

THE MEMPHIS  
**PERSPECTIVE**

NOVEMBER 2008

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**This Month's Meeting:**

**“Commercial Plumbing for Efficiency:  
Saving Water: Preventing Hassles”**

**Presented by Mr. Mike Gilmore**



**CHARTERED 1959**

## All About...

### THE INSTITUTE

**Construction Specifications Institute**  
**99 Canal Center Plaza, Suite 300**  
**Alexandria, VA 22314**  
[www.csinet.org](http://www.csinet.org)

Founded in 1948, the Construction Specifications Institute is a not-for-profit technical organization dedicated to the advancement of construction technology through communication, research, education and service. CSI serves the interests of architects, engineers, specifiers, contractors, product manufacturers and others in the construction industry.

### THE MAGAZINE

*The Memphis PerSPECTive* is published ten times a year by the Memphis Chapter of the Construction Specifications Institute. Appearance of products or services, name or editorial copy does not constitute an endorsement by the Memphis Chapter of CSI nor any of its members.

Circulation of *The Memphis PerSPECTive* includes over 275 people consisting of members of the Memphis Chapter of CSI, members of the Memphis AIA Chapter, CSI Regional editors, the CSI Institute and other interested persons nationwide. To be included on future mailings, forward your name and address and a check for \$25.00 to the following address:

***The Memphis PerSPECTive***  
**P.O. Box 172349**  
**Memphis, TN 38187-2349**

You may also access a complimentary copy of *The Memphis PerSPECTive* online at [www.csimemphis.org](http://www.csimemphis.org).

### MEMBERSHIP

Architects, engineers, contractors, and manufacturers—19,000 members strong—are in touch with one another through their Construction Specifications Institute membership. CSI provides contacts in the construction industry as well as provides you up-to-date information to help you do your job efficiently and effectively. Yearly Institute membership fee for Professional, Industry, or Associate is \$210 plus \$30 Memphis Chapter fee = \$240; Institute membership fee for Intermediate is \$95 plus \$30 Memphis Chapter fee = \$125.00; and Institute membership fee for students is \$26 plus \$10 Memphis Chapter = \$36.

#### Membership Info. - Dirk Veteto

For contact information on any Board Member or Committee Chair, see inside the back cover for a complete listing including phone and fax numbers as well as available email addresses.

### SUBMITTING ARTICLES

Readers are encouraged to submit articles of interest within the construction industry to *The Memphis PerSPECTive* for publishing. Articles on individual projects whether currently in design, under construction or recently completed, are welcome. Any such article and its related photographs must be submitted...

before the 20th of the month preceding publication

...in order to meet production deadlines. Any articles, submissions or program inserts should be forwarded to the following address:

***The Memphis PerSPECTive***  
**Attn: Kamesha Hervey**  
**1631 Foster Avenue**  
**Memphis, TN 38106**  
**email: [kl\\_herv@hotmail.com](mailto:kl_herv@hotmail.com)**

Articles and photographs are requested to be submitted in electronic form on disk or by email. Microsoft Word formatting for articles is most appreciated. If paper photographs are forwarded, please note if the originals are to be returned.

#### Magazine Info. Contact - Kamesha Hervey

### MAGAZINE ADVERTISING

The advertising rates for 10 issues of *The Memphis PerSPECTive* in printed version and as published on the CSI Memphis Chapter website ([www.csimemphis.org](http://www.csimemphis.org)) are as follows:

	5 Issues	10 Issues
One-Eighth Page	\$ 125	\$ 215
One-Fourth Page	\$ 245	\$ 430
One-Third Page	\$ 330	\$ 575
One-Half Page	\$ 490	\$ 860
Full Page	\$ 900	\$1,600

Get your company's name in front of a variety of industry professionals—check out our magazine's circulation.

#### Advertising Info. Contact - Greg Campbell

### TABLE TOP DISPLAY AT MEETINGS

At each monthly meeting, the Chapter encourages Industry Members to provide a table display of their product and/or services for inspection and education of those attending the meeting. After the meal and prior to the program, the displayer will be given five minutes to address the group. The table display is also encouraged to be represented during the social hour and after the program for any questions by the attendees.

