



FEBRUARY'S PROGRAM

PHOTO-RESPONSIVE CONTROLS FOR DAYLIGHT HARVESTING

Daylight harvesting is among the most promising opportunities to save energy and reduce peak electricity demand. This presentation is focused on strategies and technologies for photo-sensor based controls, covering existing and new/emerging strategies and technologies. Please join us for an evening of informative discussions on daylighting.

Participant Learning Objectives:

- Understand daylight harvesting promise and requirements
- Become familiar with photo-sensor based strategies and technologies
- Appreciate main issues and limitations of existing approaches to daylighting
- Become aware of new and emerging technologies in daylighting

Presenter:

Dr. Konstantinos Papamichael is a Professor in the Design Program of the College of Letters and Science and

the Co-Director of the California Lighting Technology Center at the University of California, Davis. He holds an Architectural Engineering degree from the Aristotelian University of Thessaloniki, Greece, a Masters in Architecture from Iowa State University with major emphasis in Building Science and a minor in Energy Systems Engineering, and a Ph.D. in Architecture from the University of California at Berkeley, with major emphasis in Design Theories and Methods and minors in Building Science and Computer Science.

Dr. Papamichael has been studying and conducting daylight and electric light research and development since 1980. He has been working on the development of energy efficiency strategies and technologies for buildings, focusing on fenestration systems and daylighting, as well as the integration of electric lighting and fenestration controls. Moreover, Dr. Papamichael has done extensive work on the design and development of computer-based tools that facilitate energy and environmental impact considerations for building design decisions.

WHEN: Thursday, February 4th, 2010

COST: No host bar, dinner is \$32.00 including gratuity and tax.

LOCATION: Biltmore Hotel and Suites
2151 Laurelwood Road, Santa Clara
(Montague Expressway & 101)

RSVP: Please make your reservations to Krista Nelson with choice of meal by noon on Tuesday, February 2nd.
email: krista@aba-arch.com
phone: (408) 535-2935

TIMES: Board Meeting: 5:00 p.m.
Social Hour: 6:00 p.m.
Dinner: 7:00 p.m.
Program: 8:00 p.m.

Guests are welcome • No-shows will be billed

MENU: Tossed salad; two crepes filled with chicken, spinach and cream sauce served on a bed of marinara; wine; dessert, coffee or tea.

OR

Tossed salad; fettuccine topped with fresh seasonal vegetables, tomatoes, fresh grated parmesan cheese and marinara sauce; wine; dessert, coffee or tea.

CONTINUING EDUCATION:

This program meets CSI/CEN and AIA/CES criteria. Participants will receive 0.1 hours of Continuing Education Units (CEUs) and 1 hour of LUS/HSW (learning units).



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PRESIDENT'S MESSAGE

BY HANNAH MOYER, CSI CDT AIA LEED

One of the best services provided by CSI is networking opportunities. But do we, as members, take advantage of this service to its fullest potential? Most of you know we architects and specifications writers can be a taciturn, introverted bunch, preferring to keep to ourselves or our small circle of friends and acquaintances. We may feel intimidated by the thought of having to put ourselves out there every month, doing our best to keep the interaction to a minimum, and rushing out of the room at the end of the evening, as soon as it is polite.

I recently listened to a very informative webinar produced by Society for Marketing Professional Services, titled "The Introvert's Secret to Networking," presented by Tim Klabunde, and had a number of revelations I would like to share with you. The sheer number of advantages to being an introvert when it comes to successful networking blew me away, and I think you all can take something away too, whether you are an introvert or an extrovert. Here are some highlights and pointers of the presentation:

The Introverted Networker

- We have been incorrectly taught that networking is part of the sales process. Networking is not about sales, but about building relationships.
- Introvert networking is different. It is building new relationships and helping other people. The big networking question is, "What can I do to help this person?"
- What does "help" look like? It is timely information, introductions, referrals, ideas, advice; you pick what you are comfortable with.

- Being helpful establishes your reputation.
- Introvert networking works because it focuses on building small, yet deep, mutually beneficial relationships.
- Networking is not an event, but rather an approach to building relationships.

