



CSI WEST REGION CONFERENCE 2012

April 26–29, 2012

THE YEAR OF REVIVAL



Welcome to the heart of Silicon Valley, the home of innovation and technology companies like Google, Apple, Facebook, Intel, Oracle, Salesforce.com and Intuit and Stanford University, Santa Clara University and the University of California. We have planned a conference to revive ourselves - our minds and our bodies. We have designed a time for reflection, for learning, for strategizing, for exploring innovative thinking, for interacting with others and for growth. Drawing from experts within our design and construction communities, we have designed a conference that hopes to inspire our members and leaders to further the heritage of the Construction Specification Institute.

**Dolce Hotel and Resort – Hayes Mansion
San Jose, Ca**

(Jointly hosted by the CSI San Francisco and Santa Clara Valley Chapters)



CSI West Region Conference 2012 Schedule of Events

Day – Time	Activity	Title - Description
Thursday, April 26		
7:00 am - 7:45 am	Exercise & Flexibility	Morning Yoga
9:00 am – 4:00 pm	Meeting	West Region Board Meeting
1:00 pm – 4:00 pm	Crafts \$\$\$	Paper Making Workshop
3:00 pm – 8:00 pm	Registration	Registration Time For Conference & Tours
4:00 pm – 7:30 pm	Welcome Reception	Evening Trade Show & Hors D’oeuvres Reception
7:30 pm – 9:00 pm	Dinner	On Your Own – Explore the Local Food
9:00 pm – 11:00 pm	Social Mixer	Hospitality Suite
Friday, April 27		
7:00 am – 7:45 am	Exercise & Flexibility	Morning Yoga
8:00 am – 4:30 pm	Registration	Registration Time For Conference & Tours
8:30 am – 9:30 am	Special Event	Conference Opening & Keynote Speaker Breakfast
9:45 am – 10:45 am	Breakout Sessions	Professional Development Sessions 1, 2 & 3
9:45 am – 12:00 pm	Special Event	Morning Trade show
10:00 am – 3:00 pm	Tour \$\$\$	Personal Shopper at Santana Row
11:00 am – 12:00 pm	Breakout Sessions	Professional Development Sessions 4, 5 & 6
12:15 am – 1:45 pm	Lunch	Exhibitor Appreciation Lunch & Keynote Speaker
2:00 pm – 4:00 pm	Special Event	Afternoon Trade Show
4:15 pm – 5:15 pm	Breakout Sessions	Professional Development Sessions 7, 8, & 9
6:00 pm – 9:15 pm	Dinner	Revival Dinner and Entertainment
9:00 pm – 11:00 pm	Social Mixer	Hospitality Suite
Saturday, April 28		
6:45 am – 8:15 am	Chapter Presidents	Chapter President’s No-Host Breakfast
7:00 am – 7:45 am	Exercise & Flexibility	Morning Yoga
8:00 am – 5:00 pm	Registration	Registration Time For Conference & Tours
8:30 am – 9:30 pm	Breakfast Meetings	Morning Leadership Kickoff Meeting & Breakfast
9:45 am – 12:30 pm	Leadership Development	Morning Leadership Seminars – 4 Concurrent Sessions
10:00 am – 3:00 pm	Wine Touring \$\$\$	Santa Clara Valley Wine Tour
1:00 pm – 2:30 pm	W/R Business Lunch Meeting	West Region Annual Meeting & Lunch
3:00 pm – 5:00 pm	Competition	Chapter Competitive Contest
6:15 pm – 7:00 pm	Social Mixer	Social Time (<i>no host</i>) – Preceding Dinner
7:00 pm – 9:00 pm	Awards Dinner and Party	West Region Awards Dinner & Entertainment
9:00 pm – 11:00 pm	Social Mixer	Hospitality Suite
Sunday, April 29		
9:00 am – Noon	On Your Own	Relax & Enjoy the Venue
9:00 am – Noon	Meeting	Specifier’s Forum Sponsored by SCIP

\$\$\$: Separate fee event. Event not included in typical registration package. See registration form for fee information and to register. Schedule subject to revision



HOTEL RESERVATION: For online hotel reservation at the Dolce Hayes Mansion, please access the following online link: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=7693503. Or call 1-866-981-3300 for phone reservation. All room reservations must be made prior to March 25, 2012 in order to get the Conference rate.

