



DINNER MEETING

WEDNESDAY, JANUARY 8, 2014
6:00 PM – 8:30 PM

Castagnola's Restaurant
286 Jefferson at Jones Street

THE KEYNOTE CONTROVERSY

Speaker: John Patrick McCaffrey, FCSI, AIA, CCS,
SCIP - Independent Specifications Consultant, JPM
International, LLC

Why do we use keynotes? Is this the best solution? Where do we go next? Who's using keynotes? Is there a future for keynotes or is this an end note? Join John McCaffrey, architect, specifier, and dedicated advocate for drawings that communicate, for an exploration of the seemingly-endless controversy behind drawing keynotes.

John McCaffrey is an experienced architect writing specifications for other architects. He has been recognized by CSI for his dedicated service, both in elective offices and as a leader in the adoption of the Uniform Drawing System. He has also served as Vice-Chairman of the NIBS CAD Council Project Committee.

Learning objectives:

- Learn about the National CAD Standards and their impact on BIM, in particular the Notations Module.
- Learn how specifications are electronically linked to BIM.
- Learn how specifications use keynotes.
- Learn the value of using keynotes on Construction Drawings.

That's what SFCSI programs are all about ---

Professional development for design and construction professionals.©

RSVP: Please make your reservations **no later than Tuesday, January 7, 2014.**
Go to <http://www.cvent.com/d/24ql0v>

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: 6:00 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 Tim Maliepaard

PRESIDENT'S MESSAGE JANUARY 2014

It's that time of year again, with Holiday parties and hopefully Holiday cheer. In construction, it's been a busy year with many new opportunities. We are blessed to be working in and living in Nor Cal, especially in the Bay Area. Sacramento, Reno and Fresno areas are still lagging a bit behind. Let's hope that 2014 will be as busy as 2013 in the Bay area and that construction will pick up in the Valley.

Our SFCSI/ Santa Clara joint Holiday party was a real success. We had over 50 folks attending. The food was good, the company was fun, and there was a lot of dancing. Unfortunately I was unable to attend since I had another party in Sacramento – attended by over 600 construction folks! My lady works for one of the firms that hosted the party.

On February 8, 2014 our chapter will conduct an all day CDT Bootcamp at the office of Noll and Tam architects in Berkeley. The well respected instructor, Marc Chavez, is coming down from Seattle. Information on the price and registration is included elsewhere in this newsletter. If you haven't passed your CDT, I encourage you to attend.

On April 2, our San Francisco Chapter will be hosting our annual ProFair at One Market. There will be a product show, dinner, and speech by renowned Dr. Richard Jackson. He will speak about designing healthy communities. Anne Whitacre is looking for volunteers to help out with this major fundraiser for the chapter. Look for Anne's article in this newsletter. Soon, ProFair will have a website, and registration information will be on Cvent. Call Anne if you would like to help out.

Here's to a Great Holiday season and a Happy New Year. I look forward to seeing you all at our next meeting on January 8, 2014. It's been an exciting year with all our new members and events coming up. Cheers!!

Tim Maliepaard
President of San Francisco CSI
Senior Sales for Oldcastle BuildingEnvelope

MARK YOUR CALENDAR!

- February 8** CDT Boot Camp
- February 12** Dinner Meeting
- March 12** Dinner Meeting
- April 2** ProFair
- April 8** Dinner Meeting
- April 24-26** Region Conference, Hawaii
- May 14** Dinner Meeting
- June 11** Awards Banquet
- July 9** Dinner Meeting
- August 13** Dinner Meeting



San Francisco Chapter

Building Knowledge
Improving Project Delivery

VOL. L NO. 1 | JANUARY 2014 | NEWSLETTER OF THE SAN FRANCISCO CHAPTER | CONSTRUCTION SPECIFICATIONS INSTITUTE



Carl Falchetta enjoys cream puffs for dessert!



Master of Ceremonies, John Sellen



Liesl Morell, Ron Ronconi, Douglas Day



Eric Upchurch, MAS, CSI
Northern California
Regional Manager

Cell: (415) 346-1842 • Fax: (949) 325-2077
Toll Free: (877) GO-4-STEGO (464-7834)
e-mail: ericupchurch@stegoindustries.com • www.stegoindustries.com

