

CHOICE

Volume 45
No. 6



February
2009

CHAPTER OFFICERS

| | |
|--------------------------|---------------------|
| John Cannon | President |
| Don Scruggs | President-Elect |
| Jake Burkholder | Vice President |
| Jan Myers | Secretary |
| John Groff | Recording Secretary |
| William Brightbill, FCSI | Treasurer |

DIRECTORS

| | |
|-----------------|---------|
| Dave Shaw | 1 year |
| Maria Weber | 1 year |
| Stu Cluck | 1 year |
| Charles Beauduy | 2 years |
| Paul Brunski | 2 years |
| Jeff Snyder | 2 years |

ADVISOR

Chris Atwood

EDITOR

Jeff Turicik

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John Morgan
717-767-6868

AWARDS

Jeff Snyder
717-781-3995

BUDGET/FINANCE

Charles Beauduy
717-763-7212

BYLAWS

Sid Myers
717-737-5391

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717-263-8464

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Rich Forsberg
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ELECTRONICS

Co-Chair

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717-938-3644
Scott Steffan
717-329-4472

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717-697-1799

HOSPITALITY

Logan Myers
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LONG-RANGE PLANNING

Stu Cluck
717-887-3847

MEMBERSHIP

Maria Weber
717-790-9261

PROGRAM

Jake Burkholder
717-564-6860

PUBLICITY

Wayne Sanderson
717-525-2317

ROSTER

Chris Atwood
717-233-4556

TECHNICAL

Dave Shaw
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INSTITUTE DIRECTORS

| | |
|--------------|--------------|
| Henry Zirkle | 804-794-0547 |
| Mitch Miller | 610-559-6000 |

Vegetated Roof Assemblies

Tuesday, February 10, 2009

A Panel Presentation & Discussion, by representatives of roofing manufacturers, design professionals, and landscaping and roofing contractors.

The making of roof gardens has been around for millennia – remember the ‘Hanging Gardens of Babylon,’ one of the Seven Wonders of the Ancient World? But until recently, they were not often contemplated due to their heavy loads, risks of water penetration, and costs to build and maintain. Yet in the past few years, a burst of interest in and rising demand for vegetated roof assemblies by owners and architects, inspired by a desire to make the impact of our buildings on the world a little more ‘natural,’ has spurred our industry to respond with research, articles, products, more economical options and some very creative designs, ranging from simple to complex landscapes. Join us for this program that delves into the evolving technologies of vegetated roof assemblies and gives us some insight into their issues, solutions, design and specification.

*Spouses, guests and visitors
are welcome and encouraged to attend.*

RADISSON HOTEL

1150 Camp Hill Bypass, Camp Hill, PA

Board Meeting - 5:00 p.m.

All members are welcome to attend the Board Meeting

Attitude Adjustment - 6:00 p.m.

Dinner - 6:30 p.m.

Program - 7:15 p.m.

Dinner Cost

Free for Central Pennsylvania Chapter CSI Members;
Students \$10, All Others \$25

Dinner reservations by noon, February 6, 2009

See **FROM THE CHEF'S TABLE**
for Menu and Reservation details.

The Central Pennsylvania Chapter meets
the second Tuesday monthly
except NO meetings are held in July or August.

*Please Read Ads On Our Website
They Support "Choice"*

www.cpc-csi.org

Inside the Choice

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All material MUST be in the editor's hands no later than February 16, 2009 for publication in the March 2009 issue of "Choice".

Send to:
Jeff Turicik
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Mechanicsburg, PA 17050
or email to:
jeffturicik@ykk-api.com

The Construction Specifications Institute is a nation-wide nonprofit technical organization dedicated to the advancement of construction technology through communications, education, research and service. Founded in 1948, CSI provides a forum for architects, engineers, specification writers, contractors, suppliers and others in the industry.

Anyone who is concerned with construction specifications in any manner is invited to apply for membership.

Contact:
Maria Weber
Ph: 717-790-9261 or email
maria_weber@mcgraw-hill.com.



*Knowledge for
Creating and Sustaining
the Built Environment*

President's Message



John Cannon,
CSI, CDT
President

No one could have anticipated the challenges we would face as we start the second month of 2009. As Architects, General Contractors, Facility Managers, and Product Representatives, we are all experiencing substantial reductions in programs, capital projects, and employment or staffing issues. Every day we read reports on cost cutting measures and job freezes.

