



# ASPE

AMERICAN SOCIETY OF  
PROFESSIONAL ESTIMATORS

**ORANGE COUNTY  
CHAPTER 3**

**OCT 2011**

Issue 44  
Volume 2011



[WWW.ASPENATIONAL.COM](http://WWW.ASPENATIONAL.COM)  
[WWW.ASPECHAPTER3.ORG](http://WWW.ASPECHAPTER3.ORG)

## OUR MISSION

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Since 1956, ASPE serves the construction & engineering industries by providing education, training, fellowship and opportunities for professional estimating development.

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# ORANGE SPEEL NEWSLETTER



OCT 2011

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## President's Message



Hello Everyone,

Summer is ending and the fall season events and holidays will be here before we know it. Our elected Officers and Board members are continuing to plan an interesting and prosperous new year. ASPE members Carri Morones from Las Vegas and Kevin Murphy from San Diego attended our September meeting. They have both relocated from those areas to the Orange County area and have expressed a desire to participate in our Chapter.

The Board of Directors, Officers and Chair Persons of our Chapter met to conduct Chapter business and continued to plan and calendar events and programs for the year. Two members Raymond Lombard and Marie Osowski were awarded 15 year and 35 year tenure pins respectively, from National. Both of these people are not able to attend a dinner meeting to be formally presented their pins, so I personally delivered the pins to persons that would with and invitation for them to attend a meeting in the future free of charge, as a token of our appreciation for their service.

Steve Murow, our Second Vice President and I met with the Merchant services representatives of our Bank to learn about using credit and debit cards at our events and report to the Board our findings. The Board will make the decision whether to incorporate that process

# PRESIDENT'S CORNER

OCT 2011

## President's Message

and fees or shop for less expensive or better service processing firms. Every ASPE Chapter member is welcome to attend our Board Meetings and to contact any of us at any time if they have any suggestions or questions or visit our Face book page. Please see me and I will be sure to send you an invitation with the Agenda and the previous months Meeting Minutes if you wish to attend a Board meeting.

We are looking at an exciting year. Tom Smithson, our First Vice President has booked through February 2012 timely and topic relative speakers for our Dinner Education Meetings. We are looking for ideas for social events, Academy Day Seminar, job site walks from our chapter members. I will be contacting the San Diego Chapter Chair responsible for the inter chapter sponsored Bid Day Simulation Seminar reach out to college students to get started in planning that event this month. Of course Steve Murow, who Chairs the Golf Tournament event is already planning that event.

ChiaYen Yuan, our Treasurer and Newsletter Chair Person has put together a new Newsletter format for this year's Newsletter and has been working with me in establishing a new banking relationship, Chapter credit/debit card and the Chapter Budget and financial reporting streamlined.

As you can see we need help at the committee level to help bring this year's program endeavor to fruition. Please keep in mind to keep abreast of our industry's technical advancements, promote professional ethical estimating practices in our industry and to sponsor events leading to that end requires total Chapter participation and support. Your participation by joining one of our committees will not only be rewarding but will certainly increase the success of our efforts.



*Gregory R. Clayton*

# MEETING INFORMATION

**CHRIS SMITH**

Dinner meeting

## TOPIC

**“USES OF CPVC PIPE & FITTINGS W/ FOCUS ON FIRE SPRINKLERS”**

PRESENTED BY *CHRIS SMITH*



### Date

Wednesday, Oct 12, 2011

### Time

5:30 p.m. Social Hour & Networking

6:30 p.m. Program & Dinner

### Location

Ayres Hotel 325 Bristol St. Costa Mesa, CA 92626

### Cost \$40

(Appetizer, Choice of entrée of Chicken Cordon Bleu OR Salmon fillet OR Veg Penne Pasta, dessert, coffee/tea)

**RSVP at [www.aspechapter3.org](http://www.aspechapter3.org)**

## NEXT PAGE

CHRIS SMITH  
Background

## Talking points

**CPVC – A proven material - New to CA.**

- **History of CPVC**
- **CA Code Approvals**
- **LA City Approvals – Research Reports**
- **Installations**  
Plumbing, Industrial, Fire Sprinkler  
Do's and Don'ts.

