



Knowledge for Creating  
and Sustaining  
the Built Environment

## “Firestopping vs. Fireblocking”

Please welcome our speaker Lee Gauna. Lee has been with Hilti Company for thirteen years, working in both the United States and in Latin America. For the past four years he has been the Fire Protection Specialist for Northern California covering all phases of construction. He assists architects during the design phase, provides contractors with jobsite support and helps the inspection community on life safety issues. The presentation will cover a brief history of Fireblocking vs. Firestopping, the International residential code and specific differences between Fireblocking and Firestopping. The presentation qualifies for one AIA (HWS) learning unit.

East Bay/Oakland Meeting – February 20, 2007 Hs. Lordships, Berkeley, CA  
6:00 PM Tabletops and Networking / No-Host Bar / 7:00 PM Dinner / 8:00 PM Program

### **Menu:**

*Salad, Rolls & butter and  
Prime Rib of Beef au jus or  
Baked Salmon with Dill Sauce or  
Pasta Prima Vera with Marinara  
Coffee, Tea, Milk and New York Cheesecake*

### **Venue:**

*H's Lordship Restaurant  
199 Seawall Drive, Berkeley, CA 94710  
Phone: (510) 843-2733*

*RSVP and make dinner selection by February 19, 2007 by e-mail:  
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publication at discounted  
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*“Mark your Calendars”*

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## Greetings From The President



*Matt Crawford, CSI, CCPR*

I hope all who attended, enjoyed last month's program on Copper in Architecture. Wayne Seale, AIA, NCARB of the Copper Development Association delivered an informative presentation that included an array of information from manufacturing techniques to uses and application of copper products. I also wish to thank our tabletop sponsors, Revere Copper and Ropee for their contribution to this evening. This month, our program will be "Firestopping vs. Fireblocking", so mark your calendar and make your reservation. Finally, I wish to thank our program committee for bringing programs with AIA Learning Units.

It was good to see many visitors at this last program meeting. Your Board is committed to inviting one guest each month to our meetings and I would like to extend this commitment to our Chapter members. I know that we all know one person that can benefit from what CSI and our Chapter has to offer. With this in mind, I want to challenge each and every one of you to find that person and present that invitation. We can invite someone in our office, someone among our peers, or someone new that you have just met who is in the building industry. These can be face to face invitations, telephone connections, or we can email them our newsletter (Prerogative) with an invitation. Let's not keep the value we receive from CSI and this Chapter to ourselves and share it with those around us. Let's grow this Chapter and increase its value through our members.

Mark your calendars for the West Region Speak Out session March 9, 2007 beginning at 5:30 PM. This is a great opportunity to voice your suggestions, concerns, or to get a better understanding of CSI and how it operates. It is also a good way to meet CSI members from other Chapters in our Region. You can contact Mary Nowee for more information.

Finally, at our last meeting it was announced that one of our members, Roger Wilson had a stroke and was in the hospital. He is now home and going through the therapy needed for full recovery. Please keep Roger and his wife, Judy in your prayers and thoughts as he recovers and if you wish to send him a card, please contact Jerry Kendall or me for his mailing address. With this in mind, I wish all of you good health and prosperity.

Sincerely,  
Matt Crawford CSI, CCPR  
East Bay/Oakland Chapter President

## MARK YOUR CALENDARS

**20 MAR 07**  
**"SLAB ON GRADE VAPOR"**  
**BARRIERS / MOISTURE**  
**Chris Decareau (SGH)**  
**Dinner at Hs Lordships (7:00 PM)**

**17 APR 07**  
**"Planning and Constructing a Livable**  
**Community"**  
**Dinner at TBA**

**15 MAY 07**  
**"REINVENTING MODULAR CONSTRUCTION"**  
**-TOUR OF GE MODULAR SPACE FACTORY**  
**21201 Cabot Drive, Hayward**  
**Catered Dinner**

**19 JUN 07**  
**40th ANNIVERSARY CELEBRATION**  
**ANNUAL AWARDS BANQUET**  
**Dinner at TBA**



## Branding

As luck would have it, the 2006 Greenbuild Conference was in Denver, the same place as the November Board meeting, so I went out a day early to see what Greenbuild had to offer. I did not attend any of the education sessions; instead, I devoted an entire day to prowling the exhibit floor, looking for magic bullets.

I don't have anything remarkable to report. In fact, one of my first impressions was that the exhibits were pretty much what you would expect at a CSI or AIA convention, the most obvious difference being the addition of the word "green" to each vendor's display. Well, I did see one exhibit I had never seen before - for cast iron pipe. It's making a comeback! There it was, in all its black glory - labeled "green" of course!

