

## PROGRAM DETAILS



Join us for a relaxing evening on the patio!

**5:30 PM** – Ease into the evening with a drink (open bar) and conversation with CSI friends

**6:30 PM** – Dinner on the patio, choice of two entrées

**Thursday, December 10th**

**CSI Holiday Event**  
Old Town Tortilla Factory  
6910 E. Main Street  
Scottsdale

Members – No Charge  
Guests & Non-Members – \$50

[REGISTER NOW](#)

## December 2015

### Meeting Info

CSI Holiday Event

**WHEN:**  
December 10, 2015  
5:30pm – 8:30pm

**WHERE:**  
Old Tortilla Factory  
6910 E. Main St.  
Scottsdale, AZ

Free for Members  
\$50 for Guests

## Upcoming Events

**12/10/15** - Chapter Board Meeting

**12/10/15** - CSI Holiday Event

**12/16/15** - Programs Committee

**1/7/16** - Media Communications Committee

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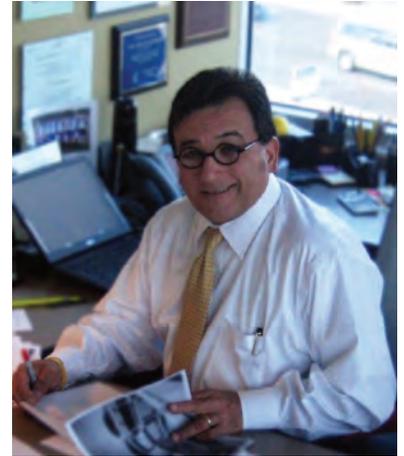
[The Reference Library Events Flyer »](#)

## MESSAGE FROM THE PRESIDENT

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I was reviewing some design sketches of a protégé of mine the other day. Although his sketches were good, I noticed some incongruities and pointed them out to him. By way of explanation, or should I say justification, I told him that the Hungarian architect Marcel Breuer had said, 'I am as much interested in the smallest detail as in the whole structure.'

Later that day, I thought to myself that we (architects) often quote the German architect Ludwig Mies van der Rohe's statement, 'God is in the details.' So it must be the architect in me that constantly focuses on the details. Oh yeah, when I pointed out the Breuer quote; my friend responded that I was interested in the details, 'to a fault!' A lively 'discussion' ensued. I relay this because as the Chapter President, I am supposed to be the big picture guy. However, I am certain that many have noticed that I sometimes get caught up in the details.



Architects are periodically criticized for not being able to stop designing. However, there is always something that can be improved or looked at differently. I suppose that on occasion I am guilty of that as well. I should tell you that the phrase 'That's good enough...' is not part of my vocabulary.

Additionally, good architects, even the 'Starchitects' tend to be ...of a certain age. It takes years of mistakes, ok and change orders, before one has sufficient experience to be a decent architect. These years of experience and looking out for potential change orders is what translates into good details. Details that would not be possible without the assistance of Product Reps, Specifiers, Engineers, and Contractors. Just last night I was speaking with an Estimator that is working with me on a project. He made a couple of great suggestions that we will incorporate into the design. It takes a team.

As President, I can't help but view the Chapter as my Client. Which is why I get caught up in the details and don't want to settle for "good enough." I always want to exceed my client's expectations and deliver the best possible service and innovative design that meets their schedule and budgetary parameters. However, as with all projects that I am associated with it is a team effort. The architect does not do it alone. We cannot do it alone. Even the 'Starchitects' cannot do it without a team...just don't tell them that. I have found another team in CSI.

I can honestly say that I am better able to serve my clients, as an architect, because of what I have learned, and the resources that I can draw upon, by being a member of CSI. Although I've been a member of CSI for twenty years, it wasn't until I was able to become an active participant that I really began to benefit from being a member. For most of those years, I traveled too much to be able to make a commitment to the chapter I belonged to. When I first moved back to Phoenix, I decided that I would be active. The first couple of years, even though I was still traveling considerably, I made the effort to try. Don't know how much help I was, but it seemed to make a difference in my work. Sure it took more effort on my part, but it was worth it.

So, as President please let me ask, what can we do to help you make you better at what you do? Have you sought out CSI Certification? Considered attending an Academy? How about attending CONSTRUCT? I noticed last night that hotels in Austin, the site of CONSTRUCT 2016 next September, are accepting convention reservations. Looks like they are planning an extraordinary event.

Let's be well represented.

In the meantime, think about participating in a Committee or even running for a spot on the Board of Directors. Really. We'll soon be looking for folks to run. We're always looking for help, volunteers, and 'sponsors.' If you've done it before, try it again, it could be better the second time around. Have you considered offering to become a mentor to train potential leaders, even those that are not yet CSI members? Jon Hammond has the challenging task of Chairing the Academic Affairs Committee. He needs to develop relationships with the local schools training those that will follow in our footsteps. Please offer him your assistance. Want to get to the heart of CSI? Talk with Jim Nisted and become a part of the Technical Committee. Tell others about the value of CSI and help Jay Harris out by bringing in a couple of new members. Have a great idea for a Program, tell Kathie Gittins our Programs Chair. She'll put it on the list for next year! There's a lot that you can do and a lot that CSI has to offer. It takes a team.

