



President Vivian Volz

PRESIDENT'S MESSAGE

By Vivian Volz, RA, CSI, CCS, LEED AP

Welcome to the new CSI year! Let me start by thanking the San Francisco Chapter for your confidence and support. You elected your whole board unanimously, with a voting turnout of better than 30 percent. That kind of participation and support would put a real charge into any of our efforts, so I hope it signals the start of a good year.

As Larry Fosnight and I told you last month, the chapter is due for some strategic planning in the form of a five-year plan. That's an all-hands-on-deck effort, so I hope you will share your personal wishes for the chapter with your leaders during that time. I, too, have personal goals for the chapter, so I'll share them with you now.

No One Serves Alone. It's said that many hands make light work. It's also said that committees are like herding cats. The truth lies somewhere in between, of course. Unfortunately, our chapter has a number of committees, leading serious efforts that matter to us, whose chairs serve that effort without any other committee members. Every one of those chairs needs a mentor who has done that job in the distant past, or an energetic partner who wants to learn a new task, or possibly both. Mentor-Protégé pairs are especially effective at performing important jobs, and passing them down without losing continuity. Together with a volunteer coordinator, I hope to match mentors and protégés to put new life into our most important committees

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MARK YOUR CALENDAR!

August 11 – Dinner Meeting

September 8 – Dinner Meeting

September 30 - October 3
 West Region Conference
 Tenaya Lodge, Yosemite

October 13 – Dinner Meeting

November 10 – Dinner Meeting

December 9 – Holiday Party

OUR MEETING PHOTOS ARE AVAILABLE FOR VIEWING!

You'll find a link on our website
www.csisf.org

On the drop-down menu
 under Membership



Steve Teeple, Doris Mosblech, Bob Mosblech, and Jack Klemeyer



San Francisco Chapter Construction Specifications Institute

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and task teams. The most important message is this: if you are called to serve and you choose a job, you won't be serving alone.

Communicate Better. CSI's mission is all about communication, and our chapter's tools are rusty. We have a dedicated team, but the process is frustrating and the results are sometimes embarrassing. The board decided in June to accept the Institute's help with our communications by moving our web site onto a CSI Micro-Site. These sites are well integrated into the Institute's site, and they're easy for chapter members to build and update, without the need for an outside webmaster. With an attractive, modern web site with up-to-date information, we'll have better communication with our members. Better yet, we'll have a site that we're proud to send visitors to, which makes it easier for all of us to communicate the mission of CSI to our community.

CSI Pride. We have a lot to be proud of. Don't get me wrong, we also have plenty of work to do to be prouder of our chapter and its part in CSI. But we have exciting programs that draw big crowds. We have a value proposition like no other organization: where else do team members from every discipline in the AEC industry get together? The more effective we get at serving together, and the better we get at communicating, the prouder we will all be of our chapter.

Do you see it? Close your eyes and imagine your effective, communicative chapter. What imagined success would make you proudest? Now, what will it take to make it happen? And what part would you like to play?



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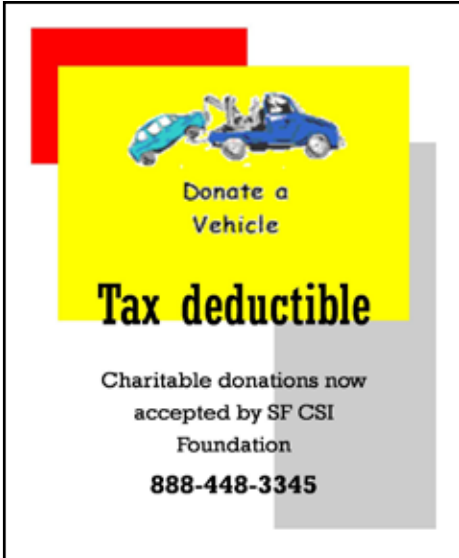


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Ron Ronconi, Kitty Myers, Carolyn Klemeyer, and Bryan Varner with their Silent Auction donations



