



The Toronto Specifier

Series 39, Edition 6, February 2012

Content Co-ordinator: Steve Ioannides

Editor: Lori Brooks

2011

September 13

Union Station Revitalization Project

October 4

Ontario Painting Contractors
Association

November 28

ULC Facility Tour

December 6

CSC/Ontario Glass & Metal
Association Joint Meeting

2012

January 10

Wind Uplift Resistance

February 7

Economic Outlook

February 24

4th Annual Curling Bonspiel

March 5

No Frills Trade Show

April 3

Zinc Panels

May 1

Retaining Walls/ACM

August

Annual Golf Tournament

CSC (Construction Specifications Canada) is a non-profit association committed to the ongoing development and delivery of quality education programs, publications and services for the betterment of the construction community.

DINNER MEETING NOTICE

date: Tuesday, February 7, 2012 (Deadline to register: Noon on February 2)

topic: **CONSTRUCTION ECONOMIC FORECAST**
Overview forecasts of the world and Canadian economies, with a particular emphasis on what they will mean for construction activity levels in this country. (See page 5 for more details.)

speaker: Alex Carrick, Canadian Chief Economist
CanaData, Reed Construction Data

location: Toronto Skating Curling and Cricket Club
141 Wilson Ave., Toronto (1 block east of Avenue Rd.)

time: 17:15 Cocktails
18:00 Dinner
19:00 Presentation

cost: \$40 members
\$50 non-members
\$55 at the door (cash or cheque only; limited seats available)
\$200 for booklet of six dinner tickets (members only)

reserve: Click [here](#) to reserve online or visit www.csctoronto.ca for more information. Questions? Contact Donna Fournier at 1-888-494-9350.

info: Chris Hunter, CTR, RRO 416-930-8766

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Students are our Future

As the No Frills trade show is fast approaching, I thought it appropriate to reproduce an article that I'd written four years ago while serving as the student officer of the Toronto chapter...



Steve Gusterson
Chair

“Outside of CSC, in my professional career, I’m often asked to do short seminars or presentations to college and university classes in the faculties of architecture and engineering. It never ceases to amaze me how much enthusiasm and knowledge the students at this level display. Some of the most challenging questions I’ve fielded have come from students.

“As Student Officer, part of my mandate is to enlighten and encourage the up and coming specification writers, contract administrators and technical representatives. The post-luncheon seminar that is offered to students at No Frills each year gives them the opportunity to speak with specification writers and to understand that document preparation is a key element in how we build buildings. But other CSC members, especially manufacturer’s representatives, have a tremendous opportunity to do the same. In the past, it would not be unusual to see reps ignoring students or even conceal literature and information as they make their way through the show, presuming that there is little value in “wasting” their expertise on those still in school. It’s encouraging to see that some reps now recognize that this young student may be the specification writer, design architect, associate or colleague that could influence an important decision sometime in the future. I’d like to thank all of those that take the time to do so at the No Frills Show each year.”

Well four years later and with annoying smugness I’m able to say to myself “...told ya so...” I can think of at least five former students that I had once met at the No Frills show and who have since established themselves in architectural practices. ✍️



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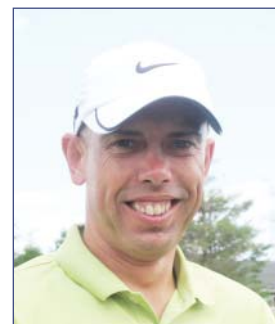
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Features and Benefits

It doesn't matter whether you are selling a product or service, and it doesn't matter who your target customer is, one thing I hear from sales representatives at all levels (and yes, I am one of them), is that they want to tell you about the features and benefits of the product. Features and benefits? What are these? How does the salesperson know if it's a benefit? Are they one and the same or are they different? I have heard these terms used together with no distinction many times over (and have done myself during my younger days). "Please Mr. Architect, let me tell you about the features and benefits of my product". At which point, all of the information about the product is listed. When I first started in the industry, I used to go into an office and tell the client everything I knew about a product... you know the term don't you? "Show up and throw up". Not only did I show them how good my memory was, but I was also able to provide a lot of information about the features of the products. Not once did I actually stop and take a breath, wait and see if they were still awake, and were actually interested in what I was saying. Now, this is wrong. Yes, products have features, and products have benefits, but

to be successful in selling your product, there needs to be an understanding of the difference between a feature and a benefit.

All products have features. This is a property or characteristic of a product. For example, it may be the product description, technical details, product specifications, colour or one of a number of different properties. Features are important as they provide relevant information about a product, and provide the client with a level of comfort for the product.



Russell Snow
First Vice-Chair

Would a feature be considered to be a benefit? That depends. Does the feature (or features) compel the customer to purchase the product? Is there any value at all to the customer? Does it fill a need? Is it better than a competitor? Is it priced better? If so, then any of these can be considered to be a benefit. Selling a product strictly on its features is next to impossible — the customer may not see any value in these features and there is no desire to purchase. You are leaving it up to the client to determine if the features are actually a benefit to them.

Let's put it into perspective when looking at cars. A car has six airbags — this is a feature. The driver and passenger will be protected during an accident — there is the benefit!

For Christmas, I had made the decision to purchase a computer for my children and experienced this first hand. I was just looking for a basic computer, going from store to store listening to sales people telling me about all the features and benefits of each system. "It has 8 GB of RAM, it has a 3.2 MHz processor, 8 USB ports, blah, blah, blah... you need these for the computer to run efficiently... these are the benefits." Well, I have always prided myself on the fact that I know a little (yes, a little) about computers, however, I didn't

Cont'd on Page 9



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Clarification and Apology

For the first time since joining CSC I'm having a difficult time trying to find the words to show how deeply sorry I am for the pain that I have caused so many around me from an article that I wrote for the January *Specifier*. I confess that my emotions clouded my judgment and I felt that no one would pay any attention to a situation that I still believe was wrong. I therefore turned to the *Specifier* to voice an observation that inevitably has caused many mentors and friends of mine hurt, which was not my intention. Unfortunately, I may not have properly expressed the intent of my article "Youth Movement or Godfather Syndrome" and this has caused a much deserved outcry from our readers, which will be evident in the Letters to the Editor section of this issue (see pages 12-14).

To clarify, the purpose of the January article was to acknowledge and invoke discussion that mentorship, guidance and/or leadership can be accomplished a number of different ways other than your typical hierarchy or pyramid structure.


In my experience, hands-on training provides a better understanding and appreciation of the assigned task because it can allow for mistakes to be corrected by the mentor, providing a learning opportunity for the protégé. This approach can lead to new and innovative ideas that might not have come to life if the pyramid structure was left intact because the protégé does not have the same level of experience, allowing for "thinking outside the box" during their path to knowledge.

This being said, there was no need to say much of what I wrote and although I can't undo what has been done, I would like to retract the statement about "spotlight" and the phrase "holding the youth back" as I truly don't feel this way at all about CSC or any of its individuals. I have been fortunate to work alongside many talented individuals in my career, some of whom are Fellows, the highest honour that CSC can bestow upon an individual for their countless volunteer hours and tireless dedication to the betterment of the association and the industry. I have been truly blessed and yet my last article doesn't reflect this at all, which is not true.

For those of you with whom I have had the pleasure

to work in the industry or on a committee, you know that my words above are true, and that I'm deeply sorry for any issues that my January *Specifier* article has caused.

I'm not one to raise an issue without working towards a solution. I have expressed interest in heading up the student seminar at the No Frills Trade Show on March 5, along with a member of the Student Liaison Committee, Stephanie Fargas. This seminar invites students from local colleges and universities to attend an information session about what specifications are and what benefits joining CSC may provide. To conclude, I would like to revise my closing statement from January and replace it with the following:

I'm proud to be a member of CSC, an organization that I have loved since understanding the true meaning and value that it stands for. Without the enthusiasm and dedication of some, CSC would not be what it is today. We are CSC! 



Mark Clemmensen
Second Vice-Chair

Editor's note

We received a number of responses to Mr. Clemmensen's January article. These responses have been published in the *Letters to the Editor* section of this month's *Specifier* (see pages 12-14). The media committee welcomes Letters to the Editor on relevant and current subjects.