The presentation fee for this time is \$75.00.

#### Table Top Info. - John Bigham



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## This Month's Meeting

Thursday, November 20, 2008

### The Spaghetti Warehouse

40 W. Huling Avenue  
Memphis, TN 38103  
(901) 521-0907

### "Commercial Plumbing for Efficiency: Saving Water: Preventing Hassles"

**Presented By:**

**Mr. Mike Gilmore**

Social 5:30pm—6:30pm

Dinner 6:30pm—7:30pm

Program 7:30pm—8:30pm

Cost Per Member or Guest: \$20

Cost per Student: \$10

\*Reservations are requested three days in advance.  
Call **Pam Davidson** (901) 261-4671 for reservations

## Schedule At A Glance

### NOVEMBER 2008



20—Board of Directors Meeting at 4:00p,  
*Spaghetti Warehouse*  
(Preceding Membership Meeting)



20—Chapter General Membership Meeting,  
*Spaghetti Warehouse*, 40 W. Huling Avenue  
5:30p Social, 6:30p Dinner, 7:30p Program

### DECEMBER 2008



18—Board of Directors Meeting



18—Annual CSI Memphis Christmas Party—  
To Be Announced

# November 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Please visit [csimemphis.org](http://csimemphis.org) for the latest information on all CSI Memphis Chapter activities.

## President's Message

Thanks to all for attending the October Chapter Meeting. Terry Hughes' "Introduction to Codes" presentation was excellent and the discussion was lively as usual. The Chapter Meetings are always a great time to socialize and network as well as learn and pick up a CEU. Terry's presentation drove home the fact that all we do relates to codes and public safety is our primary concern in our jobs. We can neither afford to overlook a code issue nor an issue that deals with public safety. Terry has shared with us his "Types of Construction Comparison" cart and it is in this month's "perspective".

We had a couple of Chapter members that made it to the CERT training. The class was large and everyone got to try their hand at putting an oil fire out with an ABC extinguisher. It's not as easy as you think! Every emergency management class that I attend I am reminded about the importance of having an "emergency kit". We all need to be prepared to be self sufficient for at least 4 or 5 days.

We have formed a committee to begin planning for our 50<sup>th</sup> anniversary celebration. The date is August '09 and it will be upon us before we know it. Pam Davidson has graciously volunteered to serve as Chairperson. If you would like to help or if you have some memories or memorabilia from those years please call her at 901-261-4671 or email at [pdavidson@allenhoshall.com](mailto:pdavidson@allenhoshall.com). The fact


that our chapter is turning 50 is quite an accomplishment. We need a BIG party. I have always supported and worked to lessen the impact of the built environment on the natural environment. Being involved with Passive and Active Solar projects back in the 70's taught me that we can design and build buildings that can both consume less energy and be wonderful spaces. The dependence on fossil fuels has created an environmental and economic disaster for our country. We must use our natural resources wisely to guarantee our future. The growing LEED movement is an example of how professionals can come together to produce viable alternatives to the status quo. In that vein, our speaker for the November meeting is Mike Gilmore with American Standard. His talk is "Commercial Plumbing for Efficiency; Saving Water; Preventing Hassles". The presentation will discuss understanding water efficient plumbing products in commercial installations. The LEED credits for water efficiency will also be discussed. It is hard to believe that there are places in our country that are running out of potable water. The program qualifies for an AIA CEU credit. Please join us on the 20<sup>th</sup> for this informative and educational program.



Gary Copeland, CSI, CDT, R.A., LEED A.P.

Gary Copeland  
Chapter President  
[gcope@bellsouth.net](mailto:gcope@bellsouth.net)

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**Spec Wizards**



Join together thy wizards of the written word! Meet 'eth at the round table of "Zinnie's East" in the town of Mid on the second Thursday of the month when the clock strikes noon.

