



# SPECWORK

**Knowledge for Creating & Sustaining the Built Environment**  
CSINet - Home of The Construction Specifications Institute

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## MISSION OF CSI:

"Advance the process of creating and sustaining the built environment."

"CSI is a national association dedicated to creating standards and formats to improve construction documents and projects delivery.

The organization is unique in the industry in that its members are a cross section of specifiers, architects, engineers, contractors and building materials suppliers."

From CSI Website: csinet.org

## FEBRUARY 2011 CHAPTER MEETING

Fighting the "Super Bugs":

Interior Materials that Aid in Infection Control

Presented by:  
InPro Corporation

Tuesday, February 8, 2011

11:30 AM - 1:00 PM

The Oyster Bar  
3003 W. Markham  
Little Rock, AR

Lunch & Program - \$20.00  
Program Only - \$10.00

*Deadline to register - February 4, 2011*

Continuing Education: 1 AIA/CES LU Hour (HSW), 1 PDH, 1 CEH, 0.1 CEU

More details can be found at [www.csilittlerock.org](http://www.csilittlerock.org).

Reservations only contact Jerome Sorensen  
PHONE 501-374-5300 / E-MAIL [JSORENSEN@WERARCH.COM](mailto:JSORENSEN@WERARCH.COM)

Reservation "NO SHOWS" will be billed at full price  
Credit Card payment and Reservations can be made on-line at  
[www.csilittlerock.org](http://www.csilittlerock.org)

Interested in hosting a Table Top at our next Meeting?

Contact Jerome Sorenson at PHONE 501-374-5300 / E-MAIL [JSORENSEN@WERARCH.COM](mailto:JSORENSEN@WERARCH.COM)

# LRC SI February Chapter Meeting

## Fighting the “Super Bugs”

### Interior Materials that Aid in Infection Control

Presented by:  
InPro Corporation

As many as 20,000 people die in the U.S. annually from hospital-acquired infection (HAI). Learn about the worst “super-bugs” and the risks they pose for patients in healthcare settings, the looming litigation wave coming from HAIs, and the latest material technologies being employed to halt the spread of hospital-acquired infection.

#### LEARNING OBJECTIVES

- Understand the history and impact of Hospital Acquired Infections (HAIs)
- How fabrics used in healthcare environments can become vectors of infection
- Identify various fabric technologies used to fight pathogens
- Learn how silane-based technology is a solid weapon in halting the spread of HAIs

Continuing Education: 1 AIA/CES LU Hour (HSW), 1 PDH, 1 CEH, 0.1 CEU

## MEMBERSHIP RECRUITMENT CAMPAIGN

EARN RECOGNITION.....WIN GREAT PRIZES....HELP CSI GROW!

Did you know that 79% of new members joined because someone asked them?

Make 1 phone call . Send 1 e-mail . Have 1 conversation

That's all it takes to recruit a new member and participate in CSI's Every1Counts Membership Recruitment Campaign — and you'll receive recruiter points, win great prizes and earn local and national recognition!

In the Every1Counts Membership Recruitment Campaign everyone does count. So...whether you're a product representative, an architect, a contractor, a project manager, an advisor or a student - you can participate and help CSI become a stronger advocate for you and the profession!

Take the initiative today. Recruit just 1 new member—or more!

Every member counts campaign – [www.csinet.org/eoc](http://www.csinet.org/eoc)

Construction SpecWork is the monthly newsletter of the Little Rock Chapter of the Construction Specifications Institute, Inc. Opinions and advertising expressed in the newsletter are those of the contributors and do not necessarily reflect the opinions, policies or practices of the Construction Specifications Institute or the Little Rock Chapter. The newsletter is funded, in part, by the sponsors listed within this newsletter. *Laura Kirk, Editor*

