



SEPTEMBER'S PROGRAM

PERFORMANCE COATINGS, COATINGS THAT WORK

Corrosion protection, abrasion resistance, ultra-violet resistance and infrared reflectivity all add up to coating performance beyond traditional architectural paint. The evening's discussion will include extension of the coating system lifecycle, minimizing the impact of coatings maintenance and the reduction of cooling energy costs. The first part of the program will focus on corrosion and the selection of both shop and field applied corrosion protection systems for the architectural market. Next will be a discussion on field applied finish coats, coating costs over a twenty year lifecycle and what technologies are bringing to the market in terms of extended gloss and color. The final segment will be on infrared reflective pigments and how they can be utilized to keep substrates cooler, reduce the heat island effect, reduce cooling energy costs and minimize heat related expansion/contraction of structures.

Participant Learning Objectives:

- Understand the significance of lifecycle cost analysis in the selection of high performance coatings
- Appreciate the importance of corrosion in the proper

selection of performance coatings

- Understand when and where to specify thick vs. thin film performance coatings
- Understand the impact of incorporating infrared reflective pigments into coatings to reduce heating and cooling loads

Presenter:

Nye Miller is the president of Pacific Southwest Coatings, a manufacturers' representative organization covering California, Arizona, Nevada, Oregon and Washington. Pacific Southwest represents several coatings companies including PPG Protective and Marine Coatings (Amercoat and Sigma Coatings), Precision Coatings and Prime Coatings. Nye's coatings career has spanned three decades with work in the aerospace, marine, nuclear power and gas turbine manufacturing markets as well as the performance architectural market.

Paul Bethke of Tavco Chemical (Ferro Pigments) will be available following the presentation to answer questions regarding infrared reflective pigments.

WHEN: Thursday, September 3rd, 2009

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, August 4th.
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; broiled loin of pork topped with apricot sauce with wild rice blend and vegetables; wine; dessert, coffee or tea.

OR

Tossed salad; large ravioli stuffed with cheese on a bed of marinara sauce with vegetables.; 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

There is a running thread in the dialogue I have been hearing recently, from the annual meeting at the 2009 National Convention, through memos from Walt Marlow (our Institute Director), to concerns raised by Mike Davis (our Institute President). Of greatest concern, even greater than increasing the membership count, is the retention of our current members. "In January 2001, CSI had over 18,000 members. Since that date we have recruited almost 21,000 new members!" Mr. Marlow writes. "In an ideal world of 100% retention we would have 38,000 members today. Unfortunately, we've lost over 24,000 individuals during this period (almost twice our current membership!). We obviously have a very big gap between the expectations that individuals bring when they join CSI and the value that we actually provide at the chapter, region, and national levels."

So, the burning question in my mind is, is there anything more the Santa Clara Chapter can do, to enhance the CSI experience and to meet the expectations of our members? More outreach? Greater communication? More variety in education formats? More networking opportunities? These questions will be explored in the next coming months, and don't be surprised if I corner any of you at a meeting or on the phone. I think it's important we all work toward making this chapter all that it can be, and each and every one of you have the faculty to contribute in some manner, if even to just share your opinions and thoughts.

A second issue that has been chewing on me is how do we identify and nurture our chapter's next generation of leaders? For a number of years now, the Santa Clara Valley chapter

has benefited from the efforts of a wonderful group of dedicated, passionate, efficient volunteers who know everything there is to know about running a successful chapter. Yet if we keep on the same path, these dedicated volunteers will miss opportunities to grow into other positions on the Region and Institute levels, and at the same time, keep any opportunities of growth from other members, both new and long-standing. The management of a chapter is much like the management of a business: for both to be successful and to have satisfied volunteers or employees there has to be room for growth. As a volunteer's or an employee's base of knowledge increases, or their interests change, there has to be a place for them to go. At the same time, there has to be others ready to take their places. The exploration and identification of the new generation must be the focus of this chapter's board, the committee chairs, and myself, if we are to continue to grow upon our successes.

Both of these topics will be upper most in my mind during the discussions at the annual chapter Strategic Planning session, held on August 11, 2009.

Housekeeping notes: August 21, 2009 marks the final registration deadline for the CDT exam. The CDT designation is becoming more and more known, even outside of CSI, and is sometimes even demanded by some employers. Don't miss this opportunity.

September 24-27, 2009 is the West Region Conference, to be held in Berkeley. Not only will there be

PRESIDENT • cont'd on pg 3

2009-2010 COMMITTEE CHAIRS

ANNUAL ROSTER

Chair Seat Open

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technical programs, but typically also leadership training.

