



**Specifics**



**SF CSI Chapter Meeting**

**Wednesday, October 13, 2010**  
**5:30 - 8:30 PM**  
**Castagnola's Restaurant**  
**286 Jefferson at Jones Street**

**PROJECT CONTROLS THROUGH BIM**

**Presented by Corrie Messinger**

With the increasing array of Building Information Modeling (BIM) for Virtual Design and Construction, a dizzying array of tools are becoming available to the AEC project teams. Corrie Messinger will discuss the variety of software categories used from design through construction and their various values.

Through project examples, this presentation will explore the opportunities for project returns from software tools, utilizing scripted modeling, parametric systemization, consultant subcontractor coordination, and productivity modeling.

As the industry enters the next generation of BIM, a greater understanding of project savings through schedule reliability and reduced waste will extend the dollars of tightening construction budgets. A balanced assessment of these factors can provide added value for a client in crafting a comprehensive business model.

***That's what SFCSI programs are all about ---  
Professional development for design and construction professionals.©***

**RSVP:** Please make your reservations **no later than Monday, October 11.**  
Go to <http://guest.cvent.com/d/hdqvk7>

**Cost is \$10 for members of the San Francisco Chapter, \$45 for all others.**  
**RESERVATIONS REQUIRE PRE-PAYMENT.**

**Place:** Castagnola's Restaurant  
286 Jefferson, San Francisco

**Time:** 5:30 PM - 6:45 PM    Social Hour  
7:00 PM - 8:30 PM        Dinner & Program

**Parking:** Parking is available at the Fishermen's Wharf Parking Lot at Jefferson and Taylor. Castagnola's validates your parking for up to 3 hours. Also accessible using BART, ferry, and Muni.



*President Vivian Volz*

**PRESIDENT'S MESSAGE**

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

**Dinner Meetings – Value for the Money**

Much of San Francisco CSI's mission is accomplished through our dinner meetings. We make unique, educational programs available to the design and construction community, and we use these programs to draw our community together for networking. We traditionally do this with cocktail hour and dinner before every program. For many of us, the value receive through our membership comes from the connections we make and the knowledge we gain at chapter dinners.

If you are a chapter member, you know that your \$115 annual San Francisco Chapter dues include money toward your attendance at dinner meetings. For many years, you've received this benefit in the form of two vouchers per year, good for one regular dinner meeting each.

The Chapter's Board and the Long Range Planning Task Team have been carefully considering how to reallocate the dues to best serve our members and our community. The Chapter faces the same challenges that all associations face in this difficult economy; meeting price can be an obstacle to attendance, and membership costs have to be fit into smaller business budgets. At the same time, dinner and meeting room costs continue to rise. The Long Range Planning Task Team, headed by Bob Mosblech and advised by Treasurer Dave Ingram,

*Continued on next page*

**MARK YOUR CALENDAR!**

- September 30 - October 3**  
West Region Conference  
Tenaya Lodge, Yosemite
- October 13** – Dinner Meeting  
Projec Controls Through BIM
- November 10** – Dinner Meeting
- December 8** – Holiday Party
- January 12** – Dinner Meeting
- February 9** – Dinner Meeting
- March 9** – Dinner Meeting

**OUR MEETING PHOTOS ARE AVAILABLE FOR VIEWING!**

You'll find a link on our website  
[www.csisf.org](http://www.csisf.org)  
On the drop-down menu  
under Membership



*The Board enjoyed its first meeting in our new location*



# San Francisco Chapter Construction Specifications Institute

VOL. XLVI NO. 10 | OCTOBER 2010 | NEWSLETTER OF THE SAN FRANCISCO CHAPTER | CONSTRUCTION SPECIFICATIONS INSTITUTE

## Continued from previous page

reviewed dues income, other income, and the costs of meeting and running the Chapter. They proposed the following change at the September board meeting, and the Board passed the motion.