CONFERENCE REGISTRATION: Conference reservation required, and must be received no later than April 1, 2012. Full payment must accompany conference registration. One registration form per person. Cancellations will only be accepted in writing. Full refunds by April 1, 2012. Refunds after April 1, 2012 at discretion of the Conference Organizers.

REMIT TO: Include Completed Form & Full Payment – **Payment by Check Payable to:**

West Region Conference 2012
90 West Main Ave. Suite 8
Morgan Hill, CA 95037

Or Payment by Credit Card via Online Conference Registration at:

<http://www.cvent.com/d/vcq9dk>

Full Conference Registration: Before 2/20/2012: \$250 After 2/20/2012: \$295

Includes: Welcome Reception & Trade Show, Opening Session & Leadership Kickoff Breakfast, Professional Development & Leadership Sessions, Friday & Saturday Luncheons, Friday Revival Dinner, Saturday Awards Dinner.

NAME: _____
(Last, M, First) (Title)

DESIGNATIONS: _____
(Name As You Would Like On Name Badge)

CHAPTER: _____

COMPANY: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

Companion Registration: \$210

Includes: Welcome Reception, Trade Show, Opening Session Breakfast, Friday Revival Dinner & Saturday Awards Dinner.

NAME: _____
(Last, M, First)

SEPARATE EVENTS (Extra charge if not included in specified reservation package.)

Space is limited, subject to minimum requirements.

		Reservation:		
		Before: <u>2-20-2012</u>	After: <u>2-20-2012</u>	Ticket Qty.
0	Thursday Craft - Paper Making Workshop (space limited)	\$25.00	\$35.00	_____
0	Thursday Welcome Reception & Trade Show	\$40.00	\$50.00	_____
0	Friday Conference Opening Breakfast & Trade Show	\$40.00	\$45.00	_____
0	Friday Trade Show (both AM & PM sessions)	\$25.00	\$30.00	_____
0	Friday Educational Seminars & Exhibitor Appreciation Lunch	\$80.00	\$90.00	_____
0	Friday Tour – Personal Shopper @ Santana Row (space limited)	\$15.00	\$20.00	_____
0	Friday Exhibitor Appreciation Lunch & Trade Show	\$80.00	\$90.00	_____
0	Friday Evening “Revival Dinner” & Entertainment	\$80.00	\$90.00	_____
0	Saturday Leadership Development incl. Breakfast & Lunch	\$80.00	\$90.00	_____
0	Saturday Tour – Santa Clara Valley Wine Tour (space limited)	\$75.00	\$85.00	_____
0	Saturday Awards Dinner & Entertainment	\$80.00	\$90.00	_____
TOTAL ENCLOSED:		\$ _____	\$ _____	



CSI West Region Conference 2012

Keynote Speakers:

This year's conference is honored to have three very well known and highly regarded speakers that are, themselves very involved and supportive of the Construction Specification Institute and its local Chapters:

Marjanne Pearson:

Friday – Keynote Breakfast Speaker

Catching the Wave: What's Next for Your Firm?

The next five years may be the most important and challenging of your firm's existence. What do you need to do today to be ready for an uncertain tomorrow? Or as Peter Drucker asked, what is "the futurity of present decisions? Having survived more than three years of disruptive change and economic challenge, design, construction, and building product leaders understand that the industry's landscape has radically shifted. Smaller firms are challenged to compete against mega-firms with their scale and financial clout while all firms are facing fierce competition from a variety of fluid organizations. Now is the time for creative professionals to regenerate their practices, taking advantage of the energy of disruptive change as an opportunity to take a fresh look at clients, their markets and their own organization. Marjanne Pearson has a longstanding connection to CSI. Her father, Clyde V. L. Pearson FCSI was an active member of the San Francisco Chapter and participated on several National CSI committees. Today, she is recognized as an industry pioneer in business strategies for architecture and design, with the ability to ask questions that should be on the strategic agenda of every design firm.

Michael Chusid: RA, FCSI, CCS, ACI, CWA, SCIP, EIEIO

Friday – Exhibitor Appreciation Lunch Keynote Speaker

Underestimating our Future

It's been said, "We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten." (Bill Gates). With that in mind, Michael Chusid fearlessly prognosticates a decade into the future to help us imagine the next few years. He interprets auguries about building design and construction, material science and product trends and whether sales reps and specifiers will, at last, find true love and commitment with each other.

