



mad - spec

February
2011



Publication of the Madison, WI Chapter

Construction Specifications Institute, Inc.

Madison Chapter Website: www.csimadison.org

CSI MADISON & AIA SOUTHWEST CHAPTER PRESENT:

Firestopping and Life Safety

PRESENTER: Chris Hanson, Fire Protection Specialist with Hilti North America

Chris has been with Hilti for over 5 years, and as a Fire Protection Specialist his role is field training and technical support for fire protection chemical products (firestop, steel protection, and smoke and acoustic sealant). He's originally from Detroit and now resides in the Chicago area. His current coverage area is Chicagoland and Southern Wisconsin.

DESCRIPTION:

Agenda / Overview

- Fire Statistics
- Building Codes
- Test Methods
- Specification
- Engineering Judgments
- Firestop Systems
- Jobsite Applications
- Installation
- Limiting Liability
- Hilti Value Proposition

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- Gain the ability to locate and utilize proper UL Tested System Drawings and Engineering Judgments
- Appreciate Relationship between other fire safe building methods and firestop
- Realize Hilti's commitment to helping their firestop customers through superior technical understanding and support

COST:

Dinner \$20.00 (Students \$7.00)

RSVP: Please RSVP to a Board Member by Thursday February 3, 2011

DATE: February 8, 2011

MEETING SCHEDULE:

Social Hour: 5:00 PM to 6:00 PM

Dinner: 6:00 PM to 6:45 PM

Program: 6:45 PM

LOCATION:

Vintage Brewing Co., 674 S. Whitney Way, Madison (Formerly JT Whitneys)

DIRECTIONS:

Exit north on Whitney Way from the Beltline(Hwy 12). It is on the left after the lights at Odana Road.



About CSI:

The **CONSTRUCTION SPECIFICATIONS INSTITUTE** is a National technical Society embracing the entire construction industry, including research and development, manufacturers, material suppliers, subcontractors, prime building contractors, as well as design and specifying Professional Architects and Engineers.

The Society is dedicated to continuing education through free interchange of information and experience among its members throughout the entire construction industry.

Information about CSI and applications for membership are available at Chapter meetings from the Membership Committee. Those interested in membership are urged to attend Chapter meetings and get to know us.

About mad-spec:

Mad-spec is the monthly newsletter of the Madison, Wisconsin Chapter and is distributed free of charge to all Chapter members and interested parties in the Construction Industry in the Southern Wisconsin area, other CSI Chapters in the North Central Region, and selected CSI Chapters nationwide.

Mad-spec does not approve, disapprove, sanction or guarantee the validity or accuracy of the data, claims, or opinions published in this newsletter.

Republication rights of any original article appearing in mad-spec is granted to other CSI-affiliated publications providing credit is given to the author and mad-spec.

Mad-spec advertising rates are based on 10 or 11 issues as follows:

1/9 page—\$75	2/9 page—\$110
1/3 page—\$165	2/3 page—\$285
Full page—\$375	

Rates are based on the advertiser providing electronic file compatible with Microsoft word processing software. The deadline for copy for the following month's issue is the third Wednesday of the month.

Mad-spec will publish personal ads, help wanted, positions desired, office equipment for sale, announcements of new appointments and assignments, and other notices of interest from Chapter members, advertisers and others (at the discretion of the Editor and space available) free of charge on a one-time basis. Contact the Publications Chairperson for extended time rates.

Another service provided is the option of the advertiser providing a 8-1/2 by 11 camera-ready advertisement in which it will be printed and mailed as an insert into the mad-spec at the rate of \$100 per month of publication.