For the duration of the fiscal year, which ends June 30, 2011, regular dinners will cost \$10 for members of the San Francisco Chapter and \$45 for all others. If dinner costs change, the non-member cost will change to within one dollar of the actual per-person cost of attendance. Vouchers will be accepted for the remainder of the year for member dinners. This pricing plan mirrors that of successful West Region Chapters like Los Angeles.

How will this play out for our Chapter? We'll be watching carefully this fall and winter. If our average attendance is unaffected by the change, the Chapter comes out about even on dinner costs. However, the more likely scenario is that both membership and member attendance will increase, and that tabletop sponsorships will be more popular because of demonstrated high-volume attendance. This serves both our community and our organization's fiscal health.

Over the next few months, as word spreads about our new plan, I hope we'll see more of our members at dinners and more of our regular attendees joining our Chapter. Better attendance helps us get more from our meetings: better reach in our community, more contacts per meeting for attendees and sponsors, and more people learning the value of CSI.

We welcome your response to this change! Please contact any board member, or talk to Bob Mosblech for details about the decision process and projections.

Vivian Volz, RA, CCS, LEED AP  
President  
San Francisco Chapter, CSI



Mike McCarthy MBA CSI CCPR  
California & Hawaii Regional Manager

216 Avenida Fabricante 101 • San Clemente, CA 92672  
Office: (949) 493-5460 • Fax: (949) 493-5165 • Cell: (949) 412-3444  
Toll Free: (877) GO-4-STEGO (464-7834)  
E-mail: mikemccarthy@stegoindustries.com • www.stegoindustries.com



**KELLY-MOORE**  
PAINTS™  
The Painter's Paint Store

Eric Patricio, CSI  
Architectural Services  
Representative

1057B Commercial St.  
San Carlos, CA 94070  
(650) 595-0333  
Fax (650) 610-4212  
Mobile (650) 544-9759  
epatricio@kellymoore.com  
www.kellymoore.com

PREMIUM QUALITY PRODUCTS



**JKB** Architectural Specifications

Julie K. Brown, CSI, CCS  
Independent specifications consultant

17485 Monterey Road, Suite 203 Morgan Hill, CA 95037  
Phone @ 408.778.0633 ■ Toll Free @ 888.743.7441 ■ Fax @ 408.778.9195



Signing in; Dean Habegger, Bill Buchholz,  
John Raeber, Tim Maliepaard



**CSI CONNECTION**  
 Contributed by Vivian Volz, RA, CSI, CCS, LEED AP

**GreenFormat Welcome in San Francisco** – The City of San Francisco has included CSI’s GreenFormat ([www.greenformat.com](http://www.greenformat.com)) as a resource for green building! This is a welcome endorsement, as several of our chapter members were key players at GreenFormat’s inception. See the Building Materials page of San Francisco’s [www.sfapproved.org](http://www.sfapproved.org) site, where GreenFormat is described just the way CSI intends the site:

*This site does not try to define green. Instead, it provides extensive information on each product’s third party certifications, manufacturing and extraction locations & process, shipping materials, product lifespans, buyback/recycling programs, and other non-environmentally related testing info.*

Manufacturers, does this make you want to get listed in GreenFormat? CSI has continued its pricing discounts (at [www.greenformat.com/pricing](http://www.greenformat.com/pricing)) of \$295/year, plus only \$100 for additional products. Your participation will help GreenFormat achieve “critical mass” as a search resource for green products.