Between July 1, 2009 and April 30, 2010, CSI members who refer new members will be entered in a sweepstakes drawing. The prize is a one-year CSI national-membership, a \$220 value, and membership in your home chapter. Be sure the members you recruit put your member number in the application. For each recruited member, you get one sweepstakes entry. ♡



Duane Johnson, FCSI, CDT, Ed Buch, CSI, CCS, AIA and Steve Nash, CSI, CCS, CCCA at the Annual Convention in Indianapolis in June



MINUTES OF THE BOARD MEETING

CSI, Santa Clara Valley
(Draft, Board Approval Pending)
Place: Biltmore Hotel, Santa Clara
Date: August 6, 2009

Opening

The meeting was called to order by Chapter President Hannah Moyer at 5:09 p.m.

Attendees

Board Members

Hannah Moyer, CSI, CDT, AIA, LEED, President; Cindy Faust-Scholz, CSI, Treasurer; Maia Gendreau, AIA, CSI, CDT, Secretary; Jim O'Keefe, CSI, Immediate Past President; Rietta McCain, CSI, CCCA, AIA, Professional Director; Kevin Norman, CSI, AIA, LEED, Professional Director

Minutes

The minutes of the July meeting were reviewed by those present. Minutes are approved as distributed.

Treasurer's Report

Accounts are positive at the end of the month of June. Hannah needs to be reimbursed for the Convention. We profited a net of approximately \$100.

June report is filed for audit.

The Treasurer's report for July will be presented at the September meeting.

Region Director's Report

No Report

President's Report

Please make the new guests feel welcome.

Next Tuesday, August 11, is the Strategic Planning Meeting. Krista will facilitate the meeting.

Institute is offering a direct deposit for Chapter Dues.

August 23 is the deadline for Region Awards nominations.

August 24 is the deadline for the Chapter President to submit annual report to Institute. Jim O'Keefe will prepare the report.

Nominations for Institute awards are coming up: Fellowship, Honorary membership, other Institute awards.

The West Region Conference is coming up, everyone is encouraged to attend.

Unfinished Business

Sponsorship of Seismic Event with AIA: SCV CSI will decline to sponsor.

Discussion of hosting a joint West Region Conference: SF is open to doing a joint conference. Board feels that 2012 is the year to target, and we are interested in doing a joint conference. There is some trepidation

among the Board regarding the base of volunteers with skills and time to devote to this effort.

The proposed amendments to bylaws continue to be under review at Institute.

Audit will be reported at the September board meeting.

New member orientation: Rietta has done some research on Institute recommendations and other chapter new member orientation strategies. She spoke with Bryan Varner, who reports that Redwood Empire does an informal dialog including a brief discussion of the organization of CSI, and inviting existing members to share the benefits of CSI with new members. They do it twice a year as an informal preamble to the Chapter Meetings. This subject will be further discussed at the Strategic Planning Meeting.

New Business

None

Committee Reports

Membership

Total of 92 members, 67 chapter members, 25 at large members. There is 1 new members, but SCV is not the home chapter.

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MINUTES • from pg 4**Educational Seminar**

A place for the seminar has been found, a flyer produced, and it has been advertised at SCV AIA, CCAIA and AASCC. One sign up has been received.

Programs/Technical

Programs tonight through November are scheduled.

Continuing Education

Program tonight is registered.

Greeter/Raffle

Jim will assist tonight.

Annual Roster

No report

Editor

Deadline is Monday at noon.
We still need a photographer.

Historian

No report.

Awards

No report.

Website:

No report.

Operating/House

19 attendees for tonight.

Toys-for-Tots

No report

Marketing Committee

Chair seat is open.

Operating Guide Task Team

See written report.

50th Anniversary Task Team (2010)

No Report.

West Region Conference (2010/11)

As discussed under Unfinished Business.

Announcements

None

Closing

The meeting was adjourned by Hannah Moyer at 5:56 p.m. ♡

"Coming together

is a beginning.

Keeping together

is progress.

Working together

is success."

