



Earth, Wind & Fire—Getting Back to Nature

Construction Specifications Institute 2010 Northwest Leadership/Region Conference

Hosted by
**Idaho Chapter &
Big Sky Chapter**

September 23 – 27, 2010

Holiday Inn Sun Spree Resort

West Yellowstone, Montana



CSI Northwest Region Conference

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AIA Learning Units for all the Conference

Exhibitors' Scavenger Hunt

Exhibitors, we are having a booth scavenger hunt. Attendees will come to your booth to find the answer to your scavenger hunt question. Your question may be anything from your middle name to what product is on a certain page in one of your product catalogs. Tough questions mean longer face time, make them work and learn about your products. Attendees with all the correct answers will be entered into a drawing for an iPod. Please send your scavenger hunt question and answer to karenmorris47@yahoo.com.



AGENDA

Thursday – September 23

7:30 a.m. to 8:00 a.m.	Yellowstone Country Buffet
8:00 a.m. to 5:00 p.m.	Conference Registration
8:00 a.m. to 10.15a.m.	Mark Levin, CAE, CSP "Getting Back to Nature: Leadership by Fire (and Earth and Wind)"
10:15 a.m. to 10:30 a.m.	Beary Delicious Break & Visit Exhibitors
10:30 a.m. to 12:00 noon	Mark Levin, CAE, CSP "Getting Back to Nature: Leadership by Fire (and Earth and Wind)"
12:00 noon to 12:50 p.m.	South of the Border Buffet
1:00 p.m. to 3:00 p.m.	Walt Marlow, CSI Executive Director " Update on Institute and where Institute is going"
3:00 p.m. to 3:15 p.m.	Old Faithful Campers Break & Visit Exhibitors
3:15 p.m. to 4:30 p.m.	Susan Evans - "First & Lasting Impressions" tailored to CSI professionals
4:30 p.m. to 5:30 p.m.	Visit Exhibitors
5:30 p.m. to 6:30 p.m.	Welcome Reception presented by Idaho/Montana presidents with Susan Evans of Social Essence. Susan will show attendees how to juggle food & drink while networking.
7:00 p.m.	Meat & Cheese Lasagna Buffet
8:00 p.m. to 10:00 p.m.	Hospitality Suite

Friday – September 24

7:30 to 8:15 a.m.	Yellowstone Country Buffet
8:00 a.m. to 10:00 a.m.	(1A) Rocky Barker – “Yellowstone Fires”
8:00 a.m. to 10:00 a.m.	(1B) Lee Tedesco, Manager, Seismic Systems “Seismic Solutions”
10:00 a.m. to 10:15 a.m.	Rendezvous Coffee Break & Visit Exhibitors
10:15 a.m. to 11:45 a.m.	(1B) Lee Tedesco, “Seismic Systems” (continued)
10:15 a.m. to 11:45 a.m.	(2A) Orville Daniels “Canyon Creek Fire, Montana in 1988”
11:45 a.m. to 12:00	Visit Exhibitors
12 noon to 12:50 p.m.	Deli Display Buffet / visit exhibitors
1:00 p.m. to 3:15 p.m.	(3A) Robert Barbee – “Appropriate Management Response” 1988 Yellowstone Fire & Beyond
1:00 p.m. to 3:15 p.m.	(2B) Maria Spinu – “Green & Energy Efficiency”
3:15 p.m. to 3:30 p.m.	Take Me to the Park Coffee Break & visit Exhibitors
3:30 p.m. to 4:45 p.m.	(2B) Maria Spinu – “Green & Energy Efficiency” (continued)
3:30 p.m. to 5:00 p.m.	(4A) Doug Dockter, Idaho Power “The Gateway West Transmission Line Project”
5:00 p.m. to 7:00 p.m.	Free time Visit Exhibitors
7:00 p.m. to 8:00 p.m.	Western BBQ - Western Wear is encouraged
8:00 p.m. to 9:00 p.m.	Kevin Bowman, Songwriter/Poet
9:00 p.m. to 10:00 p.m.	Hospitality Suite
10:00 p.m. to whenever	Dance