**UniFormat Update** – CSI and CSC have released UniFormat 2010. This new edition of UniFormat harmonizes with CSI’s suite of standards and formats, including MasterFormat’s 50 divisions and the new PPDFormat, which guides the development of preliminary project descriptions. The 2010 edition of UniFormat is the result of five years development effort, including five workshops and commentary on three public drafts, resulting in a major enhancement and improvement to the 1998 edition. The new version improves UniFormat’s ability to consistently serve its purpose:

*Because it breaks a facility into the systems that perform distinct functions – shell, foundation, interiors, etc. -- without naming the specific solutions used to achieve them, it provides a consistent method for tracking and estimating costs and evaluating options even before the design team has finished developing drawings and specifications.*

**Continued on next page**

**PUBLISHED BY THE PUBLICATIONS COMMITTEE**

**EDITOR**  
 Elizabeth Porter, AIA, CSI, CCS  
 Topflight Specs  
 55 New Montgomery Street, St. 805  
 San Francisco  
[porter@topflightspecs.com](mailto:porter@topflightspecs.com)

**MARKETING/ADVERTISING**  
 Rich Blach, CSI  
[rblach@tremcoinc.com](mailto:rblach@tremcoinc.com)

**PHOTO EDITOR**  
 Irwin Gozali, CSI  
[irwingozali@yahoo.com](mailto:irwingozali@yahoo.com)

**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.



# San Francisco Chapter Construction Specifications Institute

VOL. XLVI NO. 10 | OCTOBER 2010 | NEWSLETTER OF THE SAN FRANCISCO CHAPTER | CONSTRUCTION SPECIFICATIONS INSTITUTE

***Continued from previous page***

Perhaps another exciting part of the new standard, though, is the electronic formats in which it is made available. Digital editions of CSI Standards and Formats are now available at different prices according to the number of users licensed to access them:

- Single copy for up to 3 users,
- Site license for 4-10 users, and
- Enterprise license for 11 and more users.

The UniFormat 2010 edition includes the following documents:

- A searchable pdf of the full UniFormat document, including added descriptive information for titles and an index.
- A full listing of the UniFormat numbers and titles as an Excel spreadsheet for import into databases and other applications.
- A transition matrix between CSI/CSC UniFormat 2010 edition, CSI/CSC UniFormat 1998 edition, ASTM UNIFORMAT II, GSA UNIFORMAT, and NAVFAC UNIFORMAT.

These different formats help users integrate UniFormat into its software environments: BIM, estimation tools, and preliminary project descriptions, to name a few. CSI is smart to offer UniFormat in such flexible documents, which allow it to serve its purpose with more fluidity and accessibility than ever before.



*Our speaker, Matt Heberger of Pacific Institute*



*John Sellen and Patrick Raney*



*John McCaffrey, Michelle Chan, Bob Mosblech, speaker Matt Heberger. Matt and Michelle are newlyweds!*



*Jim O'Keefe and Bryan Varner*



*Alan Tokugawa and Dave Ingram*

**THE PACIFIC ENERGY CENTER**  
 at 851 Howard Street, San Francisco  
 Presents its series of Programs  
 Most are free of charge and carry  
 CEU credits.  
 Register at 415-973-7268 or  
[www.pge.com/pec](http://www.pge.com/pec)



*Amanda Edvarssen, Dave Falk, and Robert Cox*

**SAN FRANCISCO  
 BAY AREA  
 REGIONAL MATERIALS  
 DATABASE**

**San Francisco CSI Green Committee**

The Regional Materials Database lists over 400 manufacturers of building products and materials that are manufactured within a 500-mile radius of San Francisco, California. At \$125 for non-members and \$100 for members, it can save hours of searching for locally-made materials for your projects.

And now, by popular demand, two new discounts are available. If you were an Early Adopter of the Database and have your copy of the 2005 version, dig it out. It includes a key that gets you \$75 off the purchase of the current version. And if you are a student your price is \$25, member or not.

**Where can I get my copy?  
 Visit [www.csisf.net](http://www.csisf.net) today!**



*Jim Balboni and John Maillard*



**GO-TO GUYS**

by Sheldon Wolfe, RA, FCSI, CCS, CCCA, CSC

I recently received an e-mail from my local IMI (International Masonry Institute) representative, saying that she would be retiring in a few weeks. Even though I had known her all the twenty-plus years I have been a CSI member, and knew we were about the same age, it was a bit of a shock. After trying to convince her not to retire (not very hard), I thought about other favorite product reps - my go-to guys, some of whom retired or lost their jobs in the past couple of years.

