



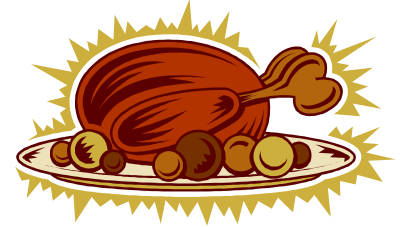
mad - spec

November
2010



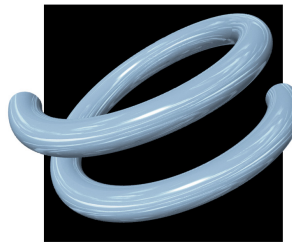
Madison Chapter Website: www.csimadison.org

CSI MADISON CHAPTER PRESENTS: Making Social Media Work for Your Business



Presenter: *Kent Orfan @ e-Media Resources*

Kent is Principal and founder of e-Media Resources. He has more than 18 years of experience in all aspects of marketing and interactive media, including strategic planning, brand development, social media and Website technology. After many years of working at traditional advertising agencies he realized that interactive media and the Web is a very specialized discipline, so he started e-Media Resources to better serve the needs of business.



Happy Thanksgiving!

Topic:

What is social media and how can you and your business benefit from using it? Our conversation will include but may not be limited to the following.

- Current statistics and trends
- Social Media tools
- Building relationships using social media
- e-Mail Marketing
- Can it work for your business
- Steps to Social Media success
- Creating Positive Return on Investment (ROI)

DATE: November 9, 2010

TIME: 5:00 p.m.

LOCATION:

Bourbon Street Grill, 6308 Metropolitan Lane, Monona.

DIRECTIONS:

Take the South Town Dr. exit off the beltline, Follow South Town Dr. until it turns into Broadway. Turn left onto Bridge Street, and then turn Right onto Metropolitan Lane. The Bourbon Street Grill will be on your left.

COST:

Dinner \$20.00, Includes Drinking (Students \$7.00)

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 vacant

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

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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
John Griffith, CSI
Empirehouse, Inc.
Phone: (763) 535-1150
E-mail: griff@empirehouse.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 - (Joint meeting w/AIA)
Feb. 8 - Engineers Week topic
Mar. 8 - TBD
Apr. 12 - TBD
May 10 - Tour TBD
Jun. 7 - Social event TBD

CSI Dates to Remember

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
October 20, 2010

The Prez Sez....

October was a good month for our chapter. I would like to thank Karl Kraemer for arranging the tour of the UW Union South. Mr. David Albrecht of CG Schmidt gave us a great tour. The project is in under construction which is the way we like to have tours because it's interesting to see the structural, mechanical and electrical systems that are often covered up when finishes are completed. There were a number of interesting spaces I would like to see when they are finished. We had a great turn out, I would also like to thank everyone who came to the tour, there were good questions and comments.

If you haven't had a chance to see the October issue of, the construction Specifier, take some time to check it out. The cover features the Wisconsin Institute of Medicine located in Madison at the UW Hospital. There is an article, "Waterproofing From Within" which uses the Wisconsin Institute of Medicine as an example. While I'm thinking about the magazine I would like to suggest that you take the construction specifier and become familiar with it. There are always good technical articles with nuts and bolt information you can use. The magazine is one of the benefits of being a member of CSI.

As I mentioned in my last column we are posting our Madison Chapter CSI Long Range Plan, on the website - www.csimadison.org.

Take a minute and review the web site, we are planning a change in the web site to make it more interactive. If you're good at website design we need your help. Talk to any of the board members and we would be happy to help get you involved.

As with any professional organization if you want to get your money's worth out of your membership get involved.



Tour Photo: Our group on one of the terraces at Union South, UW-Madison. Eventually this level will be covered in pavers.

Come to the meetings it's a great way to meet interesting people in the construction industry. Become involved in a committee, see page 2 of the mad-spec for the listing of committees. Our chapter is fortunate to have members who participate in chapter activities by helping arrange meetings, contacting speakers, helping out with membership communications, etc. There is always room for more member participation.

I hope you'll consider becoming involved because this is your chapter and the more you participate the more you'll get out of your membership.

We'll see you at the next meeting, have a great November.

Kent Calloway, CSI, CCS, AIA
Madison Chapter President

Curmudgeon's Corner; Go-to guys

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

One of my CSI hats is History of Fellows Chair for CSI's College of Fellows. As such, I search for background to create or update the biographies that are on the Fellows' website, at www.FCSInet.org. This often is a difficult task even with new Fellows, who either can't find the time, or are too bashful to write their own biographies. Getting information grows more difficult as time goes on, and becomes a real challenge for those Fellows who are no longer with us.