Do you have ideas for content for the *Specifier*? Announcements or upcoming events? Do you have a technical article you'd like to see published? Send your submission to Steve Ioannides, Content Co-ordinator at steve@asiwatrous.com.

And don't forget to pass along the *Toronto Specifier* to your friends in the industry. Let's "Share the Experience!"

CSC Toronto Chapter Media Committee

February 7, 2012 Dinner Meeting

ANNUAL CONSTRUCTION REPORT — ECONOMIC FORECAST

What will uncertainty hold in 2012?

This presentation qualifies for self-directed OAA credits.

Alex Carrick will present overview forecasts of the world and Canadian economies, with a particular emphasis on what they will mean for construction activity levels in this country. Nationally and provincially, he will include 2012 and 2013 projections of housing starts, non-residential building square footage starts and investment put-in-place figures for engineering work.

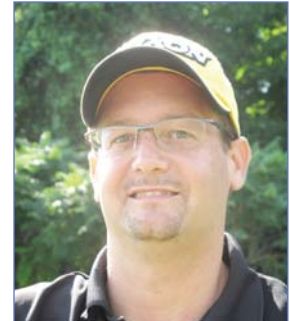
The European debt crisis, monetary tightening in China and the 24/7 Presidential election season in the U.S. are some of the factors that will have an impact on employment, interest rates and the value of the Canadian dollar. Mr. Carrick will demonstrate how commodities and construction will continue to be key building blocks for Canada over the next decade. He will try to keep the subject matter entertaining and informative as he seeks the most likely path through the uncertainty.

SPEAKER:

Alex Carrick did his undergraduate work at the University of Western Ontario (London, Ontario, Canada), and completed an M.A. in Economics at the University of Toronto. After the first year of a Doctorate while living at U of T's Massey College, the lure of the job market was too great and in 1972 Alex went to work for the Canadian Institute of Steel Construction (CISC). The CISC is a trade association for structural steel fabricators in Canada. Mr. Carrick later became Secretary-Treasurer as well as Economist for the CISC.

Since 1985, Mr. Carrick has been Chief Economist with CanaData, the leading supplier of statistics and forecasting information for the Canadian construction industry. He is the closing speaker at the CanaData Annual Construction Industry Forecasts Conference, which just marked its 25th anniversary year.

Mr. Carrick provides updates throughout the year in the *CanaData Forecaster* monthly newsletter and online at www.reedconstructiondata.com/market-insights. He provides additional economic insights at www.dailycommercialnews.com/features/economy. Follow his blog at www.reedconstructiondata.com/alex-carrick.



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February 2012	Exterior Technologies Group	Kingspan Insulated Panels	Henry Company Canada Inc.	
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Fred Clarke Memorial Scholarship

CSC and the Toronto Chapter lost an outstanding and a long-time supportive member one year ago. Fred Clarke was both active in the affairs of the association and the chapter. He was a community-oriented person and contributed much to the construction industry, especially the masonry trade. He had inspired a lot of people with his kindness and tireless personality.

In recognition of this outstanding member, the Toronto Chapter decided to expand the student scholarship program that was set up a few years ago. The scholarship was renamed the Fred Clarke Memorial Scholarship,

and the Student Liaison Subcommittee was tasked to establish the selection criteria to better reflect Fred's community involvement. The Subcommittee established the criteria in October 2011 and started negotiations with four local colleges shortly after.

To date, the Toronto Chapter has secured partnering agreements with the following colleges for the administration and selection of worthy students who have demonstrated extraordinary academic achievement and dedications to community involvement:

1. Sheridan College: Architectural Technology and Interior Design.
2. Centennial College: Architectural Technology.
3. George Brown College: Architectural Technology and Construction Engineering.

Our work is far from finished. There will be more negotiations and establishing fund transfer protocol to the colleges. There is still work to be done. Stay tuned.



Peter Wong
Student Officer

2012 Membership Drive

The CSC membership drive is currently underway until February 24, 2012. Sponsor a new member and be entered into a draw to win one of the following prizes:

- 1st Prize: An Apple 64 GB iPad with WiFi+3G (or other equivalent prize of similar value).
- 2nd to 5th Prizes: An Apple 32 GB iPod touch (or other equivalent prize of similar value).



Stacey Bogdonaw
Membership Officer

The more new members you sponsor the greater the chance of one of your ballots being drawn (only one prize per sponsor).

Membership application forms are available on the CSC Website at www.csc-dcc.ca under the Membership/Membership Application Tab

(available in both French and English).

Prize winners will be notified following the Board of Directors meeting in March.

This is your chance to share your experience and be entered into a draw to win a great prize (see page 32 for details).

GOOD LUCK! ✍

Welcome New CSC Member

The CSC Toronto Chapter has 505 members as of January 4, 2012. In the month of December, one new member joined the CSC Toronto Chapter.

Please welcome the following new member:

Robert Rumbolt
R.G Rumbolt and Associates Ltd.

If you are a new member and are planning to attend your first dinner meeting, I'd like to introduce the new members. Please send an e-mail to sbogdanow@wrmeadows.com.

We hope to see you all out at our upcoming dinner meetings located at the Toronto Skating Curling and Cricket Club, 141 Wilson Avenue, Toronto, ON.

Don't forget to order your name tag for only \$12.00! ✍

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Features and Benefits

Cont'd from Page 3

understand how a salesperson knew these were benefits for me... I wasn't even asked about my needs. It just didn't make sense. The last store I visited finally had a salesperson that knew the difference. They discussed the features of a number of systems, asked me questions about what I was looking for in a system, found out what my needs were and then matched up the system that had the features that best matched my needs. It was a great experience and I am proud to say I have joined the "Mac Revolution."

Being able to determine the needs of the client and defining which features are benefits to that client will go a long way in a successful sale. Over the years, I have been able to figure out how this whole thing works — ask questions!! Find out what the client's needs are and discuss the features of the product that would be a benefit to them.

Just remember, the feature describes the product while the benefit sells the product. Remember this helpful phrase: "Features Tell and Benefits Sell." ✍



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2012 Curling Bonspiel

The CSC Toronto Chapter Curling Bonspiel event will take place on February 24, 2012 at the Toronto Cricket, Skating and Curling Club. The curling will begin at 2:00 pm followed by a social hour with a cash bar and a roast beef dinner.

Professional instruction by Cricket Club instructors will precede the curling event. The dress code is sports attire (no jeans), curling shoes if you own a pair or clean running shoes (no leather shoes). Bring along a curling broom if you have one as the Club has a limited supply.

The price per participant (including taxes and gratuities) is \$80 for curling and dinner.

A detailed flyer and registration form is included in this issue on pages 20-21.

This is a popular event and gets filled up rapidly! Early registration is highly recommended. ✍



Dinshaw Kanga
Membership Officer



MARK YOUR CALENDARS!

CSC Conference 2012
Ottawa Ontario
May 23-27, 2012

See pages 28-31 for more details.



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What's in Store for the Future?

Happy New Year and welcome back! I hope everyone had a wonderful Christmas. 2011 went out with a splash in our industry! Armstrong World Industries Ceilings Division acquired Simplex Ceilings and Walls, which was a division of Intalite Inc.



Matt Roberts
Specifications Officer

and a surprising announcement was made at Construct Canada by two prominent flooring manufacturers: Sika Canada and Duochem Inc.

Sika Canada announced that they had acquired Duochem Inc. Specification writers need not worry as everything will remain status quo for now. You can

find further information regarding the recent acquisitions on the companies' respective Websites.

With announcements of such magnitude, this would lead one to wonder, what's in store for the future? Mergers and acquisitions seem to be the way forward in today's economic climate. Given what is happening in Europe and the like, the effects on our economy and market will make for an interesting year.

For specification writers, mergers and acquisitions can mean fewer choices and limited competition in the market. Is this good or bad? Does it mean more consistency in the market? Better or worse pricing for owners? More qualified installers? Who's next on the merger/acquisition board? These are some of the many questions that are in many of our minds. 2012 will certainly be an interesting year!