# PRESIDENT'S MESSAGE

Lori Tanner, CDT



We had a great turnout at the January Chapter Meeting/Joint Meeting with ASHRAE. We will learned about Act 1494 and the progress of the ARRA projects presented by Ed Ellis from the Arkansas Energy Office. It was a great meeting. Thanks for ASHRAE for hosting this meeting. There will be a seminar on MasterFormat which will occur in March at the Baldwin and Shell Office. So please be on the lookout on the invites and make plans to attend this seminar. There will also be a spring/summer event that is in the works right now, more details to follow. Our February Meeting will be at the Oyster Bar for Lunch and we will be learning about "Fighting the Super Bugs". Should be an interesting topic. Make plans to attend. Also, it is getting time to start thinking about the Board Positions for this Fall. If you would like to be on the Board this Fall, under Tim Davis as President, please contact Cynthia Toney, our Nominations Chair. I encourage everyone to think about this and be a part of this Board. This is a great way to get more involved, meet more people, learn more about CSI, and have fun along the way. Also, it is getting close to Awards time. Be thinking about nominations for your fellow members for awards, either Chapter, Region, or Institute. Contact Jan Sanders, Awards Chair, for any questions. See you at the February Meeting at the Oyster Bar.

Sincerely,

Lori Tanner, CSI, CDT  
LRCSI Chapter President 2010-2011

**WITTENBERG DELONY & DAVIDSON ARCHITECTS**



**DAVID ROGERS, AIA, CSI**

400 W. CAPITOL AVENUE, SUITE 1800  
LITTLE ROCK, AR 72201-4806

501/376/6681  
501/376/0231 FAX

davidr@wddarchitects.com | www.wddarchitects.com

The Construction Specifications Institute is a nationwide non-profit technical organization dedicated to the improvement of specifications and building practices in the construction industry through service, education and research. Founded in 1948, CSI provides a forum for architects, engineers, specification writers, contractors, suppliers and others in our industry. Membership is open to all who are involved in the built environment. Please contact Chapter membership Chairman, Kay Young, 501-912-8534; e-mail kayyoung3@sbcglobal.net, or any chapter officer listed on the "Officer, Directors and Committee Chairs" page of this newsletter.

CSI lapel pins can be purchased for \$10 at regular Monthly meetings.

# CURMUDGEON'S CORNER

## Convince Me

by Sheldon Wolfe, RA, FCSI, CCS, CCCA CCCA

We've all heard countless times about the amazing technological changes of the twentieth century, going from horse-drawn buggies to a car in every garage and landing on the moon, from telegraph to cell phones, from dirt roads to superhighways, from fresh food to frozen, and so on. Many of those changes resulted in improvements in business or in our standard of living, and are so much an accepted part of our lives that we take them for granted.

In communication, the last century saw a remarkable increase in speed and convenience. Everyone in the US has known about telephones as long as they can remember. A few of the old crank phones were around for a while, but the rotary dial phone was common in the '50s, the touch-tone phone came along in the '60s, and cell phones in the '70s.

But while phones have been great for oral communication for nearly a hundred years, getting documents from one place to another was a problem well into the second half of the last century. There wasn't much choice; sticking paper in an envelope and entrusting it to the post office was about it. And then came the fax.

I remember seeing Steve McGarrett getting faxes on Hawaii Five-O. The facsimile machine (fax) would create an image - usually of a ne'er do well he was tracking - on a spinning drum, a process that seemed to take half an hour to complete. Faxes were common around the world in the '80s, when faxing by computer came along.

Although the fax machine must have been a hard sell at first - "Great! I can get a copy of a document anywhere almost instantly! But who else has one?" - there were very good, and explainable, reasons to have a fax, which soon became an indispensable part of business. It was days faster than mail, and though the early machines were expensive, the obvious advantages increased demand, which led to lower costs and improved performance.

The cell phone has a similar history. The benefits of being able to contact someone nearly anywhere, or of being able to make a call without first finding a phone booth, were obvious, and demand again led to lower costs and improved performance. The advantages, again, could be explained.

And then we have the Internet and e-mail. Again, a tremendous improvement in ability to communicate. Virtually instantaneous transmission of documents, audio, and video at little cost. Although there was a lot of hype about the Internet, its benefits were easy to explain. I was an early participant, and a promoter, as the benefits were so obvious.

In contrast, the proponents of cable and satellite TV promised a wonderful future, full of educational and cultural programming, free of advertising. The supposed benefits were based on assumptions. The reality? Instead of four or five TV channels, we now have hundreds of channels of re-runs, "reality" shows, game shows, and other drivel - along with advertising.

The fax, the cell phone, and the Internet offered substantial improvements in communication, and were obviously useful in doing business. Today, we're being told how important it is to use social networking, and that to survive, a business must use it. But, unlike the fax, the cell phone, the Internet, and e-mail, there has been no clear benefit associated with the social network.