Saturday – September 25

6:30 a.m. to 7:00 a.m.	Yellowstone Country Buffet
	Load on buses for Yellowstone Tour
7:15 a.m. to 5:00 p.m.	Box Lunches will be provided by Holiday Inn for lunch. 2 buses provided by Carste Stages. Step on Guide provided by Alpine Guides
	Golf, sightseeing of West Yellowstone or rafting for those not attending. You are on your own for lunch & transportation.
7:00 p.m. to 8:30 p.m.	2010 Northwest Region Awards Banquet Historic Union Pacific Dining Hall
8:30 p.m. to 9:30 p.m.	Pat McAllister, Comedian
9:30 p.m. to 10:30 p.m.	Hospitality Suite
10:30 p.m. to whenever	Dance

Sunday – September 26

7:30 a.m. to 8:30 a.m.	Yellowstone Country Buffet
8:30 a.m. to 12:00 p.m.	2010 Northwest Region Business Meeting

Hope you all have a great Conference.

Keynote Speaker: Mark Levin, CAE ,CSP

Mark's topic is "Getting Back to Nature: Leadership by Fire (and Earth and Wind)". Many members feel that they'll be forced to endure a "baptism by fire" when they take on a leadership position in their CSI Chapter or Region. To avoid being overwhelmed, leaders need to keep "grounded" (i.e. earth) in the basics of effective leadership while still striving to help their Chapter soar (i.e. wind) to new heights. This session will help focus on how to be successful now and how to lay the groundwork for future leaders. Attendees will leave with dozens of ideas of leading their Chapters and helping those Chapters grow.

Mark has over 30 years of experience in association and not-for-profit organizational management. This includes service as a local chapter director, National Membership & Chapter Relations Director for a major construction trade association, membership & development executive for the Boy Scouts of America, & Chief Executive Officer for three organizations (one national & two international).

Mark has written four books, one in its tenth printing, one required reading for selected leadership classes at Penn State University, one on the best seller list for ASAE for more than four years and one are available worldwide.

Walter T. Marlowe, CSI, P.E., CAE Executive Director/CEO

Mr. Marlowe joined the Construction Specifications Institute in January 2007 as its Executive Director and Chief Executive Officer. In this role he leads and manages the Institute's \$5M operations and 30-person staff in accordance with policies and goals established by the CSI Board of Directors. Mr. Marlowe is responsible for managing the development of the Institute's strategic plan, annual business plans and budgets and ensuring their effective execution. Other responsibilities include: leading and developing a strong, results-oriented management team focused on achieving the organization's goals and objectives and delivering high quality services, programs, and educational offerings to the membership.

Mr. Marlowe has 18 years experience as an association manager. He has served in a variety of leadership roles on the Building Security Council, American Academy of Water Resources Engineers, American Society of Civil Engineers and National Society of Professional Engineers staffs. These roles have allowed him to be involved in a wide variety of activities including strategic planning, operations, technical publications and standards development, certification programs, and technical conference development.

Mr. Marlowe is a licensed professional engineer in New Jersey. He practiced structural engineering for six years with the consulting firms DeLeuw, Cather & Co. and The RBA Group.

He also holds the Certified Association Executive credential from the American Society of Association Executives and the Building Security Certified Professional credential from the Building Security Council.

Mr. Marlowe is an alumnus of Stevens Institute of Technology in Hoboken, NJ where he earned a Bachelor of Engineering degree. He also holds a Masters of Business Administration degree from the George Washington University in Washington, DC.

Susan Evans, founder of Social Essence

Susan Evans founded Social Essence – Idaho's School of Etiquette, Leadership, and Image Development in 2003. She is certified by The American School of Protocol®, Etiquette Survival® and is a member of the Association of Image Consultants International.