# CHRIS SMITH

## Dinner Meeting



**CHRIS SMITH**

TERRITORY MANAGER

TEMPRITE ENGINEERED POLYMERS

● A "Green" Product?

● Future Composites

**Projects with CPVC Plumbing and Fire protection:**

**1. Disneyland California Grand Hotel**

(Plumbing only) – Anaheim

**2. Marriott – Plumbing and Fire**

**3. Hilton Garden Inn – Plumbing and Fire**

**4. Multiple MF installations across CA and the nation**

**5. Industrial applications**

a. Water and waste treatment plants

b. Chemical Plants.

### CHRIS SMITH

- 26 years in the construction trade
- Currently - Territory Manager for a major specialty chemical company
- Vice President Estimating Department
- Plumbing Purchasing & General Manager
- Plumbing Estimator Plumbing Journeyman Local #78 - Journey Certificate / PIPE Card
- Plumbing apprentice – 4 years
- California Agency affiliations – IAPMO, ICC, ASPE, FPO, NFSA & AFSA

# MEETING INFORMATION

**SEP 7th (Wed.)**

**Board Meeting**

## Congratulations



**Best President Award**  
Congratulations to **Mike Mills**  
achieving "Best President Award"

## Calendar of Events

- **Oct 12, 2011**  
– Dinner meeting  
*"USES OF CPVC PIPE & FITTINGS  
W/ FOCUS ON FIRE SPRINKLERS"*  
PRESENTED BY *CHRIS SMITH*
- **Nov 9, 2011**  
– Dinner meeting
- **More information**  
Visit chapter website for calendar

## Tentative

- **Aug 2012**  
– Annual Golf Day

## ASPE CHAPTER 3 BOARD OF DIRECTORS MEETING OVERVIEW SEPTEMBER 07, 2011

The September Board of Directors Meeting began like normal Board meetings do with going through the agenda items of approving the July Meeting Minutes, 501C6 Corporation nonprofit status report, Programs report, the Treasurer report, President report and Committee Chairs reports followed by new business where we made plans for the 2011-2012 year. Our October meeting we will be populating our calendar with events and projects along with many other items.

The Board is working towards establishing the non profit entity status and creating sustainable Chapter operations. For example the Board has begun discussions on getting a merchant credit card for the Chapter. We are also considering giving the Blue Book representative of our area a free membership in exchange for advertising and support from the Blue Book. The Board has prepared IRS non profit organization status documents for filing. The documents have not been sent because the Chapter needs to raise funds to pay the \$850.00 filing fee. Once the fees are in hand the documents will be filed.

## *SEP 7th (Wed.)*

## Board Meeting

We are also planning other academic and social events in addition to the normal monthly Educational Dinner Meetings, the Academy Day and the Golf Tournament events. The Board will be going out to the members for help in getting Chapter wide participation to bring these events together and expose the public to them this year. The Board needs everyone's help in learning about unusual construction projects in our area and their contractors to contact to sponsor the jobsite walks. The dates of these events will be published in advance on the calendar in the Newsletter and the details will be published as far in advance as possible.

Lastly, the primary goal of the Chapter is to increase the 2011-2012 scholarship funds, educate and serve its members.

***Gregory R. Clayton***

President/Secretary

# ARTICLES

by Mike Mills

Technical Article

2011 - 2012

## Board of Directors

### OFFICERS

#### President

Greg Clayton, PE, CPE, LEED® AP  
Contracting Engineers Inc, 949.548.2010  
[greg@4cei.com](mailto:greg@4cei.com)

#### Past President

Mike Mills, CPE  
Jacobs Engineering, 714.503.3534  
[Michael.mills@jacobs.com](mailto:Michael.mills@jacobs.com)

#### Ist Vice President

Tom Smithson  
RCR Mechanical, 951.371.5000  
[tom.smithson@rcrcompanies.com](mailto:tom.smithson@rcrcompanies.com)