MEMBERSHIP REPORT
 By Paul Miller, Membership Chair

RENEWING MEMBERS, SPRING 2010

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- Julie E. Barrett, CDT
- Ron L. Bishop
- William Buchholz, AIA, CCS, LEED AP
- Paul L. Dachauer
- Matt Davis
- Douglas W. Day, FCSI, CDT
- Richard S. Flood, AIA
- Norda Fong
- Johnnie R. Fudge, CCA
- Arthur N. Gilbert
- Sarah Guttman
- Jacob I. Habache, PE
- Dean Habegger
- James Hutton, AIA, LEED AP
- Bryan Jones
- Roland G. L. Lau
- Olof Malmquist, Jr.
- Merideth Marschak
- Lester G. Meu, AIA, CCS, CCA
- Robert J. Mosblech, FCSI
- Brian R. Neumann, AIA
- Elizabeth H. Porter, AIA, CCS
- John A. Raeber, FAIA, FCSI, CCS
- Larry K. Seaman



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EDITORIAL POLICY

1. To inform members of the Chapter and Institute goals and activities directed toward these goals;
2. To inform members of the Chapter and Regional activities, Board actions; and
3. To provide a forum for all members.





WEST REGION CORNER

By Duane M. Johnson
West Region President

This is my last article as your Region's leader, and it is the hardest one I've had to write. I've started it a number of times since coming back from the Institute Convention with lots to talk about, but it just wouldn't flow as usual, so I'd put it off. I think it's the reality that it will be my last one, and once it's finished, I can't correct it or add something next time that I forgot about. So it had to be perfect. But like most things in a volunteer organization, it won't be perfect. You just do the best you can to advance the ball and trust the next person to keep it going. Three years ago when I took the job, it seemed like such a long term that it would be "easy" to get everything done. But now that seems like just yesterday and I've still got a few items left on the "To Do" list.

By the time most of you read this, there will be only a few days before the baton change for the next leg of the CSI Relay. I've had the honor of being the last West Region Director to serve concurrently as both the Region President and the Institute Board member. This has given me great understanding of how we all fit in the overall master plan, but it can be very overwhelming at times. I supported the Governance change to split the job into two positions & to make the Institute Board a smaller, more flexible pro-active body in this BIM world and allow the Region President to concentrate on region needs. In the enviable tradition of this West Region, two able leaders have been selected to serve, and I'm very comfortable handing the reigns over to each of them. To their credit they have already started the transition.

At the recent Institute Board meeting in Philadelphia, Stephen Nash of the Honolulu Chapter embraced his "director-in-training" status as we talked politics in the hallways over a Philly Cheese Steak, and he was able to make some good points during Saturday's informal Board session. Craig Mount of the Los Angeles Chapter, our incoming Region President, placed his personal stamp on the Region's well known attitude of seeing most ceremonial rules as just "suggestions" when we need to support our members. In a grand show of support for the many Region members and Chapters getting awards at the Annual Meeting, he and his "stealth" crew managed to get "contraband" balloons into the meeting to vividly decorate our region's seating area, and made sure each recipient's honor was greeted with a loud roar. You could describe the room in two parts; there was the "colorful, wild west" and various other shades of beige.

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Duane Johnson



Suk-King Yiu and Vivian Volz



Check-in Table



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Jim Balboni, FCSI

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At this same Annual Member meeting, the room finally had an issue to vote on (thanks to the LA chapter for taking the lead and submitting a recommendation born out of debate at our region's mid-year Board meeting). By an overwhelming vote, the body has recommended that the Board place on the ballot again the issue of combining the "Professional" and "Industry" member classifications into a single category. There was spirited debate bringing up good points on both sides. I mention it in this article in the hope that each Chapter will promote this debate and individual members will use the various CSI electronic sites to participate in the discussion. In the last election it got a majority vote but fell just short of the required 2/3 count to pass. Many members said afterwards that it was not clearly understood. This is the chance to make sure it is clear, and then we'll live with the results.

As I said earlier, one of the advantages to serving on the Institute Board is that you get a sense of how your Region is doing compared to the rest of the country. So as I as I turn over the gavel, I feel our Region is generally in very good shape and is seen by the others as a dynamic place. This is no more clearly shown then by the number of Institute dignitaries who request to come to our events. We will see this again as the Institute President, Dennis J. Hall, FCSI, CCS, CCCA, FAIA, SCIP will be attending this fall's Region Conference at Yosemite (I hope you already have it on your Outlook calendars). Also later in June, we will have the Institute Executive Director, Walt Marlowe, coming to southern California for a repeat of the Chapter leader meeting we did in the Bay Area and Sacramento a little over a year ago. He also will be attending the LA and San Diego Chapter installation dinners. These opportunities to meet the two top leaders and have substantial one-on-one dialogue are invaluable to making sure we are heard "way out here" in the West.