Ms. Evans also has an extensive marketing communications background in brand management with an emphasis on identity development. This area of concentration effectively develops the core "essence" of what a product, person or service is, and stands for.

Her training for children, teens, and adults focuses on today's etiquette, feeling comfortable with peers and adults, dining skills, global communication and networking skills, image development, netiquette, and confidence building self esteem programs.

"A person with strong social skills has a distinct advantage over others when it comes to obtaining a job or receiving a promotion," says Evans. "The person who manages to present themselves in the right light according to the situation quickly earns the respect of others. This is the same person who most often ends up as the natural leader – the person that others look up to."

Ms. Evans has volunteered and supported numerous community associations including acting as Area Director for Zonta International, a global service organization working to advance the status of women and children. While Area Director, she coordinated and conducted meetings, briefings, luncheons and formal dining occasions where invited guests included political appointees and high ranking corporate business men and women.

"It is rewarding to look back and realize that I have over thirty years of experience working with youth, parents, and business

professionals,” says Evans. “The time has passed so quickly, yet the need for appropriate instruction on topics such as leadership and character has continually increased. I look forward to sharing the finer points of dining, social skills, image development, and business etiquette throughout Idaho and the Northwest.

Rocky Barker, Environmental Writer for the Idaho Statesman in Boise.

Rocky’s columns have been syndicated in newspapers across the nation. In 1999, the National Wildlife Federation awarded him with its National Conservation Achievement Award. Rocky’s books include “Saving All the Parts: Reconciling Economics and the Endangered Species Act” as well as “Scorched Earth – How the Fires of Yellowstone Changed America”.

Lee Tedesco, Manager, Seismic Systems, “ Seismic Solutions”

Lee works for USG Corporation and is accountable for USG’s seismic system portfolio development and testing, building code compliance, competitive positioning, go-to-market strategy and implementation.

Maria Spinu, Ph.D., LEED AP, Green and Energy Efficiency

Maria received a Ph.D. Degree in Polymer Science and Engineering from Virginia Tech. Maria joined DuPont Central Research & Development in Wilmington, Delaware in 1990 where she worked as a Research Chemist (1990-1995) and Research Manager (1995-2000). In 2000 she joined DuPont Building Innovations where she currently leads Building Science and Sustainability initiatives.

Maria is a member of the 90.1 ASHRAE Committee and Envelope subcommittee, BEC (Building Envelope Council), AIA/BEC, CSI, etc., and DuPont is a cornerstone partner of AIA. She works as a core team member, representing DuPont on the Energy Efficiency in Buildings (EEB) Project. EEB is a global project under the umbrella of World Business Council for Sustainable Development (WBCSD), seeking to find global solutions to drive down world energy demand & reduce carbon emissions by buildings. The strategies being investigated include scenarios and simulations models, development of bottom-up policy instruments and testing policy packaging around the world.

Maria has been an invited speaker at many regional, national and international conferences on building science and sustainability.

Orville Daniels, Ret Lolo National Forest Supervisor, “Canyon Creek Fire, Montana in 1988”

Since retirement from the Forest Service, Orville has enjoyed a full array of personal pursuits as well as maintaining a connection in the world of natural resource management. He has been a trainer and consultant for the Forest Service, Park Service, BLM and a variety of private organizations dealing with strategic planning and leadership issues.

He has been an adjunct professor of forest and strategic planning at the University of Montana and serves on a variety of non-profit boards including Missoula Children’s Theater, Montana Community Foundation and others.

As a Forester graduate from Colorado State University and later receiving graduate level training in organizational development from UC Berkley, Orville’s Forest Service career spanned 37 years in positions including: field forester, District Ranger, Recreation, Fire and Timber Staff Officer, Job Corp Center Director and ultimately as Forest Supervisor on the Bitterroot and the Lolo National Forest.