Networking as an Introvert

- Getting involved in committees develops a baseline of relationships by working together. Being involved helps you establish new relationships and maintain existing ones.
- When first joining an association, to get over the hump of being the "outsider," you need to attend all the time. A good rule of thumb is that after joining an association, you must go to every association event for the first six months.
- Mind your posture. Good posture exudes confidence, and confidence attracts other people.
- How to break the ice? Ask yourself, "How can I help this person?" Ask event or association questions. Discuss the topic of the meeting.
- Do not hand out brochures (unless you are at a trade show); do not drop more than 2-3 names; do not show up late and leave early; do not talk too much about traffic and the weather.
- When networking, avoid the business card approach, the sales approach, the elevator speech (or at least recognized when you do not have to give the speech), or targeting a room.
- Do spend at least one minute speaking to someone; repeat their names; do not talk about business

PRESIDENT • cont'd on pg 8

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Chair Seat Open

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NEW MEMBER ORIENTATION

Have you recently joined CSI and are now wondering what is next? Or have you been a long time member and would like to know more about the opportunities and activities of the Santa Clara Valley Chapter of CSI? New and continuing members are welcome to join us February 4th from 6 to 6:30pm for our Member Orientation. Everyone can benefit from this informal, fast paced orientation briefing, including discussion of certification and networking opportunities, committees and opportunities for participation and professional outreach. Hear from existing members and voice your interests too. The Orientation will be conveniently right before the Chapter Meeting in February, hope to see you there!

Dawn Anderson, CSI, AIA
and Maia Gendreau, CSI,
CDT, AIA at the January
Chapter Meeting



MINUTES OF THE BOARD MEETING

CSI, Santa Clara Valley
(Draft, Board Approval Pending)
Place: Biltmore Hotel, Santa Clara
Date: January 7, 2010

Opening

The meeting was called to order by Chapter President Hannah Moyer at 5:01 p.m.

Attendees

Board Members

Hannah Moyer, CSI, CDT, AIA, LEED, President; Jim Morelan, CSI, AIA, Vice President; Maia Gendreau, AIA, CSI, CDT, Secretary; Jim O'Keefe, CSI, Immediate Past President; Rose Garrison, CSI, Industry Director; Joe Cota, CSI, Industry Director; Rietta McCain, CSI, CCCA, AIA, Professional Director

Committee Chairs

Dave Ingram, CSI

Minutes

The minutes of the December meeting were reviewed by those present. Item VI.A is amended to add that East Bay CSI is also using AON for board insurance. Notes are approved as corrected.

Treasurer's Report

Annual Budget: The board reviews the proposed budget and makes alterations. The budget needs to be

revised. Hannah will make revisions and email to everyone. The budget is tabled.

The membership dues form is due at Institute February 22. A motion is made to keep the dues at their current rate, motion seconded, passes. Cindy will forward to Institute.

Bank statement is circulated, reviewed. We are net positive starting the year.

Region Report

Mid-year meeting is scheduled for March 5 & 6 in Oakland. If the chapter has agenda items for the mid-year meeting they need to be given to the Region Director by late January. The informal speak-out meeting will be the Friday night preceding.

President's Report

No report. All items were covered under budget discussions.

Unfinished Business

None.

New Business

Strategic plan goals discussion is tabled for this evening due to time constraints.

Committee Reports

Membership

Orientation: The task team will meet this month. Rose will email the committee this month to organize the date.

Education Seminar

Maia distributed a proposal to the board of a Specification Writing seminar. It was distributed via email, see written report for complete proposal, a list of questions received so far and proposed budget. A short discussion on the issue of paying an honorarium ensued. Dave Ingram stated his personal opinion is that Chapter Members should not be paid for services provided to the chapter unless they are providing services that they perform professionally as a means of income.

Board consensus is to proceed with seminar.

Programs/Technical: No report.