We shall discuss the sorcery of the **Section Format Update**

Announce your coming to Rob Huserik 577-0582



## November Meeting: “Commercial Plumbing for Efficiency”

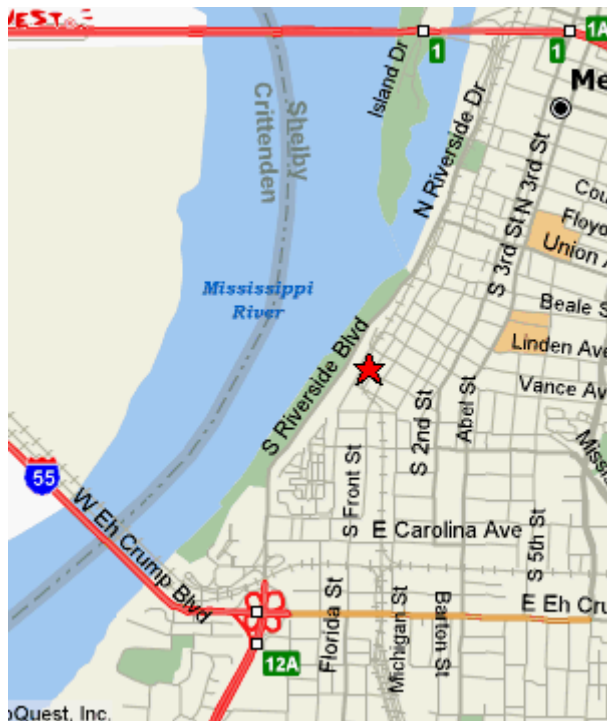
“Commercial Plumbing for Efficiency: Saving Water: Preventing Hassles”  
Presented by Mike Gilmore

Please plan to attend this program that will cover all the aspects of water use efficiency, maintenance, and new design directions in plumbing fixtures. The presentation will also cover the LEED Program with regard to points available for water conservation.

Participants in the program will receive 1 HSW CEU

Remember to make you reservation by November 17th. Remember to wear your CSI lapel pin at the meeting to be eligible to win the cash attendance incentive.

Call [Pam Davidson](mailto:PamDavidson@csimemphis.org) at (901) 261-4671 for reservations.



The Spaghetti Warehouse  
(40 W. Huling Avenue)

**ATTENTION:** Please take advantage of our new online registration by visiting [www.csimemphis.org](http://www.csimemphis.org) to register for monthly membership meetings and programs.

### The Spaghetti Warehouse Menu

*House salad, sourdough bread,  
and choice of soft drink*

Choice of entree:

*Spaghetti Feast  
Chicken Alfredo  
Chicken Parmesan  
Lasagna Platter*

Choice of Desert:

*Cheesecake, turtle cheesecake,  
tiramisu, lemon berry tiramisu,  
brownie, or chocolate sundae*

## 2009 Dempsie B. Morrison Scholarship Campaign

### DEMPSIE B. MORRISON SCHOLARSHIP FUND, INC.



#### 2009 CONTRIBUTION

minimum contribution

LEVEL OF PARTICIPATION:    \_\_\_ DIAMOND (\$1000)  
   \_\_\_ PLATINUM (\$400)  
   \_\_\_ GOLD (\$200)  
   \_\_\_ SILVER (OTHER)

MY IRS-DEDUCTIBLE CONTRIBUTION: \$ \_\_\_\_\_

CATEGORY    \_\_\_ PROFESSIONAL  
                             \_\_\_ INDUSTRY  
                             \_\_\_ MEMORIAL\*

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ADDRESS: \_\_\_\_\_

\_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

e-mail: \_\_\_\_\_

\*MEMORIAL: \_\_\_\_\_

Please mail this form with your IRS-deductible contribution to:

Moran Sales Associates, Inc.    2510 Mt. Moriah, Suite # E615    Memphis, Tn. 38115  
Make check payable to: Dempsie B. Morrison Scholarship Fund, Inc.



## 2009 Dempsey B. Morrison Scholarship Campaign

### **MORAN SALES ASSOCIATES, INC.**

2510 MT. MORIAH ROAD, suite #E615  
MEMPHIS, TENNESSEE 38115

*manufacturers' representatives*

PHONE: 901-566-1070

FAX: 901-566-1074

[moransales@bellsouth.net](mailto:moransales@bellsouth.net)

August 15, 2008

Dear CSI Member,

Today is the official date for kicking off the Dempsey B. Morrison Scholarship Fund campaign for 2009.