#### 2nd Vice President

Steve Murow, LEED® AP  
The Moote Group, 714.751.5557x204  
[smurow@moote.com](mailto:smurow@moote.com)

#### 3rd Vice President

TBD

#### Secretary

Greg Clayton, PE, LEED® AP

#### Treasurer

ChiaYen Yuan, LEED® GA  
Faithful + Gould, 562.314.4216  
[chiayen.yuan@fgould.com](mailto:chiayen.yuan@fgould.com)

#### Directors

Ron Svarc  
Wil Beukman  
Paulette Rutlen  
Dan Schottlander

## ESTIMATORS AND THE ACCOUNTING DEPARTMENT

Estimate takeoffs are the most fundamental and critical parts of the estimate. If the takeoffs are incorrect, the estimate will ultimately be incorrect. To assist the Estimator, takeoff software has come a long way in the past decade. Many of us in the golden parts of our careers remember the “good old days” of quantity takeoffs with a scale, colored pencils and a calculator. Most Estimators would take the best two out of three measurements while at the same time trying to remember the color codes for the work breakdown structures. Planimeters also made an appearance into takeoffs but they were cumbersome, expensive and needed large areas to roll out drawings and physically run the machine across the drawings. The output was also questionable at best.

Takeoff software today comes under several names but basically works off the same premise. Drawings are converted to PDF format viewed on the computer screen. Quantities are colorized and totaled by takeoff area. The takeoff information is populated to the estimating software. Just about every estimating department utilizes takeoff software. The advantages are vast and include:

by Mike Mills

Technical Article

## Committee & Chairs

### **Chapter Awards**

*Greg Clayton, Mike Mills, Ron Svarc*

### **Scholarship**

### **Marketing**

*Steve Murow, Tom Smithson, Greg Clayton*

### **Programs**

*Tom Smithson, Greg Clayton, Steve Murow*

### **Fundraising**

*Steve Murow, Greg Clayton, Tom Smithson*

### **Membership**

*Ron Svarc, Mike Mills, Greg Clayton*

### **Certification**

*Ron Svarc*

### **Education**

*Wil Beukman*

### **Standards**

*Mike Mills*

### **By-Laws**

*Mike Mills*

### **Corporation**

## ADVANTAGES

- View color coded drawings to identify conditions and their quantities
- Takeoff a typical area one time, and by design, extend the quantities to the appropriate areas needed
- Relatively easy to compare two versions of a drawing, deleted areas are in red, added areas are in blue
- Ability to zoom in and out of drawings and print
- Takeoffs are done on the computer onscreen without paper plans
- Takeoff software can be learned in an hour
- As you highlight marked images, quantities are automatically measured
- Ability to send large files directly out of the software
- Software is relatively inexpensive
- Less time spent on takeoffs as compared to conventional methods
- Takeoff software is compatible with most estimating database driven software

*by Mike Mills*

Technical Article

## Committee & Chairs

### Website

*Paulette Rutlen*

### Newsletter

*ChiaYen Yuan, Dan Schottlander*

### Historical

### Finance

*ChiaYen Yuan, Steve Murow, Wil Beukman*

### Budget

*Steve Murow, Wil Beukman, Mike Mills*

## Board Members

**Art Quinion**, CPE, LEED® AP  
Phoenix Planning, 949.581.9370  
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**Paulette Rutlen**, CPE, CEP  
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**Dan Schottlander**, CPE  
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[dan.schottlander@aecom.com](mailto:dan.schottlander@aecom.com)

**Ron Svarc**, LCPE  
HMC Architects, 949.683.4751  
[ron.svarc@hmcarchitects.com](mailto:ron.svarc@hmcarchitects.com)

## DISADVANTAGES

- Relatively few, as with any software package, it has a potential to crash and lose input information

Takeoff software is definitely here to stay and a part of our everyday lives. Tremendous innovations and improvements are happening almost daily to make the takeoff software even more user friendly.