While my search generally moves along at a pace dictated by work at

(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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office and at home, some events, such as each year's elevation of new Fellows, notable achievements of a current Fellow, or the passing of a Fellow, inspire greater effort. One such incidence occurred in February of this year, when Joy Davis notified me that a collection of three CSI medals - for President, Past President, and Fellow - were being auctioned off on e-Bay.


Putting on my Sherlock Holmes hat, I tried to deduce who the medals had belonged to. The ad indicated that all of the medals were from 1985 or earlier, so I started with the list of past presidents. An obvious first step was to delete those whose presidency or Fellowship came after 1985; I then eliminated those who were not Fellows (there are a few), and, assuming that a living member would *not* sell those medals, limited my search to those Fellows who had passed away.

The result was a short list of twenty-two names. I was able to determine from the ad that the seller was in Missouri, but it wouldn't necessarily follow that the original owner also was from Missouri, so I set that aside for the moment. However, because the advertised collection of medals did *not* include an Honorary Member's medal, I made a fatal mistake, and eliminated Honorary Members from the list, which was reduced to seven names.


I was tempted to put in a bid, but decided it would be better if an officer of the College of Fellows did the bidding, and started a conversation with Jim Robertson, College of Fellows Chancellor, Bob Kenworthy, COF Bursar, and Dick Robinson, COF Chancellor. We agreed that Bob would submit bids on behalf of the College of Fellows, and that, rather than raise interest by bidding early, he would not place a bid until just before the auction ended.

I sent an e-mail to the seller, asking whose medals they were, and was told that they belonged to Robert Vansant. (Vansant was an Honorary Member, but for some unknown reason, that medal was not included in the collection offered for sale.) The seller's response was especially interesting to me, as Robert Vansant is one of the names I remembered from my early days as an architect. He wrote a monthly article titled "Vansant's Law" in *A/E Concepts in Wood Design*, which was always interesting and educational. As I recall, each month's arti-

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).

cle discussed a limited subject and how it was presented in specifications or drawings.

Robert Vansant is an example of one meaning of FCSI - "future continued service to the Institute." He didn't hang it up after becoming a Fellow, but went on to serve as Institute President, and wrote many articles to help others better understand legal concepts related to construction. In addition to *A/E Concepts in Wood Design*, his articles also appeared in the *Construction Specifier*, *Consulting Engineer*, the *AWPA Reporter*, and *Water and Wastes Engineering*.

An engineer and attorney at Black & Veatch in Kansas City, Vansant was a charter member of the Kansas City Chapter, which was formed in 1959. He became a Fellow of the Institute in 1970, served as president in 1973-74, received CSI President's Plaques in 1971 and 1972, and was made an Honorary Member in 1986, the year after his death.

Robert Vansant and Glen Ablanap were instrumental in establishing the Engineers Joint Contract Documents Committee (EJCDC). Vansant also worked with the American Water Works Association, and served as chair of the AWWA Standards Council, and he received the National Society of Professional Engineers' PEPP Award in 1987.

Meanwhile, back at the auction, we saw a sudden flurry of bidding as the deadline approached. As it turned out, one of the bidders was our own Dennis J. Hall, who had seen the medals on e-Bay and didn't want them to be lost to CSI, but he said he had bid as much as he was going to, and dropped out of the bidding. Bob Kenworthy submitted the final bid just before the deadline, winning the auction. Afterward, he contacted the seller to ask about the missing Honorary Member's medal; alas, it seems to have disappeared. Bob mounted

the rescued medals in a display case, which was exhibited at the CSI booth in Philadelphia. The medals have since been donated to the Institute, and will soon be on display at CSI's main office, in Alexandria, Virginia.

One of the many interesting things about this treasure hunt was learning what metals are used for CSI medals. What are those metals? Silver for Fellows, copper for presidents, bronze for former presidents, and gold for distinguished or honorary members. However, as former Institute president Gilman Hu said, "A medal awarded to you is only worth the *honor* that goes with it. A medal purchased isn't worth the metal it was made from."

© 2010, Sheldon Wolfe

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

UNOFFICIAL BOARD OF DIRECTORS MEETING (no quorum) MADISON CHAPTER - CSI

DATE: 10/8/2010

PLACE: Badger Bowl

CALL TO ORDER: 12:15 PM

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

MINUTES OF LAST MEETING: Presented and reviewed. However, no official action was taken to approve.

