



# Summary

## Manufacturers Reps - What Can They Do For You?

The Santa Clara Valley Chapter of the Construction Specifications Institute (CSI) would like to extend an invitation to join them on Thursday October 7, 2004 for dinner and to learn how manufacturers' representatives can assist you.

This program was developed for the 2004 CSI Tadeshow to help architects and spec writers utilize their relationships with manufacturer representatives for maximum efficiency. Learn how product representatives can assist you during the entire design and construction process. Gain an understanding of how to get the most out of your manufacturers as well as the distributors who will be supplying the materials to the job site. Join us for a creative and interactive discussion on how to obtain valuable information and get the best service from your representatives.

### Learning Objectives:

- Identify desirable characteristics of a manufacturer/distributor.
- Understand how manufacturers can help during the construction process.

- Study examples of a productive meeting between a manufacturer's representative and a project architect.

Speaker: Mundise Mortimer Nelson, CSI, Construction Design Manager, Certified Trainer

Mundise Nelson has a degree in interior design and over 10 years of experience in design, interior construction and product development working in diverse fields from contract furniture, high tech, consumer electronics and home improvement product categories. She is a member of the American Society of Training and Development, Los Angeles and active in the Los Angeles CSI Chapter. She will complete her MBA this fall at California Lutheran University.

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: **THURSDAY, October 7, 2004**

Location: Ramada Inn Silicon Valley, 1217 Wildwood Avenue, Sunnyvale  
(Lawrence Expressway and 101)

Times: Social hour: 6:00 PM with Hors d'oeuvres  
Dinner: 7:00 PM

Menu: Pork tenderloin with apricot and raisin sauce, seasonal vegetables, garlic mashed potatoes, salad, fresh rolls and cranberry cheese cake.

Program: 8:00 PM

Dinner Cost: \$25 per person

RSVP: Please call Krista Nelson (408) 298-1885 or email [krista@kristanelson.com](mailto:krista@kristanelson.com).

RESERVATIONS ARE REQUIRED \*\*\*\*\* Call prior to noon on Tuesday, October 5, 2004\*\*\*\*\*

## President's Message *by Dave Ingram*

### 2004-2005 Board of Directors

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Where have you been? Where are you? I am directing these questions to our Industry Chapter members.

Our chapter meeting attendance ratios have so far been approximately 95% Professional and 5% Industry. Has your competition been at the meetings? Have you?

Obviously the programs are worth while for the Professionals interest; they are attending. Have the programs not been relevant for you, the Industry members?

If that is the reason you have not attended, let our program chairs, Krista Nelson and Hannah Moyer, know what you would like for program topics.

Any Industry representative should be ecstatic to be the only one within their division surrounded by all of the professionals at the Chapter dinner meetings.

This month's meeting topic, *Manufacturer's Rep – What Can They Do For You?* should be of interest to all.

Our Chapter Committees are hard at work, as usual. Jeff Cremona and Mike O'Donnell of the Golf Tournament Committee have rescheduled the tournament, which will include a Product Show, to April 24, 2005.

Hannah Moyer of the Education committee is planning a \_ day seminar on Division 1, on Febru-

ary 19, 2005.

The Marketing committee will be sending the Sponsorship and Ad Opportunities brochures out this month. If you would like a copy, contact me at, [daveingram@sbcglobal.net](mailto:daveingram@sbcglobal.net).

Other committees are also working in the background to add value to our Chapter activities.

If you feel something is missing or you have an idea, let us know. We thrive and benefit from such.

Will we see you at this month's meeting? It is going to be interesting and fun as usual. If you are not there, will you be missed?

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## Welcome to Our New Member

Mr. Gregory Hite  
Hatch Mott MacDonald  
3103 North First Street, FL.2  
San Jose, CA 95134

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## Ron Ronconi Receives Award

CONGRATULATIONS to Ron Ronconi for receiving the Octavius Morgan Award from the California Architects Board (CAB).

## CALL FOR VOLUNTEERS Santa Clara Valley CSI Leadership

We have arrived at the start of a new fiscal year '05, which among other things means that some of our chapter officers and committee chairs are up for grabs for the year ahead. Some important positions are being vacated, and we need help from our membership to continue to be successful – get a more rewarding experience from CSI and help out! A couple of hours is all it takes for most positions.

All those interested are welcome at our next board meeting, scheduled for 5:00 PM to 6:15 PM on October 7, 2004 at the Ramada Inn. The board meeting is at the same location as the chapter meeting and is held prior to the general meeting.

Give us a call (415) 672-4342 or send us an email [daveingram@sbcglobal.net](mailto:daveingram@sbcglobal.net) to let us know that you are coming.... thanks.