Even though the overall feeling on the exhibit floor was about the same as at a CSI convention, there were some notable differences. First was the attendance. I have heard estimates of 13,000 to 15,000, but I don't know how those numbers were calculated. For comparison, our Las Vegas convention had fewer than 1,000 paid attendees, and a total attendance of about 4,700. Greenbuild expects to see 25,000 next year in Los Angeles. Not bad, especially considering the registration fee of \$575 for members.

I also noticed that the crowd was younger than at our conventions, with a larger percentage of women. Among the things that USGBC has going is that "sustainable design" is hot, sexy, and in the news. These are young people looking for a cause, while our members are interested in the more mundane part of our business - making things work. It's not that our members aren't interested in sustainable design; they are, but their experience forces them to be more critical, and to look beyond the hype of every new product and process.

The exhibits were similar to those at a CSI show, but there were a few differences. I saw more solar collection devices, some of them looking like props

from a sci-fi movie, and more solar control louvers and films. There were many more products aimed at the residential market, and a large number of companies selling reclaimed or recycled wood products.

Perhaps the most interesting thing I noticed was the apparent inexperience of many attendees. There were a lot of college students, and I expect them to ask a lot of questions, but many of those who appeared to be out in the working world showed a surprising lack of basic knowledge about products and design. One well-dressed man, who appeared to be in his thirties, asked an exhibitor what types of products she was selling. After a brief description of her line of stair treads, corner guards, and crash rails, the man asked, "Do you use those in buildings?"

One exhibitor of a well-known roofing manufacturer told me she had been asked several times if they sold "green roofs." The exhibitor patiently explained that her company sold roofing systems, which could be used as *part* of a green roof system. The question sounds reasonable here, but the way it was asked suggested those who asked the question thought a green roof comes in a box. Without exception, the product representatives I talked with were impressed by the attendance; some claimed they had never had as many leads anywhere. Most qualified those comments, noting that while they had talked to a lot of people, the obvious lack of experience of many attendees meant those leads were not as valuable as those obtained in other shows - at least for now.

I couldn't help but ask, "Why weren't these people in Las Vegas?" I believe we have a perception problem. CSI is seen as a bunch of old fuddy-duddies, which is understandable given the average age of our members. The uninitiated don't know that after a full day of exhibits and education programs, we're a bunch of party animals, and they won't know until we find a way to entice them to one of our conventions.

Coincidentally, one of the main items on the Board's November agenda was a branding initiative. "Branding" is a marketing term, related to the way a company uses advertising, unique design or image, and other means to improve the way it is perceived, and to make consumers associate specific products

***Continued on page 5 (Branding)...***

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**Branding.....from page 3**

with that company. With the aid of a consultant, we are examining how CSI is perceived both inside and outside the organization. The intent is to make CSI more visible in the construction industry, through promotion of the value of CSI membership, certification, education programs, and other CSI activities. In many areas, the consultant report affirmed what we already know. Although CSI is seen as an organization that made important contributions to the development and consistency of specifications, it is also seen as an organization that is out of date, non-responsive to new trends and technology, and irrelevant in today's world. While the industry is aware of what CSI has done with the organization of information and paper documents, our work with other organizations in the advancement of CAD standards and overall classification systems is little known. We cannot grow if we are seen only as "those people who write specifications" and we cannot survive if we are seen as a herd of dinosaurs. Young professionals are products of the computer age - multitasking, always on the go; consumed by more demands from work, home, and *relaxation* than any previous generation; accustomed to instant response to every need, not willing to wait for a slow-moving organization that doesn't look all that exciting. Restructuring CSI's website is an important part of the branding initiative. The Internet is where it's at today, and if our website doesn't immediately portray an organization that is current, active, and exciting, it does nothing to encourage membership - in fact, it drives visitors away. The current website has a lot of information, but it is difficult to access. The most frequently used part of the website is the member database, an indication that our own members either don't know what is on the site, or can't figure out how to get to it. The new vision is for a dynamic site, rather than one that is essentially a collection of static pages. One of the possibilities discussed is an interactive knowledge base similar to Wikipedia, which allows users to post and edit information that is then vetted by experts.

As the saying goes, "Perception is reality." The CSI convention has all the exhibits and education I saw at the Greenbuild conference, and more. But until we actively promote the benefits of membership and certification, what we have will remain a secret, and our membership will continue to dwindle.