Tuition at the University of Memphis for 2008-2009 is \$6,200.00. That's a far cry from the \$1,000.00 just a few years ago.

As you know, every year the Memphis Chapter CSI collects contributions in the memory of Dempsey B. Morrison, Jr. A check is then written for a scholarship for an architectural student at the University of Memphis. The University matches our contribution, affording two students the opportunity to get their architectural training tuition free for that year.

Please take a moment to look over the 2009 levels of participation.

Your contribution is deductible with the IRS.

Please send your check with a completed participation form to:

**Dempsey B. Morrison Scholarship Fund, Inc.**  
**Moran Sales Associates, Inc. 2510 Mt. Moriah, Suite #E615**  
**Memphis, Tn. 38115**

**Thank you for your support!**

Jack Moran/Julie Varnado  
Scholarship Committee

## **“Eero Saarien: Shaping the Future” by Mike Eckles, AHC/CDC, CSI, CDT ASSA ABLOY Door Security Solutions**

One of the most celebrated architects of his time, Eero Saarinen [1910-61] was also one of the most controversial. His work, widely admired by his clients and the general public, often drew unfavorable reviews from contemporary critics for the lack of unifying style, his choice of materials and use of technology.

In the postwar decades of what has been called “the American Century,” Saarinen helped create the international image of the United States with his designs. For some, these designs were the most potent symbolic expressions of American Identity. The iconic 630-foot tall, stainless steel St. Louis Gateway Arch (1948-1964) along the Mississippi River commemorates the nation’s westward expansion. The aluminum and glass General Motors Technical Center (1948 – 1956) outside Detroit, Michigan has been called “an industrial Versailles” by some while the swooping concrete vaults of the TWA Terminal (1956-1962) at New York’s John F. Kennedy Airport thrilled travelers with the glamour of international travel.

Saarinen, who rejected a single unifying style for his buildings, felt that each project had a “unique site, program and spirit.” This view of modern architecture and emphasis on technology to accomplish this is seen in the Deere & Company (1957-1963) corporate headquarters. Cor-Ten steel, which weathers and rusts over time, was used to reflect the ruggedness of the company’s farm machinery. The Ingalls Rink (1953-1959) on the Yale University campus and the Dulles International Airport Terminal (1958-1962) established Saarinen as a “virtuoso of dynamic forms.”

Details, too were paramount for Saarinen. He proclaimed, “The character or expression of any building can only be achieved if it is itself a total expression. Like any work of art, it must be dominated by a strong, simple concept.

All of its parts must be an active part of one dominant attitude.” This constant reinforcement of the concept was an expertise of Saarinen who in fact designed door hardware and other furnishings at times to complement his architectural vision.

### About the Exhibition

One of the most prolific, fascinating and unorthodox masters of 20<sup>th</sup> century architecture, Eero Saarinen changes the face of domestic and corporate design in the US. *Eero Saarinen: Shaping the Future* is the first major retrospective of this work and features full-scale building models, never-before seen drawings, furniture, photographs, films, and other artifacts.

The North American stops on the exhibition tour are:

- Bloomfield Hills, Michigan – Cranbrook Academy of Art - November 17, 2007 – March 30, 2008
- Washington DC – National Building Museum - May 3, 2008 – August 23, 2008
- Minneapolis, Minnesota – The Minneapolis Institute of Art and Walker Arts Center - September 14, 2008 – January 4, 2009
- St. Louis, Missouri – Mildred Lane Kemper Art Museum, Washington University - January 31, 2009 – April 26, 2009

- New York, New York – Museum of the City of New York – Spring 2009
- New Haven, Connecticut – Yale University Art Gallery and Yale University School of Architecture - Spring 2010

*Eero Saarinen: Shaping the Future* is made possible by ASSA ABLOY, global sponsor of the exhibition.

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## “It Just Makes Good Cents” - *Wally Bostelmann, FCSI*

The time to invest and plan prudently for the future of your business in **now**.