Advancement
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About Madison Chapter:

BOARD MEMBERS:

President.....	Kent Calloway
	Phone: 608-831-3752
	E-mail: calloway@chorus.net
First Vice President.....	Dan Maki
	Phone: 608-240-9110
	E-mail: dan@facilityengineeringinc.com
Second Vice President:	Todd Lewis
	Phone: 608-222-5219
	E-mail: toddalewis@earthlink.net
Third Vice President	Alan G. B. Kim, Jr.
	Phone 608-661-3964
	akim@vonbriesen.com
Secretary.....	Ross Mori
	Phone: 608-837-7899
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Treasurer	George Keehn
	Phone: 608-273-0552
	E-mail: gkeehn@aol.com
Director	Karl Kraemer
	608-516-9300
	E-mail: 1775honeycreek@gmail.com
Director	Kelly Thompson
	Phone: 608-577-0094
	Email: Kelly@kontextarch.com
Immediate Past President.....	Curt Norton
	Phone: 608-576-7108
	E-mail: cnortoncsi@aol.com

COMMITTEE HEADS:

Education.....	Richard Wandschneider
	608-246-6746
Academic Affairs.....	Curt Norton
	608-576-7108
Technical.....	Steven Schatz
	608-222-4991
Membership	Alan Kim
	608-661-3964
Certification.....	Sar Schnucker
	608-273-6380
Golf Outing.....	Ross Mori
	608-837-7899
Publications	Ross Mori
	608-837-7899
Advertising	George Keehn
	608-273-0552
Awards.....	George Keehn
	608-273-0552
Website.....	Steve Schatz
	608-222-4991

PAST PRESIDENTS:

Roger E. McMullin.....	1958-1959
Ronald Starkweather (D)	1959-1960
Harold L. Olsen	1960-1961
Robert C. Cashin	1961-1962
Norman Kenny	1962-1964
Stanley Anacker (D).....	1964-1966
Robert C. Kendall	1966-1968
Howard R. Steinmann.....	1968-1970
Harold R. Ames	1970-1972
Dwight D. Zeck	1972-1975
Anthony P. Pawlowsky.....	1975-1978
William T. Gray	1978-1982
Eileen K. Bey	1982-1986
James C. Gaskell.....	1986-1987
Larry W. Ryan.....	1987-1989
Al Martinson.....	1989-1992
H. Steven Schatz	1992-1996
Thomas E. Irvin.....	1996-2000
Noel Valdes	2000-2002
Ross Mori	2002-2006
Curtis Norton.....	2006-2010

FELLOWS OF THE INSTITUTE:

Ronald S. Starkweather, FCSI
Harold L. Olsen, FCSI
William P. Vickers, FCSI
Howard R. Steinmann, FCSI

NC REGION DIRECTORS:

J. Gerard Capell, AIA, CSI, CCS
Phone: (414) 962-4638
E-mail: jgcapell@wi.rr.com

Meeting Schedule:

2010

Sept. 9 - Golf Outing
Oct. 12 - Union South Tour
Nov. 9 - Marketing & e-media
Nov. 30 - Holiday Party

2010

Jan. 11 - Lighting Controls (w/ AIA)
Feb. 8 - Firestopping
Mar. 8 - Nanotechnology
Apr. 12 - DSF Specification Format changes
May 10 - Tour TBD
Jun. 7 - Social event TBD

CSI Dates to Remember

Final Registration Deadline for Spring National Exams – February 25, 2011

CSI Academies (in Dallas, TX, see www.csinet.org/academies) – February 24 – 26, 2011

Spring National Exams – March 28 – April 9, 2011

North Central Region Conference
May 12—14, 2011, Branson, MO

Construct 2011
Sep. 13—16, 2011, Chicago, IL

MEMBER FORUM:

Mad-Spec is **YOUR** newsletter. Local news is always of interest to our members. If there is anything going on with you or your company, let me know. Articles on technical issues are needed also. Writing from local talent is what will make our newsletter shine.

Email: cnortoncsi@aol.com

Thank you,
Curt Norton, CSI, CCS, Editor

Deadline for next issue is
February 16, 2011

The Prez Sez....

Off to a good start in this new year, with our annual joint meeting with the Southwest Wisconsin Chapter of the American Institute of Architects. I would like to extend a special thank you to Mr. Tate Walker and Ms. Janine Glaser of AIA for arranging an interesting meeting. Scott Garrett of Lutron Electronics Company Inc. presented, "Light Control in the Office Space." CSI was very well represented at the meeting, I would like to thank everyone who attended. This meeting is an ongoing effort to extend CSI presents in the design and construction industry. By building relationships with other professional groups CSI members have the opportunity to expand networks.