Finally I leave with only one significant but very frustrating concern. According to the latest MEMCOMMunication (that I hope all Boards actively discuss monthly), with only one quarter to go in FY10, just two West Region chapters are gaining members. Inland Empire and San Diego are up and Redwood Empire is staying even. All of the others are losing from 6% to about 42%. Our Region's average was -8.3% with the Institute wide average at -6.84%, which puts us in the bottom 1/3. Part of it frankly is just chapters being under-committed or too complacent in their membership follow-up. There are chapters that are gaining members in this economy, but the secret is retaining those that you already have. The latest issue of MEMCOMMunications does a good job of discussing retention and

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Alan Tokugawa, FCSI



San Francisco Chapter Construction Specifications Institute

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continues to talk about Best Practices for getting that Chapter-wide Membership committee. So I hope as we re-energize our Leadership training and strive to be a “Go To” education source and show genuine membership appreciation throughout the year, we will more clearly show the value of CSI membership to individuals, their employers and our construction industry as a whole. This is why I have stayed so passionate about CSI all these years and have used it to help educate our firm’s staff through technical activities and introductions to knowledgeable product reps.

I will thank many of you at the Awards ceremony at this fall’s Region Conference, but there are many others who have helped me in other ways to support our Region and have made these past 3 years a wonderful experience.

Good Luck Craig and Stephen, I’m confident you can take us to that next level (you know my phone number if you need some sage advice).

Finally, congratulations to our Region’s latest Fellow, San Francisco’s own, Robert J. Mosblech FCSI, CTC, a much deserved recognition of a job well done.



Paulette Salisbury, FCSI



Douglas Day, FCSI



Bob Mosblech, FCSI and Duane Johnson, FCSI at Construct 2010



Jack Klemeyer, FCSI



Julie Barrett received the Rising Star Award; presented by Awards Chair Michael Wolfe



Bryan Jones received a Chapter Service Award



Another Chapter Service Award went to Tim Maliepaard

SAN FRANCISCO CHAPTER AWARDS 2010

Rising Star Award

Julie Barrett, CSI, CDT

In recognition of the outstanding leadership, enthusiasm and passion you have demonstrated in organizing and selecting our Chapter meeting programs.

Chapter Certificate of Appreciation

David Ingram, CSI

In recognition of the outstanding service you have provided as Chapter Treasurer by automating processes, driving efficiencies, improving cost controls, and most importantly, assisting in returning the Chapter to financial stability.

Gus Tsopanakis Memorial Award

Eric Patricio, CSI, CCPR

In recognition of your active participation each month as a Greeter on the Hospitality Committee, and your willingness to take on the responsibility of reintroducing and maintaining the Chapter Name Tags.

Chapter Commendation

Larry Fosnight CSI, CDT

In recognition of your outstanding efforts as Chapter Secretary and your demonstrated leadership as Chairman of the highly successful ProFair 2010.

Chapter Certificate of Appreciation

Vivian Volz, CSI, CCS, LEED AP

In recognition and appreciation of your wise counsel this last year, the endless energy to lead vital Committees such as the Certification Committee and the Website Committee and Task Teams such as the Communication Strategy Task Team and always embodying the ideals and philosophy of CSI

President's Certificate

Michael Wolfe, CSI, CDT

In recognition and appreciation of your wise guidance as advisor, unflinching accessibility, extensive knowledge of all things CSI, and your willingness to assume the responsibilities of the Awards Committee Chair.

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President's Certificate

Bob Mosblech, FCSI

In recognition and appreciation of your wisdom this past year, unflinching accessibility, extensive knowledge of all things CSI, service as West Region Director, and head of the Long Range Strategy Task Team.

President's Certificate

Alann Ramirez, CSI, PE, J.D.

In recognition and appreciation of your wise guidance as a member of the Board these past many years and willingness to undertake the task of developing a Chapter Operating Guide

President's Certificate

Peggy White, CSI, CCS, CCCA

In recognition and appreciation of your wise guidance and efforts in updating the Chapter's Bylaws to meet new Institute standards.