Michael is author or ghost writer of over two hundred published articles about architecture, building products and marketing, and publisher of BuildingProductMarketing.com. As President of Chusid Associates, a leading marketing and technical consultant to the building industry, he has seen untold numbers on innovations crash and burn, yet is adamant that his predictions will be just as wrong as those of anyone else.

Walter Marlowe: PE, CAE, CSI

Saturday – Leadership Training Keynote Breakfast Speaker

The Opportunities and Benefits of CSI – A Personal Achievement

Sitting in the middle of Silicone Valley and the heart of Facebook, LinkedIn, etc the impact of the social media is no more evident than it is on our business – the communication of electronic images of architectural designs of future structures and momentums. Walt will motivate and reinforce each and everyone of us on the financial and professional benefits of actively participating in CSI. From both a personal and a professional perspective Walt will demonstrate the significance of CSI.

Walt Marlowe has been Executive Director and Chief Executive Officer of the Construction Specification Institute since January 2007. In this role he leads and manages the Institute's \$5 million operations and 26 staff for the benefit of CSI's 12,000 members. Besides having many years as professional engineer, Walt has more than 20 years experience in association management.



Professional Development Sessions:

Friday: 9:45 am to 10:45 am

Session I: Below Grade Waterproofing Systems – Speaker: Gerson Bers

In-depth training on the essential components of below-grade waterproofing systems by an industry expert. Receive instruction on design and construction best practices protocols that are vital to create livable, waterproof and sustainable building enclosures.

Session II: McGraw Hill – Construction Outlook – Speaker: Cliff Brewis

A stimulating discussion of the near term economic outlook for California, Nevada and Hawaii and its impact on the construction industry. This discussion will look at both the public sector as well as the private sector.

Session III: Top 10 Architectural Barriers – Speaker: Dawn Anderson

Learn how to avoid and remedy the “Top 10” Architectural Barriers that continue to “trip-up” property owners, architects, contractors, and vendors in the design, construction and maintenance of accessible environments. The latest developments in State and Federal accessibility regulation and the best practices to avoid risk & realize actual cost savings will be presented. This seminar qualifies for 1 hour of Continuing Education on disability access requirements, for State of CA Architect License renewal.

Friday: 11:00 am to 12:00 pm

Session IV: LEED Documentation & Record Keeping: A Panel Discussion – Discussion Leader: Dan Rainey

Panel discussion with a green building consultant, consulting engineer, and contractor. From concept to commissioning, successful LEED documentation is a team effort involving owners, green building consultants, architects, consulting engineers, contractors, subcontractors, product manufacturers and others.

Session V: How Online Plan Rooms Have Changed the Construction Industry – Speaker: Rex Klein

Explore the historical and current purpose of Builder’s Exchanges and their Plan Rooms and how they serve the construction industry. Online Plan Rooms and their effects and implications on bidding, bid management and document distribution and how cloud based services can leverage the modern online plan room.

Session VI: California’s High-Speed Train Project: An Update – Speaker: Gregg Albright

Gregg Albright, V.P. for Parson Brinckerhoff who serves as Deputy Program Director of the California High-Speed Rail Authority’s Program Management Team will update us on the progress of California’s \$98 billion High Speed Train Project. Planned to travel at speeds up to 220 mph and to move people from San Francisco to Los Angeles in under 2 hours and 40 minutes, this is a major construction project that the entire state will benefit from over the next many decades.

Friday: 4:14 pm to 5:15 pm

Session VII: Sustainable Building Practices @ Google Campuses – Speaker: Anthony Ravitz

Google is known for their sustainable and green building programs, applying the same focus used for any of their products: put the user first. Hear from the owner’s perspective the challenges and successes in creating the healthiest work environment possible. From concept through design, construction and operations, buildings are created to function like living and breathing systems, optimizing access to nature, clean air and daylight.

Session VIII: Commissioning with LEED 3.0 and Cal Green 2010 – Speaker: Gustav Deuss

LEED 3.0 and CalGreen have increased the importance of commissioning for new construction projects. Commissioning for some systems has become a requirement for certain building types in California. The requirements provided by most standards don't provide significant guidance to the commissioning providers or the consumer and leave a lot of room for interpretation. This seminar will examine Commissioning concepts and definitions, the roles and responsibilities of the Commissioning Authority, Commissioning Process Activities, and guidelines for specifying.