## Registration for the PRA Now Open

Register for the 6th Annual Product Representative Academy (October 27-29, 2004 in Denver).

Discounts are available for members and other participants who register before October 1. Visit [www.scinet.org/prainfo](http://www.scinet.org/prainfo) for more information.

## Prevalent Power Secures Contract

Solar Schools Program Prevalent Power, one of California's fastest growing providers of large-scale solar power systems, announced that it had secured contracts to supply and install 180 kilowatts (kW) of solar photovoltaic (PV) power systems for six California public schools. Prevalent Power (<http://www.prevalentpower.com>) helped the schools to secure approximately 80% of project financing through the California

*Contract continued on Page 5*

## 2004-2005 Committee Chairs

### MEMBERSHIP

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### GOLF TOURNAMENT

Jeff Cremona  
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### WEB MASTER

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**Jim Balboni**  
Project Executive  
New Equipment  
Western Region



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OtisLine 24 Hours: 1-800-ADD-OTIS

## Minutes of the Board Meeting

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

PLACE: Ramada Inn, Sunnyvale

DATE: September 2, 2004

TIME: 5:00 PM

PRESENT: Hannah Moyer,  
Krista Nelson, Julie Brown,  
Dave Ingram, Ed Buch, Jim  
Balboni, Marvin Bamburg, Mike  
O'Donnell, Jeff Cremona, Gus  
Sharvey

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

**2. Minutes from last meeting  
were accepted.**

**3. Treasurer's Report** was distributed by Marvin.

a. The Treasurer's Report was approved by the Board.

**4. Regional Director's Report:** Mike announced the Agenda for the Regional Meeting in San Diego. Two board members will attend.

**5. President's Report:** Dave reviewed upcoming programs. Jim noted that all ad revenue must be reported to the IRS, even if we end up owing no money.

**6. Unfinished Business:** The Strategic Planning date is September 17, 2004, 4-7 PM. There will be 10 attendees.

**7. New Business:** Mike: A Chapter Report must be brought to the Regional Meeting in San Diego.

**8. Committee Reports:**

a. Golf Tournament Committee: The event has been rescheduled to April 24, 2005. There will be a Product Show and a \$250 prize.

b. Educational Seminar Committee: Hannah noted that there will be a \_-day seminar on Division I on January 22, 2005, 8 AM to Noon probably.

c. Marketing: No report.

d. Programs: Dave has program for October, and Krista has program for December.

e. Certification: Krista is working on.

f. Editor/Publications: Julie had no report.

g. Website: No report.

h. Operating/House: No report.

i. Membership: The Chapter has one new member. The retention rate is 80% generally.

j. Awards: No report.

**9. Announcements:** Ed Buch stated that there will be a "How to Do" chapter workshop during the conference in San Diego, and urged attendance by members. Qualifying chapters will be honored. The organization has had a loss. Wants 5% growth, but membership has not been trending upwards.

**10. Meeting was adjourned 6:  
08 PM.**

## TechFab LLC Unveils New Precast Technology

Anderson, SC -- TechFab LLC, a founding member of the AltusGroup, participated in the American Institute of Architects trade show in Chicago, Illinois, in June. The venue was the first public unveiling of AltusGroup and the CarbonCast precast technology made using enabling technology C-GRID.

The AltusGroup is the first-ever national partnership of precast companies. AltusGroup was founded to develop, manufacture and market precast innovations such as the breakthrough CarbonCast line of precast concrete products utilizing C-GRID reinforcement technology.

C-GRID is a non-woven carbon fiber epoxy grid reinforcement designed to be used as secondary reinforcement in concrete replacing commonly used welded wire fabric to reduce cracking and extend useful life. Through engineered technology and proprietary manufacturing, the product is stronger than steel by weight, lightweight, easy to handle, cut and fabricate, and capable of producing lighter weight and more durable precast

*TechFab continued on Page 8*

## Earthstone's QuikSand made of Recycled Material, Lasts Longer

Santa Fe, NM — Earthstone International has developed an innovative line of new sanding and abrasive products the company calls high-performance and eco-friendly.

In addition to their other cleaning, outdoor living and home improvement products, patented technology together with the oldest known abrasive on the planet, sand, have produced sanding products that work up to FOUR times faster and last up to SIX times longer than traditional sandpaper.

QuikSand is made of 90% recycled materials and is eco-friendly. The blocks do not tear or rip and they conform to whatever structure is being sanded.

They remove rust, strip paint without the need for chemical strippers, smooth rough wood, sand drywall joints without

creating airborne dust, and can be used for most any sanding task.

Earthstone International was founded by serial eco-preneur Andrew Ungerleider. The company was launched as a response to unsafe and unhealthy strip mining of pumice for industrial and household products.