Many years of sales experience have taught me the wisdom to maximize your sales dollars by being visible at "Product Shows"

I don't know what the cost of a sales call is today, but years ago when serving in sales management the cost was \$50.00. This included autos, expense accounts, salary, and commissions. I am sure that this figure is at least three times that in today's marketplace.

One Booth at the Memphis Chapter CSI Show, including all expenses runs about \$1000.00. In the four hour show an average salesperson should make at least fifteen good presentations. (A hustler will make 25.)

Fifteen people coming passed your booth at a cost per booth, of \$1000.00, had better be stopped by you. Using the numbers above, these same contacts in their office would cost your company \$2250, (15 X \$150.00) That is a savings of \$1250.00. **The Products Show just makes good cent\$\$\$\$**

**Many companies have already made their reservations for the 09 show. That's good business planning!!**

Now the "flip-side" for the "visitors": Progressive designers, sub-contractors, generals contractors, and owners have a golden opportunity to "stop by and see" in their time frame, products and their *correct application*. This will give them ways to maximize their profits on their next project.

But, probably the far greater opportunity is to meet with the industry folks so you can learn what they are doing and tell them what *your* needs are.

**This is actually a "learning experience" that can make the "visitor" a winner as well as the manufacturer.**

**Conclusion: BE wise and practice food money management for 09.**

Suppliers: Reserve your booth for March 17th and make the "green" grow in your bank account.

Architects, Owners, Engineers, Generals, and Subs: BE wise and practice good time and financial management for 09. Mark your calendars now to get the most out of this opportunity to learn and share at the CSI show and let your "green" show on the 17th.

Wally Bostelmann FCSI  
Product Show Sales

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# CSI Memphis Products Display Show 2009—Agricenter Memphis

MEMPHIS CHAPTER OF THE  
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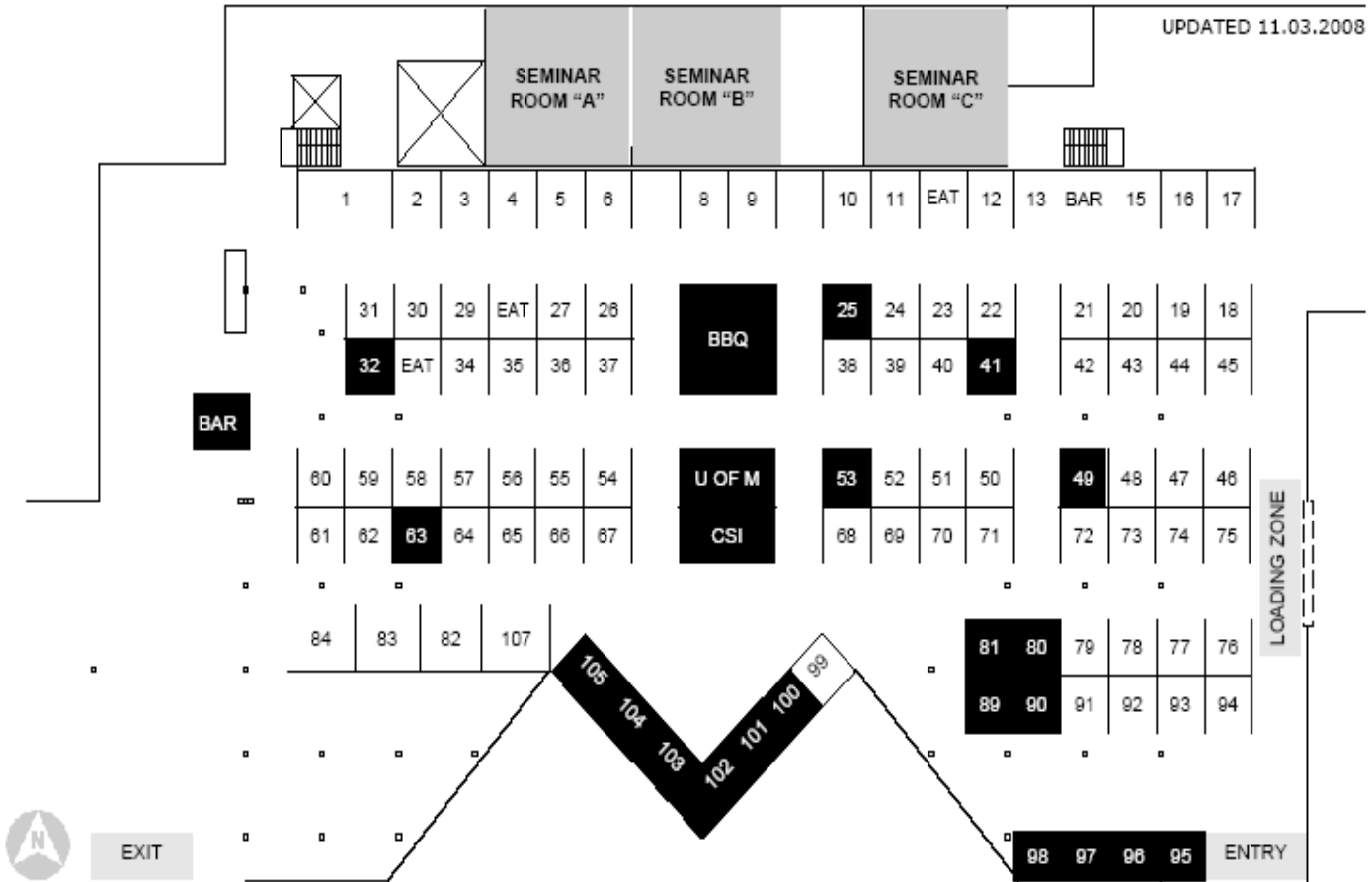