**Mike Mills**, CPE

## ARTICLES

*Adapted from James Younger*

Ethics Article

### Construction Ethics Perspective

In the life cycle of construction we see several distinct stages and several competing players. To use gambling terms, the building owner is the “house”, the contractor is the “gambler”, the IRS is the security guard who “casts out the losing gambler”, and the lawyer is the “pack of dogs in the street that tears and bites at the cast out loser”- this is the game of construction.

While humorous in it’s implications, this analogy has nothing to do with the subject of this article; or does it?

The topic of ethics brings such popular images to mind as a philosophy professor sitting in his ivory tower theorizing about right versus wrong without even the hint of common sense or of real world street smarts. Ethics, while not the most flamboyant of topics, is nonetheless relevant. It is our ethics that determine the manner in which we deal with one another; it is our ethics that is the barometer by which we measure the “rightness” of our actions and by which we measure the actions of others.

The reputation of the construction industry and especially the roofing contractors has been that of a slippery fast- talking shyster who will do little more than take your money and perform poorly, if at all. This reputation is fading, albeit slowly, and being replaced with a reputation of honesty, integrity, and yes, ethical behavior.

This article is a call for ethical construction practices.

Each contractor has an ethical responsibility to do the best job possible-this is often referred to as the ‘owner getting the best bang for his buck’. The business-sense of acting in an ethical manner is that of long-term growth and profitability, but that that is not the ultimate reason for ethical business practices. The ultimate reason

## *Adapted from James Younger*

## Ethics Article

for ethical business practice is because it is the “right thing to do”.

This may sound too ethereal for some; however, doing the right thing for the right reasons is the only way to truly feel good about yourself and about the company you represent. The only justification we need for doing the right thing is because it is the right thing to do; this transcends business, transcends friendship and yes it even transcends profit.

When we think back to the simpler days of yesteryear, we fondly remember the “handshake deal,” the phrase “my word is my bond” and the attitude that says “everything can be lost but I will not sacrifice my integrity.” Those sentiments are well worthy of our aspirations. Today we must maintain that message while covering our butts; that is to say “here’s my hand on the deal and the contract will follow” or “my word is my bond and I will fax you the purchase order today.” This is not to say that the businessperson of today is less ethical than were those of yesteryear, merely that the pack of dogs is ever vigilant looking for whom they may devour.

No, this new construction ethic is not merely trite platitudes, but it is integrity with legal accountability.

The point to this article is not a rigid step 1, 2, and 3 for construction ethics, but rather a call to exhort the reader to adopt ethical business practices because it is right.

Ethics in construction is it’s own reward.

*James Younger*

## Re-caps, Re-caps, Re-caps

by *Gregory R. Clayton*

Sept. Dinner Meeting



### September 14, 2011 Dinner Meeting Recap

The September Educational Dinner Meeting featured Mr. Gregory S. Martin Attorney at Law of Gregory S. Martin & Associates as our guest speaker. Steve Murow a principal at the Moote Group introduced Mr. Martin and briefed the group of his background in construction which, began with an undergraduate degree in Building Construction followed by Law School at the University of Florida. He also briefly shared Mr. Martin's other credentials and a few of his local and national construction litigation accomplishments.

Mr. Martin began by stressing how important ASPE professional practices and ethical to practices are in supporting a claim being litigated or mediated. Common beliefs of those purchasing construction services see a bid estimate as a guarantee or a promise to deliver a project for a stipulated cost. A lay person response to a request from a contractor for additional payment for extra work might be, what do you mean there is a claim for more money; the contractor was paid everything he asked for. He explained how communication affects judge and jury perspectives in a court room setting and the importance of the bid estimate having an interactive format to effectively communicate the basis of the claim. Judges and juries seem to always find other ways to see things no matter how definably detailed and clear the presentation is.

Using CANON #1, he demonstrated how important it is for professional estimators to only practice in areas of their discipline and competence legitimizes the relationship between the bid estimate and the estimator when under critical examination during litigation as well as leading to delivering a successful project.

*by Gregory R. Clayton*

Sept. Dinner Meeting

Imagine being the estimator testifying that he or she had never prepared an estimate for the type of project in question prior to preparing the estimate for the project under examination. What credibility do the estimator and the estimate have in supporting the claim in question if that were to happen?