Henry Ford

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

SEPT 3	HIGH PERFORMANCE COATINGS
OCT 1	COMMISSIONING
Nov 5	TBD
DEC 3	HOLIDAY DINNER

PLAN AHEAD**West Region Conference:**

"At the Crossroads"

Sept 24 - 27, 2009

Berkeley, CA

CSI Annual Convention:

Construct 2010

May 11-14, 2010

Philadelphia, PA

Barbara Brosh

Project Manager
Western Region



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Well it is the middle of summer and I still look like a ghost in my swimsuit. This doing more with less is not as much fun as it used to be but the phone is still ringing. In the past month our firm has seen a definite upturn in activity; we just need to get the contracts signed. So maybe we are near the bottom of this roller coaster ride. However, as we closed out Fiscal Year 2009, the Institute reports we are still losing members, although little more slowly. So please keep that Membership hat on, make that extra non-renewed phone call and above all promote that

famous West Region "hospitality" so every member feels personally engaged and valued. If you know of someone who has left CSI because they recently lost their job, please call or e-mail me, as the Institute (and some Chapters) have put together programs to help them financially.

As I am writing this, the East Bay – Oakland Chapter is finalizing the information to go out by e-mail and snail mail about the upcoming Region Conference in Berkeley, September 24-27. As an old Cal Poly SLO Architecture graduate, the title "from Here to Where, Berkeley" has multiple meanings that bring a smile to my face but that is another story. Our thanks to Matt Crawford, Henry Berg and their hard working committee (you are almost there). Keep looking for the upcoming notices and let us give great support to this conference and take full advantage of the CSI networking opportunities to continue helping each other through these tough times. Also as a note to the other Chapters in the Chapter Challenge Kite Flying contest, Sacramento has already reserved the flying area next to the only 110 volt outlet. The rest of you will have to bring portable generators.

For those expecting to see the new edition of the West Region Directory by now, it has finally gone to print.

I want to personally thank Ed Buch for an "above and beyond" job of pulling this together. This is truly the Murphy's Law edition. I also want to give a special thanks to those Chapters that stepped up and bought an advertisement to put us over the minimum advertisement sales amount to let us go forward. Unfortunately, as we were scrambling around to get this book published, I also heard some very negative discussion about its value. I personally believe that this still represents only a minority view but I will be putting this item on the Board agenda for confirmation before we start planning next year's edition. So I am asking each Chapter to discuss it at their Board meetings and make their wishes known through the vote of their Region Board member. I do not want to waste volunteer's time trying to accomplish a Board directed action if the Chapters do not fully support the action voted on by their representative.

Let me use the rest of the column space to update you on some of the recent changes that are in place as we start Fiscal Year 2010:

- The Institute Board is smaller and challenged by our President Mike Davis, to be "aggressive" and get things done now that Governance

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WEST REGION • from pg 6

changes are behind us. I am now the only West Region Director on the Board (although I am glad to have my good friend and hard worker Sheryl Dodd- Hanson as the Robert's Rules interpreting Institute Secretary). We have both learned how to work the hallways.

- Dave Willis joins me at the Region Level as Vice President and as you read in last month's Column, he is a man of few words but a very "results oriented" person. We will have a full Fall as we get the Region fully transitioned with a new Bylaws vote, recruiting for all 3 elected positions for Fiscal Year 2011 and administrating the new Region Allocation Funding expectations that also include reaching out to the Non-Affiliated members.
- As we all have less time and more work, please use the CSI Institute Website's home page to help find things, learn things and hear things. I am continually surprised to hear about Chapter committee Chairs or Board members struggling against deadlines to get information for an event and that they are not aware of this resource. As an example if you are looking for speakers, check out the "CSI Speaker Database" link or see who has been giving the "Webinars on Demand" or check out the Forums or CSIwiki, get on a Blog and for the

UTwitFace competent follow CSI on the "Twitter" link. Also do not forget that our industry standard, Construction Specifier, is now online and digitally searchable.

- CSI will end MasterFormat 1995 support December 31, 2009. MasterFormat 2004 will then become the only supported edition. The Board took this action at our June meeting, which will now focus all resources on the most current edition. We understood that there will be some members angry about this; however, to be a lead dog in the BIM world, this needed to happen.
- GreenFormat is out and attracting a lot of interest. We will be hearing a lot more about it at the Region Conference, but Chapters should consider using it as a foot in the door to do a joint meeting with the USGBC chapter in your area. Also a great opportunity for table tops by CSI members to showcase "green" products and be a valuable resource to non-CSI members. I see that San Diego has already set up just this type of program for their August 19th meeting. Way to go San Diego.

So enjoy what is left of summer (unless you are in Hawaii and live year round in your swim suit), I will work on my tan and we will see you in Berkeley for the Region Conference in September. ☺

"Obstacles are those frightful things you see when you take your eyes off your goals."