## Products Display Show 2009

### AGRICENTER INTERNATIONAL SHOWROOM

TUESDAY, MARCH 17, 2009—MEMPHIS, TN—4:30pm-8:30pm

UPDATED 11.03.2008



#### Exterior Materials

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Protection \* Deck, Roof & Wall Coatings \* Expansion



# CSI Memphis Products Display Show—Agricenter Memphis

No.	Company	No.	Company	No.	Company	No.	Company
01		33		65		97	International Interior Design Association - Memphis City Center
02		34		66		98	Better Business Bureau
03		35		67		99	
04		36		68		100	Gates Lumber Company
05		37		69		101	Gates Lumber Company
06		38		70		102	Gates Lumber Company
07		39		71		103	Gates Lumber Company
08		40		72		104	Gates Lumber Company
09		41	Terrazzo Promotion Committee	73		105	Gates Lumber Company
10		42		74			
11		43		75		107	
12		44		76			
13		45		77			
14		46		78			
15		47		79			
16		48		80	Mid-South Fire & Mold Prevention, LLC		
17		49	Farrrell-Calhoun Paints	81	Hiti		
18		50		82			
19		51		83			
20		52		84			
21		53	Sherwin Williams Paint Company	85			
22		54		86			
23		55		87			
24		56		88			
25	Valentine Coatings	57		89	Tamko Building Products		
26		58		90	Memphis Shelby County Office of Code Enforcement		
27		59		91			
28		60		92			
29		61		93		125	Bar
30		62		94		CSI	CSI Memphis
31		63	Chicago Metallic	95	National Association of Women In Construction	U of M	University of Memphis Architecture Students
32	Johns-Manville	64		96	Memphis USGBC Regional Chapter		



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## On Target With the Better Business Bureau (BBB)

### PHONY US DEPARTMENT OF TRANSPORTATION REQUEST FOR FINANCIAL INFORMATION

**September 16, 2008** – The BBB is issuing its second warning about a recurring scam targeting businesses in the Mid-South. A BBB Accredited Business located in Memphis recently received a fax purporting to be from the US Department of Transportation (USDOT).

The faxed letter advised the company that they are currently registered as a prospective contractor for procurements issued by the USDOT. It further indicated that the company had not submitted a financial information release form, and that this would prevent them from obtaining government contracts. The letter, accompanied by a financial information release form, was signed by a “Senior Procurement Officer, USDOT.”