Chapter Service Award

Tim Maliepaard, CSI, CDT

In recognition of your outstanding efforts as Chair of the Hospitality Committee, your success in bring back "Real Name Tags", your enthusiastic support of the Foundation raffle, and your warm friendly greeting of guest and members.

Chapter Service Award

Stephen A. Teeple, AIA, CSI

In recognition of your efforts as Chairman of the Green Committee, member of the Program Committee and active member of the Board.

Chapter Service Award

Gloria Abston, CSI, CCS, CCCA

In recognition of your efforts at coordinating the hotel accommodations each month, insuring that all receive the friendly postcard meeting remainder and as an active member of the Board as a Director-Professional.

Chapter Service Award

Bryan Jones, CSI

In recognition of your participation on the Board as Director - Industry, your unflinching accessibility and mentoring of new Board members and the very positive approach you bring to all things CSI.

Chapter Service Award

Richard Blach, CSI, CDT

In recognition of your efforts as Director - Industry, your participation as a member of the Program Committee and your steady support of the goals and activities of the Chapter.



Steve Teeple received a Chapter Service Award



Bob Mosblech and Michael Wolfe both received a President's Certificate



Eric Patricio received the Gus Tsopanakis Memorial Award in recognition of his work in welcoming us to meetings

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Treasurer Dave Ingram received a Chapter Certificate of Appreciation



Vivian Volz received a Chapter Certificate of Appreciation



Betsy Porter was surprised to receive a Continuous Service Award for her work as newsletter editor

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Continuous Service Award
Elizabeth H. Porter, AIA, CCS

In recognition of your continuous service to the Chapter as Editor of our newsletter and unofficial photographer and your tireless support of Chapter activities.

Chapter Service Award
Paul Miller, CSI, CCPR, LEED AP

In recognition of your continuous service to the Chapter as Chairman of the Membership Committee, your single focus at always striving to increase Chapter membership, and your willingness to assume additional Chapter responsibilities.

**CURMUDGEON'S CORNER:
 SUCCESS STORY**

By Sheldon Wolfe, RA, FCSI, CCS, CCA

We are approaching the fiftieth anniversary of the publication of two seminal documents for the construction industry: "A Tentative Proposal for a Manual of Practice for Specification Writing Methods", and "The CSI Format for Building Specifications". The first led to the publication of CSI's first Manual of Practice (eventually becoming the Project Resource Manual), the second to MasterFormat.

Although MasterFormat is more widely known and used, the original Manual of Practice (MOP) embodied the essence of CSI's raison d'être - clear communication in construction documents. Along with MasterFormat, the MOP provided impetus for CSI's growth through the end of the twentieth century, as design professionals across the country sought to improve their specifications. Despite its relative obscurity, I believe the MOP's significance was second only to MasterFormat and AIA's contract documents in the world of building construction.

In 1947, the founders of the Construction Specifications Institute expressed five goals for the new organization:

- Standardization of building codes
- Better specification writing
- Simpler specifications
- Standardization of specifications for public works
- Greater efficiency and cost effectiveness throughout the industry
- Let's look at how these goals are related to the Manual of Practice and MasterFormat.
- Standardization of building codes

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Other than the basic principles of “say it once” and the four Cs, the Manual of Practice and MasterFormat appear to have little relevance to building codes. I don’t know how much impact CSI or its members had, but some progress toward standard building codes was made with the introduction of the IBC. The result is somewhat misleading, though; most of the US has adopted the IBC, but virtually every state and locality has modified it.

Better specifications

In my first job as a specifier, I worked at the University of Minnesota, which has an excellent records department. While there, I was often thankful for the University’s extensive record documents, including those for several buildings built in the late nineteenth century. Even that far back, most of the project manuals I looked at were well organized and easy to interpret. However, by current MOP standards, they had a number of deficiencies.

Document organization was not universal. The location of similar information varied from one project manual to the next, sometimes even when the project manuals were produced in the same office. Also, there was some tendency toward stream of consciousness specifying. The specifications might start with masonry, go on to carpentry, return briefly to masonry to specify mortar, and so on.

The 1964 publication of “The CSI Format for Construction Specifications” marked the beginning of a move toward standard organization of information. Today’s nearly universal acceptance of MasterFormat clearly makes it easier to prepare and interpret construction documents.