Hope to see you at our Holiday Event!

Have a Wonderful Christmas and a Happy New Year!

Ed\_\_\_\_\_

**Ed Galindo, CSI, CDT, AIA, LEED AP BD+C. NIBS  
President, Phoenix Chapter CSI**

## NOVEMBER MONTHLY MEETING RECAP ◀◀

It was a coincidence that we had a lighter turn out than usual when the Hotel asked if we could meet in the restaurant. It was an intimate, albeit a bit loud from adjacent dining spaces. We followed our growing tradition of acknowledging both new members and those celebrating their membership anniversary. We actually had a couple of each group show up to the meeting. Hopefully more will show up to the Holiday Event!



**That's Rachel checking social media!**

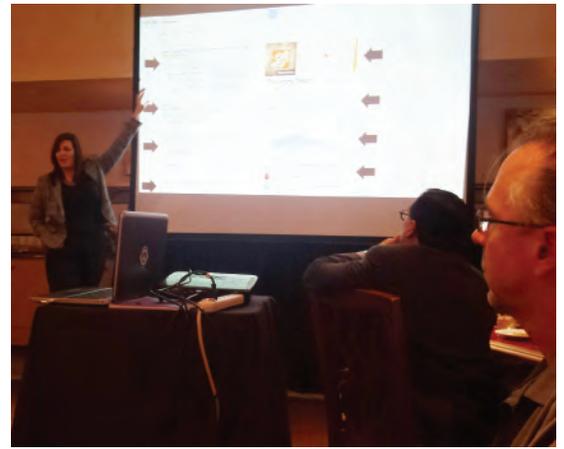
With the 'preliminaries' out of the way we met Scott Goldsmith who is developing the Chapter's new Website and Newsletter. His colleague Rachel Meyer was our speaker. Rachel is the Director of Content at Brand Cure, a full service marketing agency that focuses on brand identity design. She is a content specialist and holds an Online Marketing Certified Professional Accreditation, with specialties in content and search engine optimization.

She explained the things a search engine such as Google takes into consideration in nanoseconds to deliver the response that you are searching for. Rachel provided examples of searches and how they increased their ranking in displayed responses.

That is the order that a response appears after a user has typed in a search request. Understanding this will help improve the ranking of a business on various search engines. Rachel provided specific examples of acceptable methods of improving a response ranking and pointed out examples that will get a website banned by a search engine.

We also learned how search engines are changing to improve and personalize the response to our search requests. Search engines are becoming more responsive to local and specialized searches. Rachel noted how being active on social media can be very beneficial to businesses and even offered simple suggestions that will result in more hits to your businesses website.

Rachel's program was engaging and informative. It was evident by the number and range of questions that she fielded. Now we'll wait to see if Scott was listening. I think so.



## ANNOUNCEMENTS

### December Anniversaries

- Robert Alling - 2007
- Joe Schiavone - 2012
- Larry Shelton - 2005
- Gene Trust - 1978

### New Members - FY 2016

- Kristi Duce-Romero - September, 2015
- Jim Giger - July, 2015
- Jay Harris - July, 2015
- Matt Jewell - August, 2015
- Jill King - September, 2015
- William Korber - September, 2015
- Greg Neundorfer - September, 2015
- Scott West - September, 2015

*\*The is the list of CSI Phoenix New Members and Anniversaries that we were able to get from CSI Institute.*

*If your name should be on this list and you don't see it, Please go onto the Institute website and update or input your personal information.*

# IN LOVING MEMORY OF GAVIN KING

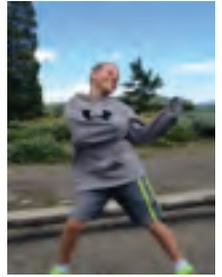
Son to Jill & Bill King, Grandson to Lou & Sandy Borelli.

May 13, 2004 — November 11, 2015

In memory of Gavin, the CSI Phoenix Chapter is providing a donate button below for the Phoenix Children's Hospital Memorial Fund.

The Hope Fund is the families choice and in Memory of Gavin King.

Thank you in advance for your thoughts and prayers.



[DONATE NOW](#)

## ADVERTISE WITH CSI PHOENIX

The Media Communications Committee will be updating pricing for FY 2016 but costs will remain less than comparable associations and print resources. Start your planning now for supporting your chapter and promoting your products/services.

### The Rules:

- Ads are sold for 3, 6, 10 or 12 months.
- Payments are made in advance via credit card or check. Payment must be received by the 15th each month prior to publication.
- You must provide your own artwork and copy.
- Artwork and/or copy must be received by the 15th of the month prior to publication.

### Email Sponsor:

- Top of page banner ad - Banner accross the width of the email at the top of the email above the program info.
- Bottom of page banner ad - Banner accross the width of the email at the bottom of the email.

### Website Sponsor:

- 728x90 homepage banner ad - Banner at the bottom of the homepage.
- 728x90 interior page ad - Banner at the bottom of the interior pages.
- 300x250 interior sidebar ad - Banner on the right sidebar of interior pages.

### Newsletter Sponsor:

- 728x90 first page banner ad - Banner at the bottom of the first page.
- 1/4 page ad
- 1/2 page ad
- Full page ad