I would like to remind specification writers of the membership drive that was launched on October 31, 2011 by Peter Emmett, CSC 4th Vice-President. Your active participation in acquiring new members and bringing back inactive members is very much appreciated and needed to keep the work of this fine association moving.

Each CSC sponsoring member will be entitled to one ballot for each new member that they sponsor, which will be entered into a prize draw scheduled to coincide with the March 2012 Board of Directors meeting (see page 32 for more details on the membership drive).

Prizes will be awarded as follows:

- 1st Prize: An Apple 64 GB iPad with WiFi+3G (or other equivalent prize of similar value).
- 2nd to 5th Prizes: An Apple 32 GB iPod touch (or other equivalent prize of similar value).

"I am CSC." 



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CONGRATULATIONS!



Bruce Gillham
CSC President

CSC Toronto chapter proudly recognizes one of its own, Bruce Gillham, CTR, CCCA, as CSC President for the 2011/2012 year.

Bruce can be reached at (905) 841-7571 or via e-mail at b_gillham12@sympatico.ca.

**WE WISH YOU ALL THE
BEST, BRUCE**

34th Annual “No Frills” Trade Show

The CSC Toronto Chapter Trade Show committee would like to invite you to participate in the 34th Annual “No Frills” Trade Show to be held on Monday, March 5, 2012 at the Metro Toronto Convention Centre. You will find the CSC Toronto Chapter Trade Show registration form enclosed in this issue of *The Specifier* (see pages 22-23). Please print the form and send it along with your cheque to the CSC Toronto Chapter Trade Show office at the address on the form as soon as possible in order to avoid disappointment. From the number of tables sold to date, we know from past experience we will sell out quickly, so please don't delay. If you know



Bob Mercer
Trade Show Chair

of a potential exhibitor that is not a member or is not aware of the exceptional opportunity and value of exhibiting at our No Frills Trade show, please pass this information along.

The Committee is in top gear now and is working hard to make

this another topnotch event that benefits both the exhibitors and attendees.

We will be continuing with the CSC Lecture Series, which includes one-hour lectures on the show floor, as well as a central networking area. Exhibitors can also request their table location on a first-come, first-served basis.

Check out the trade show website at www.csc-tradeshow.com and view the trade show brochure and registration form by clicking on “Forms.” You can also register online as an exhibitor using your credit card or print the form and pay by cheque. Online attendee registration is also available.

If you have any questions, please feel free to email me at bmercer@cginc.com, or contact our show administrator Donna Fournier at djfournier@csc-tradeshow.com. Donna can be reached by phone/fax at 1-888-494-9350.

If you have already registered for the show, we thank you for your support. We look forward to seeing you all at the 34th Annual CSC Toronto Chapter “No Frills” Trade Show!!

Winter Course Update



Emily Chau
Professional Development
Officer

The registration period has come and gone for the winter term. The Construction Contract Administrator and Specifier 1 courses are once again underway. We are happy to announce that the Technical Representative course is also running again this term.

With 30 people registered for courses, our winter courses are sure to be another success.

I would like to remind those who plan to attend upcoming courses of our registration policies. Registration and payment must be received prior to the issuance of a text book. Any cancellations must be in writing. All cancellations are subject to a cancellation fee of \$40.00, and any cancellations seven (7) calendar days prior to the start of the course will not be refunded.

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Letters to the Editor

I always look forward to reading the Toronto Specifier to broaden my understanding of what is happening in our industry and to see what are the upcoming events and trends. After several decades of reading the newsletter I have never felt compelled to send a letter to the Toronto executive until now.

The Article titled 'Youth Movement' by Mark Clemensen, 2nd Vice-Chair and Website Editor, raised several major concerns for me. I agree whole heartedly that it is important that CSC and the Toronto Chapter support and encourage the younger members of our association since they are the future of CSC.

Mark felt that it was a negative that only "about five youth members volunteer for the Toronto Chapter." I on the other hand am optimistic and encouraged to see that many younger members of the Toronto Chapter take an active role in the association considering that they make up an obvious minority of the membership. The appreciation that the Toronto Chapter expresses for their work was notably demonstrated at the National Conference in 2011 when the Chapter Award of Merit was presented to three of these younger members. In a published letter from Isabelle Champagne, the Toronto Chapter Chair, she wrote "This year's Merit Awards are a reflection of how the younger generation is creating positive change from within. They are our bright future!"

My primary area of concern is that countless members have selflessly volunteered and worked tirelessly on behalf of the association for many, many years. My experience has been that these volunteers expect nothing in return other than to improve the association for the betterment of all. Unfortunately Mark has expressed his feeling that they "take the spotlight and the credit for the hard work of others." Personally I find his statement insulting and disrespectful to all those that have given so much of themselves in the past to CSC. I would go so far as to question Mark's motivation for volunteer work on behalf of CSC if he is looking for "a place in the spotlight."

There are so many new and innovative concepts that today's youth are contributing to society. Things such as the "Me to We" movement. In that spirit I would like

to say that "We are CSC."

David Wilson, FCSC, RSW, LEED® AP

I am writing this letter in regards to the article that was published in the January edition of the Toronto Specifier: "Youth Movement or Godfather Syndrome."

A prelude about myself for those members who have not yet met me; my name is Milenko Varjadic. I am a recent graduate of Conestoga College and new member of the Toronto Chapter. I have been attending the dinner meetings for the past year now. Being a recent graduate I felt that at times I was lacking in guidance for both my career and professional aspirations. It was not until I heard about CSC and its benefits through a classmate that I decided to take the initiative and join.

Through my involvement with CSC thus far I do not believe this article truly reflects the experiences or views of all the young and new members of CSC. Change is what is already occurring in CSC at every level, with various young members aiding in minor or prominent roles in their respective chapters. I do not agree with this article touting for self-gratification to be the prime motivator for young members to contribute to the organization. Rather I wish it would emphasize the rewards of giving back to an association. What this article fails to convey is the already great mentorship that is offered by the senior members, and how both senior and young members can work to the betterment of the association. A prime example of this would be when members of both the Toronto (Stephanie Fargas and I) and Hamilton/Niagara (Terry Johnson and John Lake) chapters attended a career fair at Mohawk College. Both Terry and John were serving as mentors for us for the event as they had experience with attending and speaking to students, while Stephanie and I were able to provide some perspective and insight to what the students are looking for post graduation. We all worked seamlessly together to make the event a great success. As a result we will all be working together once more for the upcoming fair in February 2012. I invite other members, both young and

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senior, to follow suit by working together, as not all us young members are driven to “take the spotlight,” rather we want to develop a sense of community among CSC.

To conclude I would like to end it with the notable words of Barack Obama as I feel this truly resonates with the development and success CSC strives for: “Change will not come if we wait for some other person or some other time. We are the ones we’ve been waiting for. We are the change that we seek.”

My name is Milenko and I am CSC! And YES WE CAN be the CHANGE that we seek!

Milenko Varjadic, BA Tech.

In response to Mark Clemmensen’s message from the Vice-Chair Column in the January 2012 issue “Youth Movement or Godfather Syndrome:”

The language and content of Mark’s column were disturbing; he denigrates mentorship and volunteerism, makes assignments of actions against other members that create a poisonous flavour, and borders on being flagrantly bigoted and insulting to anyone over the age of 30 or that contradicts his point of view. He was obviously writing from a position of anger — failing to recognize that the situations that he wrote about could have been dealt with more productively in a private discussion and saved the members of the Toronto Chapter an embarrassing insight into the state of his mind at the time of writing.

Mr. Clemmensen starts off his column by citing the true meaning of mentorship and the benefits that can be derived from that relationship; and concludes by stating that the process did not work for him. Unfortunately he includes all other “youth” members in the Toronto Chapter as a part of his proof of dysfunction for CSC mentorship and volunteer programs in general. It is these other people that I feel a published apology and retraction is required by Mark, with hopes that he can learn from this experience and communicate more effectively in future published articles.