Sydney Smith



CAB ACCESSIBILITY CREDITS AVAILABLE

Join CSI on Tuesday, October 20th for an educational seminar on Amendments in Chapter 11 of the CBC. This program qualifies for 2.5 hours of continuing education credit and satisfies the California Architects Board continuing education requirements for license renewal. See the flyer in this newsletter for more information.



INTERESTED IN PHOTOGRAPHY?

The Chapter is in need of a photographer! If you enjoy taking pictures and regularly attend our monthly meetings, why not lend a helping hand? Please contact Rietta McCain at 408-535-2962 or rietta@aba-arch.com if you are interested.

FAILURES IN BUILDING ENCLOSURES

BY RIETTA MCCAIN, CSI CCCA AIA

On the last day of Construct 2009 I, like many other attendees, had the pleasure of selecting which 7:30 am session I should take. It was my last chance to gain practical knowledge to bring back at put to work on the job or sleep in. I choose to sit in on 'Why Building Enclosures Fail,' presented by Vince Cammalleri of Simpson Gumpertz and Heger, Inc. in Boston, which specializes in investigating building failures. It was a two and a half hour session packed with information and case studies. It was well worth an early wake up and I will attempt to pass on the lessons I learned.

Cammalleri started with an overview of the typical building envelope failures. Not surprisingly, moisture is a predominant player in almost all of the failures that building owners complain about. More often than not, it is incorrectly designed or installed building envelope barriers that are the root cause of the symptoms that get reported.

There are four functional barriers that the building envelope must maintain consistently to function properly: water (waterproofing), thermal (insulation), vapor, and air. Some of these barriers are often combined in products and materials. The following is an overview of each of the barrier functions and some thoughts on best practices.

The water barrier is, obviously, to keep water out of the building. The best system for this is a rain-screen with cavity. In this system the exterior veneer sheds most of the water while airspace in the cavity allows room for water drainage and drying. The waterproofing layer then sheds any water that makes it across the cavity space. Flashing, sloped to drain, is

provided at appropriate intervals to direct the drainage water out of the wall cavity. It is foolhardy to assume that there will never be any water in a wall system. Providing ways for water to quickly and safely exit the building envelope is important to ensure the health and safety of the building.

Insulation serves as the thermal barrier in most enclosure systems. There are several common pitfalls in providing an appropriate insulation barrier. Discontinuities in the thermal barrier lead to larger surface temperature differentials, which in turn lead to condensation, which can damage finishes and lead to the deterioration of the building. There are several ways to avoid discontinuities in the thermal barrier. One is to place the insulation as far to the exterior of the building envelope as possible. This avoids discontinuities due to floor, roof, and wall framing. Another factor in the thermal barrier continuity is the placement of windows in a wall system. For optimal thermal performance, the plane of the thermal break in the window needs to align with the thermal barrier in the wall. This is often not taken into consideration in window placement and facade design. Not only can this lead to condensation on the window frames, but it also lowers the thermal performance to the window/wall system considerably.

Vapor and air barriers both serve to restrict the movement of airborne moisture. Nature is constantly trying to balance the environment, and it will try to make the inside temperature of a building match the exterior temperature by whatever means it can, microscopically in vapor diffusion or macroscopically as vapor in airflows.

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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.

BUCH NOTES: MONUMENTS AMERICA'S HISTORY IN ART AND MEMORY

By ED BUCH, CSI CCS AIA

Stop and think for a minute about the last time you stopped and took note of a public monument, statue, or memorial. (Can anyone even name a monument in Los Angeles?) Unless you have been to Washington, DC lately, I am guessing it has been a while since you have even thought about them. Judith Dupre's new book, "Monuments," America's History in Art and Memory", aims to help us see monuments in a new light, to understand how they came to be in the first place, to understand their purposes and importance, and to see how their designs have evolved through history.

Where does one start in the design of a monument? There is no space program to look to for a design direction, there is not a user group whose functional needs have to be addressed, and sometimes even the budget is undefined at the start. On the other hand the site is usually a given and the person or event being commemorated is known. But, unless it's a straight forward representational "statue", it is the designer's difficult task to determine the appropriate symbolism and then create the physical expression necessary for the monument to be successful. This complexity may explain why some recent monuments have endured so much controversy.