Continuing Education

Tonight's program is registered. Rietta and Hannah have looked into being a provider for USGBC. In summary, it is quite costly and we only have a few programs per year that would qualify for their certification. Rietta does not recommend that we proceed with the USGBC continuing education

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MINUTES • from pg 4

program at this time.

Greeter/Raffle

Stephen Chee will assist greeting this evening.

Annual Roster

Chair seat open.

Editor

Deadline is Friday, January 8th, at noon.

Historian: No report.

Awards: No report.

Website: No report.

Operating/House

We have 23 attendees tonight.

Toys-for-Tots: No report.

Marketing Committee

Chair seat is open.

Operating Guide Task Team

See written report.

50th Anniversary Task Team (2010)

It is going to be a hard year. Currently funds have been raised so that we are at the break-even point for the cost of the venue. The committee is continuing to work hard obtaining industry partners. If funding sources are lacking, the Board could consider carrying the costs of producing historic documentation and other non-venue/celebration related items as Chapter expenses.

Announcements

Joe Cota brought a flyer from Work Force for free BIM training.

The San Francisco chapter will be sending a letter to CSI SCV saying there is a chair for their chapter, for the West Region Conference hosting.

Hannah distributed a list of potential "exposures" that the Chapter may need insurance for to interested Board Members for review. Some additional information is needed before a quote for insurance can be given to the Board for consideration. Jim O'Keefe will review the information and make a recommendation to the Board at the next meeting.

Closing

The meeting was adjourned by Hannah Moyer at 6:13 p.m. ♡

**"Once you accept
the fact that you
are not perfect,
then you develop
some confidence."
Rosalynn Carter**

**PLANNING
CALENDAR****CHAPTER MEETINGS**

FEB 4 PHOTO-RESPONSIVE
CONTROLS
FOR DAYLIGHT
HARVESTING

JOIN US FOR OUR MEMBER
ORIENTATION AT 6PM!

MARCH 4 TOP 10 WOOD
FRAMING ERRORS

MARCH 20 CSI SCV's 50TH
ANNIVERSARY
PARTY

APRIL 1 TBD

PLAN AHEAD**CSI Annual Convention:**

Construct 2010
May 11-14, 2010
Philadelphia, PA

West Region Conference:

"Forces for Change"
Sept 30 - Oct 3, 2010
Yosemite, CA

Barbara Brosh

Project Manager
Western Region

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WEST REGION CORNER



WEST REGION VICE PRESIDENT

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I cannot believe I am writing an article for January 2010. What a year we have had in the West Region. A new Virtual Chapter started in Redwood Empire, and the Inland Empire Chapter will be inaugurated on January 14, 2010. We have a great Region conference to look forward to in the fall and the programs are almost in place. For all you Industry members, be on the look out for Fresno Product show discounts when signing up for both the annual spring product show and conference product show later in the Fall.

I have searched my mind for what to say for my New Year's article. Duane always seems to have plenty to say and I wish I had his gift of gab (sorry Duane). Anyway, I have decided to tell a story about the economy.

Once upon a time there was a hot dog stand on a busy highway. This hot dog stand was known around the country for having best quality and priced hot dogs than any others in the country. People came from all over just to have a great tube steak.

One day a man came in to find out if all the rumors were true. After inhaling two or three great hot dogs he called the proprietor over to ask a few questions. "How in the world can you serve such high quality hot dogs at such reasonable prices?" he asked the proprietor. "Don't you know there is a recession going on? How can you afford to do this?"

After the man left, the hot dog stand owner started to think about what he had said. Maybe this guy was right. Maybe he should raise the prices, and maybe he should buy lesser quality hot dogs to cut expenses. So, he made the changes thinking that this will probably keep the stand in business and weather the economic storm. He can always go back to the old ways when the economy improves.

As days went on, business started to fall off. At first slowly, and then gradually picking up to where now it became hard to pay the bills. He had to layoff his help and do all the work himself. As he was sitting one evening after closing time, he thought to himself. "You know, that fellow was sure right about the recession."