He also mixes up a number of secondary issues relating to ageism and intentional prejudice against

“youth”¹ members by drawing in “older” members holding executive positions whom he sees are serving in some omnipotent Godfather-esque controlled society. The column contains a series of unsupported conclusions and allegations that are confusing and essentially serving his misguided set of opinions. It is not possible to address all of those statements other than to say that there is no conspiracy against encouraging “youth” participation at any CSC function or committee, nor is there any intent by longstanding members of the association to act in some nefarious manner that directs the operations of our association away from the “youth.”

To the contrary, my experience with members of the Toronto Chapter is that they are benefiting and flourishing in the knowledge and connections they are establishing through their volunteer activities. As an example, President Bruce Gillham’s December 2011 newsletter acknowledged the efforts of two new members for their voluntary contributions at the Mohawk College Career Fair.

If a change to CSC mentoring and volunteering opportunities is required — then in the spirit of volunteerism mentioned by Mr. Clemmensen; the investment of knowledge based on his sense of failure needs to be addressed and shared through positive and constructive participation on the Education and Certification Committee so that any improvements have potential to benefit all members of Construction Specifications Canada.

In this I remind Mr. Clemmensen of his November 2011 column titled “What is Volunteering?” where he stated that the attributes of volunteering include dedication and working from the heart — essentially — that volunteering is a selfless act that improves industry standards, develops skills, creates contacts and most of all... returns FUN to life. He also noted that an individual’s reasons could be considered as self serving, which in my opinion is counterproductive to the concept of voluntary participation and teambuilding. It seems that many of the statements made in his January 2012 column could be placed under the self-serving category and as such have proven to be counterproductive to the association as a whole and to the teambuilding required for the well being of the Conference 2014 Subcommittee.

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The wise person honours the step-by-step process that gradually shapes learning opportunities; that person will say, “While I cannot dictate what mentoring will mean to others, it is mine to live and explore. Let it inspire me to pass the torch on to the next. May it light their way.” Essentially — a person gets back what a person is willing to invest; hopefully with interest, a failure to derive benefit from any mentoring opportunity is a failure of that person’s willingness to partake in the opportunity.

In conclusion... a gentle reminder to Mr. Clemmensen that respect is earned (not bestowed by request), your passion is evident and desire for change is understood — it is hoped that this response does not dull that drive and ambition.

I am CSC.

*Keith Robinson, FCSC, RSW, 3rd Vice President
Conferences, Awards and Legislation*

¹ The word “youth” is in quotation marks since it has been used in Mark’s column to describe members younger than 30 years of age — my opinion is that the word “youth” is not appropriate and is demeaning to recent graduates, who may be less experienced but who are none-the-less mature and qualified individuals.

After reading Mr. Clemmensen’s article I’d like to share my experiences regarding my involvement with CSC.

I applied last year to become an RSW. I was accepted into the program and just recently completed my TEK•AID. I entered eagerly into the process not completely knowing what to expect; I quickly found the people involved were exceptionally supportive, patient and caring. My experience in pursuing an RSW designation has become one of the most rewarding and positive experiences of my career.

I have been provided with all the guidance and mentorship that anyone could possibly have hoped for. I feel so very fortunate, humbled and thankful to be receiving the continued support of some of the most knowledgeable and professional people in the industry, including:

people at my office (whom are also very active CSC members); the RSW committee members; local and national chapter/executive members; and a myriad of others that have helped (and continue to help) me in my endeavour to become an RSW. Plain and simple they’re just good people!!!

I could not possibly begin to name names, but rest assured they are all very patient, dynamic, proactive, forward thinking, intelligent individuals whom I consider to be excellent mentors, teachers, resources and friends; they all actively promote CSC and are proud to be a part of the organization (as am I), which is where I take exception and get defensive about the article’s inference that the CSC is, or is known as an “...Old Boys Club...,” that the senior CSC members “...hold back...” the younger members and that younger members are left to their own devices in decision making... when I have found the complete opposite to be true.

I am of the opinion that guidance and mentorship is a privilege not a right! People have graciously taken (and continue to take) time out of their days, away from their families and careers to help not just me, but others as well. I hope one day I have the opportunity to provide someone with the same support and guidance that I’ve been so fortunate in receiving.

I feel badly that Mr. Clemmensen has not had the same positive experiences as I, maybe there is more he or his local chapter can do to help support his endeavour to see the “youth” provided more guidance.

We all have the right to express and share our opinions and as such, it is my personal opinion that his article may have been the incorrect avenue to address his concerns. Sadly, I also am of the opinion that his actions are exceptionally close to (if not actually) contravening the RSW code of ethics.

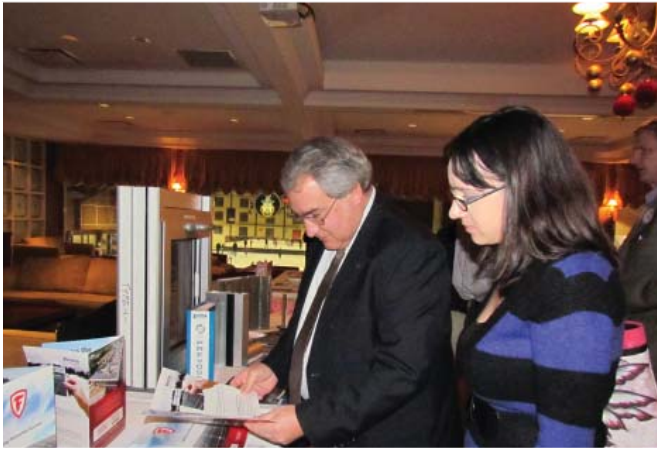
Those who know me, know that I don’t speak up unless I feel REALLY strongly about something. I do feel very strongly that Mr. Clemmensen should be made aware and realize that actions are not consequence free.

“If people want change, they should be a part of a solution rather than complaining about what’s wrong with it.” ...Anon.

I AM CSC.

Bradley McWilliam, CSC, CCCA

January Dinner Meeting



Sandro Ubaldino, RSW and Christine Wilson peruse the display of one of the evening's dinner sponsors. Many thanks to Atlas Roofing, Firestone BP, Kalzip ETG and Owens Corning for their support of CSC Toronto.



Dr. Bas Baskaran, P.Eng. entertained a large crowd with his demonstration of the National Research Council of Canada's web-based wind roof calculator, the Wind-RCI (Wind-Roof Calculator on Internet).

Door Prize Winners



Jimmy Farrington, RSW (right) was the winner of the Reed Construction Data door prize, presented by RCD's Alistair James.



Marwan Kishek of NORR Ltd. (left) is congratulated on winning the Firestone Building Products door prize by Chair Steve Gusterson, CTR.



Hassan Saffarini of NORR Ltd is presented with the Chigaco Metallic door prize by Isabelle Champagne.



Newsletter Editor Lori Brooks' number was drawn as winner of the second Firestone Building Products door prize.

David Wilson Honoured

David Wilson, FCSC, RSW, member of CSC for 35 years (in addition to being a student member for a prior three years while attending Mohawk College) was honoured for his years of service to the association at the January dinner meeting. He has taught CSC educational courses at all levels for almost 20 years.

David has decided to take a well-earned rest from course instruction, but probably not from specification writing or motorcycle riding. You may remember that David graciously gave up his ponytail at a dinner meeting in 2010 in support of the Angel Hair for Kids children's charity.



Chapter Director Steve LeBlanc, CTR (left) and Chapter Chair Steve Gusterson, CTR (right) present David Wilson, FCSC, RSW, with a print commemorating his years of service to CSC.

David initially joined CSC as a member of the Hamilton/Niagara chapter, where he served as a Vice-Chair in 1980. Just prior to assuming the position of chair, he was unfortunately transferred to London, Ont.

As a member of the London chapter, David:

- started a very successful joint construction trade show with CSC, AATO and the local construction association;
- served as Program Officer, Specification Officer, Secretary, Vice-Chair, Chair (1988/1989) and Chapter Director from 1984 to 1989;
- sat on a liaison committee between contractors and designers to resolve differences;
- served as a part time instructor of specifications at

Fanshawe College;

- sat on the 1994 conference committee;
- and, having nothing much else to do, David earned his RSW designation in 1987.