Dupre takes us through the evolution of monuments, from the ancient pyramids and obelisks to the more familiar bronze statues of the late 19th Century, to the Lincoln Monument and the Jefferson Memorial of the 20th Century, to the more recent Vietnam Veterans Memorial, and the Oklahoma City National Memorial. Most of our famous American

monuments and memorials are included. Along the way other national historic sites are presented even though these aren't strictly "monuments" in the conventional sense. In each instance she describes how the monument originated, the important features of the monument and how the monument has been used over its lifetime. Monuments have little in common with one another except they attempt to incorporate a timeless design motif and are made of permanent materials. Recent monuments have struggled with tension between representational and abstract design.

In monuments of the late 20th century and today, Dupre describes the almost impossible environments of conflicting emotions that have frequently faced designers. I think we can all recall the controversy surrounding the Vietnam Veterans Memorial. Reviled by many when its design was introduced in 1981, it is now generally accepted as a masterpiece of abstract, but highly symbolic design. There always seem to be too many opinions, "competing constituencies," public, private, professional, and personal, to achieve real consensus on a single design. In the hands of an untalented designer, the result can be a pastiche of a monument that lacks design clarity.

The stories of the monuments are supplemented with personal reflections of the author and an interview with one of America's most important stone cutters. She notes that the idea for the book was presented to her publisher coincidentally, the day before the

BUCH NOTES • cont'd on pg 10



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"Success is the sum of
small efforts, repeated
day in and day out."

Robert Collier

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Vapor barriers restrict water vapor by not allowing the vapor molecule through the pore structure of the retarding material. In warm climates the vapor barrier should be on the exterior of the building envelope, but in cold climates it should be on the interior. Condensation will occur at the location of the vapor barrier. Care should be taken with selecting interior finishes to ensure that these do not act as vapor barriers as has been seen with wall coverings in Florida and other warm climates. The rules of thumb for locating a vapor barrier in a wall assembly are good guidelines, but each project is unique and should be looked at in detail. It is best to do a detailed analysis, using Wufi or other software, of the wall assembly to understand how the system will perform.

There are many pressure factors that act on buildings to impact airflow: wind, stack effects, and HVAC systems. Air barriers must be able to withstand and transfer these pressure forces on to other building systems. The goal in limiting airflow is to control the moisture and contaminants the air carries. The main key to a successful air barrier is that it be continuous. Air will always find the path of least resistance, so the smallest opening in the barrier makes the

system ineffective. The location of an air barrier in a wall is not critical. It should be placed at a location that allows ease of installing it in a continuous manner.

Now that you have an overview of all the barriers, it is important to understand that these systems need to be holistic and integrated throughout the building. Cammalleri suggests taking four colored pencils, one for each barrier, and tracing your building in plan, section, and detail. If you have to lift your pencil at all, you have a continuity issue that needs to be addressed. An area of continual concern is maintaining continuity at wall to roof connections as well as window to wall connections. Be sure to review these details thoroughly with the functions of the four barriers in mind. Detail out the connections and transitions to ensure the systems are built as intended. It is also important to make sure the system is constructible.

I hope this overview of Vince Cammalleri's presentation has helped bring back some of the valuable education offered at Construct 2009 to all of you. Mark your calendars for next year's CSI Convention, Construct 2010, in Philadelphia May 14-16. ♡

BUCH NOTES • from pg 9

World Trade Center disaster in 2001, the national event with probably the most significance for all of us, and the event for which a monument has yet to be built.

Dupre, whose previous books include "Skyscrapers," "Bridges," and "Churches," is a Studio Art and English graduate of Brown University. She is currently a scholar at the Yale School of Divinity. The book was published by Random House in 2007. It has 250 carefully designed pages and is loaded with many excellent photographs. ♡

**THANK YOU TO OUR
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Gregory Mowat, FCSI, CDT

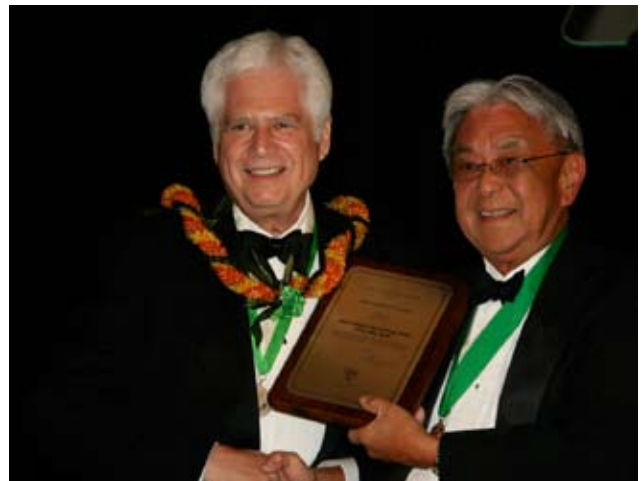
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SCIP, AIA receiving an
award from Gilman Hu,
FCSI, AIA at the Honors and
Awards Gala at the Annual
Convention in Indianapolis



SANTA CLARA VALLEY CHAPTER OF
THE CONSTRUCTION SPECIFICATIONS INSTITUTE
presents an educational seminar on

Amendments in Chapter 11 of the California Building Code from 1991 to Present

Date: Tuesday, October 20, 2009
5:30 p.m. to 8:30 p.m.

