



mad - spec

October
2011



Madison Chapter Website: www.csimadison.org

STOP: If you are independently wealthy and uninterested in the Construction Industry and your part in it, read no further! Otherwise, please consider being a part of the Construction Specifications Institute—Madison Chapter.

- LOOK:**
- ◆ CSI is an international technical organization that organizes, standardizes, retrieves and communicates construction information. CSI is unique because it facilitates an exchange of information between all participants in the construction process -- a benefit not found in one-discipline organizations.
 - ◆ CSI is the only technical organization that integrates representatives from all of the construction industry's disciplines, and brings them together to network and succeed.
 - ◆ CSI is a leader in the construction industry, developing the shared language that all disciplines use to process, interpret and communicate information.

CSI Helps You By:

- ◆ Keeping you up-to-date on the **latest trends** in building and design
- ◆ **Increasing your technical knowledge** through professional development programs
- ◆ Cultivating your valuable business **contacts**
- ◆ Developing your **leadership skills** (organization, management, communication, budgeting) through chapter involvement

LEARN (MORE):

Topic: Enhance Your Career By Getting The Most Out Of Your CSI Membership

Speaker: CSI National Executive Director Walter Marlowe; Alexandria, VA

Our National CSI Executive Director is traveling from Virginia to bring us current on "Why CSI?" We'll also hear about where CSI is going and how we will play a part in the Industry's recovery. The Industry will recover and CSI will be there. Will you be part of leading that charge? Please plan to attend and to bring others whom you feel need to hear this important message and ways to use CSI to advance the industry and their own careers.

DATE: October 11, 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.

COST: \$25.00 per person. Students \$7.00

RSVP: Please RSVP to a Board Member by Friday October 7, 2011

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
of
Construction
Technology

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: | Karl Kraemer |
| | 608-516-9300 |
| | E-mail: 1775honeycreek@gmail.com |
| Third Vice President | Alan G. B. Kim, Jr. |
| | Phone 608-661-3964 |
| | akim@vonbriesen.com |
| Secretary..... | Todd Lewis |
| | Phone: 608-222-5219 |
| | E-mail: toddalewis@earthlink.net |
| Treasurer | George Keehn |
| | Phone: 608-273-0552 |
| | E-mail: gkeehn@aol.com |
| Director | Lynn Javoroski |
| | 608-232-4372 |
| | E-mail: ljavoroski@flad.com |
| Director | Sar Schnucker |
| | Phone: 608-273-6380 |
| | Email: sar.schnucker@meadhuntcom |
| 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 | Curt Norton |
| | 608-576-7108 |
| 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 (D)..... | 1978-1982 |
| Eileen K. Bey..... | 1982-1986 |
| James K. 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 D. Norton..... | 2006-2010 |

FELLOWS OF THE INSTITUTE:

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

NC REGION DIRECTOR:

Ross Mori, CSI
Phone: 608-837-7899
E-mail: rmori@trachte.com

Meeting Schedule:

2011

Sept. 13 - No Meeting
Oct. 11 - Why CSI
Nov. 8 - Job Pricing w/Ted See
Dec 13 - Holiday Party

2012

Jan. 10 - (Joint meeting w/AIA)
Feb. - Engineers Week
Mar. 13 - TBD
Apr. 10 - TBD
May 8 - Tour TBD
Jun. 12 - Social event TBD

CSI Dates to Remember

The CSI Academies

March 1-3, San Diego

[Learn more.](#)

NCR Conference

April 19 - 21, 2012; Omaha, NE

CSI - Madison Golf Outing 2012:

August 7, 2012

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
October 19, 2011

The Prez Sez....

Well the summer of 2011 is but a memory. I hope your memories are good and that you had a good summer. Your Madison Chapter CSI board of directors is busy planning meetings for the upcoming months. I am excited to announce that we have CSI National Executive Director Walter Marlowe coming to our chapter to speak for our October 11th Chapter Meeting. Make sure not to miss this meeting because Mr. Marlowe will be talking about enhancing your career by getting the most out of your CSI membership. In these times when it is so important to make sure that what you invest in such as your CSI membership is going to provide valuable returns. This is the meeting to learn how to leverage your CSI membership in advancing your career.

I am pleased to announce Lynn Javoroski of Flad Architects has joined the board. Lynn has been and continues to be active in the Milwaukee Chapter as well as national CSI involvement. Lynn has recently been awarded a Fellowship in CSI which is a big deal. The next time you see Lynn stop and congratulate her on this great accomplishment. It's true when you hear the saying about professional organization membership, "You get out of it what you put in to it". See page 2 of the mad-spec for the complete list of board members.

Member participation in chapter activities is the foundation for a strong interesting chapter. The Madison Chapter Construction Specification Institute has a rich history of member support and participation which is why we have as many great meetings and events as we do. As always I'm asking you for help in shaping the future of the chapter in the form of feedback on what you want for meeting topics and speakers. The best meetings are the ones originated from suggestions from a mem-

ber rather than the board. The board is at your service in that when you come to us with a meeting suggestion we will provide follow through to schedule the meeting and arrange a location for the chapter meeting. We are a team, when we work together the chapter is an exciting place to be.