According to the USDOT, [www.dot.gov](http://www.dot.gov), there has been another round of fraudulent letters issued to U.S. Department of Transportation (DOT) contractors and potential contractors purporting to be issued by DOT. The letters are fraudulent and companies should not respond to them. Businesses should be aware that DOT does not require any financial information to be submitted in order to be eligible for procurement. In the ever-changing world of scams, this is another reincarnation of a phishing scam to obtain a company’s financial information. Fortunately, the company representative was savvy enough to realize that they were not currently dealing with USDOT and he did not respond to the fax. The BBB advises that the best protection against phishing scams is knowledge and vigilance. Scammers often use real company or government agency names to add legitimacy to the scams. Past phishing scams have used the names of the IRS, FBI, and even the BBB.

To avoid becoming a victim of such a scam, businesses should:

- Alert their employees to be on the lookout for unsolicited requests for information.
- Establish effective internal controls for the release of financial information.
- Businesses receiving this letter should:
  - o Call USDOT Fraud, Waste & Abuse Hotline at 1-800-424-9071.
  - o File a report with their local police.
  - o File a report with their local US Secret Service office at 901-544-0342.

#### **About BBB**

*BBB is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behavior.*

*Businesses that earn BBB accreditation contractually agree and adhere to the organization’s high standards of ethical business behavior. BBB provides objective advice, free business BBB Reliability Reports™, and educational information on topics affecting marketplace trust. To further promote trust, BBB also offers complaint and dispute resolution support for consumers and businesses when there is difference in viewpoints. The first BBB was founded in 1912. Today, 128 BBBs serve communities across the U.S. and Canada, evaluating and monitoring more than 3 million local and national businesses and charities. Please visit [www.bbb.org](http://www.bbb.org) for more information about BBB.*

For more advice you can trust on small business management, visit BBB online at: [www.bbb.org](http://www.bbb.org).

**Nancy Crawford** | Director of Marketing & Communications

**Tel: 901-757-8627**

BBB of the Mid-South  
3693 Tyndale Drive  
Memphis, TN 38125



## “Curmudgeon’s Corner” - Mr. Sheldon Wolfe

*sustainable*: able to be *sustained*; the capacity to maintain a certain process or state indefinitely

English is the richest of the world's languages. Most sources put the number of words well over 900,000; the Global Language Monitor estimates we will see our millionth word in April 2009. How does that compare to other languages? Chinese is a distant second, at half a million words, followed by Spanish and Japanese at about a quarter million words each.

English not only has a word for everything, it has an impressive range of words with subtle differences for most subjects. Unfortunately, we are able to use only a fraction of that number; the average American has a working vocabulary of about 14,000 words. (It has been estimated that Shakespeare's vocabulary was about 24,000 words, but he helped himself along, having invented over 1,500 new words himself.) Of the words we do know, not all are at our immediate disposal. It's far easier to come up with a more suitable word when we have time to think, but in casual conversation, we too frequently grab the first word that comes to mind, thereby missing an opportunity to be more precise in what we say.

For example, when listening to talk radio, it seems everyone *completely* agrees with whatever the other person says; the most common expression of agreement seems to be "exactly!" That word expresses the idea that there is no difference of opinion, that both caller and host have precisely the same opinion. Yet as the conversation continues, it is quite evident that those involved in the discussion have significantly different views. They say they are in complete agreement, but they aren't.

It's one thing to be inaccurate in casual conversation, but there is no excuse for incorrect use of words when they are the result of supposedly thoughtful planning. With so many opportunities to be precise, why is it necessary to co-opt a word and give it a false meaning? To some extent, it may be because we

have become accustomed to misuse of words. In advertising, "new" and "improved" often are misleading, and in politics, we accept outright lies, such as "balanced budget" and "budget surplus". Still, we should expect more from those claiming scientific basis for their assertions. Unfortunately, the latest energy crisis - another abused term - has led to one more poor choice of words. Because, by definition, sustainable design - isn't. Ultimately, our culture is not sustainable, and any form of design or culture that relies on fossil fuels cannot be sustainable, as there is a finite amount of oil in the ground. We can come up with clever ways to extract oil from deeper or more remote wells, or to extract it from shale or other once ignored sources, but in the end the oil will run out, and unless it can be replaced, sustainability is a myth.