Location: 777 North First Street
Mezzanine Level
San Jose, CA 95112

Continuing Education: This course satisfies the California Architects Board continuing education requirements for license renewal.



This program meets CSI/CEN and AIA/CES criteria.

Participants will receive:

0.25 CSI CEN Continuing Education Units

2.5 AIA Learning Units

Instructor - Dawn Anderson, AIA, CSI, CASp

Dawn is a registered architect, a California certified access specialist, and OSHPD / ICC certified inspector with 30 years of contract document production, quality assurance, and construction administration experience. She is currently teaching a number of courses at San Mateo Community College, and has taught a number of Advance Plans Reading seminars for CSI Santa Clara Valley chapter. Currently, she is the lead inspector at several major medical campus' and adjunct professor at the San Mateo Community College's Building Technology Department.

5:30 – 6:00 p.m.Registration and Snacks
6:00 – 8:30 p.m.Seminar and Question/Answer

This session is an in-depth review of the revisions to the California Building Code, Chapter 11 in its entirety from the first "accessibility" amendments from the Division of the State Architect until present. Only the provisions that have changed will be reviewed and discussed. The class will examine the source of the amendment language and discuss the findings and intention of the code revision. Examples from court cases and amendments to the ADA (2008) will be reviewed. Predictions on future amendments will be introduced.

Mail in registration information below with payment today

Pay in advance or at the door. Checks payable to: "CSI – Santa Clara Valley"

Registrant: _____
Company Name: _____
Complete Address: _____

Email Address: _____
Phone: _____ Fax: _____
I authorize the CSI to charge my credit card in the amount of: \$ _____ for registrants at \$85.00/\$100.00 ea.
Cardholder's Name: _____
Credit Card # _____
Exp. Date _____ MC Visa
Signature: _____

Registration Fee:

Prior to Oct. 2, 2009 **\$85.00**

After Oct. 2, 2009 **\$100.00**

Sorry, no refunds for no-shows.

Send registration & payment to:

CSI Santa Clara Valley
1176 Lincoln Avenue
San Jose, CA 95125
Email: maia@mba-architects.net

QUESTIONS? Call 408-297-0288

Attach a list of additional attendees w/email addresses.



AIA Santa Clara Valley
A Chapter of the American Institute of Architects



7.5
Learning
Units!



in collaboration with

Earthquake Engineering Research Institute (EERI),

Federal Emergency Management Agency (FEMA)

and the **Blume Earthquake Engineering Center**

is pleased to announce a

“SEISMIC EVENT”

*The full-day event is on **Friday, October 2nd**
from 8:00 a.m. to 5:00 pm at **Stanford's Tressider Hall***

**300 architects, engineers, contractors, interior designers, property owners, facility staff and vendors
will engage the experts in conversation on topics such as:**

- Site Selection & Geological Mapping
- Designing Resilient Sustainable Structures
- Study of Buildings in Strong Earthquake Motion
- Seismic Retrofits
- New Technologies in Earthquake Engineering
- Quality Assurance and Testing Requirements
- Regulation and Safety Codes
- Creating Successful Design Teams
- Non-Structural Elements+
Mechanical Systems / Electrical Systems
Curtain Wall Systems / Seismic Joints
Furnishings / Ceiling Components

Event presenters are the distinguished leaders of earthquake design and engineering research today.