Simpler specifications

The MOP offered a comprehensive, logical way to organize and prepare construction documents that was based on two concepts; say it once in the right place, and say it correctly. In other words, communication in contract documents is most effective when sentences are simple, all necessary facts are included, and irrelevant material is excluded.

You likely learned the first from your parents, though they probably said “A place for everything and everything in its place.” In documents that comply with the MOP, every requirement is stated in a specific location, which makes it easier for both the writer and the reader to find the information they need.

The second is expanded in the famous “four Cs” - clear, complete, concise, and correct. Another way these can be expressed is, “Say



Bob and Doris Mosblech



Watching and photographing the presentation of awards



*Vivian Volz and her husband
Greg Epstein*

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exactly what needs to be said - no more, no less - in a way that can be easily understood.” This should be nothing new to those who are familiar with Strunk and White’s *The Elements of Style*, a standard reference for writers of all persuasions.

Standardization of specifications for public works

The founding members were, according to CSI, primarily “architectural specifications chiefs from various government agencies” who “discussed problems that resulted from non-uniform construction document policies.” We must admire their audacity in setting standardization of public works specifications as a goal. Had they been successful we would enjoy the benefits of standard specification format and content throughout the country, and neither specifiers nor bidders would have to try to puzzle out what each government agency is trying to say. Unfortunately, this goal has not been achieved, and, despite all the improvements that have resulted from CSI’s standards in other areas, government agencies remain the worst violators of the principles established by the *Manual of Practice*.

Typical government bidding requirements ignore the difference between bidding and contract documents; use a variety of terms interchangeably; scatter bidding requirements casually through the advertisement for bids, instructions to bidders, and bid forms; and include non-biddable policy statements and goals, and extensive excerpts from various laws and statutes; all with the unrealized intent of saving the poor taxpayer a few bucks - at least for the initial contract amount.

Those who interpret the rules seem to have trouble understand the meaning of “responsive, responsible bidder” and quickly back away from any threat of legal action. Bids are not required by law to be evaluated solely on the basis of low bid, yet that appears to be the most common means of evaluation.

Greater efficiency and cost effectiveness throughout the industry

This has been one of CSI’s great successes, due in part to its *Format* series documents, and in part due to its expansion throughout the country in the late twentieth century. Although there has been little success in bringing uniformity or simplicity to public sector documents, the rest of the industry has demonstrated acceptance and support of CSI standards. In the US and Canada:

- All major master guide specifications are based on *MasterFormat* and *SectionFormat*.
- The vast majority of design firms use *MasterFormat* and *Section*

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format.

- Manufacturers produce literature with MasterFormat numbers prominently displayed on brochures, binders, and technical information.
- There has been a great increase in the number of manufacturers offering guide specifications based on MasterFormat and SectionFormat.

It is hard to imagine doing business without the pervasive effect of CSI, and virtually impossible to estimate the effects on efficiency and cost that result from industry-wide acceptance of the Manual of Practice and MasterFormat. Without CSI's unifying influence, there might be several standards for writing specifications - or none at all. There might also be many filing methods; one office might file product literature by manufacturer's name, another by product name, and yet another by type of product. Some specifiers would begin their sections with a schedule, some with a list of products, and others with code information. And manufacturers would be less likely to present information in a common format, or to offer easily usable guide specifications.

Looking ahead

Although the wide implementation of CSI's Manual of Practice and Formats documents has been successful, work remains to be done, especially in the public sector. CSI should encourage government agencies to standardize and improve their construction documents through adoption of the principles of the Manual of Practice, and to encourage building code officials to learn and understand the organization of contract documents.

CSI got off to a great start; let's build on it!



Julie Head, Steve Teeple, and Liesl Morell



Dick Christensen, Julie Barrett, and West Region Vice President David Willis



The new board is sworn in by Paulette Salisbury



San Francisco Chapter

Construction Specifications Institute

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Knowledge for Creating and Sustaining the Built Environment

CSI membership is composed of a cross-section of the construction industry - architect, engineers, contractors, developers, manufacturers, suppliers and representatives from allied industries. Chapter activities reflect the unbiased concerns of the entire industry - not one section of it. Members through the Chapter, Region and Institute have the opportunity to contribute their views and experience to the improvement of specifications and other contract documents.

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