**C**ANON #6 deals with providing detail and accuracy as the professional estimator's talent and ability allow was waxed into his presentation to stress how important these are in establishing the perspective of having credibility. Several case examples were shared where the absence of these two practices had destroyed a case and when opportunities opened up to destroy his opponent's case. In addition, how these practices supported a case by corroborating the estimator's testimony because the estimate's details added enough detail and clarity for the estimator to recall and reconstruct the means and assumptions he used to create the estimate, usually prepared many years prior to when the estimator and the estimate are under the microscope in a court room.



**H**e proposed a corollary to CANON #4 professional estimators shall safeguard and keep in confidence all knowledge of business affairs and technical procedures of an employer and client. The corollary is "Professional estimators will use best efforts to understand the project, the bid documents and site conditions and to reconcile or raise questions about apparent conflicts" He sketched out several cases where estimators were challenged in whether they had thoroughly practiced these best practices and how they fared that examination. Again the credibility of both the estimate and estimator were compromised to the extent these practices were not practiced.

Mr. Martin wrapped up by summarizing the five acceptable methods of damage calculations used in litigation and how they all implicate the reasonableness of the estimate either directly or indirectly. He followed with five lessons learned and to be practiced by estimators, which are, be organized and maintain organization, make

by *Gregory R. Clayton*

Sept. Dinner Meeting

## Thoughts or Suggestions?

We are looking for your ideas and input regarding our newsletter and dinner programs. Do you have an idea for an upcoming dinner meeting? Would you like to be a presenter at one of our dinner meetings? Is there a topic of discussion that we should write an article about? Would you like to be a contributor to our newsletter?

Please contact *ChiaYen Yuan* at [ChiaYen.Yuan@fgould.com](mailto:ChiaYen.Yuan@fgould.com).

## Membership

Applications for membership can be downloaded from the national website- [www.aspenational.org](http://www.aspenational.org), or on our local website- [www.aspechapter3.org](http://www.aspechapter3.org). For more information, contact *Greg Clayton* at [gclayton@4cei.com](mailto:gclayton@4cei.com).

notes to describe your thoughts, be sure you know and understand the bid documents, understand and evaluate the risk and communicate.

Based on the audience response and interest during and after his presentation, Mr. Martin expanded our awareness as to the effect ethical professional practices and communications contribute to successfully holding up the estimator and the estimate when they are under the microscope and the stakes are high. I must say his presentation was a real eye opening experience as to how important it is to practice ASPE CANONS in all aspects of our lives to be successful people. If you were not there you missed a good one.

*Gregory R. Clayton,*  
PE, CPE, LEED-AP  
Contracting Engineers, Inc.  
[www.4cei.com](http://www.4cei.com)

# INFORMATION

## Advertising Opportunities

**F**or more  
details

If you would like to advertise with us,  
contact *ChiaYen Yuan* at  
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	Per Issue	5 issues	10 issues (Best Value!)
Business Card	\$25.00	\$100.00	\$150.00
¼ Page Ad	\$50.00	\$200.00	\$350.00
½ Page Ad	\$100.00	\$400.00	\$750.00
Full Page Ad	\$200.00	\$750.00	\$1250.00

## COMPANY MEMBER REPRESENTATIVES

*AECOM Analytical Planning Services, Inc. Bel Esprit Builders, Inc. Bert L. Howe and Associates  
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Contracting Engineers Inc. Contractors & Cost Consultants Corecon Technologies Inc. Construction Cost Controls  
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Performance Contracting, Inc. Pete Fowler Construction Services, Inc. Phoenix Planning Project Control Assoc. LLC  
Raymond Interior Systems Red Hill Services Construction RCR Plumbing & Mechanical Ronald Fedman Associates, Inc.  
Swinerton Builders TH Western Builder The Clark Construction Group The Moote Group The Rosenthal Company  
Timko Inc. Woods Construction*

## FOLLOW US

### Facebook Account

BECOME OUR FACEBOOK FRIEND

& LOOK US UP:

“ASPE CHAPTER 3, ORANGE COUNTY”

Our chapter Facebook account is up & running—ASPE Chapter 3, Orange County—we have added a few friends from last month and we need more! If you have an account, look us up, so you can follow our status for upcoming events!