Mary Lou Zoback - Seismologist, Vice President of Risk Management Solutions

Jonathan Bray - Engineering Professor, University of Berkeley, Civil & Environmental Engineering

Chris Poland, SE - Senior Principal of Degenkolb Engineers

Lindsey Maclise, PE, LEED AP – Project Manager at Forell Elsesser

Mary Comerio, Professor and Chair of Department of Architecture at University of California Berkeley

Charles Besjak, SE, PE, AIA – Director of Skidmore, Owings & Merrill

William Holmes, SE – Principal of Rutherford & Chekene

Robert Reitherman, Exec. Dir. of CUREE – Consortium of Universities for Research in Earthquake Engineering

Chris Tokas, SE – Supervisor of the OSHPD Seismic Retrofit Program

Thalia Anagnos, Professor of General Engineering at San Jose State University

Ronald Hamburger, SE – Principal of Simpson, Gumpertz & Heger

Maryann Phipps, SE – Principal ESTRUCTURE

Christopher Arnold, FAIA – Principal of Building Systems Development, Inc. (Moderator)

Richard Eisner, FAIA – Governmental Liaison of the Fritz Institute (Moderator)

Natalie Thomas, AIA, LEED AP – Associate Principal at HMC Architects (Moderator)

By participating as a sponsor, your organization will benefit from exposure through media campaigns and promotional efforts directed toward the supporters of “The Seismic Event”. For a small donation, you’ll be able to enjoy excellent exposure to this important segment of your target audience.

We have seven levels of sponsorship as detailed on the enclosed sponsorship commitment form. You can select the level of participation that best meets your needs, and be secure in the knowledge that your sponsorship fee will be used to help the AIA and EERI fund this excellent educational event.

Thank you in advance for your generous contributions!

Ticket prices vary from \$155 for early bird AIA and EERI Members - \$275 for registration at the door.

For more information, see the attached Program and Speaker Bios or call (408) 422-6155

Benefits of Attending:

- Receive a personal copy of the book, "Designing for Earthquakes"
- Achieve 7.5 AIA Continuing Education Learning Units in a fast-paced program
- Ask the experts: Q&A with the experts who are leaders in earthquake engineering and research
- Witness Stanford's shake table demonstrations during lunch
- Network with the Bay Area architectural, structural, MEP design firms, and vendors specializing in earthquake technologies
- Gain essential knowledge in the latest earthquake engineering, and speak intelligently to clients about structural options
- Learn the best practices to integrate seismic concepts, such as seismic resiliency
- Improve public policy, building design, and systems coordination to reduce hazards and project costs



This event provides 7.5 Learning Units

Who Should Attend:

Architects
MEP Engineers
Civil and Geotechnical Engineers
Structural Engineers
Principals of Design Firms
Project Managers
Construction Managers
Facility Managers
Essential Service Buildings Designers
Officials for Earthquake Preparedness
Emerging Professionals interested in seismic design

Registration Form:

complete and submit

this form

Name: _____

Address: _____

Email: _____

Phone: (____) _____

2 WAYS TO REGISTER:

- Send check and this form to:
AIA SCV
325 S. First Street
San Jose, CA 95113
408.298.0611
- Go online at www.aiascv.org

Cancellation Policy:

\$50 cancellation fee until September 28
No refunds after September 28

Fee Schedule:

Lunch and refreshments included

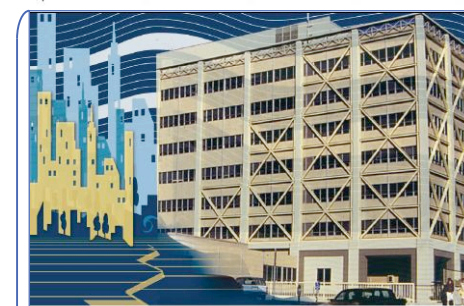
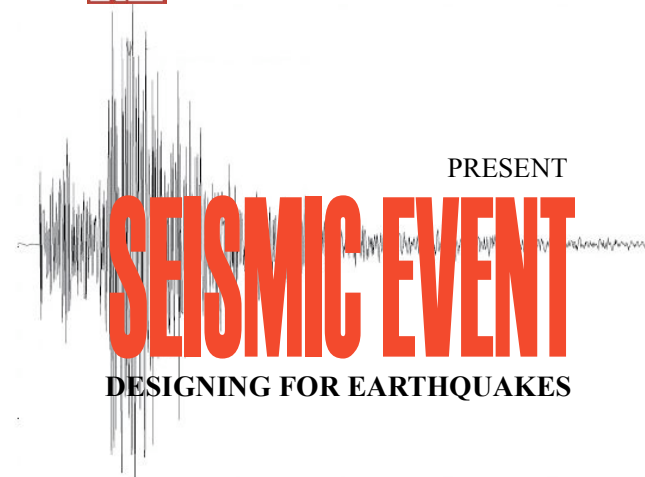
All Day Event	AIA / EERI Members	Non-Members
Early Bird July 15 - August 28	\$155	\$185
Standard Registration August 29 - September 28	\$195	\$225
Late Registration September 29 - at the Door	\$275	



AIA Santa Clara Valley
A Chapter of the American Institute of Architects



Earthquake Engineering Research Institute



Risk Management Series
Designing for Earthquakes
A Manual for Architects

Friday, October 2, 2009



At Stanford University Tresidder Student Union

Presenting Sponsor



Gain cutting edge

knowledge

from

word class seismic experts

including:

Mary Lou Zoback, PhD

VP, Risk Management Solutions, Inc.