We need to stay optimistic and focused. Even with the predicted downturn in construction activity, several market segments will remain flat and others are expected to be off 10 -20 percent. Supply and materials prices have stabilized; oil, copper and steel seem to be less volatile than they have been in months. Our region's Unemployment Rate is lower than the national average and our home prices are holding.

The \$819 billion Economic Recovery and Reinvestment Act recently passed by the House of Representatives looks to have around \$20 billion allocated for Pennsylvania. 11 percent to help balance the budget and the rest for tax cuts, unemployment insurance, food stamps, education, clean energy programs, infrastructure and Medicaid.

Pennsylvania has State and Federal tax incentives or programs available that can be promoted to spur the need for construction. The Emergency Economic Stabilization Act of 2008 extended tax credits for energy efficient commercial buildings with immediate tax deductions of up to \$1.80 sf. The Small Business Energy Efficient Grant can provide a 25 percent match of funds up to \$25,000 for energy saving projects.

We have a tough road ahead but Central PA will come through and hopefully sooner than the other regions. PA looks to have funds and pro-

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Curmudgeon's Corner

the many faces of CSI

by Sheldon Wolfe, RA, FCSI, CCS, CCCA

identity: the name or essential character that identifies somebody or something, the distinguishing character or personality of a group

I'm sure you have heard about Facebook and LinkedIn, two examples of social networking and professional networking websites. The idea is intriguing; members have what amounts to their own websites, where they can have their own blogs (online journals where the owner and visitors can post comments), upload pictures, list friends/contacts, and provide contact and employment information, all of which are visible to visitors.

These things have been possible for some time, but mostly for those who paid for website design. What's different now is that networking sites require no knowledge about websites, HTML, or programming. If you have Internet access, you, too, can have a web presence. And you don't even have to pay for it!

With all the existing websites and blogs, a growing number of social and professional networking services, and the new micro-blogging and messaging services like Twitter, Pidgin, and 8hands, it's hard to know what to use, what to avoid, and where to look for information. The ease of use makes these new technologies irresistible, and the number of users is growing at a tremendous rate.

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From the Chef's Table

MENU

*Choice of Pecan Encrusted
Chicken or Roast Pork Loin
Tomato Florentine
Chef's Choice of Dessert*

*Special Dietary menus,
such as vegetarian,
low fat or low sodium,
are available upon request.*

In addition, we will try to accommodate special requests such as vegetarian, low fat or low sodium selections. A fresh fruit plate, instead of the Chef's Desert Selection, is always available by request. Special request menu reservations should be made no later than the Friday prior to the Tuesday meeting.

Please feel free to forward either your comments regarding your meal, or any suggestions that you feel could improve the CPC-CSI dinner, to: loganmyers@hotmail.com.

Logan Myers
Hospitality Chair

Attendees should make an entrée selection when reservations are placed.

(Please note that the first entrée listed will be the default selection if no choice is made.)

RESERVATIONS

to Logan Myers by calling (570) 850-6330 or e-mail at loganmyers@hotmail.com or use our on-line registration form at www.cpc-csi.org

YOU MUST MAKE RESERVATIONS OR CANCEL STANDING RESERVATIONS by NOON, FRIDAY, FEB. 06, 2009.

ALL NO-SHOWS WILL BE BILLED.

Entrée selection should be made when making a reservation. First entrée listed is the default selection if no choice is made.



Logan Myers
Hospitality Chair

Minutes of Board of Directors Meeting

DATE: January 13, 2009

TIME: 5:00 p.m.

LOCATION: Radisson Hotel, Camp Hill, PA

The Board of Directors of the Central Pennsylvania Chapter of the Construction Specifications Institute met in the Radisson Hotel in Camp Hill, PA on January 13, 2009. President Cannon called the meeting to order at 5:00 p.m. Board members and committee chairs present were: Atwood, Brunski, Burkholder, Cannon, Cluck, Forsberg, Groff, Morgan, J. Myers, S. Myers, Saylor, Scruggs, Snyder, and Turicik.

Opening Comments:

1. President Cannon opened the meeting.

Approval of Minutes:

2. A correction to last month's minutes was presented: The application for Outstanding Chapter Award has not yet been submitted, but will be on January 14, 2009. The December minutes were approved as corrected, as moved and seconded by Skruggs and J. Myers respectively.

Treasurer's Report

3. Treasurer Brightbill emailed Board members and committee Chairs copies of the Treasurer's report, and filed the original for audit.

4. Officer's Reports

5. **President Elect** No report.

6. **Vice President** No report.