Specifiers have a simple job; to know everything about everything. Which is interesting, given that they not only must try to keep up with new products and changes in old ones, but must somehow divine what it is that the rest of the project team has in mind. Of course it's impossible to know everything, so what they do know is phone numbers for their go-to guys. These are the people who have the right answer or know where to get it, help extract information from manufacturers' labyrinthine websites, respond quickly, and appear to remain unfazed by calls made just days - or hours - before bidding documents are issued. They're the ones who know not only their own products but those of competitors, and are able to offer advice about installation, maintenance, potential problems, and corrective measures for defects or failures beyond their control.

Thanks to years of experience, both good and bad, when I meet new reps I quickly develop a feel for their experience and knowledge, and my BS meter occasionally warns me that I'm not likely to get the straight scoop from a particular rep. I may call them later, but I remain uncertain about the value of what they say.

One thing that gives new product reps, if not instant credibility, a big step in that direction, is three letters on their business cards. You might think I mean CSI, but what I look for first is CDT; if I see both CSI and CDT, we're ready to rock! If the CDT isn't there, before they leave, they get a quick and friendly lecture about the value of CDT to a specifier. And if they are CDTs, I tell them how much I appreciate their efforts to understand construction documents. Although my go-to guys don't have to be CDT or CSI members, most of them are.

Not all of my go-to guys are product reps. Many of them are specifiers, architects, engineers, and others whom I trust in the same way as the product reps. Some of them I know only through online forums, but, as is the case with the product reps, most of them are CSI members.



*Castagnola's balcony attracts seagulls, who like to perch on the railing*



*Irwin Gozali will be our new photo editor!*

**Continued on next page**



*Dean Habegger and Land Weismehl*



*The wine raffle; Robert Cox just won a bottle of wine, and picks the next ticket.*



*Valerie Waldron*

***Continued from previous page***

I often am amazed at how personal business can be. In theory, you can get good information from any product rep, from any company's customer service department, or from any company's literature or website. And, also in theory, you'll get the same excellent support from those same sources. That being the case, I find it strange that a particular brand of hardware or roofing, for example, is dominant in one area while virtually unused in another. If one hospital or university believes it is the best option, why is it dismissed elsewhere?

The answer, unfortunately, is something that can't successfully be specified, but is realized only through personal relationships. It's the experience, knowledge, and trust that come from knowing that the person you're dealing with is someone you'll work with again, and will be there when needed. It's easy to specify that a manufacturer must have 24-hour service, or maintain a local parts center, but once the final payment has been made there isn't much an owner can do if those post-completion requirements disappear.

Perhaps more important is the confidence that this person will be not only honest, but will tell the whole truth. There are few things that will build credibility more quickly than a suggestion that the manufacturer's product may not be the right one for the job.

Just a few days ago, I put my network to the test. I got a call from one of our construction administrators, something about fireproofing. I thought I knew the answer, but to make sure I called my fireproofing go-to guy. She was on vacation, but answering machine included the name and phone number of someone who would fill in for her. A nice touch, better than the usual "press zero and take your chances."

At this point, one of Murphy's laws kicked in; the less time you have to get an answer, the more difficult it will be to find a person with the answer. I called the back-up person and got another answering machine, this one telling me only that the person I called was not available; no indication of when he would be back or how to contact anyone else. My next move was to pull up CSI's online member database, and search for people who worked for the fireproofing company. Several names appeared, and I recognized one of them as a person I had worked with several years ago and, fortunately, one of my go-to guys from that time. He was in, and was able to confirm my belief immediately.

Another recent experience, which also started with a call from a construction administrator, confirmed the value of go-to guys. This one involved a proposed substitution for a specified joint sealant.