KELLY-MOORE
PAINTS™
The Painter's Paint Store

Eric Patrielo, CSI
Architectural Services
Representative

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

PREMIUM QUALITY PRODUCTS

JKB Architectural Specifications, LLC

Julie K. Brown, CSI, CCS, SCIP
independent specifications consultant
jkb@jkbispecs.com

www.jkbspecs.com

90 West Main Avenue, Suite 8 Morgan Hill, CA 95037
Phone @ 408.778.0633 ■ Toll free @ 888.743.7441 ■ Fax @ 408.778.9195



Jerry L. Pozo, CSI, CDT, BS
Divisions 3-4-9 Technical
Specifications Consultant

Cell: 408.595.2031
Phone/Fax: 530.885.6828
E: jpozo@bmi-products.com

- Stucco
- 690 Plaster
- Tile Mortar
- Masonry Mortar
- Acrylic Finishes



BMI Products
of Northern California, Inc.
990 Ames Avenue
Milpitas, CA 95035-6303
Tel: 408.293.4008
Fax: 408.293.4103
www.bmi-products.com



Doris and Bob Mosblech

PUBLISHED BY THE PUBLICATIONS COMMITTEE

EDITOR

Elizabeth Porter, AIA, CSI, CCS
betsyhartporter@yahoo.com

MARKETING/ADVERTISING

Rich Blach, CSI
rblach@tremcoinc.com

PHOTOGRAPHER

Elizabeth Porter, AIA, CSI, CCS

GUEST PHOTOGRAPHER

Rietta McCain, CSI, CCCA, AIA, LEED

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.

CDT BOOT CAMP COMING FEBRUARY 8

The San Francisco Chapter of CSI is sponsoring a CSI CDT Boot Camp on Saturday, 8 February 2014. This program is preparation for the Construction Documents Technology (CDT) Exam by participating in a fast paced, intensive, one-day seminar in which participants will review primary documents used for the examination and the fundamental knowledge they contain. The CDT Boot Camp will enhance and supplement self-study efforts that focus on varied learning styles. This program will also benefit those seeking a general overview of the design-construction-facilities management industry.

Subjects covered include concepts to the basic understanding of the construction document process, project delivery, activities related to converting the owner's program into written and graphic documents, administration of the construction contract, and activities related to transition from construction to facility management.

The instructor is Marc C. Chavez, CSI, CCS, CCCA, AIA, SCIP, who works for Zimmer Gunsul Frasca as an experienced technical architect for the construction of new buildings, renovation of existing facilities, and writing specifications. The Boot Camp will be held at the offices of Noll & Tam Architects and Planners, 729 Heinz Avenue, Berkeley. Registration information will be available shortly from CSI. Fees are \$149 for CSI Members, \$199 for non-members, and a special discount rate of \$75 for SF-CSI Members and Chapter affiliated students. For additional information contact Lester Meu at lmeu@geomeu.com.

2014 REGION CONFERENCE IN HAWAII

Our Region Conference will take place in Kona, Hawaii, April 23-26. To access registration and hotel reservations, go to www.csihonolulu.org and proceed to the VOYAGES notification on the site.

COMING TO YOU! A NEW PROFAIR!

By Anne Whitacre

Mark April 2, 2014 on your calendar for an updated version of ProFair, San Francisco Chapter's premier product show and networking opportunity. This year, we're introducing a new format and a new location.

The event will take place in the late afternoon and evening, and feature table top displays, a dinner, and a nationally known speaker. Exhibitors will be asked to purchase either a half dinner table (4 seats) or a whole dinner table (8 seats), and invite their dinner table companions to join them. Don't feel limited to CSI members –please! Select your dining companions from among the various firms that you call on, and people who wished you called on. This speaker will be a draw.

Continued on next page

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 <http://sanfrancisco.csinet.org> today!

OUR MEETING PHOTOS ARE AVAILABLE FOR ONLINE VIEWING!

You'll find a link on our website

<http://sanfrancisco.csinet.org>

On the top toolbar



Vivian Volz and Liesl Morell

The City and County of SF
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
(Second Floor)

Contact Laurence Kornfield
415-558-6205

The Department welcomes you to attend a series of informal, general information talks presented at no charge to the public and City staff. Bring your lunch. Coffee and other drinks will be provided.



Paulette Salisbury, Fredrick Klemeyer,
Carolyn Klemeyer



John Sellen and Jim Morelan



Karen Wege, Albert Wege, Barbara
Brosh

Continued from previous page

Speaker: Dr. Richard Jackson, UCLA, and formerly of the CDC. Dr. Jackson has established “Designing Healthy Communities” and is a nationally known speaker who connects building design and construction with epidemiology. His latest book is *Designing Healthy Communities* (available on Amazon). Dr. Jackson graciously reduced his fee for us – because the construction community is one of his primary markets. See more at <http://designinghealtycommunities.org>.

Cost:

\$780 will buy you four seats at dinner, and one table top display.

The reduced price of **\$1500 will get you 8 seats at dinner**.

We are looking for special sponsors for cocktails and appetizers at a price of \$2000 each. And, we are looking for one more firm to sponsor Dr. Jackson – BASF has graciously committed to \$1250, which is half the speaker cost. We will provide promotional materials for sponsors.