Other organizations recognize the benefit in collaborating with CSI members because of our membership diversity in the design/construction industry. We as members need to take advantage of this and one way to do that is to attend as many meetings as we can. We always welcome visitors to our meetings so please invite a friend or colleague to any or all of the upcoming meetings.

We are in the process of lining up meetings for the months ahead. We'll keep you updated on the what's, where's and when's of future meetings. When you receive a notice for a meeting please reply to let us know if you will or will not be able to attend. This way we can provide the restaurant with an accurate number which they really need for the food preparation. This year's schedule is filling up but as always we welcome all comments and recommendations on chapter activities. I look forward to seeing you at the meetings.

Kent Calloway, CSI, CCS, AIA
Madison Chapter President

NEW MEMBER PROFILE

Meet one of your new fellow members:

**Sar Schnucker, AIA, NCARB, CSI, CCS, CCCA | Lead Specifier/ Senior Project Architect
Mead & Hunt, Inc.**

As an architect and specifications geek, I got involved with CSI in 1994 because their certification process offered an organized, established means of learning the legal aspects of the construction industry. I have since come to recognize CSI's standards development and certification process as the single most valuable investment I've made to my career. In one manner or another, CSI's efforts have been present in my professional activities every work day since I started 28 years ago.

Fourteen months ago, I moved to Madison, WI from Duluth, MN where I was on the Board of Directors for the Twin Ports Chapter of CSI. Now, as the new Certification Chair for the Madison Chapter of CSI, I am looking forward to meeting the membership and helping to lead the way toward greater involvement in CSI's certification programs.

My personal adventure in architecture and construction started in 1982, with a giant step from Iowa State University to Alaska. From a home base in Anchorage, what followed were fifteen years of widely-varied design and construction experiences dealing with permafrost, earthquake design, volcanic eruptions, landscaping to accommodate moose appetites, 200 F degree seasonal temperature variations, 24-hour periods of daylight (and lack of daylight), Arctic desert climates, Pacific coast rainforests, 200 mph design wind speeds (in the Aleutian Islands), snowfall reaching up to 560 inches per year (Valdez, AK) and occasional design services paid by baleen, basketry, scrimshaw, or fur.

In 1993, I took part in the first Joint Congress of the AIA and UIA in Chicago as the international architectural profession developed a code of principles called the "Declaration of Interdependence for a Sustainable Future". That same year, the USGBC was started and the trend toward a world-wide consciousness of environmentally responsible building practices began. I joined CSI, passed the CDT exam and by 1997 had moved from Alaska to take over as Chief Specifier with Brooks Borg Skiles A/E in Des Moines, Iowa (established in 1895). While there, I passed the CCS certification exam and led their Specifications Department through more than 200 projects in a 3-year period.

In 2000, I started an independent specifications consulting practice providing design firms across the U.S. with training, "Best Practice" guidance and a full range of specification services. For the next nine years, the spec consulting business continued to develop while I worked as a Project Architect and Project Manager for A/E firms in Iowa and Minnesota. I added the CCCA certification while in Duluth, MN where I greatly enjoyed an association with one of the region's most vibrant CSI Chapters, on the shore of Lake Superior. Since Fall of 2009, I have been a Senior Project Architect and now Lead Specifier at Mead & Hunt in their Madison office, working on a great number and variety of architecture and engineering projects across the country. I look forward to interacting with fellow CSI members here in Madison.

(Continued on page 5)



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Attention AIA Members

CSI Madison Chapter is registered with the American Institute of Architect's Continuing Education System (AIA/CES) and is committed to developing quality learning activities in accordance with AIA/CES criteria.

Most programs Madison Chapter CSI conducts will meet the AIA/CES criteria for acquiring learning unit hour credits. The number of learning units received depends on the length of the program.

At each meeting, CSI will provide an AIA/CES Sign-Up Sheet for you to provide your name and AIA membership number—please print clearly! If you can't find it, please ask. CSI will send in the form to AIA within 2 weeks.