***Continued on next page***



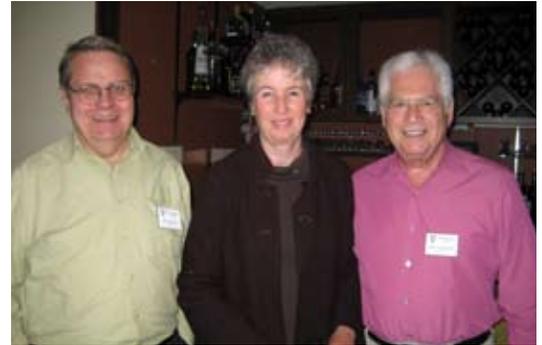
***Continued from previous page***

Again, my go-to guy wasn't available, but this time, instead of looking for another CSI member, I called the manufacturer's customer service number. During the conversation, the person who took the call told me several interesting things; among them that the company does not provide information about expected life of their products, and that there is little difference between polyurethane and silicone sealants. I asked for a recommendation for use with masonry, and was given the name of a specific product. While we were talking, I pulled up the data sheet from the manufacturer's website, and found that it made no mention of staining masonry, while another product specifically said that it was recommended for masonry. I asked about the second product, and was told, "Oh, you could use that one, too."

About then, I saw that I had another call coming in, from my go-to guy, so I took his call. He provided all the information I did not get from talking with the factory rep, recommended specific products, and discussed at length the differences between them. I couldn't help but compare my experience with the factory rep to that of buying a camera or computer from Target. The sales people are friendly and helpful, but their knowledge extends no further than the information printed on the outside of the box. Most calls I've made to manufacturers were much more satisfying, but I'll always prefer talking with someone I know to talking to a faceless person who might have started the same day.

There are times when I don't know anyone who is familiar with a given product. When that happens, my first stop is the member database, where I look first for certified members. When I find a likely source, I call and start by identifying myself as a CSI member, then go on to say that I found the person's name in the member database. Does that get me a better or faster answer? I'm not naive enough to believe that every CDT or CSI member is going to be the go-to guy I need, but thus far I have not been put off or disappointed.

The longer I do this job, the more I know how much I don't know. So here's to the go-to guys who make it possible!



*Dave Ingram, Meredith Marshak, and John McCaffrey*



*Alan Tokugawa with two of Castagnola's staff*



*Our welcomers; Tim Maliepaard and Bryan Jones*



*Wine winner Bryan Varner*

## **BUILDING A BRIDGE TO COMPATIBILITY**

Join us in San Francisco  
For the 10th Annual AAEE  
Airport Noise Mitigation Symposium  
October 3-5, 2010

Every year the Airport Noise Mitigation Symposium brings together airport noise personnel, consultants, manufacturers, contractors, and community leaders to share ideas about how to best plan and implement noise mitigation measures.

By using interactive roundtable discussions, expert presentations, and field trips to ongoing airport noise programs, the ANMS offers attendees the opportunity to learn from other programs and improve the efficiency of their own program or service.

Visit [www.noise-mitigation-symposium.com](http://www.noise-mitigation-symposium.com) to find out more, and register for the only symposium in the United States that focuses on topics directly related to airport noise mitigation.

### **The City and County of San Francisco Department of Building Inspection**

Presents a series of free  
**BROWN BAG LUNCH TALKS**

3rd Thursdays, Noon to 1:30 PM  
at 1660 Mission Street, Room 2001

Contact Laurence Kornfield  
415-558-6205



*Bryan Jones and Betsy Porter*



*Peggy White receives an award from President Vivian Volz and  
Past President Jim O'Keefe*



## WEST REGION DIRECTORY NEWS

By Ed Buch, CSI, AIA  
West Region Secretary

By now, you have received your 2010 West Region CSI Membership Directory. Contrary to our directory in past years, this year the roster for each chapter contains only home chapter members. This is an unfortunate situation since many of us are members of multiple chapters. As a result, the person you dine with at your chapter meeting every month may be a member of your chapter even though you don't see them listed in the directory. We sincerely apologize for this error in producing the directory.