Session IX: Practical Aspects of Construction Inspection – Speakers: Albert Wege & Luke Selby

This seminar will focus on the practical aspects of construction inspection relative to public school and hospital construction projects with DSA and OSHPD oversight. Topics will address items that DSA and OSHPD typically seek from the IOR and the A/E so as to confirm compliance with the approved scope and ensure successful project close-out.

Leadership Development Session:

Saturday: 8:30 am to 12:30 pm

The West Region Leadership sessions provide the only opportunity for all West Region CSI leaders/volunteers to come together, share chapter successes and challenges and learn from each other. Whether you are a newbie or a seasoned volunteer, this is the time to bring your questions and ideas so that others may share. Topics we will cover include: membership, recruitment and retention; mentoring new volunteers & planning for succession; education programs, certification programs; Institute and region awards; and chapter websites/newsletters. If you have specific questions or chapter management issues you would like to have discussed at the conference, please email your thoughts to Janet Piccola at jpiccola@frazee.com.



Specifiers Forum Sponsored by SCIP:

Sunday: 9:00 am to Noon

SCIP will be hosting a Specifier's Forum during the Regional Conference. Roundtable discussion topics will include tools that make specifying easier, the pro and cons of liability insurance for the independent specifiers, and, as usual, any other topics on one's mind. In-house specifiers are welcomed and encouraged to attend. A continental breakfast, sponsored by **Drapers, Inc.** will be provided. Please RSVP your intention to attend to either J. Brown @ 408-778-0633, julie@jkbsspecs.com or L. Stansen at 650-570-6411, stanspec@comcast.net b6 3/15/2012.

CSI West Region Conference: April 26 – 29, 2012



Sponsor & Exhibitor Invitation

Jointly Hosted By: **CSI San Francisco and Santa Clara Valley Chapters**

Location: Dolce Hotel & Resort at the Hayes Mansion, 200 Edenvale Avenue, San Jose, CA 94136

SPONSORSHIPS: Sponsors will receive preferential positioning in publications, communications, e-mails, chapter literature, chapter handouts beginning as early as September 2011. That is 8 months of exposure including recognition at the CSI national convention "Construct2011" in Chicago this September. This is in addition to the recognition at the Conference next April. With a membership of over 1500 individuals representing architectural firms, contractors, specifiers, designers, engineers and manufacturers, this is a must sponsorship.

Premier: \$3300 – Includes one exhibit space, two conference attendee registrations including meals, large logo advertisement, recognition in all conference announcements and 2 minute speaking opportunity at the Revival Dinner.

Champion: \$2400 – Includes one exhibit space, two conference attendee registrations including meals, logo advertisement, recognition in all conference announcements and exposure second only to the Premier level, including a speaking opportunity of 2 minutes.

Exhibitor Appreciation Luncheon: \$1800 – Special recognition as hosting sponsor at the Exhibitor Appreciation Luncheon, including 2 minute promotional introduction, lunch for two, recognition in all conference announcements and one exhibit space.

Registration Table: \$1500 – Includes highly visible signage behind the registration table, recognition in all conference announcements in addition to one exhibit space.

Opening Keynote Speaker: \$1500 – Includes logo signage at the Conference Opening Keynote Speaker Breakfast, 2 minute promotional introduction, recognition in all conference announcements and one exhibit space.

Chapter Gold: \$1000 – Includes ½ off exhibit space coupon, one conference attendee registration and recognition at the Conference.

After-Hours Hospitality: \$1000 – Special recognition as hosting sponsor at the late evening hospitality & gaming event.

Exhibit Space: Fee: \$600 – Exhibit fee includes one exhibit space (6 ft x 2ft table) with nearly 8 hours exposure over two days.