Let me make a distinction here; I'm talking about business. I like satellite TV because I like to watch movies, and I have a Facebook account because that's where my kids put pictures of their kids. Much of the fun of Facebook comes from the free-for-all commentary in response to comments and pictures, and the ease of posting both. But does that work for business? While a website will always deliver the desired message and image, Facebook, and, increasingly, LinkedIn, are chaotic, with the last visitor defining to the next visitor what the group is.

If anything, the use of LinkedIn and Facebook groups for business has confused communication by increasing the number of places to store and look for information, and Twitter's tweets are more of an annoying buzz. I'm not saying that these things don't have a place; I just haven't seen a good example of their use in business. While I am interested in what my friends are doing, on a business level I don't need to see personal details - when they feel good, when they have a headache, what the dog's latest trick is, and so on. When I go to Facebook, that's what I expect, but I don't want to see it when I'm doing business.

So far, random thoughts are what social networking seems to be about. I recently read an editorial in *Structural Engineering & Design*, which talked about the magazine's expansion into social media. In the same issue, the following were offered as "Top tweets" on the magazine's website:

## Convince Me

by Sheldon Wolfe, RA, FCSI, CCS, CCCA CCCA

- “Managers fear tighter budgets...”
- “George Washington University tests materials...”
- “Cleveland casino to break ground in 2011”
- “...bridge collapses...”
- “Will [one building be taller than another]?”

Not one of these offered information that was of immediate interest, or would affect most readers soon enough to warrant the use of their time to read them. I looked through more tweets on the magazine's website, and again found nothing critical; everything there could have been handled in a monthly update. A bridge collapse may be interesting, and might be of immediate concern to a very small number of people, but the date of the tweet was a day after the collapse, so it wasn't exactly breaking news.

While writing this, I revisited the magazine's Facebook site. Virtually everything on the wall was a tweet, with a couple of Thanksgiving Day greetings, and a “hi everybody”. There were several photos from a meeting, magazine covers, and no discussions. In short, it was mostly material that would appear in the magazine. The magazine is published both in print and on paper, so the Facebook site adds little that isn't already available.

A real concern is the fragmentation of communication. If I want to know more about something mentioned by Structural Engineering & Design should I go to the website, the LinkedIn site, the Facebook site, or Twitter? Does each have a unique function? If the same information is repeated everywhere, what is the point of having multiple sources? And if it's different, how will I know where to go? Who is making sure that it's current and correct? Of course, if Mark Zuckerberg has his way, there will be only one answer!

Many organizations and companies are struggling with these issues. Unfortunately, the unsubstantiated claims - “You must use Facebook!”, “You won't survive if you don't tweet!”, and so on - exacerbate the problem. I am not a Luddite; my experience with computers goes back to punch cards and FORTRAN, and I was an active and early promoter of websites and e-mail. I have created and maintained websites; e-mail and the Internet are essential to my job; and I have LinkedIn, Facebook, and even Twitter accounts.

CSI has about 120 websites, about forty-five LinkedIn groups, and half a dozen Facebook groups. About fifteen of the websites are down, and many of the remaining sites promote activities that are two or more months old as “coming events”. The most recent comments in many of the LinkedIn groups are months old, and some go back more than a year. Isn't CSI the organization that promotes “say it once in the right place”? With information appearing in so many places, will it be clear, complete, concise, and correct? And isn't current important? It's better to have a static website with basic information than to have one that shows that no one cares about what is available.

Convince me! Would we not be better off with an organized, consistent Internet presence? If it's so important to be involved in social networking, shouldn't we be everywhere? If you click on the “share” icon on many websites, you get over three hundred options - should we use all of them? If we continue to create new groups in other networks, who will manage the content? Who has the time to follow all of them? At the moment, the lack of activity on nearly all of these websites and groups is not an enticement to participate; instead, it indicates a lack of both purpose and interest.

I do not object to progress; I believe that most advances in technology and communication have valid uses. However, I also believe in use of the appropriate tool for the job at hand. I don't kill flies with a shotgun, and I don't see the value of telling the business world that I'm at a great seminar or that I had a hard day at work.