For your public agency clients, the invitation is from the San Francisco Chapter of CSI, not from your product firm. This distinction has made it possible for this format to be used in Seattle for their comparable ProSpec.

Date: April 2, 2014 (Wednesday)

Time: 4:30-6:30 for trade show; 6:30-7:45 for dinner; 7:45-8:45 for speaker.

Location: One Market Restaurant, located at One Market Street, San Francisco. Parking is nearby. The location is one block from both BART and Muni stops and close to Ferry terminals and relatively close from the Bay Bridge. The date is before the first home game of the Giants - so we've done all we can to avoid traffic gridlock.

Web signup and location will be up soon.

Any questions: contact me, Anne Whitacre at Anne.Whitacre@att.net.

San Francisco Chapter

Building Knowledge
Improving Project Delivery

VOL. L NO. 1 | JANUARY 2014 | NEWSLETTER OF THE SAN FRANCISCO CHAPTER | CONSTRUCTION SPECIFICATIONS INSTITUTE



Paulette Salisbury bidding in the Silent Auction



John Sellen and Ron Ronconi



Hannah Moyer and John Sellen



Dave Rivera, designer of table center pieces



Robert Hemphill, Joseph Joslin, Dina Joslin, Peg Collins



West Region President Dave Willis



Rose Garrison, Carrie Berger, Julie Barrett



Bob Mosblech

WORST CASE By Sheldon Wolfe, Minneapolis – St. Paul Chapter



IN THE PUBLISHING INDUSTRY, IN E-MAIL, AND ON THE INTERNET, USE OF UPPERCASE IS LIMITED. STUDIES HAVE SHOWN THAT MOST PEOPLE FIND IT HARDER TO READ UPPERCASE, AND TODAY'S DIGITAL ETIQUETTE VIEWS USE OF ALL UPPERCASE AS SHOUTING. WHY, THEN, DO WE CONTINUE TO USE IT ON DRAWINGS?

One of the reasons architects and engineers have used only uppercase may have been the difficulty of learning to letter. I don't know what today's students think about lettering, but when I was in architecture school, developing a "hand" was seen as a critical part of the architect's identity. Shortly after graduating, I wrote a check at a department store. I still recall my swelling sense of pride when, after looking at the check, the cashier said, "Oh, you must be an architect!"

But for some reason, perhaps just laziness, mastery of uppercase letters was as far as most of us got; I recall only a few who extended their lettering skills to lowercase. Otherwise, I can't imagine why architects and engineers have limited their writing to uppercase, given the advantages of using mixed case.

There are many studies and many opinions regarding the benefits of mixed case lettering. Many claim the shape of the words affects recognition, the theory being that uppercase letters have no shape, while lowercase letters have parts that stick up above or down below the rest of the letters, making them easier to recognize. Others dispute that theory, yet still see evidence that comprehension is enhanced with mixed case text.

Some suggest that the effect is largely based on familiarity. Because we're accustomed to reading in mixed case, we do it well, but if we read uppercase all the time, we would read just as well. That makes sense; early in my career, when I frequently met with clients, I would

Continued on next page

Continued from previous page

orient the drawings for the client, and I eventually could read upside down text nearly as fast as right side up. Even so, we are surrounded by mixed case text, so why not take advantage of its familiarity?

The US government is convinced that uppercase makes reading needlessly difficult. The Federal Highway Administration has decreed that when road signs are replaced, the new ones must use mixed case. And, in April of this year, the US Navy announced a number of changes intended to improve communication, among them being the introduction of lowercase letters in the body of messages. It turns out that there once was good reason for the use of uppercase letters; early teletypes had no way to send lowercase!

I often wonder about the inconsistent logic applied to drawings and to text. Architects readily accept the importance of using line weight, poché, and white space to make drawings easier to understand. They correctly would reject the notion of using but one line weight, no poché, and crowding details together; after all, those actions would make the drawings harder to read! Yet many of those same architects care nothing about the fonts, line spacing, line length, and white space used in project manuals. Worse, a few of them see written text as another means of artistic expression, and choose fonts that are difficult to read. They simply fail to understand that poor text layout can interfere with comprehension.

Please - unlock that caps lock! Use mixed case!

© 2013, Sheldon Wolfe, RA, FCSI, CCS, CCCA, CSC

Follow me at <http://swconstructivethoughts.blogspot.com/>,
<http://swwspecifichoughts.blogspot.com/>,
<http://twitter.com/swolfearch>

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



John McCaffrey and Kevin Norman



John Johnson and Ron Ronconi



Ben Miller and Dave Ingram



COLD WEATHER PLASTERING

By Jerry Pozo

As I sit at my desk looking out over the first snow of winter in the foothills. Even in California, we are experiencing a cold period much like that in other states, where winter can come quickly and linger for months.