Each year, Earthstone uses more than 1,300 tons of recycled glass in its products.

Earthstone products currently are sold at Lowe's, Home Depot, Ace, Menard's and other retail chains—the product is available in 30,000 retail outlets nationwide. For more information, visit <http://www.earthstoneintl.com>

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### Contract continued from Page 3

Energy Commission's (CEC) Solar Schools rebate incentive program. In addition to saving money on the school's energy bills, the PV systems provide an invaluable teaching tool that will be integrated into each school's science and energy curriculum.

## Planning Calendar 2004 - 2005

### Chapter Meetings

**Oct. 7** — "Manufacturer's Reps--- What can they do for you?"

**Nov. 4** — Acoustical Chaos

**Dec. 2** — Holiday Party

### Other Important Dates

**September 29** — Certification Exams (WE Region Conference, San Diego, CA)

**October 27-29** — 6th Annual Product Representative Academy; [www.csinet.org/prainfo](http://www.csinet.org/prainfo). Registration opens in July!

**January 22, 2005** — Half Day Educational Seminar about Division 1.

**April 20-22, 2005** — The 49th Annual CSI Show & Convention; [www.theccshow.com](http://www.theccshow.com).

**April 24, 2005** — SCV First Annual Golf Tournament and Product Show.

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)



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**JASON FELL**  
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## West Region Report



*By Ed Buch, CSI, CCS, AIA*

Increasing the membership in CSI is an activity we all need to devote more time and attention to. New member recruitment and retention of our existing members are essential to our continued success as an organization. In some cases, chapters have historically seen membership increase almost automatically, with little organized outreach activity by the chapter's membership committee. While this approach may have been acceptable in the past, we can't expect it to work forever. We all need to become more active in recruiting new members and making sure our programs and monthly meetings are presented in the best way to retain our existing members.

Membership is affected by everything the chapter does. It is too large, and too important an activity to be left to the membership committee alone.

All of us must be involved in membership recruitment. With the leadership of the membership

chair in our chapter, each of us should to take the initiative to extend an invitation to join CSI to people that we come in contact with every day. For example, architects and specifications consultants, have a look at your library of product catalogues. How many business cards do you see without "CSI" following the reps name? If you look, you will see there are plenty that don't. Take a minute and call the rep if you know him, or at least send information on CSI. If he's local to your area, invite him to your next chapter meeting.

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It's important for product reps to know that, in addition to the connections CSI can foster for their benefit with architects, it also just as important for architects and specifiers to know and establish contact with them. Similarly, product reps should leave information on CSI and your chapter with the next architect you visit.

Membership retention is a little

more complicated. You can survey the people that don't renew their membership without finding a common reason among those who don't renew. We've done it in Los Angeles and found that the biggest reasons have nothing to do with us. The person has either moved, or retired, or changed businesses.

But beyond the issues over which we have no control, membership retention has to do with member satisfaction. We offer worthwhile monthly meetings that provide social and business interaction in addition to technical education. The chapter must also make sure people are made to feel welcome. Regulars should make an effort to visit with the first time attendee. Introduce him to other regulars. We advertise our ability to make connections, networking, between the professional and industry communities, so we should make sure this happens.

If you serve on the board of directors in your chapter, you have a special place in the membership development activity. We should think of ourselves in a way similar to the board members of other not-for-profit organizations. In many of those boards, the members are expected to meet fund raising goals each year. Translating this to our situation in CSI, is it too much to expect each of us to meet membership recruitment targets?

**West Region** *cont'd on Page 8*

## The Big Picture: MasterFormat and OCCS

This six-part series, which first appeared in 2001, looks at MasterFormat organization, OmniClass (then known as the Overall Construction Classification System, or OCCS), MasterFormat Level 4 identifiers, the need for unique section numbers and titles, expansion of MasterFormat, organizational systems for construction products and practices, and how MasterFormat might be used as a table in OmniClass.

### Part 4

Now that we've looked at some of the issues related to MasterFormat - organization, consistency, and Level 4 identifiers - and to the proposed Overall Construction Classification System (OCCS), let's see if we can put all of them together.

As noted before, it would be great if we could develop a completely new, all-encompassing, logical, and consistent system for identifying construction products and services. The result, however, would be extremely difficult to implement, as it would require throwing out most of what we now have. Our master guide specifications would have to be rewritten from scratch, and the financial impact on manufacturers and information aggregators would be overwhelming. In fact, if such a system were developed, I suspect it would be totally ignored.

But what if most of the problems we discussed could be resolved by slight modification of MasterFormat? And what if the result could become one of the Tables in OCCS? Obviously, any change would require some work on the part of specifiers, manufacturers, and information aggregators, but the benefits could easily outweigh the costs.