Sponsorship / Exhibitor Form

Contact Person: _____ Company: _____
Phone: _____ Email Address: _____
Mailing Address: _____ City: _____ State: _____ ZIP: _____

- CHECK ENCLOSED: Make check payable to: West Region Conference 2012
- Send completed form and payment to: Dave Ingram, Treasurer
84 Jennings Court
San Francisco, Ca 94124
- Credit Card Payment via On-line: <http://www.cvent.com/d/vcq9dk>
Or Mail Credit Authorization to address above
Credit Card Type: ___ Visa; ___ Master Charge; ___ American Express
Credit Card Number: _____
Name on Card: _____
Exp. Date: _____ 4 Digit Security Code: _____
Authorized Signature: _____

Sponsorships Opportunities & Exhibitor Registration:

___ Premier Level:	\$3300
___ Champion Level:	\$2400
___ Exhibitor Appreciation Luncheon Level:	\$1800
___ Registration Table Level:	\$1500
___ Opening Keynote Speaker Level:	\$1500
___ Platinum Level:	\$1300
___ Chapter Challenge Gold Level:	\$1000
___ Hospitality Level (3):	\$1000
___ Exhibit Space:	\$600

Contacts for More Information:

Sponsorships & Publicity: Dave Falk – 707-628-1487 – dfalk@specritedesigns.com.

Product Show: Bob Mosblech – 650-954-5636 – Robert.mosblech@daltile.com

Hotel Reservations



Dolce Hayes Mansion: 200 Edenvale Ave. San Jose, Ca 95136

Once a lavish private estate, the Hayes Mansion stands as one of the South Bay's most impressive and distinctive historical structures. Surrounded by lush, emerald green lawns, accented with gardens of vibrant, colorful flowers and guarded by towering palm trees, the 100-year old estate has been refurbished, upgraded and transformed into a luxurious hotel, conference center, resort and spa. Steeped in tradition and rich in history, the mansion provides visitors with an extraordinary experience. The Dolce Hayes Mansion is an exquisite fusion of turn-of-the century luxury and high tech convenience. Listed on the National Register of Historic Places, the meticulously renovated Spanish Colonial Revival-style manor is as opulent as ever. This quiet haven, complete with sweeping mountain views is just 15 minutes from San Jose International Airport. Stunning décor, fine dining and unparalleled guest services have made the Mansion an award winning legend once again.

The hotel also offers a fully equipped fitness center (including pool, sauna, steam room and hot tub); spa services; a business center with complimentary internet access, complimentary high speed wired and wireless internet access

Guest room reservations at the CSI group rate should be made directly with the hotel by phone: 1-866-981-3300 or register online at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=7693503. **All room reservation must be made prior to March 25, 2012.** After the cut-off date, unused guest rooms will be released. Reservations received after the cut-off date will be accepted on a space available basis, at the higher of the contract rate or rate available at the time.

Hotel Reservation Policy:

1. Hotel Group Rates:
 - a. CSI Group Rate: \$149.00 per night excluding tax and fees.
 - b. A Student Rate is available at \$109 per night excl. tax and fees. A limited number of rooms are available at this rate.
2. Cancellation: Guestrooms must be cancelled 7 days or more prior to arrival to receive a full refund.
3. Length of Stay: All reductions to a guest's length of stay must be received 48 hours or more prior to arrival; less than 48 hours notice, guest will be required to pay for the full original length of stay.
4. Early Departure, No Shows and Late Arrivals: Guest will be charged the contracted nightly rate and associated taxes and fees for each night the reserved room is not occupied by the individual.
5. Room Deposit: A deposit equal to the room rate and tax for the first night for each reservation. A valid credit card will be required upon check-in.
6. Check-in Time: 3:00 pm and Check-out Time: 12:00 pm.

Thank you to our Sponsors

- O Champion Level – Spec Rite Design
- O Registration Level – Meta-Span
- O Hospitality Level - Fasten Seal Products



Activities in the Great Santa Clara Valley / San Francisco Bay Area



- Shopping at Santana Row
- Winchester Mystery House
- The Tech Museum of Innovation
- San Jose Art Museum
- San Jose Sharks Ice Hockey



- Nape Valley wine tours
- Hiking at Muir Woods
- Shopping in Sausalito
- Hike the Golden Gate National Park & Marin Headlands



- Visit Fisherman's Wharf
- Ride Cable Cars & Visit Coit Tower
- Walk the Golden Gate Bridge
- Visit the de Young Museum & the Academy of Sciences
- Tour Alcatraz



- Visit the Santa Cruz Boardwalk
- Santa Cruz Mountains wineries
- Shop Santa Cruz & Capitola
- Lunch on the pier @ Capitola
- Whale Watch



- 17 Mile Drive
- Golf @ Pebble Beach
- Monterey Bay Aquarium
- Monterey pier walk
- Shop in Carmel

CSI West Region Conference 2012

April 26 – 29, 2012