Sometimes we need to think about how much we are affected by what we hear and believe. I realize that there is real economic down turn in the country today but aren't there times when maybe we need to question what we hear. What is the old saying, "Get told enough times something is happening, and sure enough it will happen."

We are the ones that will bring back the business. Those who can, need to take the steps to keep things moving along. We need to believe in our future and keep our friends in business by continuing to buy the things we need and want. So, let's get out there and keep the world turning.

I wish you all a Happy and Safe New Year. I look forward to serving you all in the year ahead. ☺



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CURMUDGEON'S CORNER SENSIBLE STIMULUS

BY SHELDON WOLFE, RA FCSI CCS CCCS

infrastructure: the roads, bridges, rail lines, power grid, and similar public works that are required for an industrial economy to function

The subject of my last article, "Return on Investment," was the ancient buildings I saw while on vacation in Europe, and how they continue to be useful today. This month, we will look at more recent construction, particularly the infrastructure that supports our lifestyle. (Incidentally, I received many comments in response to my reference to our European vacation. If you are interested, some of our pictures are online at <http://snipurl.com/trgm5>.)

Just this month, I finally joined the twentieth century and had satellite TV installed in our house. We had talked about it for a couple of years, but saw little reason to increase the sources of garbage available from five channels to more than a hundred. The few channels we were interested in - Discovery, Food, HGTV, and History - were not quite tempting enough to entice us into dealing with all the rest. Also, I had a fear of spending all my waking hours watching the History Channel. The deciding factor turned out to be financial; we could get a bundle with phone, unlimited long distance calls, DSL, and HDTV for less than we were paying.

And sure enough, I have been captivated by the History and Discovery Channels. One of the recent shows, *The Crumbling of America*, was fascinating - and chilling. Opening with the collapse of the I35W bridge in 2007, the show went on to look at the potential for

catastrophe in virtually every part of our infrastructure. Much of what we have was built in the early part of the twentieth century, with a design life of fifty years. The continued serviceability of that work is a tribute to the engineering and construction quality of that time, and though service life can be extended with regular inspection and maintenance, there comes a time when replacement is necessary. Unfortunately, it is a lot easier, and more fun, to build new than to maintain existing buildings; I believe most of us have seen that the maintenance budget is often the first to be cut.

I know enough about government to never expect too much, but when the recent stimulus package was proposed, I envisioned a large investment in highways, bridges, dams, and other civil works projects. I will not pretend to understand the economics or details of the public works programs of the 1930s, but there are countless examples of well-designed, useful, long-lasting projects of the Works Progress Administration (WPA) and Civilian Conservation Corps (CCC). My own state, Minnesota, has numerous state park buildings, highways, dams, bridges, and utilities that were built seventy years ago and remain in service today.

Needless to say, I was disappointed by the stimulus program's small investment in infrastructure. Of the \$770 billion (or is it a trillion? or two trillion?), about \$140 billion is earmarked for transportation, water projects, construction and repair of buildings, and upgrading the electric grid.

CURMUDGEON • cont'd on pg 10

CSI CONNECTION

CSI Election 2010

The CSI 2010 election will open in early February. This election will be entirely electronic, so watch your inboxes for an email containing the election website link and their individual ballot access code after February 4.

For information on the candidates and proposed Bylaws amendments, visit www.csinet.org/election. Information will be posted in mid-January.

Certification

CDTFlash is an iPhone application to help you study for the CDT exam! Answers to these 80+ questions include excerpts and citations from CSI's Project Resource Manual (PRM). To learn more or purchase this new application, visit iTunes.

Spring exams are just around the corner. The early registration deadline is fast approaching for the spring CDT and advanced certification exams (CCS, CCCA, CCPR) March 29-April 3, 2010. The early registration deadline is January 29, 2010, and the final registration deadline is February 26, 2010.