After ten years in London, David was then transferred by his employer back to Toronto.

As a member of the Toronto chapter, David:

- served as the Professional Development officer;
- developed the original Toronto chapter website;
- sat on and chaired the National Quality Document competition;
- sat on the 2004 conference committee;
- participated in the educational DACUM (Developing A Curriculum); and,
- helped to develop and subsequently taught the on-line PCD course.

David has received at least five Chapter Awards of Merit and three Program Directors Awards and for his commitment and tireless dedication to CSC. David was deservedly elected to the College of Fellows in 2005. David currently sits on the RSW sub-committee.

To quote David, "My personal philosophy is to help develop and shape CSC through the training and instruction of its members who will (and have) become the future leaders of CSC. I am passionate about CSC and the benefits of membership and hopefully some of that passion has rubbed off on those I have had the privilege to be able to help along the way."



Chapter Director Steve LeBlanc, CTR (left) and David Wilson, FCSC, RSW, show off the A.J. Casson print awarded to David by the chapter.

CSC Toronto Chapter Nominations and Elections

The Toronto Chapter Nominating Committee presents the Slate of Officers positions for election for the 2012/2013 Toronto Chapter Executive, in accordance with the by-laws of Construction Specifications Canada.

We invite you to make nominations using the form below. Be sure to have your nominee's signed consent and proper number of nominators for each office.

Nominations should be mailed to:

Donna Fournier, Secretary, CSC Toronto Chapter, P.O. Box 349, Pontypool, ON L0A 1K0.

The form must be postmarked or facsimile date stamped no later than March 16, 2012 to be valid.



Isabelle Champagne
Past Chair

Nomination Form

Toronto Chapter Officer Positions:

- | | |
|---|---|
| <input type="checkbox"/> Chairperson | <input type="checkbox"/> Engineering Officer |
| <input type="checkbox"/> First Vice-Chair | <input type="checkbox"/> Interior Design Officer |
| <input type="checkbox"/> Second Vice-Chair | <input type="checkbox"/> Manufacturer/Supplier Officer |
| <input type="checkbox"/> Architectural Officer | <input type="checkbox"/> Professional Development Officer |
| <input type="checkbox"/> General/Trade Contractor Officer | <input type="checkbox"/> Specifications Officer |

THREE NOMINATORS ARE REQUIRED FOR EACH OFFICE. USE A SEPARATE FORM FOR EACH NOMINATION.

Name of Nominee: _____ Membership Classification: _____

(1) _____
Nominator's name (please print) Signature Membership Classification

(2) _____
Nominator's name (please print) Signature Membership Classification

(3) _____
Nominator's name (please print) Signature Membership Classification

☐ **I AGREE TO SERVE IN THIS OFFICE IF ELECTED**

Nominee Signature: _____ Date: _____

Note: Nominators for Specifications Officer must include at least one Specification Writer member.
Nominators for Industrial Member Officers must include at least one Industrial member.

Nomination forms to be returned no later than March 16, 2012 to:

CSC Toronto Chapter
P.O. Box 349, Pontypool, ON L0A 1K0
Fax: (888) 494-9350 | (705) 277-3838

Construction Warranties

By Bill Preston

In 2007, Misty Alexandre reported a case where a Contractor was sued by an Owner on the basis that the constructed tenant improvements had a design fault which rendered the premises unfit for some of the Owner's purposes (a tattoo parlour). There was no written warranty for this project, yet the Owner claimed that the Contractor had impliedly warranted that the design was fit and alternatively, that the Contractor ought to have warned him that the Owner's instructions were not suitable for all of the Owner's business purposes. Misty reported that, eventually, after paying legal costs, etc., the Contractor escaped responsibility because the Judge concluded that the Owner was more familiar with the health regulations governing a tattoo parlour than was the Contractor. See Misty's article, "Responsibility for Suitability of Design," at <http://www.rslaw.com/wp-content/uploads/2011/12/1193870839Resp-for-Suitability.pdf>.

Misty concluded her article by recommending to Contractors that they avoid these risks by requiring a contractual term like CCDC 2, GC 3.2 — the Contractor shall be responsible to the extent the design permits.

So, what have I recently noticed has become a trend in our construction industry? Particularly for industrial and institutional projects, it appears that Owners and their Consultants have been writing in broad warranty terms requiring that the Contractor guarantee that the design is fit for the Owner's intended purpose! And, these terms raise a challenge for the Contractors, trades and suppliers who are bidding these projects. Given that most of them cannot qualify for E&O Insurance, which would transfer this risk to their Insurer, and most of them do not hire a design professional to check the Owner's entire design, their only response is usually to either refuse to bid or ignore the risk and hope for the best! A recent B.C. decision, *Greater Vancouver Water District v. North American Pipe & Steel Inc.* will give you a bit of an insight into **what happens if the choice which is made is to hope for the best.**

In 2005, Vancouver Water issued a public Invitation to Tender for the supply and delivery only of both 60"

and 84" steel pipe for two large water main projects. It intended that the installation would be separately tendered to others. This supply included three significant provisions to this law case:

1. The Owner's detailed spec for quoting the pipe referenced the AWWA standard and was one which Vancouver Water had successfully used for 16 years, **but in part it conflicted with a recent amendment to the AWWA standard;**
2. The Invitation also permitted the bidder to supply an alternate design and price;
3. While, the Construction Contract prescribed the following warranties:
 - 4.4.3 **The Corporation is relying on the Supply Contractor's skill and... The Supply Contractor warrants... that the Goods... will correspond with the description of the same in the Contract Documents, and... will be fit for the purpose for which they are to be used...; and**
 - 4.4.4 **The Supply Contractor warrants and guarantees that the Goods are free from... defects arising at any time from faulty design.**

North American chose to bid and hope for the best by supplying to Vancouver Waters spec. **Well, the worst happened!**

Even before all of the installation of the coated pipe had been completed, the coating began to delaminate. There were various theories as to the cause of these adhesion problems. But, because it was urgent that the project progress to completion, various "without prejudice" fixes were tried while Vancouver Water refused to pay North American the \$3.3 million balance of the Purchase Price. That was 2006. Eventually, these disputes were decided by a Judge in 2011 after 23 days in Court.

North American claimed its unpaid Contract Price

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Construction Warranties

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as well as a further \$0.5 million for remediation costs.

Vancouver Water defended on two alternate arguments:

4. North American's coating was non-compliant with the Owner's spec; or,
5. If its design of this coating spec was unfit for the Owner's purpose, then the broad warranty terms obliged North American to fix the coating for free or pay the Owner's costs because North American failed to warn that there were design faults in its spec.

At trial, after listening to three experts opine that the conflict between the Owner's 16 year old spec and the recent amendment to the AWWA standard was the cause of the delamination, the Judge had no hesitation in concluding that it was probably caused by the Owner's faulty design. Thus, Vancouver Water argued its alternate position — that North American was still liable because it had warranted the fitness of the Owner's spec. Here, the Judge struggled. He had no difficulty in finding that North American was not aware at the time of coating and supplying the pipe, that the Owner's design was unfit. Yet, he had to also acknowledge that literally the warranty term was very broad and could make North American responsible for this faulty design. Did North American escape this responsibility?

Yes, but only by the hair of its chinny, chin, chin after the Judge spent a number of pages wiggling around warranty term 4.4.4:

4.4.4 The Supply Contractor warrants and guarantees that the Goods are free from... defects arising at any time from faulty design.

He first recognized that a warranty term can trump the Contractor's perfect performance of the Owner's spec'd design, by making the Contractor responsible for the fitness of the Owner's design. He then noted that in this case the Owner's Contract Documents were

contradictory in that, if this warranty term was given its literal interpretation, then it would be contradictory with other terms requiring the Contractor to comply with Vancouver District's spec. He thus concluded that in the face of these contradictory provisions, he should attempt to reconcile them by giving effect to the parties' intentions if at all possible. Here, he concluded that neither party expected that Vancouver Water was relying upon North American to provide design services. Thus, given this broad warranty term is found in Vancouver Water's standard form frequently used for various types of purchasing, the Judge was more willing to narrow it down "to promote the true intent of the parties at the time of entry into the Contract." "A literal meaning should not be applied where to do so would bring about an unrealistic result." The Judge thus ruled that this warranty term could be narrowed down to making North American responsible only for that design which Vancouver Water intended that North American would provide. This interpretation does not make North American responsible for the design which Vancouver Water spec'd and relied upon without North American's involvement.