Kent A. Calloway, AIA, CCS



George Keehn, CSI
District Sales Manager
Phone: 608-273-0552
gkeehn@jwcbldgspec.com

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Curmudgeon's Corner; Convince me

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

We've all heard countless times about the amazing technological changes of the twentieth century, going from horse-drawn buggies to a car in every garage and landing on the moon, from telegraph to cell phones, from dirt roads to superhighways, from fresh food to frozen, and so on. Many of those changes resulted in improvements in business or in our standard of living, and are so much an accepted part of our lives that we take them for granted.

In communication, the last century saw a remarkable increase in speed and convenience. Everyone in the US has known about telephones as long as they can remember. A few of the old crank phones were around for a while, but the rotary dial phone was common in the '50s, the touch-tone phone came along in the '60s, and cell phones in the '70s.


But while phones have been great for oral communication for nearly a hundred years, getting documents from one place to another was a problem well into the second half of the last century. There wasn't much choice; sticking paper in an envelope and entrusting it to the post office was about it. And then came the fax.

I remember seeing Steve McGarrett getting faxes on Hawaii Five-O. The facsimile machine (fax) would create an image - usually of a ne'er do well he was tracking - on a spinning drum, a process that seemed to take half an hour to complete. Faxes were common around the world in the '80s, when faxing by computer came along.


Although the fax machine must have been a hard sell at first - "Great! I can get a copy of a document anywhere almost instantly! But who else has one?" - there were very good, and explainable, reasons to have a fax, which soon became an indispensable part of business. It was days faster than mail, and though the early machines were expensive, the obvious advantages increased demand, which led to lower costs and improved performance.

The cell phone has a similar history. The bene-

Henry J. Predolin Humanities Center - Edgewood College, Madison



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Potential CSI Members:

Want to know more about CSI?

Call **Alan Kim, CSI** (608) 246-8500 or any Board Member (See Page 2).

fits of being able to contact someone nearly anywhere, or of being able to make a call without first finding a phone booth, were obvious, and demand again led to lower costs and improved performance. The advantages, again, could be explained.

And then we have the Internet and e-mail. Again, a tremendous improvement in ability to communicate. Virtually instantaneous transmission of documents, audio, and video at little cost. Although there was a lot of hype about the Internet, its benefits were easy to explain. I was an early participant, and a promoter, as the benefits were so obvious.

In contrast, the proponents of cable and satellite TV promised a wonderful future, full of educational and cultural programming, free of advertising. The supposed benefits were based on assumptions. The reality? Instead of four or five TV channels, we now have hundreds of channels of re-runs, "reality" shows, game shows, and other drivel - along with advertising.

The fax, the cell phone, and the Internet offered substantial improvements in communication, and were obviously useful in doing business. Today, we're being told how important it is to use social networking, and that to survive, a business *must* use it. But, unlike the fax, the cell phone, the Internet, and e-mail, there has been no clear benefit associated with the social network.

Let me make a distinction here; I'm talking about business. I like satellite TV because I like to watch movies, and I have a Facebook account because that's where my kids put pictures of their kids. Much of the fun of Facebook comes from the free-for-all commentary in response to comments and pictures, and the ease of posting both. But does that work for business? While a website will always deliver the desired message

and image, Facebook, and, increasingly, LinkedIn, are chaotic, with the last visitor defining to the next visitor what the group is.

If anything, the use of LinkedIn and Facebook groups for business has confused communication by increasing the number of places to store and look for information, and Twitter's tweets are more of an annoying buzz. I'm not saying that these things don't have a place; I just haven't seen a good example of their use in business. While I am interested in what my friends are doing, on a business level I don't need to see personal details - when they feel good, when they have a headache, what the dog's latest trick is, and so on. When I go to Facebook, that's what I expect, but I don't want to see it when I'm doing business.

So far, random thoughts are what social networking seems to be about. I recently read an editorial in *Structural Engineering & Design*, which talked about the magazine's expansion into social media. In the same issue, the following were offered as "Top tweets" on the magazine's website:

- "Managers fear tighter budgets..."

- "George Washington University tests materials..."
- "Cleveland casino to break ground in 2011"
- "...bridge collapses..."
- "Will [one building be taller than another]?"