Jonathan Bray, PhD, PE, Professor, Civil &
Environmental Engineering, UCB

Chris Poland, SE, FSEAOC, NAE

Senior Principal, Degenkolb Engineers

Lindsey Maclise, PE, LEED AP, Project Manager
Forell/Elsesser Engineers Inc.

Mary Comerio, Professor/Chair

Department of Architecture, UCB

Charles Besjak, SE, PE, AIA

Director, Skidmore, Owings & Merrill, LLP

William Holmes, SE

Principal, Rutherford & Chekene

Robert Reitheman, Executive Director

CUREE - Consortium of Universities for
Research in Earthquake Engineering

Chris Tokas, SE, FSEAOC

Manager, OSHPD Seismic Retrofit Program

Thalia Anagnos, PhD

Professor, General Engineering, SJSU

Ronald Hamburger, SE, PE

Senior Principal, Simpson Gumpertz & Heger

Maryann Phipps, SE

Principal, ESTRUCTURE

↵ **Session Leaders:**

Christopher Arnold, FAIA, RIBA

Principal, Building Systems Development, Inc.

Richard Eisner, FAIA

Government Liaison, Fritz Institute

Natalie Thomas, AIA, LEED AP

Healthcare Studio Principal, HMC Architects

Moderator:

Dawn Anderson, AIA, CSI, Principal Architect,

OSHPD Inspector of Record, As It Stands

Scheduled Sections:

October 2, 2009

Tresidder Student Union, Stanford University

*More Information, Parking, Program and Speaker Bios
are available at <http://www.aiascv.org>*

7:00 Registration and Refreshments

8:00 Morning Program Introduction

Gail Price, AIA SCV Executive Director

8:15 Session One

Seismic Hazards and Site Selection

*Have you read a good geotechnical report lately?
Understand how seismologists model and predict
earthquake forces and how geotechnical engineers
analyze site hazards to mitigate structural damage
to buildings. Successful design is a team effort that
starts at the site!*

Mary Lou Zoback

Jonathan Bray

↵ Richard Eisner

Q&A with the Audience

Break: 15 minutes

10:00 Session Two

Disaster Resilience, Sustainability and Public Policy

*When are buildings safe enough and can they sustain
a massive earthquake? Is the loss of life and
destruction of buildings and infrastructure an
acceptable fate? Join the discussion on how we
can build buildings right the first time to create
resilient cities.*

Chris Poland

Lindsey Maclise

↵ Christopher Arnold

Q&A with the Audience

11:30 Lunch

Boxed lunch is provided.

*Shake table demonstrations and presentations of
graduate theses at the Blume Earthquake Engineering
Center.*

12:20 Afternoon Program Introduction

Susan Tubbesing, EERI Executive Director

12:30 Session Three

Building Configuration and Seismic Issues in Architectural Design

*Are your design ideas in conflict with the building's
seismic needs? Learn how a building's mass and
configuration dictate a structure's behavior during
an earthquake and the engineering principles used
to resist seismic forces. Visualize how introducing
irregular, unsymmetrical and fragmented shapes
quickly change a project's desired outcome.*

Mary Comerio

Charles Besjak

Q&A with the Audience

Break: 15 minutes

2:45 Session Four

Non-Structural Design Philosophy

*During earthquakes, more deaths and injuries result
from the failure of non-structural components than
structural! Still ready to wet-stamp and sign those
documents? Learn how early systems coordination
and component detailing can reduce risk, rework
and overruns.*

Robert Reitheman

Maryann Phipps

Chris Tokas

↵ Natalie Thomas

Q&A with the Audience

3:45 Session Five

Regulations, Research, Retrofit and the Future ...

*Wow! Years of engineering research and observation
have reduced structural failure, increased building
capacities, and preserved architectural expression.
Stay in the conversation for change and speak
confidently with clients, engineers and regulators
on the latest seismic solutions.*

Ronald Hamburger

William Holmes

Thalia Anagnos

Q&A with the Audience

5:00 Adjourn