### An Interesting Proposal

Consider a section numbering system with this format: 11233-444 where digits 11 represent the Division (the same as MasterFormat Level 1), digit 2 indicates Level 2, 33 indicates Level 3, and 444 indicates Level 4. An example of such a number would be 08210-246. Depending on how the Level 4 numbers were assigned, this could represent a flush wood door with some other specific characteristics.

Adding three digits (which is allowed by MasterFormat) creates a possible 1,000 Level 4 identifiers for each Level 3 category. Some rearrangement of sections and numbers might be required to increase consistency, but this relatively simple solution would go a long way toward addressing the problems we discussed.

These numbers could be used with aecXML (extended markup language for the architecture-engineering-construction community) as hidden attributes. They could also be used as part of the formal section title - or it could be truncated at five digits, the result being section titles and numbers that vary little from

what we now use.

If we extend this thinking, we can go to five or six or more Levels. None of them would need to appear in the section title, but would be carried in the hidden attributes of the file. Consider this format:

11233-444-55555-66666-77

An example of such a number would be 08210-AAA-11011-01010-AA. It isn't hard to see that the sixth Level could be used by manufacturers to designate specific combinations of model and options, with the seventh Level used to denote revision numbers. The number of distinct identifiers runs into the millions! And again, the numbers could be truncated at five or even eight digits for people, while the computers dealt with the whole string.

With this degree of consistency and granularity, MasterFormat would be adaptable as a table in a larger classification system.

### Bringing in the Mavericks

We also discussed the perceived needs of other design professionals, notably those in horizontal construction, process engineering, and telecommunications. Adding a few more Divisions, and shifting a relatively small number of existing sections would incorporate those needs in a logical way, one that would satisfy them yet have minimal impact on those who already use MasterFormat.

Consider these new Divisions:

**MasterFormat** *cont'd on Page 8*

## New Version of BSD SpecLink®

Alexandria, VA (September 10, 2004) – The Construction Specifications Institute (CSI) and Building Systems Design, Inc. (BSD) announced today the release of a new version of BSD SpecLink®. It now enables users to create performance-based, short form, and prescriptive construction specifications for any project delivery method. And with just one mouse-click, the new version can at any time rearrange a project's specifications per the 2004 or 1995 editions of the MasterFormat® organizational standard. Visit [www.csinet.org](http://www.csinet.org) for more information.

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### TechFab *continued from Page 4*

concrete components. Initial market applications include Industrial Precast Building and Construction products, Concrete Tiles and Countertops, Rehabilitation and Repair overlays, Cast in Place and Shotcrete uses.

Visit TechFab, LLC on the Internet at <http://www.techfabllc.com>.



### What We Are

By Julie Kay De Vos

The path of our lives  
go many directions.  
Each of us with a unique goal.  
Our foot steps...  
turning into shadows of the past.  
Light...  
the beginning of a new moment.  
What we do with each moment,  
is the essence of our character.  
Our heritage molds us,  
The Lord teaches us faith,  
Our parents teach us morals,  
And our body's teach us we  
are vincible.  
The multiple principles of life  
pave the road for the success  
of our goals.  
We are as we want to be.

### West Region *cont'd from Page 6*

I don't think it is. Each of us was asked to serve on our board not only because of our interest in CSI, but presumably because we are known in our communities. We should be able to use our connections for the benefit of our worthwhile organization.

Membership recruitment activities are not difficult to do. They don't even take a lot of time. But, they don't happen on their own. There is not one idea that will work in every case. We can't even be sure that making contact with non-members will produce positive results. But reaching out, making the many good things in CSI better known within the industry is a necessary first step. This is a step all of us can make.

### MasterFormat *cont'd from Page 7*

17 - Telecommunication

18 - Piping

19 - Exterior Above Grade (Division 2 would become Exterior Below Grade)

Some sections, primarily in Divisions 2, 15, and 16, would be relocated to the new divisions for consistency, and some might have to be changed to fit better into a hierarchy, but for the most part, MasterFormat would look much like it does now.

This proposal is not whimsical. It addresses all of the problems we discussed, with little impact on existing MasterFormat when compared to the benefits. Obviously, it can be refined, and other proposals might accomplish the same end.

The point is that we can, with relatively little pain, accommodate construction work that is presently done outside of MasterFormat. To continue merrily on our way without incorporating that work will result in a multiplicity of organization systems, and MasterFormat will be ignored by those who are ignored by CSI.

Visit the CSI website at [www.CSINet.org/](http://www.CSINet.org/) for the latest information on MasterFormat, and [www.OCCSNet.org/](http://www.OCCSNet.org/) for the latest on OCCS.

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