Not one of these offered information that was of immediate interest, or would affect most readers soon enough to warrant the use of their time to read them. I looked through more tweets on the magazine's website, and again found nothing critical; everything there could have been handled in a monthly update. A bridge collapse may be interesting, and might be of immediate concern to a very small number of people, but the date of the tweet was a day after the collapse, so it wasn't exactly breaking news.

While writing this, I revisited the magazine's Facebook site. Virtually everything on the wall was a tweet, with a couple of Thanksgiving Day greetings, and a "hi everybody". There were several photos from a meeting, magazine covers, and no discussions. In short, it was mostly material that would appear in the magazine. The magazine is published both in print and on paper, so

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the Facebook site adds little that isn't already available.

A real concern is the fragmentation of communication. If I want to know more about something mentioned by *Structural Engineering & Design* should I go to the website, the LinkedIn site, the Facebook site, or Twitter? Does each have a unique function? If the same information is repeated everywhere, what is the point of having multiple sources? And if it's different, how will I know where to go? Who is making sure that it's current and correct? Of course, if Mark Zuckerberg has his way, there will be only one answer!

Many organizations and companies are struggling with these issues. Unfortunately, the unsubstantiated claims - "You *must* use Facebook!", "You won't survive if you don't tweet!", and so on - exacerbate the problem. I am not a Luddite; my experience with computers goes back to punch cards and FORTRAN, and I was an active and early promoter of websites and e-mail. I have created and maintained websites; e-mail and the Internet are essential to my job; and I have LinkedIn, Facebook, and even Twitter accounts.

CSI has about 120 websites, about forty-five LinkedIn groups, and half a dozen Facebook groups. About fifteen of the websites are down, and many of the remaining sites promote activities that are two or more months old as "coming events". The most recent comments in many of the LinkedIn groups are months old, and some go back more than a year. Isn't CSI the organization that promotes "say it once in the right place"? With information appearing in so many places, will it be clear, complete, concise, and correct? And isn't current important? It's better to have a static website with basic information than to have one that shows that no one cares about what is available.

Convince me! Would we not be better off with an organized, consistent Internet presence? If it's so important to be involved in social networking, shouldn't we be everywhere? If you click on the "share" icon on many websites, you get over three hundred options - should we use all of them? If we continue to create new groups in other networks, who will manage the content? Who has the time to follow all of them? At the moment, the lack of activity on nearly all of these websites and groups is not an enticement to participate; instead, it indicates a lack of both purpose and interest.

I do *not* object to progress; I believe that most advances in technology and communication have valid uses. However, I also believe in use of the appropriate tool for the job at hand. I don't kill flies with a shotgun, and I don't see the value of telling the business world that I'm at a great seminar or that I had a hard day at work.

I do think it's possible to have a website as a formal source of information, and a more casual presence on Facebook or LinkedIn. Having a group for people studying for an exam, as suggested by Joy Davis, is a good idea, and I'm sure there will be more. But, instead of making vague claims about why we simply can't survive without social networks, show us a real benefit. Don't put up new websites and groups just because it's easy; figure out what you want them to do, make a plan to achieve the goals, and keep them current and active.

Please - convince me!

© 2010, Sheldon Wolfe, RA, FCSI, CCS, CCCA, CSC

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

BOARD OF DIRECTORS MEETING MADISON CHAPTER - CSI

DATE: 1/7/2011

PLACE: Vintage Brewing Company

CALL TO ORDER: 12:08 PM

ATTENDANCE: Present: Kent Calloway, George Keehn, Karl Kraemer, Todd Lewis, Dan Maki, Ross Mori, Curt Norton, Kelly Thompson Absent: Alan Kim Guest: Sar Schnucker, Steve Schatz

MINUTES OF LAST MEETING:

Ross Mori presented the board minutes from November meeting, which were read and approved with one amendment. The minutes did not include the board motion to appoint Alan Kim to fill the position of 3rd Vice President, that was vacated by Brian Clark. The motion was seconded and unanimously approved. The

PRODUCT REPRESENTATIVES

Would you like the opportunity to do an inexpensive sales pitch to our professional members? If so, I would like to remind you, that we do offer tabletop presentations at our chapter meetings. The cost for doing a tabletop presentation is \$50.00 for chapter members, and \$75.00 for non-members. Your fee includes a table set up for you to display your products, and a chance to do a brief (10 minute max.) introduction for yourself and your products.