ASPE

## CODE OF ETHICS

**Canon #1**

Professional Estimators shall perform services in areas of their discipline and competence.

**Canon #2**

Professional Estimators shall continue to expand their professional capabilities through continuing education programs to better enable them to better serve their clients, employers and the industry.

**Canon #3**

Professional Estimators shall conduct themselves in a manner, which will promote cooperation and good relations among members of our profession and those directly related to our profession.

**Canon #4**

Professional Estimators shall safeguard and keep in confidence all knowledge of the business affairs and technical procedures of an employer of client.

**Canon #5**

Professional Estimators shall conduct themselves with integrity at all times and not knowingly or willingly enter into agreements that violate the laws of the United States of America or of the states in which they practice.

**Canon #6**

Professional Estimators shall utilize their education, years of experience and acquired skills in the preparation of each estimate or assignment with full commitment to make each estimate or assignment as detailed and accurate as their talents and abilities allow.

**Canon #7**

Professional Estimators shall not engage in the practices of “bid peddling” as defined by this code. This is a breach of moral and ethical standards, and a member of this society shall not enter into this practice.

**Canon #8**

Professional Estimators and those in training to be estimators shall not enter into any agreement that may be considered acts of collusion or conspiracy (bid rigging) with the implied or expressed purpose of defrauding clients. Acts of this type are in direct violation of the Code of Ethics of the American Society of Professional Estimator.

**Canon #9**

Professional Estimators and those in training to be estimators shall not participate in acts, such as the giving or receiving of gifts, that are intended to be or may be construed as being unlawful acts of bribery.

## FOLLOW US

by Paulette Rutlen

Twitter Account

### We Need Volunteers!!

We need your help! Anyone who is interested in serving on a committee for the OC chapter, please contact Greg Clayton at gclayton@4cei.com for more information. This is a great way to give back to ASPE both personally and professionally. We encourage you to attend a board meeting to see what it's all about. We meet every other month in a physical location and all ASPE members are welcome to attend.

### Welcome

We look forward to seeing you at this month's dinner meeting.



Serving construction estimating professionals by promoting ethical behavior, professional development, continuing education, standardization, certification and fellowship.



Twitter: [ASPE3OrangeCty](#)



**D**o you Tweet? With the advent of all of the social networking going on I figured we should be keeping up with the technology. For those of you not in the know, Twitter is a website that allows postings, called tweets, of no more than 144 keystrokes (yes, spaces count). With Twitter you can find individuals such as ASPE's national Executive Director (ASPENatExecDir), other chapters (ASPE12Reno or ASPE51SLCUtah), construction related organizations such as NAWIC, MC2, or McGraw Hill.

**I**ntend on finding links to individuals and organizations that may be of interest to our membership. If you find an organization that you think would be of interest to our chapter membership let me know. Just post a tweet to ASPE3OrangeCty and I'll be sure to link us to the account.

**D**o you have insights to pass on to our membership regarding the construction industry in Orange County? With a Twitter account you can pass them along quickly. After all, how long can it take to type 144 characters? See a website or blog you think may be of interest, post the link with one tweet and the whole chapter can see it too.

**T**ry it out. Even if you never post anything, you can follow the postings of whoever you may find interesting. Hopefully, one of those will be ASPE3OrangeCty.

Thank you for reading ASPE OC Chapter3.

## ADVERTISING

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**Steven M. Murow**  
Vice President

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## CALLING FOR PRESENTERS!

Interested in giving a  
presentation at our chapter dinner  
meetings?

Interested in getting your  
company name out to members?

Come educate and Share  
with our members!

Contact **Tom Smithson** at  
[tom.smithson@rcrcompanies.com](mailto:tom.smithson@rcrcompanies.com)  
for more info!