In construction, and particularly in my specialty of plastering, cold or wet weather can raise a number of problems, based on the project's location. Certainly plastering in the high Sierra, where snow and a hard-freeze are common, is different from plastering in Santa Clara Valley where cold means wearing a jacket.

During winter weather plastering, it is necessary to take precautions. I have been getting quite a few calls inquiring about plaster application in wet or freezing weather. Here is what you should know:

- Portland Cement Plaster can be used in any climate from arctic to tropical. It is not a fair weather cladding only.
- Plaster does better in cold climates than other exterior skins. It is often preferred for its low cost, longevity, minimal maintenance, and attractive appearance.
- THE IBC covers cement plastering in Section 2512.4 in Chapter 25.
- Respect the 40 Degree Rule on applying materials. When the temperature is 40 degrees and lowering, the wall must be kept above freezing temperature.
- If weather temperature should drop, then supplemental heat or tenting should be available.
- If the project is done during very wet or snowy season, the sub should include the cost of heating or tenting the walls in his bid.
- Light rain is OK, but heavy rains/downpours can contribute to problems affecting plastered walls.
- Curing of plaster is extremely important in periods of low temperature, to avoid efflorescence.
- Efflorescence (white crystalline deposits of salts), typically is a seasonal problem affecting surfaces that are damp, wet, or



Continued from previous page

cold for a period of time. (This may not be a contractor issue, since a combination of factors and events may happen at the same time.)

- One form of efflorescence can happen immediately, while another will appear much later.
- It is up to the plastering sub to notify the GC and Owner if weather is likely to have an adverse effect on his work.

Fortunately for all of us, California, and especially the San Francisco Bay Area, does not experience much of what has been referred to as Cold Weather Plastering. However, if you would like to discuss this issue further, or have specific questions or comments, please give me a call.

PLEASE REMEMBER: With stucco you can build a wall of any shape, and you can give it any texture you want. The creative possibilities are tremendous, because there are virtually no limitations to the effects you can achieve. All that's needed is the imagination and skillful use of quality materials.

JERRY L. POZO, CSI, CDT, BS
BMI Products
Division 3-4-9 Technical/Specification Consultant
Mobile (408) 595-2031
Office Phone/Fax (530) 885-6828
jpozo@bmi-products.com



Dancers at the Holiday party



John Sellen, Paulette Salisbury, Bob Mosblech, Merideth Marschak, Dennis Salisbury

OUR MEETING PHOTOS ARE AVAILABLE FOR VIEWING!

You'll find a link on our new website sanfrancisco.csinet.org.



Dancers at the Holiday party



*Building Knowledge
Improving Project Delivery*

San Francisco Chapter
Construction Specifications Institute
PO Box 2356
San Francisco, CA 94126-2356
415-294-3800
mail@csisf.org
<http://sanfrancisco.csinet.org>

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 2013-2014

President	Tim Maliepaard	916-847-8447	tmaliepaard@oldcastlebe.com
President Elect	John Sellen	415-430-8027	johnesellen@gmail.com
Vice President	Stacey Ver	415-515-4849	sver1250@gmail.com
Vice President	Julie Barrett	650-464-2550	jbare_1999@yahoo.com
Secretary	David Rausch	415-255-1811	drausch@d1m.com
Treasurer	Dave Ingram	415-812-6155	daveingram@sbcglobal.net
Past President	Linda Stansen	650-570-6411	stanspecs@comcast.net

Directors

Director	Bryan Jones	415-883-8221	bryan@xypexcal.com
Director	Ben Miller	619-248-1576	bmiller@gaf.com
Director	Merideth Marschak	510-649-8295	merideth.marschak@nollandtam.com
Director	Jerry Pozo	408-595-2031	jpozo@bmi-products.com
Region Director	Jim O'Keefe	415-310-5896	jokeefe@frazee.com

Committee Chairs

Awards	Linda Stansen	650-570-6411	stanspecs@comcast.net
Certification	Lester Meu	510-434-9888	lmeu@geomeu.com
Hospitality	Eric Patricio	650-610-4211	epatricio@kellymoore.com
Membership	Eric Patricio	650-610-4211	epatricio@kellymoore.com
Programs	Julie Barrett	650-464-2550	jbare_1999@yahoo.com
Publications	Elizabeth Porter	510-531-5360	betsyhartporter@yahoo.com
Website	Vivian Volz	415-244-6756	vivian@vvarchspecs.com
Nominations	John Sellen	415-430-8027	johnesellen@gmail.com