7. **Corresponding Secretary** No report.

8. **Past President/Advisor** No report.

9. **Editor's Report** Editor Turicik reported he needs articles for Choice.

Committee Reports

10. **Budget/Finance** No report.

11. **Electronics** No report.

12. **Awards** See correction to last month's minutes. In addition Chair Snyder requested that any

new nominations for Chapter Awards be sent to him. The Awards Program will be held in June.

13. **Bylaws** No report.

14. **Program** The February meeting will be about "green roofs", in March we will have the Exhibitors Show. The April program will be on BIM. The May program will be a tour of the new Judicial Center in Harrisburg. The Chapter Awards will be presented in June. On February 18, ABC will present a program will economist Anirban Basu at the Harrisburg - Hershey Sheraton on Lindle Road beginning at 7:30 a.m. regarding the economy in the Pennsylvania region. Mr. Basu is an economist, lawyer, radio correspondent, and author with the Sage Policy Group, Inc. located in Baltimore, MD. Word on the street has it that Mr. Basu is also very entertaining.

15. **Technical Chair** No report.

16. **Education** A flyer for the educational sessions to be presented at the Exhibitors Show in March is in preparation, and will be sent to the printers soon. The program for the January meeting has not yet been registered with AIA for credit, but will be following the presentation.

17. **Exhibit/Show** Co-Chair Saylor reported that 23 booths have already been rented, with more coming. This year's show will be held March 18, 2009 at the Radisson. This year, the International Facilities Managers Association (IFMA) will be participating with us.

18. **Hospitality** No report.

19. **Membership** The Chapter has 130 members.

20. **Publicity** No report.

21. **Roster** Chairman Atwood has finalized the roster. A report will be posted in Choice.

22. **Planning** No report.

23. **Academic Affairs** Applications for the Chapters scholarship are being sent to participating colleges and institutions.

24. **Certification** The CDT review course will begin on January 14, 2009 at the HACC Mid-Town Campus at 3rd and Reilly Streets in Harrisburg. To date, 11 credit students are signed up for the course. Chairman Brunski related that hardcopy Project Resource Manuals/Manual of Practice are available by contacting him.

25. **Advertising** Chair J. Myers that we may be adding a new advertiser. New ideas for advertising will be investigated since the electronic version of Choice offers new possibilities.

26. **Archives Chair** No report.

Directors

27. No report.

Old Business

9.01 **Architectural Spot Lights & 50/50** A draft standard sheet for Table Top Presentations was distributed at the Board Meeting. The initial Table Top Presentation will be presented by Jeff Turicik of YKK following dessert at this evening's (January's) dinner meeting. Responsibility for Table Top Presentations will be assigned to the Advertising Committee under Jan Myers.

9.03 **Institute Website Links** No report.

9.04 **Possible New Meeting Site** No report.

10.01 **Scanning Archives** No report.

New Business

1.01 **Nominating Committee** A motion to form a nominating committee for Chapter Officers and Committee Chairs was approved after being moved and seconded by Cannon and J. Myers, respectively. Members of the committee are President Cannon, Past President Atwood, and President Elect Scruggs.

1.02 **New Member Orientation Program** A possibility to achieve points towards achieving the Outstanding Chapter Award for organizing a new member orientation program was discussed. A lot of interest in this idea surfaced, and it will be pursued.

1.03 **Outstanding Chapter Points** A possibility to achieve points towards achieving the Outstanding Chapter Award for assigning Committee Co-Chairs was discussed. Several of our Committees already have Co-Chairs, but not all. A lot of interest in this idea was expressed, and assigning additional Co-Chairs and listing those already in place in Chapter documentation will be pursued.

*Respectively submitted,
John H. Groff, PE, CSI, CCS
Recording Secretary*



John H. Groff,
PE, CSI, CCS
Recording Secretary



*Chris Atwood,
Roster Chair*

Chapter Roster

Fiscal Year '09 Central Pennsylvania Chapter Roster Available

Your roster committee has completed and published a chapter roster, based on the October 2008 Institute roster for the Central Pennsylvania Chapter. Rather than spending a considerable amount of money to print and mail a hard copy to every member, we will be happy to send chapter members a copy upon request to the roster committee chair, Chris Atwood, at telephone 717-233-4556 or e-mail catwood@eiassoc.com. Please indicate if you wish to receive a hard copy by regular mail or a PDF copy by e-mail, and if it should be sent to an address other than that usually used for chapter communications. Printed copies will also be available for pick-up at meetings. As always, please forward any corrections or other changes to your contact information to the roster chair, in addition to separately making the changes to your membership profile in the Institute's records.