*Sheldon Wolfe, RA, FCSI, CCS, CCCA  
Institute Director, North Central Region, CSI*

**Applying logic to an emotional issue**

*"I realize that command does have its fascination, even under circumstances such as these, but I neither enjoy the idea of command nor am I frightened of it. It simply exists, and I will do whatever logically needs to be done." Spock, star date 2821.5.*

I have long had great respect for those who serve our organization. Those who make the commitment to serve CSI at any level voluntarily give large amounts of their own time to try to make CSI better for all members. In general, the commitment varies with level of service, with region and Institute offices or committees placing increasing demands on volunteers. (Yes, there are exceptions; I know chapter officers and chairs who spend unbelievable amounts of time for CSI!) Serving on the Institute Board, or on Institute committees or task teams, often seems like a full-time job. Given what our volunteer leaders contribute to CSI, I am bewildered by the continuing presupposition that anyone who serves on the Board is evil, or at least seriously misguided. For some unknown reason, those who are elected to the Board immediately leave the ranks of "us" and become one of "them." Let me take a moment to emphasize the path to service: Board members do not *take* an office, they do not buy an office, they are not appointed to an office - they are *elected* by the members.

When I was elected to office, I didn't drink a special potion, I didn't pledge an oath to the Prince of Insufficient Light, and I certainly didn't sell my soul to the devil. I am the same person now as I was before, and the same can be said for all officers and directors. Board members are different from other members only in that they have offered to serve at this most demanding level. Yet this miraculous transformation from honest member to despicable despot is assumed to take place the moment officers and directors are elected. The truth is not nearly so dramatic as some would have you believe. In previous columns I have discussed unsupported conspiracy theories (MWGTW 02), the ridiculous idea that some Institute Board members want to take over the Institute (MWGTW 07), and the defined responsibilities of Institute directors (MWGTW 11). The plain and simple truth is

***Continued on page 6 (Applying).....***

**Applying...from p.5**

that there is little to gain from Institute service, but much to lose, and those who do serve do the best job they can for all of us. Please bear this in mind as you consider the governance recommendation that will appear on the February ballot. Some would have you believe there will be fewer opportunities for volunteers to serve CSI. Although the number of Institute Board members will be reduced, the regions will continue to need presidents and other leaders. In most regions, Institute directors also serve as president and vice president of their region. Assuming regions continue to have a president and vice president, the total of region and Institute leaders actually increases, from twenty-nine to thirty-two. In addition, a smaller Board will of necessity require more help from committees and task teams as they focus more on management than operations. The Board will set overall direction, and the real work will be done in committees and task teams.

Some would have you believe there will be less direct contact with the Board. In theory, this may be true, but in practice there will be little difference. Because Institute directors already act on behalf of all members, there has been no true representation in the same way as is in the US Senate or Congress. Board members will continue to attend region conferences, and Institute directors, who will be nominated and elected by the members, will continue to respond to chapters and regions. Chapter visits will no longer be the responsibility of Institute directors, but region presidents and vice presidents, who will be more in touch with their members than the smaller Board, will certainly continue to support their chapters in person as they do now.

Some would have you believe that smaller regions will be unable to participate on the Board. It always has been true that large regions have the voting power to do just about anything they want, but that power has never been exercised, for good reason. Although construction practices may vary from one area to another, the needs of members *as they pertain to operation of the Institute* are essentially the same across the country, so there is no motivation for a particular region to outvote all the others.

Taking the argument of under-representation to its logical conclusion, we should consider rotating offices among chapters rather than regions, as small chapters are less likely to get someone into office than larger chapters. Taking it one step further, we should look at

filling offices by lottery, to make sure that everyone has an equal opportunity to hold office. I'm sure no one would seriously consider either of these as viable options, as choosing officers solely to ensure that all chapters or members get to participate makes no sense; doing so would ignore the quality of the candidates in favor of filling a quota. Using that same logic, it makes no sense to choose officers based solely on region membership.

The nominating committee will continue to seek officer candidates from across the country, looking for the best-qualified members regardless of region or chapter size. In doing so, they will rely on region presidents to suggest the best candidates, just as region nominating committees rely on chapter presidents. They will also use evaluation criteria similar to those used by the existing nominating committee. For example, important criteria for a president-elect include service on the Executive Committee for two of the previous five years, with at least one year on the Executive Committee in the last three years. These guidelines were created to ensure that incoming officers have sufficient Board experience, and have been on the Board recently enough to ensure they know what the Board has been doing, and what its plans are for the future. Obviously, with no more Executive Committee, these guidelines will be changed, probably to cover service on the Board of any type.