Insitute's Career Center

CSI's Career Center posts new openings in the construction industry every week. Log on to learn more www.jobtarget.com/home/index.cfm?site_id=104. ♥



PRESIDENT • from pg 2

- but rather talk about common interests; have three stories to share (family, business, current affairs) as these help illustrate who you are; keep each story to around 20 seconds.
- A two-way conversation is the key. Do not dominate or monopolize a conversation.
 - Develop a “hot-list” of 15 to 30 people as your network core. The people in your core should be viewed as your friends, people you trust, people who are in the same circle of influence. When you trust someone in your core, you will likely trust their referrals too. This is not about focusing on potential clients.
 - Your “hot-list” should be small; your network should be broad.
 - Corporate culture on networking should be, “Were you able to help anyone?” or, “Were you able to build some relationships?” and not, “How many business cards did you collect?”
 - Do not forget to follow up on promised help or introductions. Only 20% of people actually follow up. A sure way to build a terrible reputation is to not follow up.
 - Do not forget to say “Thank You,” either with a card, bottle of wine or champagne, or lunch. As a society we have a lack of gratitude, and show little generosity.

“Few things help an individual more than to place responsibility upon him, and to let him know that you trust him.”

Booker T. Washington

Why Bother Networking?

- If you are not motivated to network, look at your personal goals and ask yourself if you are satisfied with your current position. Are you looking to improve, to build upon yourself?
- “An introvert with focus will always outperform an extrovert that lacks focus.”
- Introverts have a key advantage over extroverts. When it comes to networking, introverts innately focus on a small group of relationships (network) and establish stronger, deeper, relationships, than extroverts.
- Networking is about you; it is about cultivating a career; it makes your life easier as others work to help you, just as you have helped them.
- Just be yourself.
- The good networker is the last to be laid off, and often the first to be promoted.

Additional Networking Tips

- Go to www.cofebuz.com and click on the resources tab.

Housekeeping Notes

- The Spring 2010 certification exams early registration deadline is January 29, 2010.
- Look out for the February 2010 ballot, to be issued early in February. This will be an electronic ballot only! ♡

**CHAPTER
EMAIL
NOTICES**

Make sure you are receiving all the latest news and announcements from the Chapter by updating your email spam filters or safe lists to include:

**krista@aba-arch.com
webmaster@csiscv.org**

This will help to ensure that you get all communications about upcoming events.

CHEVRONS FOR SALE

For those of you that have reached the prestigious point in your CSI membership where you have been a member



for more than 10 years, 20 years, or 30 years, the CSI chevrons are available. They are \$10.00 each, which includes the hard costs and shipping costs at the time they were purchased.

Contact Julie Brown if you are interested in purchasing a chevron. She can be reached at (408) 778-0633 or julie@jkbspecs.com.

SANTA CLARA VALLEY CHAPTER'S 50TH ANNIVERSARY

The Santa Clara Valley Chapter of the Construction Specifications Institute is celebrating our 50th Anniversary March 20, 2010, and the Chapter is seeking partners to join in our efforts in putting together a very elegant and special evening for our Chapter. This distinguished event will be a celebration attended by current and past chapter members, and friends from the leading Bay Area architectural, construction and specifications community.

The focus of the celebration will be our members, both professional and industry, and their contribution to our chapter's continued success through the Chapter's first fifty years. Our 50th Celebration Industry Partners will continue the historic support that this Chapter has always depended upon and deeply appreciates.

Commemorative wine glasses, historic commemorative booklet, a presentation with historic photographs and videos, and other related items will be produced to tell the chapter's

historic story, which will also reflect the memories of our more seasoned members.

The different categories for Industry Partners with prices and options are listed below.

Platinum Partner: \$1,000

Gold Partner: \$800

Silver Partner: \$600

Bronze Partner: \$400

If you are interested in being an Industry Partner for this evening of history, great food, and special people. Any questions feel free to call Dave Ingram (415) 370-6331 or Julie Brown (408) 778-0633. ♥