*Respectfully submitted,
Chris Atwood, Roster Chair*

Curmudgeon's Corner (Continued from page 2)

Is this a good thing? Technology itself is neither good nor bad. A knife can be used to prepare food or to murder someone; a word processor can be used to write poetry or pornography; a computer can be used for online banking or to steal money from a bank. I see valuable uses for nearly all new technology, but I also know that it isn't necessary to use all of them all the time.

In the early '70s, the term appropriate technology came into vogue. The idea was to use the technology most effective in accomplishing the task at hand, not necessarily the newest or coolest technology. Yes, you can kill a fly with a nuclear bomb, but a flyswatter does the job with readily available materials and infinitely less cost. The same thinking can be applied to computer technology.

What is the most effective way to contact other people? It might be instant messaging, but it more likely would be a phone call or e-mail. What is the most effective way to make your contact information known? It might be a social networking site, or it might be an old-fashioned letter on paper - or a face-to-face meeting. What is the most effective way to promote your business? It might be a professional networking site, or it might be a website.

In each case, it is important to choose the most

effective technology, to provide exactly the information you want to make available, and to control that information. You may find ads for Chryslers in magazines and newspapers, on TV and radio, and on the Internet, but you can be sure that each of those ads was approved, if not created by, Chrysler's main office, to present a specific image regardless of the medium.

In contrast, CSI has a chaotic Internet presence that does little to tell the world who we are or what we do. A brief search of the Internet will reveal many sources of information about CSI.

CSI websites:

- Primary Institute websites include CSINet.org, CSI Wiki, and CSI Blog. CSINet has a discussion forum, and the Blog is another.
- Secondary Institute websites include MasterFormat.com and GreenFormat.com.
- Ten region websites.
- We should have 148 chapter websites, but the Institute website indicates there are about 110.

LinkedIn groups include:

- Construction Specification Institute
- CSI - Construction Specifications Institute
- CSI Specifiers Practice Group
- 5 more identified as CSI chapter groups

Facebook groups include:

- Construction Specification Institute
- CSI - Emerging Professionals
- CSI - Students
- CSI - Construction Specification Institute (CSI at A&M)
- 5 more identified as CSI chapter groups

And then there is 4specs.com, the unofficial online hangout for specifiers for many years.

LinkedIn and Facebook groups each host discussions, so we now have about twenty CSI discussion sites. If someone asks a question about certification, or makes a suggestion for improving CSI on a Facebook site, will CSI staff see the question or comment and give the correct response?

CSI websites, as far as I know, have been authorized by Institute, region, or chapter boards of directors, and are official sources for information. Some LinkedIn and Facebook sites have been started at the direction of CSI, but others appear to have been started by individuals. We don't need to have everything on every site vetted by CSI staff, but all sites should be monitored to make sure they accurately represent the organization.

Should CSI groups be allowed on LinkedIn or Facebook? Should CSI, its regions, or its chapters have both websites and LinkedIn or Face-

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Jan Myers,
Advertising Chair

Calling All Reps!

Would you like to highlight your company or a special product? Do we have a deal for you. For a mere \$125-\$150 you can display your wares during the social time and have 10 minutes of everyone's attention during dessert at one of our CPC/CSI dinner meetings. What an awesome opportunity to hit several specifiers at once. If you are a member of this chapter, it will cost \$125. If you are not, it will cost \$150. For more details, see the CPC-CSI.org website. To schedule a table top, call Jan Myers at 717.238.4910. Thanks!

Jan Myers
Advertising Chair



Central Pennsylvania Chapter of the Construction Specifications Institute Table Top Display Registration

Name/Contact: _____

Company: _____

Meeting Date: _____

Telephone: _____ E-Mail: _____

Cost: \$125 members /\$150 non-members (does not include meal)

Fee Includes:

1. One 72 x 30 inch table to display product.
2. Display time: 6:00 - 7:00 P.M. (During social hour)
3. Presentation: 10 minute presentation during desert.
4. Electrical: Outlets available. Vender supplied extension cords.