Some of the noteworthy accomplishments in Orville’s career include:

- Pioneering work in fire use applications, particularly in wilderness
- Creation of the first national forest long-range management plan under the National Forest Management Act of 1976
- Recognition for early adaptation of ecosystem management program on the Lolo National Forest
- Instrumental in creation of the Arthur Carhart Wilderness Training Center
- Teaching Fire Use for Managers at the National Training Academy in Marana for the last 15 years
- Early recognition of the need to hold timber sale harvest to socially acceptable levels resulting in reduced harvest schedule on the Lolo National Forest

Orville’s current interest is attempting to resolve longstanding conflicts between environmental and industrial communities involved in resource and land management. He is a member of three separate problem-solving collaboratives in Idaho and Montana.

Robert Barbee, Ret. Yellowstone Superintendent, Appropriate Management Response

Robert was educated at Colorado State University receiving a BS in Zoology and an MS in Natural Resource Management (Sponsored by the National Park Service).

After the U.S. Army Infantry, Robert entered the National Park Service spending 40 plus years in a variety of positions; i.e., Seasonal ranger naturalist, photographer, guide naturalist, ranger resource mgmt. superintendent, Chief of Interpretation & Bicentennial (Western Region), regional director. Robert retired to Bozeman, Montana in 2001.

Robert's awards include Meritorious & Distinguished Service Awards, Meritorious Executive – Senior Executive - Service, Honor Alumnus – College of Forestry and Natural Resources – Colo. St. University, Lifetime Achievement Award – Department of Natural Resources – Colo. St. Univ., Cornelius Pugsley Medal – National Park Foundation and Stephen P. Mather Award – National Park & Conservation Association.

Doug Dockter, Idaho Power, The Gateway West Transmission Line Project

Bio coming

Pat McAllister, Pat Mac, Comedian, Awards Banquet Entertainer

Pat was born and raised in the large city of Boise, Idaho. After serving a sentence with Albertson's Food Markets, Pat produced a hilarious book called, "Customers Are Dicks". Five years later after many potato jokes and cowboy roping routines, Pat has managed to find material using daily observations, his marriage, and current events. Beware, he researches each location, corporation and individual before he performs. Topical and physical humor are just two of the things you can expect from Pat Mac.

Pat did stand-up comedy at "The Funny Bone Comedy Club" in Boise until Funny Bone's demise. Pat is starting the Hijinx Comedy Club which will open the week of April 26th in Boise, and is still doing his Ultimate Camp Cooking routine.

Kevin Bowman, Cowboy Songwriter and Poet, Western BBQ Entertainer

Kevin Bowman is a man who loves the West. Not just the idyllic "west that was" but the west that is now.

Kevin is a songwriter and poet. He's also a historian and naturalist specializing in the Sonoran Desert and Yellowstone National Park. He travels the western United States sharing a passion for nature, fondness for guitars and love of a good song.

He has released 8 solo albums including his latest CD, "Hay Fever"

EARTH, WIND AND FIRE – GETTING BACK TO NATURE

CSI 2010 NORTHWEST LEADERSHIP/REGION CONFERENCE,
WEST YELLOWSTONE, MONTANA
SEPTEMBER 23 – 27, 2010



CONFERENCE REGISTRATION

NAME _____ SPOUSE/GUEST _____ CHILDREN _____

COMPANY _____

ADDRESS: _____

CITY, STATE, ZIP _____

PHONE: _____ FAX: _____

CSI CHAPTER: _____ EMAIL: _____

Full Conference Registration: # _____ @\$250 _____
(Includes meals, seminars, BBQ & Banquet)

Spouse/Guest Registration: # _____ @\$170 _____
(Includes BBQ & Banquet & Meals)

Friday BBQ & Entertainment and Saturday Awards Banquet & Entertainment # _____ @\$0 _____

Saturday Yellowstone Tour # _____ @\$50 _____
(includes tour, snacks, and lunch)

Children (under 2 free) # _____ @\$50 _____

Golf and rafting are on your own. You can come early (Wednesday)
or if you opt not to go on the Yellowstone Tour you can golf or raft on Saturday.