I look forward to hearing from you and seeing you at future chapter meetings.

Kent Calloway, CSI, CCS, AIA
Madison Chapter President

Corporate Shield and Corporate Officer Personal Liability; Recent WI Appellate Court Decision

A recent Wisconsin appellate decision is a good reminder of the principle that corporate agents are personally liable for their own tortious conduct even if they were acting on behalf of their corporate entity at the time. This is not a novel concept. But the decision is valuable because it proves that bad things can easily happen in even the most common of business dealings. That is, a real estate transaction.

In the case, a corporation was selling real estate it owned. The corporation had three officers. As part of the transaction, one of the officers signed a real estate condition report which denied awareness "of any other conditions or occurrences which would significantly increase the cost of development or reduce the value of the property to a reasonable person with knowledge of the nature and scope of the condition or occurrence." After the close, the Buyer learned that the property was next to an environmental Superfund site and that this was a condition that in fact significantly reduced the value of the property. The Buyer alleged

that the three corporate officers knew about but did not disclose the Superfund site. The Buyers brought a lawsuit alleging misrepresentation and a conspiracy by the corporate officers.

In court, the three officers admitted to making the statement, but argued that they could not be personally liable because they were acting within the scope of their authority as corporate representatives so liability should not reach them personally. The Court of Appeals disagreed, stating that corporate officers may be personally liable if they engage in tortious conduct and regardless of whether they acted on behalf of their corporation at the time.

The upshot is to be mindful that there is potential for personal liability even in the most common and routine dealings like real estate sales. There are strategies we use to avoid or minimize that type of liability, including within real estate transactions. But caution and thoughtful decision making, including regarding what is and is not said during the process, should be the starting point.

Comments? Questions? Feel free to write or call.

p.s. That was not the end of the story for the corporate officers. It got worse as the Court also ruled that Wisconsin's economic loss doctrine did not prevent the Buyer from recovering triple damages and attorneys' fees from them.

Alan G. B. Kim, Jr.
von Briesen & Roper, s.c.
akim@vonbriesen.com
608-661-3964
Three South Pinckney St., Ste 1000
Madison, Wisconsin 53703

(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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**BOARD OF DIRECTORS MEETING
MADISON CHAPTER – CSI**

DATE: August 5, 2011

PLACE: Monona Gardens Restaurant

CALL TO ORDER: 12:15pm

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

MINUTES OF LAST MEETING: Kent Calloway presented the minutes from the June meeting which were read and approved.

TREASURER'S REPORT: George Keehn presented a financial statement and was approved

CORRESPONDENCE:

Non-Stock Corporation Annual Report: Due September 30, 2011
Ross Mori Resignation Letter: As discussed Ross has resigned his Secretary Position with the start of his new position as North Central Region Director.

COMMITTEE REPORTS:

MEMBERSHIP: Alan Kim reported as of 8-3-2011 membership is as follows:


| | |
|-------------------------|----|
| Emerging Professionals: | 3 |
| Professional: | 54 |
| Professional Lifetime: | 1 |
| Student: | 4 |

TOTAL 62


PLANNING/MEETING TOPICS: September: Off
October 1, 2011: CSI Promotional Meeting featuring possibly Walter Marlow Executive Director National CSI
November 8, 2011: How to Convert Profit Goals to Successful Bid Pricing Results
December 13, 2011: Holiday party
January 10, 2011: Joint Meeting with AIA
February 14, 2012: Engineers Month Possible Joint meeting with ASHRAE

PUBLICATIONS: Next deadline September 15, 2011

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).

OLD BUSINESS: None

NEW BUSINESS:

Secretary board position is open, board is to come up with potential candidates to fill position.

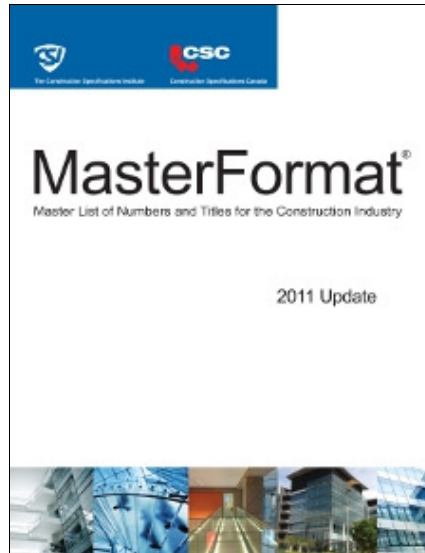
Kathy Raab Invoice for July Approved for Payment

Press Release as created by Kathy will be used to announce election results for the board and other special events.

DATE/TIME/LOCATION FOR NEXT BOARD MEETING: Friday, September 9, 2011 at 12:00pm at Vintage Brewery

ADJOURNMENT: Meeting adjourned at 1:10pm

Respectfully submitted,
Kent A. Calloway, CSI, CCS, AIA
President
CSI Madison Chapter



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

Click [here](#) for more information about MasterFormat 2011.

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