Contact: _____

CPC _____ Committee

717-_____ - _____

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Ads
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CHOICE STAFF

Editor
Jeff Turcic

Advertising
Jan E. Myers

Roster
Chris Atwood

Calendar of Events

March 18, 2009
CSI Central Pa. Chapter -
Board Meeting - 5:00-6:00 pm at
the Radisson, Camp Hill, PA

March 18, 2009
CSI Central Pa. Chapter -
34th Annual Exhibitors' Show

March 30 - April 4, 2009
CDT Exams

April 14, 2009
CSI Central Pa. Chapter -
Program & Dinner Meeting

April 24 - 25, 2009
CSI Middle Atlantic Region LOS
Leadership Orientation Seminars
(LOS) in Gettysburg, PA

May 12, 2009
CSI Central Pa. Chapter -
Program & Dinner Meeting

June 9, 2009
CSI Central Pa. Chapter -
Program & Dinner Meeting
Annual Chapter Awards Program

July, 2009
CSI Central Pa. Chapter -
No Meeting

August, 2009
CSI Central Pa. Chapter -
No Meeting

September 8, 2009
CSI Central Pa. Chapter -
Program & Dinner Meeting

President's Message (Continued from page 2)

grams to keep the ball rolling. Please stay connected by attending our monthly education and networking opportunities. Together we can spread optimism and help each other through this period.

John Cannon, CSI, CDT
President

Curmudgeon's Corner (Continued from page 4)

book groups? Yes! These services provide easy informal communication between members, and are a great place to post documents, links, and pictures that otherwise would not be seen by members. However, all sites should clearly indicate their purpose and the degree to which they represent CSI, as done on Facebook and LinkedIn sites administered by CSI staff and host chapters.

I have written before about the importance of keeping websites current. A visitor who sees under "coming events" a meeting that took place two years ago is unlikely to return. Another thing that influences visitors is the amount of activity on the site. The more sites there are, the less each will be used, and some will die. Unfortunately, dead sites usually remain online, giving the impression that the host organization is dead.

Many members have observed that we do a poor job of promoting CSI and what it does, and the Institute Board of Directors has been discussing branding for some time. If anything, the number of social and professional networking sites will grow, and if we're not careful, CSI's presence and message will become more diffuse and incoherent.

Networking sites can be fun and useful, but let's take a good look at what we're doing, and make sure we use them to CSI's best advantage.

2009

EXHIBITORS' SHOW

THE CENTRAL PENNSYLVANIA CHAPTER OF THE CONSTRUCTION SPECIFICATIONS INSTITUTE, INC.



Knowledge
for Creating
and Sustaining
The Built
Environment



MARCH 18, 2009

11:00 A.M. - 6:00 P.M.

CAMP HILL RADISSON

1150 Camp Hill Bypass, Camp Hill, PA

Don't miss this chance to exhibit at Central Pennsylvania's Premier Exhibit Show attended by architects, engineers, contractors, facility managers and building owners.

The Show Committee will feature free food, wine, coffee, soda and cheese. Door prizes will be drawn hourly.

Complete and return the Reservation Form below to reserve your space for this exciting event. Check must accompany reservation form. Exhibit spaces (6 feet deep by 10 feet wide) are \$500 and will be provided with one table and two chairs, if desired. Spaces will be limited to 90 on a first-come, first-served basis.

The schedule is as follows:

- Set-Up 6:00 A.M. until 11:00 A.M.
- Show Time 11:00 A.M. - 6:00 P.M.
- Down & Out 6:00 P.M. - 10:00 P.M.

Each exhibit space will be provided with a duplex receptacle with 110 volt power, if requested. (Please check the box on the Reservation Form if you will require 110 volt outlet.) NO POWER EXTENSION CORDS will be provided with the spaces. If required by you, please provide your own. Each exhibit space will be provided with a back drop and side drops.

THIRTY-FOURTH ANNUAL EXHIBITORS' SHOW 2009 COMMITTEE

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CENTRAL PENNSYLVANIA CHAPTER CSI OFFICERS

John Cannon, CSI, CDT, CCP *President* Don Scruggs, CSI, CDT, CCCA, *President-Elect*

CPC CSI 34th ANNUAL EXHIBITORS' SHOW RESERVATION FORM

RETURN TO: Larry E. Saylor, CSI, CDT, NCARB, AIA, 930 Century Dr., Mechanicsburg, PA 17055.

COMPANY _____

ADDRESS _____

PHONE _____ FAX _____ E-MAIL _____

REPRESENTATIVE _____

Enclosed is our check in the amount of \$ _____ for _____ exhibit spaces.

Please advise major product being displayed _____

(Please make check payable to Central Pennsylvania Chapter, CSI)

Yes, we will require a 110 outlet.