Total Amount Due: \$ _____

PAYMENT; Check Payable to Idaho Chapter CSI or Visa/MC

ONLINE REGISTRATION at www.idahochaptercsi.org

VISA or MC Card #: _____ Exp. Date: _____ Sec. Code _____

Name on Card: _____

Cardholder Signature: _____

Return Completed Registration Form & Payment to:

2010 Northwest Region Conference
c/o Karen Morris, CSI, CDT,
2080 North Josie Way
Meridian, Idaho 83646
Ph 208-288-4428 Fax same

Conference will be held at:

Holiday Inn Sun Spree Resort
315 Yellowstone Avenue
West Yellowstone, Montana 59758
Res: 800-646-7365 or 406-646-7365
Web: www.yellowstoneholidayinn.com



Construction
Specifications
Institute

2010 Northwest
Leadership/Region
Conference

c/o Karen Morris, CSI, CDT
2080 North Josie Way
Meridian, Idaho 83646

2010 Northwest Leadership/Region Conference Exhibitor Invitation

Sponsored by Idaho Chapter and Big Sky Chapter

September 23rd - 27th, 2010
Holiday Inn Sun Spree Resort
315 Yellowstone Avenue
West Yellowstone, Montana 59758
406-646-7365 or 800-646-7365
www.doyellowstone.com

The 2010 CSI Northwest Region Conference Committee would like to invite your company to exhibit in our annual Northwest Region conference, which will be held September 23rd through 27th, 2010.

The CSI NWR Conference is a three day educational seminar for architects, engineers, suppliers, bankers, contractors, sub-contractors and anyone else in the construction business and their staff to participate in the breakout sessions presented by a network of speakers on the Yellowstone Ecosystem – past and present. Participants are given a break between each session to network and visit with the exhibitors. This is where you get a chance to market your products, mingle with providers, and gain new business all in three days.

The Northwest Region Conference reaches approximately 500 architects, engineers, contractors, sub-contractors across the Northwest thru Networking!!!

The theme of the 2010 Conference is "Earth, Wind and Fire – Getting Back to Nature". We encourage our exhibitors to participate in this theme and be creative! We welcome booth decorations and/or door prizes that promote the theme. Door prizes, donated by exhibitors, are given away after the last class of the conference. Winners must be present to win. (Exhibitors can also sponsor a break for additional marketing of your company's name and logo.)

Below are key elements regarding the conference:

- Exhibit rooms are set up in several "U" shapes with a table in the center.
- Each booth will have an 8' table, 1 chair, & table skirt.
- If you require a phone line, it is the responsibility of the exhibitor to request this from the hotel.
- Wireless Internet connections are available at all sites. If you desire a different type of Internet connection, please note this on your registration.
- Data Projections, a leading A/V system Designer & Integrator, will be on the floor to help with any electronic need.
- Please state on the registration if you require electricity.
- Refreshments are set up in the exhibit room to encourage attendees to network with exhibitors.
- Attendee registration will be located near the entrance to the exhibitor room.
- Video ad opportunity: Upon receipt of vendor booth payment, exhibitors may place a three minute company ad which will run throughout the conference. Information will be forwarded to Data Projections for video production.
- Exhibitors will be recognized throughout the conference via video format, located in the exhibitor room and at the registration desk.
- Your ad will be placed on a thumb drive to be put in each registrant's welcome package.
- Exhibitors will be recognized during the drawing for the donated door prizes, if you choose to participate.
- Exhibitors are invited to stay at the Holiday Inn Sun Spree Resort. Be sure to mention that you are part of the CSI Northwest Region Conference when making reservations.
- Holiday Inn Sun Spree Resort will accept packages two weeks before the conference.

Be sure to mark CSI Conference.