I do think it's possible to have a website as a formal source of information, and a more casual presence on Facebook or LinkedIn. Having a group for people studying for an exam, as suggested by Joy Davis, is a good idea, and I'm sure there will be more. But, instead of making vague claims about why we simply can't survive without social networks, show us a real benefit. Don't put up new websites and groups just because it's easy; figure out what you want them to do, make a plan to achieve the goals, and keep them current and active.

Please - convince me!

© 2011, Sheldon Wolfe, RA, FCSI, CCS, CCCA, CSC  
Follow me at <http://swconstructivethoughts.blogspot.com/>,  
<http://twitter.com/swolfearch>

# NEW MEMBER SPOTLIGHT

## BY KAY YOUNG, CSI, CDT, MEMBERSHIP CHAIR

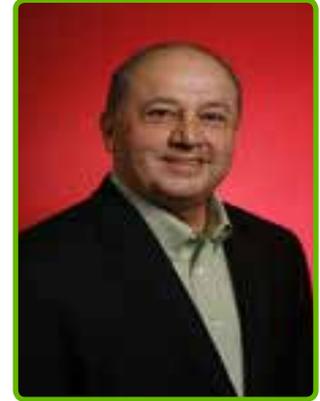
*Say hello to our new member!*

**Bob Morris, CSI, CDT**

I have been in the 'Specialty Construction' business for thirteen years. I now market access flooring, modular data and electric, modular walls, shades, sound masking, and other products for Innerplan.

I live in Maumelle, with my wife Marilyn. My hobbies include riding my horse Jasper, playing golf, and fishing. We have one Son, John, who lives in San Diego, CA, one Daughter, Stephanie, who lives in Santa Fe, NM., and has given us a wonderful one year old Grand Daughter, Addison.

*Welcome to CSI Little Rock, Bob!*



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### *Upcoming Nomination Reminder*

*Please make your voices heard by selecting those you think would represent you best. If you would like to take on a position as officer or director - or know of someone who would - let us know. Please send in your nominations to any one of the officers on the Officer, Directors and Committee Chairs page of this newsletter*

# LITTLE ROCK CSI CHAPTER

## OFFICERS, DIRECTORS AND COMMITTEE CHAIRS 2010-2011

|                                      |   |              |                                  |
|--------------------------------------|---|--------------|----------------------------------|
| President                            | Lori Tanner, CSI, CDT                     | 501-666-6776 | LTanner@tmecorp.com              |
| President Elect                      | Tim Davis, CSI, CDT                       | 501-374-8677 | tdavis@baldwinshell.com          |
| Vice-President                       | Jerome Sorensen, AIA, CSI, LEED AP, NCARB | 501-374-5300 | jsorensen @werarch.com           |
| Past President                       | Cynthia Toney, CSI, CDT, LEED AP          | 501-372-2900 | cynthia.toney@cromwell.com       |
| Secretary                            | Billy Mathis, CSI, CDT                    | 501-758-7443 | bjmathis@taggarch.com            |
| Treasurer                            | Jonathan Lowery, CSI, CDT                 | 501-374-8677 | jlowrey@baldwinshell.com         |
| Director: 1-Yr Ind                   | Mark T. Edds, CSI, CDT                    | 501-804-7889 | medds@weatherizationpartners.com |
| Director 1-Yr Prof                   | Melinda Jester, CSI, CCS                  | 501-223-9302 | mjester@lemvrw.com               |
| Director 2-Yr Ind                    | Kara White, CSI, CDT, CPC                 | 501-765-5250 | whitekdeane@yahoo.com            |
| Director 2-Yr Prof                   | Porter Brownlee, CSI, CCCA                | 501-666-9401 | spb2bcc@sbcglobal.net            |
| Board Advisor                        | Doyle Phillips, CSI, CCCA                 | 501-374-8677 | dphillips@baldwinshell.com       |
| Board Advisor                        | Michelle Christen, FCSI, CCCA             | 501-666-6776 | mchristen@tmecorp.com            |
| <b>COMMITTEE CHAIRS</b>              |   |              |                                  |
| Academic Affairs                     | Kiem Kirkpatrick, CSI, CCCA               | 501-680-7738 | kkirkpatrick@tmecorp.com         |
| Awards Committee                     | Jan Sanders, FCSI, CCPR, SEGD             | 501-329-5645 | sanders2kjan@aol.com             |
| Certification /<br>Education         | Doyle Phillips, CSI, CCCA                 | 501-374-8677 | dphillips@baldwinshell.com       |
| Emerging Prof                        | Kara White, CSI, CDT, CPS                 | 501-765-5250 | whitekdeane@yahoo.com            |
| Membership                           | Kay Young, CSI, CDT                       | 501-912-8534 | kayyoung3@sbcglobal.net          |
| Media Promotion                      | Mark T. Edds, CSI, CDT                    | 501-804-7889 | medds@weatherizationpartners.com |
| Programs /<br>Tabletops              | Jerome Sorensen, AIA, CSI, LEED AP, NCARB | 501-374-5300 | jsorensen @werarch.com           |
| Fundraising / Golf                   | Sally R Bowen, CCS, LEED AP               | 501-372-0272 | sbrppy@sbcglobal.net             |
| Planning                             | Cynthia Toney, CSI, CDT, LEED AP          | 501-372-2900 | cynthia.toney@cromwell.com       |
| Operating Guide                      |   |              |                                  |
| Newsletter Editor                    |   |              |                                  |
| Newsletter Advertising               | Laura Kirk, CSI                           | 501-224-0227 | lkirk@archwaygraphic.com         |
| Technical                            | Karl Hanson, CSI, CCS, CCCA               | 501-455-2850 | Karl_Hanson@swbell.net           |
| Website                              | Mark T. Edds, CSI, CDT                    | 501-804-7889 | medds@weatherizationpartners.com |
| Nominating                           | Cynthia Toney, CSI, CDT, LEED AP          | 501-372-2900 | cynthia.toney@cromwell.com       |
| Scholarship                          | Bradley McLaurin, CSI                     | 501-374-5300 | bmclaurin@werarch.com            |
| Incorporation /<br>Non-Profit Status | Billy Mathis, CSI CDT                     | 501-758-7443 | bjmathis@taggarch.com            |
| Product Show                         | Kelly Phillips, CSI                       | 501-376-6858 | kellyp@ascohardware.net          |