CSI ONLINE

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www.westregioncsi.org

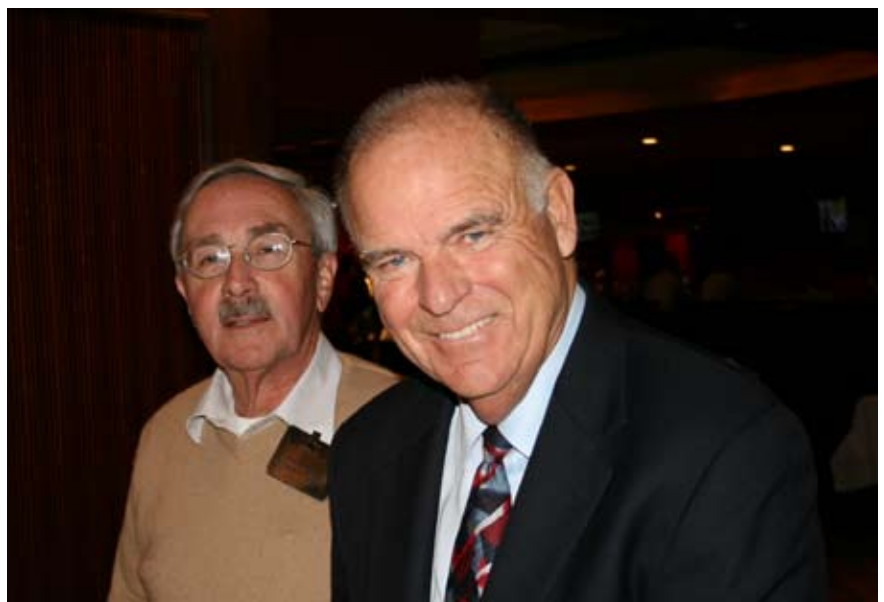
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Jim O'Keefe, CSI and
Jim Morelan, CSI,
AIA at the December
Holiday Dinner



CURMUDGEON • from pg 7

That sounds like a lot of money, but how much is needed? Those most likely to know are the civil engineers, who are most familiar with the design and maintenance of the systems in question. And indeed, they have something to say. The American Society of Civil Engineers (ASCE) has a website named "Report Card for America's Infrastructure" (<http://snipurl.com/tril7>). The ASCE website discusses fifteen infrastructure components, giving each a letter grade, the amount of money needed to bring it up to date, and the amount of money already budgeted. The highest grade is a C+; the average is a D. The total recommended investment, over five years, is \$2.2 trillion, approximately twice the amount budgeted from all sources. Another look at infrastructure costs is found at <http://snipurl.com/trirs>. This one estimates over \$3 trillion is required, with almost \$2 trillion going to just roads and bridges.

To me, the logic of making this type of investment a high priority is inescapable; there is little value in other stimulus spending if the services

we depend on fail. Sadly, it seems the money is not available to do the necessary maintenance until a levee or a bridge fails, when legal fees and cleaning up the mess further increase the costs.

It is easy to say, "You think that only because you are an architect," but that is not true. While a few architects would profit to some extent, engineers and contractors would be the main immediate beneficiaries. Of far greater value would be the indirect benefits to the countless others whose lives depend on services that work.

The importance of our utilities and transportation systems has not been entirely ignored. In 1998, President Clinton's Presidential Directive PDD-63 set up a national program of "Critical Infrastructure Protection," which was superseded in 2003 by President Bush's HSPD-7 (Homeland Security Presidential Directive No. 7) - but the focus of these directives is on protection from attack, and on reconstruction after an attack. Perhaps a smart terrorist would simply wait until our infrastructure collapses from neglect. ♡

THANK YOU TO OUR RENEWING MEMBERS

Barbara Brosh, CSI

Stephen Chee, CSI, EIT

Craig Dodge, CSI

Rietta McCain, CSI, CCCA, AIA

Ronald Ronconi, CSI

Joe Vela, CSI

David Bonasera, CSI

Maia Gendreau, CSI, CDT, AIA

William Harrison, CSI

Nancy Rhea, CSI

Stephen Bronze, CSI

Ken Laszczak, CSI

Gordon McDonald, CSI, AIA

Jerry Pozo, CSI, CDT

Lorraine Vallero, CSI

Jim Morelan, CSI, AIA and
Larry Forsnight, CSI at the
December Holiday Dinner