CONCLUSIONS

1. Legally, it is certainly possible for a Contractor, trade or supplier to agree to accept responsibility for the faulty work or design of others on the project;
2. And, thus particularly for industrial and institutional projects, owners are asking their lawyers to download the risks of faulty design by broad warranty terms;
3. But, Judges and Arbiters will exercise their best efforts to wiggle around an unfair, broad interpretation of these warranty terms; yet,
4. Remember that it is an expensive risk process to have to go to Court or Arbitration if a problem arises and the bidder hasn't transferred this risk to an Insurer. ♦



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Address: _____

City: _____ Province: _____ Postal Code: _____

Tel: _____ Fax: _____ Cell: _____

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Name : _____ Are your guests part of your team: Yes/No.

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Payment method: Visa: _____ Cheque: _____ Sponsorship Voucher: _____

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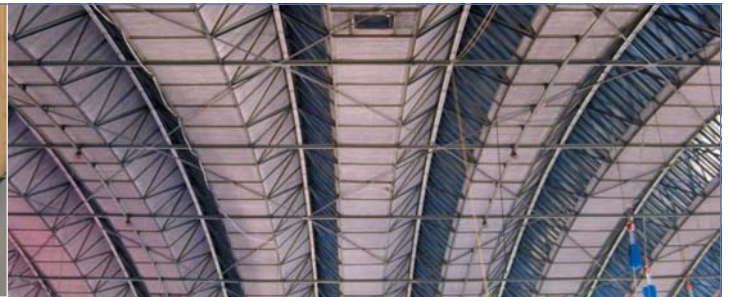
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Contact Person

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Table type is on a paid first-come, first-served basis.

			CSC Member	Non-Member	
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<input type="checkbox"/> 1	<input type="checkbox"/> 2	Wall Tables(s)	<input type="checkbox"/> \$900.00 ea.	<input type="checkbox"/> \$1180.00 ea.
<input type="checkbox"/> 1	<input type="checkbox"/> 2	Wall Tables(s) with Electrical Service	<input type="checkbox"/> \$1000.00 ea.	<input type="checkbox"/> \$1280.00 ea.
		Guest Speaker Luncheon <input type="checkbox"/> \$475.00 Table of 8	<input type="checkbox"/> ____ x \$65.00 per person	
		Wine Sponsor <input type="checkbox"/> \$300.00		

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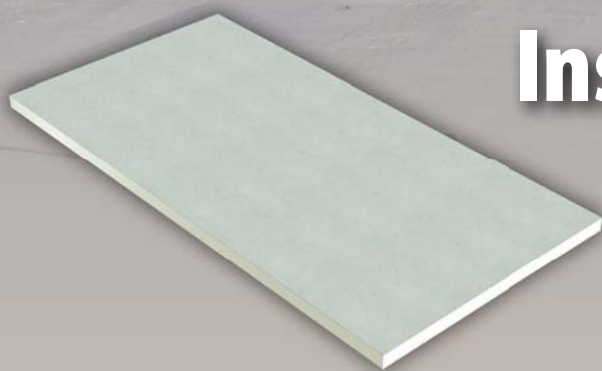
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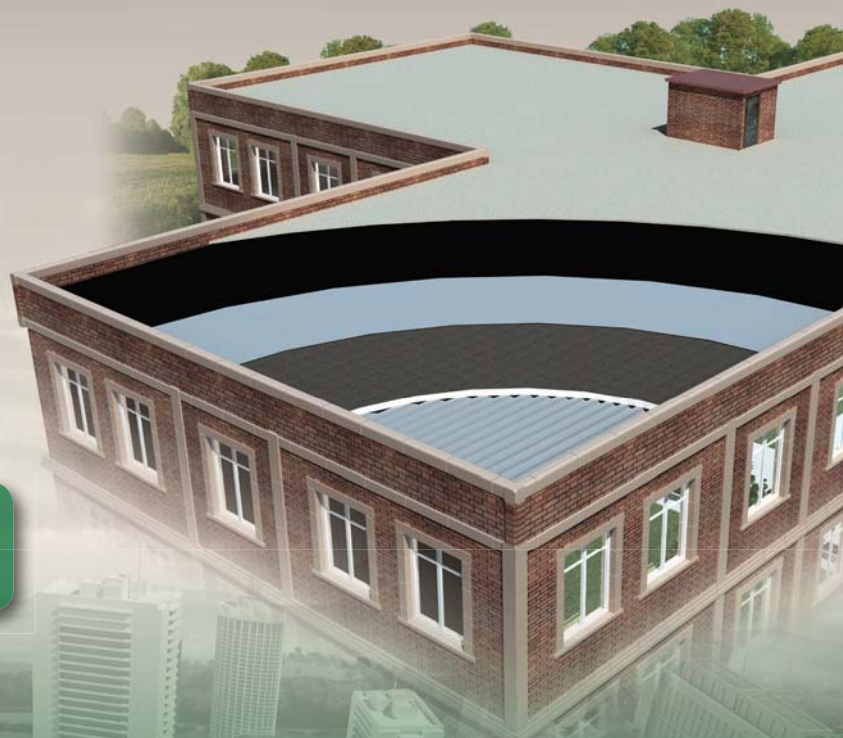


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- Use in virtually any application



INSTALL THE NEW ACFOAM[®]-HS COVERBOARD ON YOUR NEXT JOB!

For system compatibility and FM approval ratings visit us at:
www.AtlasRoofing.com



Specify High Performance

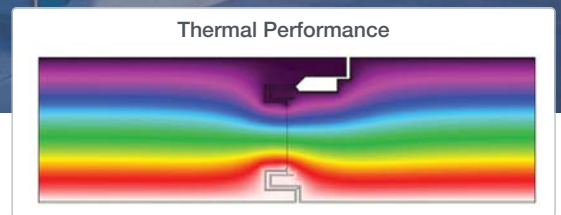


Specifying a building envelope with superior airtightness and high R-Value is a critical first step to achieving an energy efficient LEED certified and net-zero energy building.

Kingspan, global leaders of insulated metal panels, gives you that and more.

Visit www.kingspanpanels.ca to see our range of products and CSI Masterformat specifications and www.pathtonetzero.com for the latest in sustainability.

Enquire today: specify@kingspanpanels.com





Vintage Brick Limited is dedicated to providing our customers with bricks of only the highest quality and of the finest vintage. In pursuit of this goal we have recently expanded our brick line to not only include over 350 different types of Historic Ontario Size Bricks, but in addition to offer an exciting line of contemporary bricks that are guaranteed to give any project a signature look. As well we are offering a full line of glazed clay brick in custom sizes and colours. Vintage Brick now has the best of all bricks.



Historic Ontario Size



Contemporary Series



Glazed Series

Vintage Brick can not only offer you the right genre of brick, we can ensure the perfect colour match through our sister company PermaTint Limited. PermaTint can permanently change the colour of your Vintage Bricks to produce a seamless restoration.



CSC Conference 2012
Ottawa May 23 thru 27
Delta Ottawa City Centre

REFLECTIONS



WWW.CSC-DCC.CA



Construction Specifications Canada
120 Carlton Street, Suite 312
Toronto, ON, M5A 4K2
Tel (416) 777-2198
Fax (416) 777-2197 (Toronto)
Fax (800) 668-5684 (Canada)
Email: info@csc-dcc.ca



Join us in the Nation's Capital May 23 – 27, 2012, where not all parties are political!

The CSC Ottawa chapter is proud to be the host of CSC Conference 2012 "Reflections" and all we need is you to get the party started!

Ottawa is a city steeped with history! On February 10, 1857, Ottawa was officially chosen to be the capital of the United Province of Canada, a new territory comprising of Upper and Lower Canada, which in today's terms represents the provinces of Ontario and Quebec.