Other terms, such as eco-design, green design, or design for the environment, were already in use, so why not use them instead of settling on sustainable design? I know what you're thinking; "What's the big deal? It's only a word." When we misuse words, we make it more difficult to discuss the issues. "At Gary's Grocery, we have sustainable salmon," "Mazda Shows 'Sustainable' SUV," "Top Five Sexiest Sustainable Sports Cars," and similar expressions reveal a simple-minded view of a complex issue.

Not only is "sustainable design" not sustainable, but the meaning of the term is being changed to formally incorporate non-sustainable principles as part of the definition. The US General Services Administration (GSA), in a move reminiscent of Orwell's "doublethink", is promoting its own definition.

Sustainable design seeks to reduce negative impacts on the environment, *and the health and comfort of building occupants*, thereby improving building performance. The basic objectives of sustainability are to reduce consumption of non-renewable resources, minimize waste, *and create healthy, productive environments*. [My italics.]

Both heating and air conditioning make it possible for us to live and work in areas

the same time requiring vast amounts of energy. Air conditioning is especially insidious, as it increases the outdoor temperature that we try to escape, and the hotter it gets, the more cooling we need. The introduction of inexpensive air conditioning had an enormous impact on life in the US - and on energy consumption and the environment. Although modern air conditioning equipment appeared before World War II, it didn't catch on until after the war. Sales of window units increased from 75,000 in 1948 to over a million five years later; today, ninety percent of new homes and eighty percent of new cars have air conditioning.

We've seen the numbers that show how much the US consumes; with something like five percent of the population, we use about twenty-five percent of the world's electricity. According to *Energy Bulletin*, one-third of that goes to air conditioning. Certainly, as we increase insulation and efficiencies, we can reduce the impact of air conditioning, but its use will continue to rise. The American market is close to saturation, but it will be overshadowed by the likely rise in air conditioning in China and other developing countries.

Don't get me wrong; we can - we must - be more responsible in how we use energy and other resources. But, to paraphrase the title of the popular movie, the truth is inconvenient. Sustainability has nothing to do with creature comfort. In fact, our insistence on being comfortable is a prime contributor to the problems we now face. Buildings that are comfortable do make their occupants happy and increase productivity, but how does that help conserve materials and energy? The closest thing to sustainable design is a grass hut on a tropical island; the more comfortable we make it, and the farther we get from that island, the less sustainable it becomes.

Green design is necessary, but calling it something it's not will do more harm than good.

*Sheldon Wolfe, RA, FCSI, CCS, CCCA  
Former Institute Director, North Central  
Region, CSI*

# CSI Memphis Chapter Membership Report

## November Membership Anniversaries:

Danny Clark—10 years  
 Loyd Gibson—6 years  
 Scott Guidry—14 years  
 Paul Hambrick—2 years  
 David Hatcher—8 years  
 Angela Keesee—2 years  
 Michael Kitchens—2 years  
 Stephen Mangin—15 years  
 Donald Manley—45 years  
 Mark Sutherland—2 years  
 Bernard Zawada—4 years

Congratulations to all of the members who are celebrating their anniversary with the CSI Memphis Chapter!

A breakdown of membership types are listed below:

**Total: 128** (100%)  
 Associate Members—9 (7.0%)  
 Industry Emeritus Members—3 (2.3%)  
 Industry Retired Members—1 (0.8%)  
 Industry Members—44 (34.4%)  
 Intermediate Members—4 (3.1%)  
 Professional Emeritus Members—4 (3.1%)  
 Professional Lifetime Members—1 (0.8%)  
 Professional Retired Members—2 (1.6%)  
 Professional Members—48 (37.5%)  
 Student Members—12 (9.4%)

**Thank you** for your continued support and dedication to CSI and the Memphis Chapter. We look forward to seeing you at the next monthly membership meeting at the Spaghetti Warehouse!

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# MEMPHIS CHAPTER LEADERSHIP '08-'09

## OFFICERS

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Student President	<b>Mark Wilson</b>	mwjewilson@msn.com	ph: 901-	fx: -

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06-09 Professional	<b>Ronald M. Roberts</b>	ronr5929@yahoo.com	ph: 901-497-5506	fx: 901-850-1367
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