Company Name _____

Address _____

Contact Name _____ Telephone Number _____

Email address _____ Booth Name _____

Will you need electricity? Yes No Internet connection? Yes No (WiFi is available for \$15)

Booth & registration of one _____ \$ _____

Sponsor _____ \$ _____

Door Prizes Yes No Electronic Link Connections _____

Booths by December 31, 2009 \$500 each After January 1, 2010 \$575 each

Booth fee includes: table for booth, one conference registration, meals & sessions associated with the registration for one individual (a \$250 value), thumb drive of ads, ad on the web page (Northwest Conference page) as soon as money is received, continuous video of ads at conference and many contacts during the three days.

Additional vendor attendee(s) will pay an additional \$170 apiece to be registered for Conference Events.

Booth Placement Map:

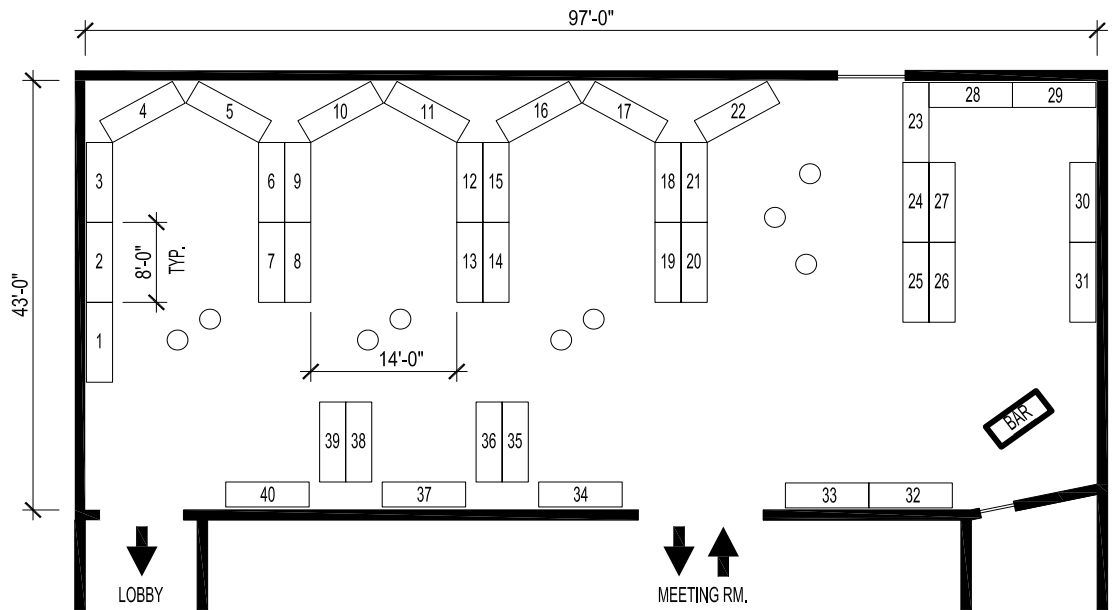
List 3 choices in order of preference.

Booths will be assigned according to payments received.

Booth #1 _____

Booth #2 _____

Booth #3 _____



Sponsorship Opportunities

- Breakfast 4 breakfast available \$1000
- Breaks 16 breaks available \$250
- Lunch 2 lunch available \$1000
- Lunch 4 available (Yellowstone tour) . . . \$300
- Dinner Thursday \$2000
- Dinner Western BBQ \$3000
- Entertainment Kevin Bowman \$500
- Dinner Awards Banquet \$2500
- Entertainment Pat McAllister \$700
- Union Pacific Dining Room \$3000
- Dance Band 2 available \$250
- Hospitality Suites \$300
- Table Decorations \$400
- Registration bags \$650
- Room gifts \$775
- Information Booklet \$500
- Flowers \$75

Payment Type:

- Online Registration: www.idahochaptercsi.org then click NWR Conf 2010
- Check (payable to CSI NW Region Conference - Mail to 2080 N. Josie Way, Meridian, ID 83646)
- VISA MC Discover AmEx

Card #: _____ Exp. Date: _____ Sec. Code _____

Full Name on Card: _____

Cardholder Signature: _____

Questions: contact Karen Morris at 208-288-4428 or karenmorris47@yahoo.com