It was Queen Victoria who chose Ottawa as Canada's capital city. It was chosen because it had the largest number of advantages, such as its militarily defensible position; its distance from the American border; its position in case of the westward expansion of Canada; and its potential for economic growth.

Today, Ottawa offers visitors a wide range of activities, and is known for its' diverse museums such as the Canadian War Museum, Canadian Science and Technology Museum, the Diefenbunker – Canada's Cold War Museum and the Museum of Civilization to name a few.

Ottawa is also known for its' famous festivals such as the Tulip Festival, and Winterlude. Let's not forget the art galleries, outdoor cafes as well as the world famous ByWard Market. One of the highlights the city has to offer is the Rideau Canal which in winter becomes the world's largest skating rink.

Ottawa, first and foremost is the seat of the Canadian government, so don't forget to visit the Parliament Buildings which were built between 1859 and 1866.

If visiting the sights of Ottawa isn't enough, we have a conference that will educate, entertain, and surpass all your expectations. The conference will commence with the Welcome Reception Wednesday May 23rd; Connections Café on Thursday May 24th; Fun Night May 25th and concluding with the pomp and ceremony of the Presidents Reception and Ball May 26th. In addition to all this excitement, don't forget the reason you are there, Professional Develop, Education, Networking and getting more out of your CSC membership.

The committee has created a technical program with something for everyone: *(Topics are subject to change without notice)*

- Solar Collector Arrays
- Tracking Construction Labour Markets
- Working a Tradeshow Booth
- LEED from a Proponents Viewpoint
- LEED from an Opposing Viewpoint
- BIM 2012 – 2012
- BIM Assisted Construction Specification Generation
- Spray Foam Insulations
- Understanding the RSW Perspective
- Spray Foam Insulations
- Concrete Floors
- Green Roof Technology
- Case Study of Leading Edge GREEN Retrofits, *and more.*

We will also be offering off-site tours to the following:

- Parliament Hill Restoration
- Victoria Museum Restoration and
- Ottawa Conference Centre

So with all this to offer, why wait to register!

Please visit our Conference Website at www.csc-dcc.ca/Conferences for conference schedule and information. Also, if you are interested in joining our Corporate Sponsors, please feel free to contact Clifton Fiola at 416-777-2198 or email to clifton@csc-dcc.ca.

We look forward to seeing you soon!





CSC CONFERENCE REGISTRATION FORM

May 23 – 27, 2012
Delta Ottawa City Centre
Ottawa, Ontario
(please print)



First Name: _____ Last Name: _____

Title: _____ Organization: _____

Address: _____

City: _____ Province/State: _____ Postal Code/Zip: _____

Telephone: _____ Fax: _____ E-mail: _____

Name for Badge (please print): _____ Chapter: _____

Full Name of Companion (if registering): _____ Companion E-mail: _____

Are you a CSC or CSI Member? ☐ YES ☐ NO

Is this your first CSC conference? ☐ YES ☐ NO

REGISTRATION FEES All fees are in Canadian Dollars

Full Conference registration fees include all technical sessions, scheduled luncheons/breakfasts, Fun Night and Presidents Ball

Companion Fees include all scheduled luncheons/breakfasts listed on Companion schedule, tours/transportation, Fun Night and President's Ball

	UNTIL APRIL 15	AFTER APRIL 15	ON-SITE (subject to availability)
Members (full Conference)	\$ 495.00	\$ 570.00	\$ 650.00
Members (Single day)	\$ 250.00	\$ 300.00	\$ 375.00
Indicate day: <input type="checkbox"/> Thursday <input type="checkbox"/> Friday			
Non-Member (full Conference)	\$ 600.00	\$ 670.00	\$ 750.00
Non-Member (Single day)	\$ 300.00	\$ 350.00	\$ 400.00
Indicate day: <input type="checkbox"/> Thursday <input type="checkbox"/> Friday			
* Student (full Conference)	\$ 250.00	\$ 295.00	\$ 395.00
* Student (Single day)	\$ 40.00	\$ 50.00	\$ 75.00
Indicate day: <input type="checkbox"/> Thursday <input type="checkbox"/> Friday			
** Companion	\$ 425.00	\$ 470.00	\$ 595.00
Additional Companion	\$ 495.00	\$ 570.00	\$ 650.00

► Single day registrations include technical sessions & scheduled lunch only.

ADDITIONAL TICKETS

Full conference and companion registrations include one of each of the following, order additional tickets ONLY for guests

FUN NIGHT \$150.00 PRESIDENT'S BALL \$95.00

of tickets required: _____ # of tickets required: _____

IMPORTANT:

Please send payment with registration form. All registered delegates will receive confirmation of their registrations via fax/e-mail, or post. All registrations are non-refundable/non-transferable within 2 weeks before conference dates. Cancellations prior to 2 weeks must be in writing and a \$100 cancellation fee will be charged.

PAYMENT

Delegate registration fee: \$ _____

** Companion Registration fee \$ _____

Additional Tickets \$ _____

Sub Total: \$ _____

HST (13%) (R10697097) \$ _____

TOTAL AMOUNT \$ _____

PAYMENT METHOD

☐ Cheque (Payable to CSC) # _____

☐ Visa ☐ MasterCard ☐ American Express

Card Number: _____

Expiry Date: _____ Security code _____

Date: _____

Signature: _____

Registered "Delegates" will not be permitted on the Companions program.

* Student - is an individual undergoing training in a school of architecture, engineering, or technology- Photo ID is required at the registration desk – space is limited and must be registered prior to conference

** One Companion for every Delegate registration; each additional Companion will be at Delegate rate.



101 Lyon Street, Ottawa, Ontario, Canada K1R 5T9
Tel: (855) 330-5360 ■ Fax: (613) 237-2351 ■ Web Site: www.DeltaOttawaCityCentre.com

Please reserve prior to April 24, 2012

► Online Hotel Reservation: <http://www.deltaottawacitycentre.com/0512cscg>

CSC (CONSTRUCTION SPECIFICATIONS CANADA) - CONFERENCE
May 23 – May 27, 2012

Hotel Reservation Request - Complete and Fax to 613-688-6821 (Please PRINT)

Full Name: _____

Sharing With: _____

Company: _____

Address: _____

City: _____ **Province/State:** _____ **Postal Code/Zip:** _____

Phone: (_____) _____ **E-Mail:** _____

Arrival Date: _____ **Departure Date:** _____
(Day / month / year) (Day / month / year)

Room Request: **(Note: All rooms are Non-Smoking) / Add \$20 for Triple Occupancy to rate**

Fax confirmation required: ☐ # (_____) _____

Email confirmation required: ☐ _____

☐ Delta Room Single / Double at \$152.00 per night

☐ Premier Room Single / Double at \$172.00 per night ☐ King Bed OR ☐ 2 Double Beds

☐ Deluxe Room at \$192.00 per night ~ Room Types are subject to availability and cannot be guaranteed ~

DELTA PRIVILEGE # _____

All prices are in Canadian dollars and do not include HST at 13%.

Check-in time is 3:00 PM. Checkout time is 12:00 PM.

Credit Card Holders Name: (please print): _____

Credit Card Number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Expiry Date

		/		
--	--	---	--	--

Card Type:

--

Card Holders Signature: _____ **Date:** _____

Reservations received after April 24, 2012 will be on a space available basis and subject to a price increase. To guarantee a room, you must provide a credit card number when reserving.

GUARANTEED ROOMS MUST BE CANCELLED PRIOR TO 4:00PM ON THE DATE OF ARRIVAL OR A ONE-NIGHT ROOM/TAX CHARGE WILL BE APPLIED.



31 October 2011

Dear Valued Member:

The benefits of CSC Membership are extensive and should appeal to a wide audience ranging from the young emerging professional to the seasoned construction veteran. Networking opportunities, Education and Professional Development, Quality Documents, Publications, Construction Canada Magazine, Group Insurance and the Annual National Conference head the list. Our challenge is to make potential candidates aware of these benefits and to promote our Organization within the construction community and beyond. Sharing your own personal CSC testimonial with these people is a simple gesture that could prove to be the most effective form of promotion.