On the whole, our members are as apathetic about voting in CSI elections as they are in governmental elections; just over twenty percent of members voted in our last election. The only thing that seems to draw voters is the election of directors, but even then, many candidates for Institute director run unopposed, reducing even this minor effect. The lack of multiple candidates in our current election process indicates to me that not too many people are interested. My experience on nominating committees at all levels has been that it is difficult to find even one viable candidate for any office. In many cases, candidates agree to run only after a fair amount of arm-twisting. When they do vote, most members probably vote for someone from their own chapter or region, regardless of the relative qualities of the candidates.

**Continued on page 7 (candidates).....**

**(Candidates) from p. 6**

This is a natural tendency that is difficult to overcome. Other members will "vote the bio", based on the assumption that a person with a lot of prior service would be better than one with less. Neither is a logical approach; it is only after years of involvement at region and Institute levels that members begin to know enough about members from other regions to make a sound decision. In this respect, there will be no detrimental effect from the lack of "representation" from all regions. I have no objection to members questioning any Board recommendation or activity; in the past, I have raised my own concerns. I do, however, detest personal attacks on those who are doing the work of the Institute, and I have no respect for those whose ranting borders on the obscene; neither approach deserves attention. As you ponder the governance recommendation, take the time to think it through as a business decision. Set aside emotion; consider reasonable objections, but ignore unsupported arguments; and remember that "we've always done it that way" is not a valid argument - nor is "we've never done that". Remember, too, that twenty-nine people, from different regions, chapters, and backgrounds, elected by the membership to lead our organization, believe this is an important step toward revitalizing CSI.

*Sheldon Wolfe, RA, FCSI, CCS, CCCA  
Institute Director, North Central Region, CSI*

**CSI – PAST, PRESENT AND FUTURE**

*Janet Piccola, CSI, West Region Director, Industry*

It was 1993 and I was putting the finishing touches on the Los Angeles Chapter's 40<sup>th</sup> anniversary book. I researched CSI's founders and included a history of the dynamic men who put a national 'face' on the Construction Specifications Institute. This group of architects came from all areas of the United States; and through their pioneering efforts, the Division 16 format was born. The founders of CSI were ahead of their time. They recognized a problem, created a solution and moved forward with results that are still in use by construction professionals throughout the United States today. This 'entrepreneurial' group acted in a decisive way on changes they knew to be necessary for their time (1953). I personally believe, if they were faced with today's challenges in today's world, they would have supported CSI's Governance vote whole-heartedly.

The Governance initiative your Institute Board researched, debated, and for which we voted unanimously was another historic moment for CSI. If we fast-forward to 2006, we see an organization steeped in tradition. We see an organization that fosters deep respect from its members. We have a national contingent of willing and able unpaid volunteers working to make the Construction Specifications Institute viable in a world of technology that is moving at lightning speed. Our new executive director has been selected. He was chosen out of a field of 150 applicants. He will be the face of the new CSI and is dedicated to accountable staff function and the efficient administration of CSI's initiatives. Our new executive director will allow the board to focus on Institute business. The Board will not be mired in administrative issues, as it has in the past.

The By Laws Changes are the result of 2 long years of discussion, debate and analysis by our Governance Task Team. The board debated for weeks on an on-line forum before the Board of Directors meeting. The Board debated and discussed the By-Laws changes, line by line, for a two full days. It was exhausting and exhilarating because we knew, in the end, that what we were voting on was a huge positive step for the future of CSI. You, our West Region Members, to use our experience to make informed decisions that support the long-term stability and growth of CSI, have elected us. We hope that all of you know how much we appreciate your confidence in us. We invite each of you to call or 'e' mail any questions or concerns you may have. Ed, Sheryl and I are available should you wish to discuss this important vote with us personally.

May I share the personal vision that made me give a 'yes' vote to Governance Change?

1) A Board of Directors elected by the members that represents a nation of Members. The Board will be smaller in number, and focused on Institute Business. This will be a Board that is able to make informed decisions on CSI Initiatives in a timely manner. This would not be an 'omnipotent' board, but one that focuses on member-driven initiatives that would make CSI relevant in today's fast-changing world.