# EDUCATION CORNER

by Doyle Phillips, CSI, CCCA, CPE, LRCSI

Education and Certification Chair

## THE CSI ACADEMIES CONFERENCE

February 24-26, 2011

The Adolphus Hotel, Dallas, TX

Register now!

Price until Jan. 11: CSI Member \$510 (Non-Member \$610)

Price after Jan. 11: CSI Member \$625 (Non-Member \$725)

Attend sessions from one academy, or choose the sessions in each track that interest you. See the Schedule at a Glance.

For more than 60 years, CSI has focused on improving construction communication between architects, specifiers, product reps and others to save money, time and stress for all the parties.

The CSI Academies are your chance to learn the construction industry skills that can improve your performance.

Designed for experienced professionals, the Academies:

- Instill confidence by teaching you the roles and responsibilities of all the construction teams, and how they should interact (and what to do when they don't!)
- Improve your marketability and productivity today with skills and information you can use immediately

### **Product Representative Academy (PRA)**

Become a product representative who understands more than the product – know where and how you fit into the construction process, and become a useful resource the design team will call on again and again. We'll teach you best practices for presenting products and supporting the design and construction teams. Manufacturers will tell you what you need to know about their products – we'll give you the skills to present that information and succeed in the commercial construction community. See a list of sessions.

### **Contract Administrator Academy (CAA)**

No where else will you find intense training for experienced administrators focused on general skills for managing construction documentation, front-end documents, and general conditions. The information and skills you gain you'll be able to use tomorrow! See a list of sessions.

### **Construction Specifier Academy (CSA)**

Let CSI, the most respected specifications information source in the U.S., teach you the best practices in specifying, LEED specifications, and BIM data management. Courses focus specifying in the real world and current issues, including getting LEED requirements into the documentation and understanding how to communicate specifications in BIM. See a list of sessions.

For further information and/or registration forms contact:

Doyle T. Phillips, CSI, CCCA, CPE; LRCSI Education / Certification Chair at 501-374-8677,  
dphillips@baldwinshell.com

# MASTERFORMAT™ PAST, PRESENT, AND FUTURE

A Special LRCSI Educational Event

Presented by Doyle Phillips, CCCA, CPE, CPC  
Chief Estimator  
Baldwin & Shell Construction Co.