To reserve a space at one of our upcoming meetings, please contact:

Curtis Norton
(608) 576-7108
cnortoncsi@aol.com

minutes have been amended to include this appointment.

TREASURER'S REPORT: George Keehn presented a financial statement, which was read and approved. Total balance of \$8,298.42. November income was \$60.00. November expenses were \$316.18.

CORRESPONDENCE: We routinely receive e-mails from other chapters with meeting announcements. The board discussed distributing these to our members. However, no action was taken at this time. This item will be tabled for future discussion.

COMMITTEE REPORTS:

CERTIFICATION: Certification information was included in the MadSpec. The early deadline for registration is Jan 28. The final registration deadline is Feb.23. This will be added to the announcements at the January meeting.

EDUCATION/ACADEMIC AFFAIRS:
No report for this month

MEMBERSHIP: None reported.

PLANNING/MEETING TOPICS:

January 11, 2011: Joint meeting with AIA, Light Control in the Office. Kent Calloway to coordinate.

February 8, 2011: Nanotechnology. Dan Maki and Curt Norton to coordinate.

March 8, 2011: Fire Stopping. Karl Kraemer to coordinate.

April 12, 2011: DSF Specification Format Changes. Curt Norton to coordinate.

May 10, 2011: Tour, Cardinal Solar Technologies, Ross Mori to coordinate.

June, 2011: Social Event T.B.D.

Sept. 13, 2011: Golf Outing.

Other Potential Topics:

Business: Building Relationships, Financing Projects, etc...

Fire Protection

Sound Control

Sustainable Architecture

Waterproofing Systems
Specification Systems
Wood Veneer
Outdoor Sport Surfaces
Solar Roofing

PUBLICATIONS: Submission deadline: January 19, 2011 for February issue.

NCR: Presidents Teleconference: Scheduled for Jan. 11, 2010. Ross Mori will attend.

WEB SITE: Submission deadline: Last Wednesday of the month, January 26, 2011.

OLD BUSINESS:

Meeting venues: Discussed Vintage Brewery as a possible location for future meetings, along with the Great Dane. The Bourbon Street Grill will continue to be an alternative location. The suggestion was made to continue to look for new venues. Possible venues are Capital Harley Davidson, the Great Dane, and the Quality Inn Fitchburg.

Strategic Planning: Tentative date for next strategic planning meeting is Jan 27, 2011 at noon. Location to be determined.

NEW BUSINESS:

DATE/TIME/LOCATION FOR NEXT BOARD MEETING: February 4, 2011, 12:00 at Vintage Brewery.

ADJOURNMENT: 1:03 PM

Respectfully Submitted:
Ross T. Mori, PE, SE, CSI
Secretary
CSI Madison Chapter

2011 Milwaukee CSI Certification Examination Tutorial Sessions

CSI Study sessions featuring downloads from the Spec-Guy.

Wednesday evenings 5:30 to 7:30 pm starting February 2, 2011

Location: the Offices of HGA - 333 East Erie Street, Milwaukee, WI 53202

Contact: Ron Burns, 414-278-3333
rburns@hga.com to reserve space for study classes.

Cost: \$35/person.

Exam dates: March 28 -April 9, 2011
Early bird sign up for exam discount January 28, 2011

Last day to sign up for exam: February 25, 2011.

To sign up for exams and additional info on certification exams: www.csinet.org

Jan. 27 – Free CDT Certificate Information Webinar!

Still debating taking the Construction Documents Technologist (CDT) certificate exam? Participate in a FREE webinar on the CDT Certificate **Thursday, Jan. 27, at 2pm ET.** The CDT 101 webinar is an opportunity to learn about the benefits of CSI's Construction Documents Technologist certificate. The webinar will cover the requirements and resources needed for successful exam preparation and study. [Register now!](#)

Register for the CDT exam by January 28 and save! Members pay \$235 before Jan. 28 (\$370 for non-members) and \$295 after Jan. 28 (\$430 for non-members).

To register for the exam, or to learn more about CSI certification, including where to get FREE study guides and which chapters are offering study courses, visit www.csinet.org/certification.