***Continued on page 8 (Change)...***

*(Change) from page 7....*


2. A nominating committee that would review applications for Director positions as they become available. A candidate may not be selected from our Region. Is this problematic? I don't think it will be, as the Directors you elect in the future will be dedicated to serving ALL Regions. See Item 3, below, as I believe it has serious impact on the future growth of the West Region. (You will see a forum for member discussion and concerns. It contains all By Laws Changes, a Transition Chart and other data associated with the Governance Vote).
3. A President and Vice President of the West Region who can dedicate themselves solely to Region business. Two people who can support our chapters and support Region Initiatives without being pulled in other directions by Institute responsibilities that somehow tend to supercede our Region activities.
4. A stronger Region that is more focused on Region initiatives that can be supported by Institute staff who are allocated to us as additional support for marketing and development of Region programs. Will Region By Laws and Operating Guides need changes? Yes. Your Region Board will be looking into those issues.
5. An organization run on an 'entrepreneurial model'; one that is receptive to a new technologically based world. CSI can become an incubator and innovator of new ideas and be nimble enough to act on them. We CAN be the leader in construction technology once again.
6. The development of added Institute task teams, so that active, involved members can share their expertise and experience with the Board and other CSI members. The Initiatives that are brought to the Board by our members will necessitate the active involvement of many members.
7. An Annual 'Visioning Summit', a powerful once-yearly meeting to be attended by each Region's elected President and Vice President, as well as all Chapter Presidents. This will be the 'finger on the pulse' of CSI. It will be a way for Regions and Chapters to share, through their elected representatives, their wants, needs and concerns. This will be a powerful communications tool that is unheard of at CSI to-date. It will be the barometer for the Board, committees and task teams in determining future member-driven programs.
8. An Annual Meeting, held once yearly. Elimination of the 'delegate system' of attendance. The Annual Meeting will be open to ALL CSI Members wishing to attend and have a voice.
9. The development of new communications tools for use by our members, the Board of Directors, Institute Task Teams and Committees, so that everyone who wishes can give and receive information on items of interest to them.
10. An Institute Staff and Executive Director whose focus it is to administer the initiatives and programs of CSI. The Executive Director will be responsible for the evaluation of all staff functions and to adjust as need be to correct inefficiencies and/or problem areas. The Board of Directors will no longer be involved in administrative issues.
11. The establishment of an 'Implementation Task Team', whose job it will be to sort through the myriad of details, challenges and solutions to put the new governance model in place. The phase-out of the 'old vs. the new', will take about 4 years. This will allow time for a smooth transition and implementation of the Task Team's recommendations.

Read the changes carefully; ask questions, and most importantly – VOTE. We want to see a record turnout for this historic event.

**We need volunteers for other committee works, please contact any board member for information.**



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**ADVERTISING RATES**

We would like to remind all of our readers that the sole support for the monthly newsletter is derived from member and non-member advertising. For those of you currently advertising with us in Prerogative we would like to thank you for your continued support. For those who would like to place an ad in this monthly publication, support the chapter and get your name out to all of the membership, advertising rates are currently as follows:

	Members	Non-Members
Business Card	\$100.00	\$125.00
Quarter Page Ad	\$250.00	\$310.00
Half Page Ad	\$400.00	\$500.00

Note: Product Advertisement is a minimum of \$100 for one year.

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## Tangible Evidence Of Existence

*Imagine if you will, a warm sunny weekend in the Spring sometime in the future. Great day for a garage sale for sure.*

A car pulls up, a young man gets out and wanders through the items displayed on the tables for sale. His attention is drawn to a wooden box. Curiosity compels him to take a closer look. He opens the lid and inside are rows of badges in a rounded triangular shape. Each badge has a clip or pin on the back, and on the front are the letters "CSI". Each has a different name on it. He picks up one or two and examines them more closely. Finally, he turns to the person sitting on the side of the driveway and asks: "Do you know where these came from?" The reply is: "No, we inherited them from my grandfather after he died. The only thing I can recall is that he used to talk about belonging to something called 'Madison Chapter CSI'." "Madison Chapter CSI?" the customer asks. "I wonder what that was?" The seller replies: "I don't know, but I think it used to be a pretty well-known local society. Grandpa used to talk about getting a newsletter and going to meetings described in it." "Wow! A newsletter? You mean like printed, mailed out, and all that?" "Yep!" Replies the seller. "Nowadays, we have the technology to send virtual information that we all can access anywhere, anytime. Back then, not everyone had computers and e-mail and some of those that did have them weren't connected to a high speed, broad-band system. To save money, so Grandpa said, they decided to quit printing and mailing a newsletter and instead put it on a web site, and e-mailed copies to members."