## CHOICE OF DATES:

Friday, March 11, 2011 OR Friday, March 25, 2011

Registration: 7:30 AM  
Program: 8:00 AM - 5:00 PM

## LOCATION:

Baldwin & Shell Construction Co.  
1000 West Capitol Ave.  
Little Rock, AR 72201

## COST:

CSI Member Fee - \$125  
Non-Member Fee - \$155  
(Includes lunch and course materials)

CONTINUING EDUCATION: 7 AIA/CES LU Hours, 7 CEN hours, 7 PDH, 7 CEH, 0.7 CEU

## REGISTER ONLINE NOW!

When MasterFormat™ 2004 first hit the scenes over six years ago it encountered a lot of questioning and negative reactions from the industry. Why was the change so drastic? What were the driving forces that led to such a major overhaul?

This course will look at a history of MasterFormat™ and the set up of the newest version. Next, we will take a look at where the industry stands in the implementation process to date. We will review who has made the change and why. How did these companies handle the change? If your company has not made the switch, possible implementation plans will be looked at to make the change over as painless as possible. Now that acceptance and implementation have happened, where do we go from here? What are the plans for future updates and revisions? Who has input in this process and who controls that final decision to accept additional changes?

You owe it to yourself to get current with this industry trend, because just like an outdated program, the older version of MasterFormat™ is no longer being supported. Prepare yourself for the future to enhance your understanding of this predominant industry standard.

For more information, visit [www.csilittlerock.org](http://www.csilittlerock.org) or contact Doyle Phillips at 501-374-8677 or [dphillips@baldwinshell.com](mailto:dphillips@baldwinshell.com).

**Kent Kile, CSI, CCPR**  
Architectural Manager  
TN/AR/OK

PPG Industries, Inc.  
1112 Charlotte Avenue  
Nashville, TN 37203 USA

Phone (615) 742-6342  
Cell (615) 347-4572  
Fax (615) 251-1885  
[kkile@ppg.com](mailto:kkile@ppg.com)  
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# GULF STATES REGION CSI 2011 CONFERENCE

Friday, April 29 & Saturday, April 30, 2011  
Renaissance Riverview Plaza Hotel, Mobile, Alabama

*Join us in Mobile!!!*

*The Birthplace  
of  
Mardi Gras*



## **Preliminary Agenda:**

### **Friday, April 29, 2011**

|                    |  |
|--------------------|--|
| 7:20 am            | Golfers leave hotel (tee time 8:00 am) |
| 11:00 am – 5:00 pm | Registration Open                      |
| 2:00 pm – 3:00 pm  | GSR Board of Directors Meeting         |
| 3:30 pm – 4:30 pm  | Opening General Session                |
| 4:30 pm – 6:00 pm  | Mix & Mingle-Hospitality Suite         |
| 6:30 pm            | Dinner at XXXX                         |
| 8:00 pm – until    | Hospitality Suite Open                 |

### **Saturday, April 30, 2011**

|                    |                         |
|--------------------|-------------------------|
| 8:00 am – 12:00 pm | Registration Open       |
| 9:00 – 11:50 am    | Dual Track CEU Seminars |
| 8:45 am – 3:00 pm  | Table Tops open         |
| 12:00 pm – 1:00 pm | Lunch                   |
| 1:00 – 2:50 pm     | Dual Track CEU Seminars |
| 3:00 pm – 4:30 pm  | GSR Annual Meeting      |
| 4:30 pm – 5:30 pm  | Hospitality Suite Open  |
| 6:00 pm – 8:30 pm  | Dinner & Awards         |
| 9:00 pm            | Hospitality Suite Open  |
| to be determined   | GSR Water Ballet        |

Registration form will be posted by 2/3/11 at: <http://gulfstates.csinet.org>



KAY YOUNG CSI, CDT  
*Sales*

Little Rock, AR  
501-912-8534  
Fax: 501-821-9310  
kayyoung3@sbcglobal.net

Memphis, TN  
866-829-5193  
Nashville, TN  
800-283-5020



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## GREEN IS THE WORD!

**SpecWork** is now all electronic and will be sent out via e-mail and available on our web site at [www.csilittlerock.org](http://www.csilittlerock.org).

Interested in providing an article or placing an ad in the next newsletter?  
Please notify Laura Kirk.

Laura Kirk, Editor  
501-224-0227  
lkirk@archwaygraphic.com

Please visit our web site: [www.csilittlerock.org](http://www.csilittlerock.org)