I would like to take a moment to remind members of the "Associate Member" membership category created in 2009. This was done to recognize the challenges of our emerging professionals, and this category helps address those needs for the first two years of their CSC Membership. Please take a moment to identify a friend, colleague or industry member who would benefit from the Associate Membership category and personally invite them to join CSC.

This year's New Membership Drive starts November 1, 2011 and will continue until February 24, 2012. Each CSC Sponsoring Member will be entitled to one ballot for each new member that they sponsor, which will be entered into a Prize Draw scheduled to coincide with the March 2012 Board of Directors meeting. Prizes will be awarded as follows:

- 1st Prize: an Apple 64 GB iPad with WiFi+3G or other equivalent prize of similar value
- 2nd to 5th Prizes: an Apple 32 GB iPod touch or other equivalent prize of similar value

Winners will be notified following the Board of Directors meeting, with an announcement to the membership within a reasonable time period after the recipients have been notified. Only one prize will be awarded to any individual; however, the more new memberships obtained means the greater the chance of any individual's ballot being drawn.

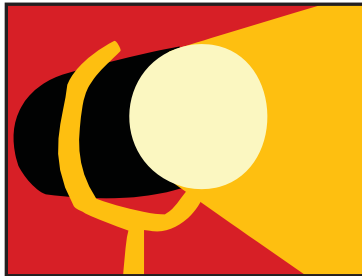
Membership packages should be available from your local Chapter and a downloadable Membership Application Form is available at www.csc-dcc.ca under the Membership/Membership Application Tab in French or English.

"I am CSC"

Yours sincerely,

A handwritten signature in black ink, appearing to read 'P. S. Emmett'.

Peter S. Emmett, CCCA
4th Vice President
Membership, Communications and Chapter Development



Put the spotlight on you!

Advertising in the *Toronto Specifier* offers the benefit of distribution to a minimum of 700 members every month for 10 issues (September 2011 to June/July 2012). The issue preceding the No Frills Trade Show is forwarded to the four other Ontario CSC chapters in addition to our regular e-mail distribution. The cost for the advertisement is as follows:

Single ad
\$300.00 + \$39.00 HST = \$339.00

Double ad
\$520.00 + \$67.60 HST = \$587.60

To returning advertisers, we would like to express our thanks for your support and we look forward to your continued sponsorship. Advertisers must be a member of CSC with a maximum of one (1) name per single business card ad and three (3) names per double business card ad.

take the spotlight

CSC Business Card Advertising

Reserve an ad space in the
Toronto Specifier newsletter
for the 2011/2012 season

- ☐ **Single ad** @ \$300.00 + \$39.00 HST = \$339.00
- ☐ **Double ad** @ \$520.00 + \$67.60 HST = \$587.60
- ☐ **Other (please specify)** _____
- ☐ **Please issue an invoice**
- ☐ **Artwork is the same as in the 2010/2011 Toronto Specifier**
- ☐ **New ad:** Please forward a high-resolution digital file (300 dpi) or a business card to:
CSC Toronto Chapter, P.O. Box 349, Pontypool, ON L0A 1K0
or by email to steve@asiwatrous.com.

Note: There will be a \$35 charge for changes to business card ads.

Name (please print): _____

Company: _____

E-mail: _____

Telephone: _____

For more information, please contact:

Steve Ioannides, Media Committee Chair at (647) 231-5542

To reserve your spot, complete and fax this form to
Donna Fournier at (888) 494-9350

HST #R1069700973

MAKE CHEQUE PAYABLE TO CSC TORONTO CHAPTER

Mail payment to P.O. Box 349, Pontypool, ON L0A 1K0

CSC TORONTO CHAPTER SPONSORSHIP PACKAGES

Dinner Sponsorship \$195

- One complimentary dinner ticket
 - A table top display before and after dinner
 - A three minute PowerPoint presentation that will loop throughout dinner
 - A one-page electronic advertisement that is included in the previous month's Specifier
 - Advanced notification of your display dates in the Specifier
- Choice of monthly dinner sponsorship is on a first-come, first-served basis*



Bronze Sponsorship \$400

- One Dinner Sponsorship
 - Single Business Card ad placed in the Specifier for 10 issues (one name only/\$50 charge for changing the card during the print run)
- Cost of package if purchased individually: \$515*

Silver Sponsorship \$650

- One Dinner Sponsorship
 - Double Business Card ad placed in the Specifier for 10 issues (three names maximum on business card/\$50 charge for changing the card during the print run)
 - Company name and logo posted on CSC Toronto Chapter website (July to June)
- Cost of package if purchased individually: \$745*

Gold Sponsorship \$1,450

- Bronze Sponsorship Benefits, as well as the following:
 - Registration for CSC No Frills Trade Show (aisle table)
 - Two tickets to CSC Social Event (Curling Bonspiel or Fun Night)
 - Website Package, which includes: Company name and/or logo recognition on the Toronto Chapter website
 - Hot link to your home page, or page link provided to us
 - Will run for 12 months (July to June)
- Cost of package if purchased individually: \$1,920*

Platinum Sponsorship \$2,050

- Bronze Sponsorship Benefits, as well as the following:
 - Registration for CSC No Frills Trade Show (Wall Table, no electricity)
 - Website Package, which includes: Company name and/or logo recognition on the Toronto Chapter website
 - Hot link to their home page, or page link provided to us
 - Will run for 12 months (July to June)
 - Golf Day Package (includes four tickets for golf and dinner)
- Cost of package if purchased individually: \$2,615*

Diamond Sponsorship \$2,830

- Platinum Sponsorship Benefits, as well as the following:
 - Upgrade to Wall Table with electricity at CSC No Frills Trade Show
 - CSC No Frills Luncheon Table (eight tickets)
 - CSC No Frills Luncheon Wine Sponsorship
 - Plaque presented to sponsor at upcoming dinner meeting recognizing Diamond Sponsorship.
- Cost of package if purchased individually: \$3,690*

Construction Specifications Canada | Toronto Chapter

P.O. Box 349, 131 Corbett Drive | Pontypool | Ontario | L0A 1K0 | Telephone/Facsimile: 1-888-494-9350

web: www.csctoronto.ca

CSC TORONTO CHAPTER – ANNUAL SPONSORSHIP APPLICATION



Please complete the form below:

Company name: _____

Contact person: _____

Company address: _____

Phone: _____ Fax: _____

Email: _____

Please select sponsorship level:

- | | |
|--|---|
| <input type="checkbox"/> Dinner Sponsorship (\$172.57 + \$22.43 HST = \$195) | <input type="checkbox"/> Gold Sponsorship (\$1,450 + \$188.50 HST = \$1,638.50) |
| <input type="checkbox"/> Bronze Sponsorship (\$400 + \$52 HST = \$452) | <input type="checkbox"/> Platinum Sponsorship (\$2,050 + \$266.50 HST = \$2,316.50) |
| <input type="checkbox"/> Silver Sponsorship (\$650 + \$84.50 HST = \$734.50) | <input type="checkbox"/> Diamond Sponsorship (\$2,830 + \$367.90 HST = \$3,197.90) |

Payment method:

- ☐ Cheque only (enclose with application)

Please make cheques payable to: **CSC Toronto Chapter**

Mail the completed form together with payment to:

CSC Toronto Chapter
P.O. Box 349
131 Corbett Drive
Pontypool, ON L0A 1K0

For more information, contact Russell Snow at rsnow@wrmeadows.com or call Donna Fournier at 1-888-494-9350.

Note:

Sponsorship is applicable from September 1, 2011 to August 31, 2012.

Sponsors are to provide business card ad.

Silver sponsors are to provide company logo for posting on the CSC website.

Gold and higher level sponsors are to provide company logo and link to company website.

HST# 106970973RT

Construction Specifications Canada | Toronto Chapter
P.O. Box 349, 131 Corbett Drive | Pontypool | Ontario | L0A 1K0 | Telephone/Facsimile: 1-888-494-9350
web: www.csctoronto.ca

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