"People back then were still accustomed to reading printed news papers and magazines, and when the newsletters stopped coming, many of them 'forgot' the chapter still existed and quit joining and coming to meetings. Of course, as Grandpa said, it didn't help things much when the board decided to quit meeting in person and started holding e-mail conferences. This, Grandpa recalled, eventually led to abandoning formal meetings with sit-down dinners and conversations. Instead, the chapter leaders felt that an interactive web site with a monthly topic, continuing education credits quiz, and a chat forum were sufficient, and they saved money, too." "Eventually, the novelty of an 'e-chapter' worn off and, faced with declining membership, revenues,

and a resounding lack of interest, the Madison Chapter of CSI vanished. Grandpa kept the badges, hoping that somehow, someone would call a meeting and send notice out in a newsletter, but it never happened. These badges are the last tangible evidence of the chapter's existence."

"There never was much evidence of the chapter's existence in the first place," the seller goes on. "There were the badges of course, a banner, a cash box, a bank account, and a few binders with copies of old newsletters someone put together, but that was about it. No one knows what happened to all that. Not much to show for an entity that lasted over fifty years. I think that when it was decided not to publish a newsletter any more - something that you could hold and read at your convenience - the chapter began losing its connection with people."

"The newsletter was tangible evidence that the chapter existed, was active, and was asking for participation in its events. Once the newsletter went to an e-format, it just wasn't the same. People forgot, and ultimately, it spelled the end of the chapter. Too bad; from the way Grandpa described it, it sounded like a fun thing to do once a month. I think I'll put the badges away; maybe some day they'll be needed again. Glad you stopped by anyway."

*Thomas E. Irvin, CSI, CCS, Madison Chapter*

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## CSI Governance Changes

*By: Edmund C. Buch, AIA, CSI, CCS,*

*Comments in reply to criticisms and concerns.  
Jan 8, 2007*

There have been many comments and questions from CSI members concerning the proposed governance changes. Many of these have been favorable toward the proposed changes. But there have also been many that are not. Most of these comments have come from long time CSI members including many Fellows and past Institute officers. A few of these comments have appeared on the 4specs.com website. Many more of them are available to chapter leaders on the Institute website in the Forums section under the heading, All Chapter Leaders Discussion, "Proposed Make Up of the Institute Board". In spite of the tone of some of these comments I think they have all been offered by members with a genuine concern for the future direction and health of the Institute. Those of us who served on the governance task team

**Continued on page 11 (CSI)...**

**(CSI) from p. 10...**

as well as others on the Institute Board are taking each of the concerns seriously. My comments in response to some of the more frequent concerns are provided below. I think the underlying reasons for most of the objections to the changes proposed are the result of basic misunderstanding of the purpose of the changes. The changes to governance are intended to make an entirely new board and, along with it, new methods for governance.

**Region Representation**

People are mixing up representative “government”, as we’ve had up to now, with “governance”. The two terms aren’t necessarily interchangeable since there are many kinds of governance. The new Institute Board is not intended to be a representative body, except that it will represent ALL the members as a whole. The intent is to disconnect the election of board members from the regions. Similarly, the regional geographic balance and the member classification on the Board have been deemphasized. So why make the change? One important reason, aside from it being a different philosophical approach to governance, is to insure an adequate pool of high quality board members. Consider that the West Region this year had to beg to find even one candidate to stand for election to the board in February. That’s one, not two so that we will have a choice. Fortunately, we have a good one and Duane Johnson will be a great board member. But going forward, will we be as fortunate? The West Region is not alone in this. The Northeast Region has had several of its representatives on the Board replaced for one reason or another in recent years. I think we have to accept the reality that there aren’t as many good people out there willing to serve. As a result, what do we do? Keep the present system and hope for the best or design a new system to address the situation and better insure a high quality board. The answer is clear to me and I hope you see this as well.

**Geographic Diversity and Membership Classification**

Similarly, in order to make it easier to find the best candidates to serve on the Board, it was our thought that there shouldn’t be limitations on either the membership classification or where the candidate lives. Again, the purpose is to make sure we have the best qualified candidates to serve. What difference does a Board member’s geographic or membership classification make anyway? I can’t ever recall having

concern with a Board member’s point of view based on whether they were an industry or professional member or the geographic region that he or she represents. Stop to think about this. If member classification and geographic location are important, what about the male/female distribution on the Board? We don’t need this.