It seems the problem resulted from incomplete membership data we provided to McGraw Hill. By our agreement with McGraw Hill, it is CSI's responsibility to provide McGraw Hill with the member data which they use to produce the directory. As we've done in past years, I requested the region membership spreadsheet from the Institute in May and forwarded it to McGraw Hill.

In other years, this procedure has worked with only minor glitches.

The problem wasn't brought to my attention until near the end of the proofing process when the Inland Empire Chapter noticed not all their members were shown. At that point, I wasn't sure whether or not this was an isolated problem. It was also getting too late to do anything about it since we had a production schedule to meet with McGraw Hill. After making the relatively few changes for the Inland Empire Chapter, I made the decision to proceed with the data CSI provided to McGraw Hill. Even assuming that we could have assembled the data showing members with multiple memberships, providing it at that late date would have meant more time and more cost for West Region, since McGraw Hill would have had to start over with their data entry and formatting.

This is really an unfortunate situation since the region membership directory has become such a useful member benefit. This usefulness will be diminished in 2010, along with the more important fact that each chapter's membership will not be presented accurately. We will make every effort to avoid repeating this mistake next year.





San Francisco Chapter

**Construction Specifications Institute**

PO Box 2356  
San Francisco, CA 94126-2356  
415-294-3800  
mail@csisf.org  
www.csisf.org

---

*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.

**Board Members 2010-2011**

President	Vivian Volz	415-244-6756	vivianvolz@comcast.net
President Elect	Larry Fosnight	707-238-5175	lfosnight@assaabloydss.com
Vice President, Industry	Tim Maliepaard	916-847-8447	tmaliepaard@oldcastlebe.com
Vice President, Professional	Stephen Teeple	415-777-9422	steeple@bparch.com
Secretary	Paul Miller	510-251-0582	paul.miller@grace.com
Treasurer	Dave Ingram	415-370-6331	daveingram@sbcglobal.net
Region Director	Robert Mosblech	650-954-5636	rjmosdal@flash.net

**Directors**

Director, Industry	Richard Blach	925-484-9223	rblach@tremcoinc.com
Director, Professional	Julie Barrett	650-464-2550	jbare_1999@yahoo.com
Director, Professional	Suk-King Yiu	415-690-9259	suk-king.yiu@hok.com
Director, Professional	Rick Scheuer	415-546-6033	rjscheuer@gmail.com
Past President, Advisor	Jim O'Keefe	415-310-5896	jokeefe@frazee.com

**Chairs**

Awards	Michael Wolfe	510-452-6383	mwolfe@scscertified.com
Certification & Education	Vivian Volz	415-244-6756	vivianvolz@comcast.net
Hospitality	Tim Maliepaard	916-847-8447	tmaliepaard@oldcastlebe.com
Fundraiser / ProFair	Larry Fosnight	707-238-5175	lfosnight@assaabloydss.com
Membership	Eric Patricio	650-610-4211	epatricio@kellymoore.com
Marketing	Rich Blach	925-484-9223	rblach@tremcoinc.com
Programs	Julie Barrett	650-464-2550	jbare_1999@yahoo.com
Publications	Elizabeth Porter	415-546-6033	porter@topflightspecs.com
Website	Lee Gauna	650-400-8465	lee.gauna@hilti.com
Operating House	Gloria Abston	650-598-7607	gjabston@msn.com

**Task Teams**

By-Laws	Peggy White	408-393-8422	peggy@white-greenspec.com
Operating Guide	Alann Ramirez	415-248-1284	alannramirez@hillintl.com
Long Range Strategy	Robert Mosblech	650-954-5636	rjmosdal@flash.net
West Region Conference 2012	Jim O'Keefe	415-310-5896	jokeefe@frazee.com
Strategic Communications	Vivian Volz	415-244-6756	vivianvolz@comcast.net