TREASURER'S REPORT: None.

CORRESPONDENCE: Curt and Ross received a policy statement form that needs to be completed and signed by chapter leaders if we want to be under the region's umbrella for non-profit status. Curt and Kent signed the form and Curt returned it to the region.

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COMMITTEE REPORTS:

CERTIFICATION: Sar Schnucker has agreed to serve as certification chairperson. In this position his goal is to facilitate study groups for the certification exams. Kent will have to contact Institute to add Sar to the Institute database as our chapter's certification chairperson.

EDUCATION/ACADEMIC AFFAIRS: no report.

MEMBERSHIP: Current membership is 69 members.

PLANNING/MEETING TOPICS:

October 14, 2010: Tour. Karl will try to set up tour of UW Student Union South construction site.

November 9, 2010: Marketing – e-media (speaker is Kent Orfan). Kelly Thompson to coordinate.

November 30, 2010: Holiday Party at Nakoma. George Keehn

to coordinate

January 11, 2011: Joint meeting with AIA regarding. Kent Calloway to coordinate.

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

March 8, 2011: open

April 12, 2011: open

May 10, 2011: Tour – suggested tour is Cardinal Glass Solar Technologies plant.

Other Potential Topics:

Social Networking in Business:

FaceBook, LinkedIn, etc...

Business: Building Relationships,

Financing Projects, etc...

Fire Protection / Fire Stopping

Sound Control

Sustainable Architecture

Waterproofing Systems

Specification Systems

Wood Veneer

Outdoor Sport Surfaces

PUBLICATIONS: Submission deadline: October 20, 2010 for October issue.

NCR: Presidents Teleconference: The next Presidents Teleconference will be held on October 124, 2010. Kent cannot attend and asked who can attend. Ross will be attending as the chapter's Region Director.

WEB SITE: Submission deadline: October 27, 2010

OLD BUSINESS:

Meeting venues: The November meeting will be at the Bourbon Street Grill. However, the board will continue to look at additional venues. The Great Dane is the primary be the alternate site if needed.

Board and committee vacancies:

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



Tour Photo: Another view of the terrace under construction.

Alan Kim has been nominated to fill the vacant 3rd Vice President position on the board. The board will vote on this nomination at the next meeting. Committee nominations were also discussed, but no formal actions were taken on them.

Strategic Planning Document:

The final draft will be sent to the members for review and comment. These will be posted on our website and an e-mail link will be sent to the members.

NEW BUSINESS: none.

DATE/TIME/LOCATION FOR NEXT BOARD MEETING: November 5, 2010, 12:00 PM at the Vintage Brewing Company.

ADJOURNMENT: 1:10 PM

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

Editor's Note:

Here's a Tech Tip for you. Recently I caught on to a discussion on LinkedIn regarding options for ftp sites and transferring large files. One of the recommended solutions is called Dropbox. It works like a folder on your computer, but it makes the files available from anywhere you have web access, and if a computer crashes, you won't lose the files. If you use multiple computers or a mobile device during a week, this may be very helpful to you too.

While traveling for work, it was sometimes difficult to keep track of CSI files and other personal files that I wanted access to while I was on the road. It seems that with my

five or six USB flash drives and two external hard drives, I have a hard time keeping track of what information is where. And, if I left a USB drive in a computer or on my desk at home, it doesn't help me much after that. By using Dropbox.com I just keep the files I need in that folder and I can access them anytime I want.

You can use Dropbox several ways. It can be for your data that you want to access, it can be a place where you give others access to and you can share files, or you can share photos with people and they don't even have to have Dropbox installed. If you want to see more of the photos from our tour of Union South, just follow this [link](#) and check it out.

Some other features include an automatic sync of new or altered files at all computers; a back up of every change you make to a file; it works with PC, Mac and Linux computers; and it works with iPhone, iPad, Blackberry, an Android phones.

I haven't tried the file sharing yet, but I have tried the other features and they work really well. I give it "two thumbs up" for simplicity, effectiveness and usefulness.

You can get 2 GB of storage for free or you can upgrade to 50 GB for \$9.99 or 100GB for \$19.99. (they offer discounts if you buy a year at a time) If anyone is interested in trying Dropbox.com, send me an email at cnortoncsi@aol.com and I'll send you a referral. We will both get an extra 250 MB of storage for free.

I'm still trying to come up with a title for my ramblings here. If you have any suggestions, let me know.

Curt Norton, CSI, CCS
Editor