**Institute Nominating Committee**

Another big concern is the composition of the Institute nominating committee. In the new structure the nominating committee will have increased importance since it will select candidates for the Board election from nominees put up by the regions. The concern expressed by some is that since the Board will have 3 of the 5 seats on the committee, it will be self perpetuating in terms of geographic representation, or point of view, or some other aspect. Unless one looks at this with a conspiracy theory in mind, a negative conspiracy at that, I’m not sure I see the problem. Even if there would be a problem, I think with elections each year, to say nothing of the furor that would arise at the annual member meeting, the problem will be self correcting. But, more important, I see the nominating committee as a committee of the Board as an improvement over the present nominating committee process. The most important reason for the Board to have a majority is so the Board is responsible for the outcome. As it is now, the board has almost no say in the nomination process. So who’s currently responsible for determining the slate of officer candidates?

**The Board Distancing Itself from the Membership**

People have commented that the new Board, with its focus less on day to day activities of the Institute and more “outward” toward the industry we’re trying to serve will distance itself from the membership. Nothing could be further from the truth. With the visioning summit to be held each year, the Board will have a chance to hear from each chapter, directly. This is a huge improvement and, in my mind, the most important part of the whole governance change. New ideas for products or services as well as criticism of Institute matters can be taken by any chapter straight to the Board.

**Board Workload**

Several comments have surfaced about the increased work load on the Board. This remains to be seen. While it’s possible this will occur, it also fair to

***Continued on page 12 (Workload)...***

*(Workload) from p. 11 .....*

note that if the new Board functions like the current Executive committee, the actual workload might be reduced since it will be a larger group to share the load. Travel to the regions will definitely be a problem that will have to be shared with a Board liaison group.

### **Board Self Evaluation**

The new Board has proposed a self evaluation process. This has been criticized as being ineffective. It will be as successful as the criteria developed and used to measure the Boards performance. However this is done, it is a step in the right direction given that the Board currently doesn't have any evaluation process.

### **Board Leadership**

Lastly, there is concern that the membership wasn't afforded an opportunity to participate in the governance change process. While it's true some of the recent communications could have been better, it's also true that had we opened up the process to the membership it would have delayed making ANY proposal for at least another year. NO, your Board handled this important issue the right way. A task team was appointed to see what's going on in other organizations. We hired an expert, (and carefully considered his advice), who has successfully guided many other organizations like ours through the same process. Based on this research and expert input, the task team formulated a recommendation for the whole Board to consider. It was debated and discussed at the Board meeting in November and was approved unanimously. That's what the membership elected the Board to do. We provided leadership rather than turn the process into a potential free for all. Because the proposed governance changes are significant, in order for them to take effect, the Institute by laws will have to be changed. They will be on the ballot for Institute elections in February. Agree with them or not, please vote.



**Knowledge for Creating and Sustaining  
The Built Environment**

## **Board of Directors Meeting East Bay/Oakland CSI Chapter**

Tuesday, December 19, 2006

### **Attendance:**

President: Matt Crawford (Present)  
 President Elect: Sandi Black (Present)  
 1<sup>st</sup> Vice President: Harry Haimovitch (Late)  
 2<sup>nd</sup> Vice President: Jose Mendoza (Present)  
 3<sup>rd</sup> Vice President: Michael Morris (Present)  
 Secretary: Fred King (Late)  
 Treasurer: Jerry Kendall (Present)  
 Professional Director #1: Bendrew Jong (Late)  
 Professional Director #2: Susan Spott (Absent)  
 Industry Director #1: Virginia Fereday (Absent)  
 Industry Director #2: Scott Tyson (Absent)  
 Advisor: Tian Feng (Present)  
 West Region Director: Mary Nowee (Present)

Call to Order: The President called the meeting to order at 5:10 PM.

**Agenda Additions** Honor the Memory of Ed Stucker, he will be greatly missed.

**Review of Minutes** The Nov 21, 2006 meeting minutes were accepted as corrected

### **President's Report**

**Matt Crawford:** Tabled the budget until the next meeting for discussion and / or approval.

**Treasurers Report** The last account balance on bank record was approx. \$14,398.

### **1) Unfinished Business**

**Procedures in Advertising with other Organizations:** Further discussion in the issue continued from our last meeting a motion was presented regarding a policy to include announcements in our media from other chapters & organizations. It was clarified that the board would evaluate the worthiness of "other organizations" prior to making any reciprocal agreements, which cleared the way for the formal motion.

Motion: For the Board to formally adopt a policy to include announcements in our print and web site media from other chapters & organizations free of charge as long as there was a reciprocal agreement. The motion was passed.

