing files are notorious for dropping or changing information when transferred to different software/hardware. This also means that the Architect would have to spend a fair amount of time preparing the drawings for the Contractor (i.e. deleting the title blocks/ Architect’s name from the files to be used as Record Drawings). On any good-sized project, the time (read: \$) would most certainly add up.

- If the Architect were to produce the Record Drawings, they would be based on the marked-up set of prints provided by the Contractor. Currently, the fees

that Architects receive for projects do not support the amount of time required to incorporate every little change that occurred during construction. Perhaps, as mentioned above, only underground or concealed items of change could be entered; all other obvious items such as a change of wall location would not be required. Or, if the Owner wants “complete” Record Drawings, they could be done on a Time and Materials basis as an extra service.

- These days, the Record Drawings would be delivered to the Owner in CD format. Who knows if, say, ten years from now the Owner will have software/hardware that is capable of reading the CDs in their current format?

I could go on, but by now I’m sure you’re seeing the magnitude of issues involved with proceeding down the road of electronic Record Drawings. No matter which way you turn, there seem to be obstacles in the way. Not that they can’t be overcome, but some standards need to be established so that everyone is on the same page with this issue. Maybe the ol’ marked-up set of prints isn’t so bad after all.....

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# SPECIFICATIONS WRITING PRINCIPALS

Sponsored by  
The Construction Specifications Institute

**SATURDAY, MAY 22, 2004 - 9:30 AM to 4:30 PM**

at the Ramada Inn Silicon Valley, 1217 Wildwood Avenue, Sunnyvale (Lawrence Expressway and 101), (408) 245-5330

This course provides the essentials for effective specification writing. It includes methods of specifying, sentence structure, and writing techniques from the ground up. An ideal course for those who wish to understand more about using or writing specifications.

- o Document organization; including Section Format, Page Format, project phases, and spec formats.
- o Importance of consistency, and what that means.
- o Boiler plates, AIA A201, Supplements and Division One.
- o Document preparation for clear, correct, complete and concise specs.
- o Specification language tips and capitalization.
- o Master Guide specs, and editing Master Guide sections.
- o The make-up of a project manual beyond basics, including coordination of consultants.
- o Edit a specification section and discuss exercise afterwards.

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CSI Member # \_\_\_\_\_ (required)

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

**Amount enclosed \$** \_\_\_\_\_.

Any questions call or e-mail Hannah Moyer (650) 298-8150; [hmoyer@watrydesign.com](mailto:hmoyer@watrydesign.com)

## INSTRUCTOR:

**John A. Raeber**, FAIA, FCSI, CCS is an independent specifier who has been writing specifications for 29 years. Mr. Raeber is currently an Adjunct Professor at the California College of Arts & Crafts. He has served on the AIA Master Specification Review Committee, the CSI MasterFormat Subcommittee, and has developed office masters for numerous prominent local architects and a corporate entity.

<u>FEES:</u>	CSI members:	\$125.00 prior to April 22, 2004; \$145.00 after April 23, 2004.
	Non-members:	\$150.00 prior to April 22, 2004; \$175.00 after April 23, 2004.

Registration will start at 9:00 AM - Muffins, coffee, lunch, beverage and handouts included in fee. Make your reservations early to assure you receive the hand-outs and lunch. There are no guarantees that food or hand-outs will be available for people that register at the door.

This program meets AIA/CES criteria. Participants will receive 6 hours of LUS, which also applies to 6 HSW (Health, Safety, Welfare) hours.

**Make checks payable to Santa Clara Valley CSI Chapter.** Please return a copy of this form and mail with payment to SCV CSI, Hannah Moyer, c/o Watry Design Inc., 815 Hamilton Street, Redwood City, CA 94063