***Continued on page 13 (Report)...***

*(Report) from page 12...*

## 2) New Business

**Membership Growth:** Matt suggested that the chapter forward our Prerogative newsletter to at least one non-member each month with an invitation to attend an upcoming dinner program as a recruitment tool to help expand our membership. A list of chapter members was distributed to the board members. Matt encouraged each board member to review the list for members that they know who are not attending the dinner programs, and suggested that we personally invite them. It was also suggested that the Board e-mail non attending members an invitation to the next meeting as a membership drive. It was noted that we could bolster program attendance if our meetings were certified to provide AIA learning units. Harry will follow up on the procedure with the AIA to provide learning units.

**Mailing List for marketing:** Matt and Sandi requested that the chapter compile an excel data base mailing list, similar to our liaison list, to be used for future marketing. Matt will put together the format and will solicit members for contact information of future marketing prospects from members.

**Chapter Roster:** It is time to put out a new roster. Matt is looking for an electronic copy of our last roster to use as a starting point. Fred will talk to Harold about getting a copy for Matt..

## 3) Committee & Region Director Reports

**Advertising** (Jose Mendoza) - No Report

**Awards** (Mary Nowee) - No Report

**Bylaws** (Wally Holmen) - No Report

**Certification** (Matt Crawford) -Matt has received the CDT class material and he is looking for two to four teachers for two Saturday programs.

**Education** (Michael Morris) - Michael is working on the IBC seminar and is in talks with CABO and ICC. CABO will put on the program if the chapter arranges the venue, food, and advertising, with the income being split 50/50. Anticipated schedule would be in April.

**Finance** (Jerry Kendall/Sandi Black) - No Report

**Golf** (Jose Mendoza/ Matt Crawford) - No Report.

**Green** (Tian Feng) - No Report

**Historian** (Harold Hayashi)- No Report

**Technical** (Tian Feng)- No Report

**Liaison** (Wally Holmen) - No Report

**Membership** (Harry Haimovitch) - Plus or minus 100 members.

**Nominating/Program** (Sandi Black) - January's program is "Developments in Copper", and Hilti will host February's "Fire Stopping"

**Product Show** (-----) - No Report

**Planning** (-----) - No Report

**Publications** (Jose Mendoza) - Draft January Prerogative is out for proof reading. Tonight's write up is to be added.

**Student Activity** (-----) - No Report

**Tabletops** (Wally Holmen) - No Report

**Web Site/Newsletter:** (Jose Mendoza) - December 15<sup>th</sup> was the deadline for the January issue. Jose will distribute articles for proof reading and Harry will help with editing.

**West Region Director** (Mary Nowee) - No Report.

**5) Adjournment:** 6:22 PM

Next Board Meeting: 5:00 PM on Jan 16<sup>th</sup> – H's Lordships

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**Certified Construction Specifier (CCS)**

**Certified Construction Contract Administrator (CCCA)**

**Certified Construction Product Representative (CCPR)**

## BOARD MEMBERS

**President:** Matt Crawford, CSI CCPR  
**President Elect:** Sandi Black, CSI  
**1st Vice President:** Harry Haimovitch, CSI, AIA  
**2nd Vice President:** Jose Mendoza, CSI, EIT  
**3rd Vice President:** Michael Morris, CSI CDT  
**Secretary:** Fred King, CSI  
**Treasurer:** Jerry Kendall, CSI  
**Professional Director #1 :** Bendrew Jong, CSI, FAIA  
**Professional Director #2:** Susan Spott, CSI, CDT, RCI  
**Industry Director #1:** Virginia Fereday, CSI  
**Industry Director #2:** Scott Tyson, CSI, CDT  
**Advisor:** Tian Feng, FCSI, AIA

## COMMITTEE CHAIRS

**Awards:** Mary Nowee, CSI, CCS, RA  
**Certification:** Susan Spott, CSI, CDT, RCI  
**Education:** Michael Morris, CSI CDT  
**Finance:** Jerry Kendall, CSI,  
Sandi Black, CSI  
**Golf:** Matt Crawford, CSI,, CCPR  
**Green:** Tian Feng, FCSI, AIA  
**Historian/Roster:** Harold Hayashi, CSI, CCS  
**Liaison:** Wally Holmen, CSI, CDT  
**Membership:** Harry Haimovitch, CSI, AIA  
**Nominating/Programs:** Sandi Black, CSI  
**Technical:** Tian Feng, FCSI, AIA  
**Teller/Tabletops:** Wally Holmen, CSI CDT  
**Web site/Publicity:** Jose Mendoza, CSI, EIT  
**West Region Director:** Mary Nowee, CSI, CCS, RA

(See page four for contact information )

## East Bay Oakland Chapter CSI

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First Class Mail

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