

## **CELSOC San Diego Chapter Wins 03-04 Chapter of the Year and Receives Presidential Award for Chapter Excellence!**

**S**tanding out above all other submittals from chapters throughout the State of California, the San Diego Chapter of CELSOC emerged as the 2003-2004 Chapter of the Year winner!

The award criteria focused on Membership, Service to Chapter Members, Advancement of the Profession, Service to the Community, and Grassroots Programs. The past two years were marked with many accomplishments from a dedicated Board and active membership. The San Diego Chapter is very involved in the promotion of our profession and there are many things that we do unselfishly and under the name of CELSOC, as opposed to a focus on personal or individual company gain, which is a reflection of this Chapter's dedication.

Chapter highlights include a record-breaking membership that ranked 4th among the 24 chapters state-wide. Members also reached out to the community after the 2003 fires by volunteering their time at temporary remote County offices, assisting those that lost their homes with the permitting process, working with erosion protection crews and making cash donations to relief funds.

The Chapter was formally recognized for its contribution to the profession at the March 2005 CELSOC State Conference in Monterey, CA. Congratulations to all San Diego Chapter CELSOC members!

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## CELSOC Membership Grows

**IBI Group — November 2004**

Dennis Wahl

**M.A. Engineers, Inc. — February 2005**

Michael Akavan

**Kappa Surveying, Inc. — February 2005**

Allen R. A. Turner

**D'Leon Consulting Engineers Corp — April 2005**

Domingo Leon

**DMJM Harris — April 2005**

Siegfried Fassman

## PRESIDENT'S MESSAGE

### BOARD OF DIRECTORS

RICHARD A. RUBIN  
*President*

JOHN MOOSSAZADEH  
*Vice-President*

KELLY SUNDERLAND  
*Secretary*

JAIME A. TAYNOR  
*Treasurer*

BILL DICK  
*Past President*

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*Director*

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*Director*

SUNNIE HOUSE  
*Director*

PERRY C. SCHACHT  
*Director & Membership Chair*

### STATE DIRECTORS

DONALD E. SHEPARDSON

JOHN H. HARRIS

MICHAEL R. AKAVAN

GORDON K. LUTES

### HONORARY

#### STATE DIRECTORS

CHARLES W. CHRISTENSEN

JOHN LITRELL

NORMAN A. NESTE

WAYNE W. SMITH

M.L. "MIKE" SPLITSTONE

WILLIAM A. STEEN



As this year winds to a close, it is with great pride that we can look back at our Chapter successes. As the fiscal year began last summer, there were a few things that the Board wanted to accomplish. All of these goals were built around the larger goal of adding value to what it means to be a CELSOC member. First and foremost we had the goal of continuing to increase our membership. We have added about five new member firms this year and there are a couple more firms who have reinstated membership. We will continue our recruiting efforts this next year, but our other successes

are making this an easier job all the time. Our speaker programs at our General Membership Meetings continued to attract good member turnouts each month. Representatives from public agencies, the media and from management consulting companies offering tips to better organize our businesses and our lives provided a great variety and appealed to our broad membership's interests. And we continue to just share social time with each other through our Padres outing and our Annual Social.

This year also saw an increase in the participation in legislative issues. We held our first Chapter political fundraiser for Assemblywoman Shirley Horton. It was a great success and helped to keep the name of CELSOC on the radar screen in Sacramento. In addition we had record numbers of attendees at the annual Legislative Visit Day in Sacramento this last January. The big turnout allowed us to expand our coverage of visits to our elected officials through a divide and conquer approach. It was quite clear to those who participated that the name CELSOC has high recognition in Sacramento! Later that same evening, San Diego was once again well represented, both in attendance and in award presentations, at the annual CELSOC Awards Banquet.

Our committees continued their efforts this year where they were most needed. Most notably our Transportation Committee kept a close watch on the contract opportunities with SANDAG and, truly, each member was "in the know" about the upcoming projects. We also had continued dealings with the Airport Authority, Port District and other local jurisdictions to improve the contract language for professional services. This remains an ongoing activity.

Our educational outreach efforts continued this year as well, with the award of four scholarships last June and the anticipated award of additional scholarships at this year's Annual Social. These scholarships are given to those engineering students who show interest in the profession and have good scholastic marks to back it up. In addition we again participated in National Engineers Week, offering a speakers bureau to visit local schools.

One of our goals at the beginning of the year was to increase the participation in our Chapter by future leaders. Many of us are now focused on bringing other representatives from our companies to introduce them to CELSOC. Through this type of activity we can assure ourselves that we are building a sustaining organization that will remain an important influence in our community and in our profession.

Lastly, I would like to thank the Board for their support this last year. Without that support, the job of President simply cannot be carried out successfully. The programs, membership, committee activities and many other ongoing responsibilities are accomplished by these dedicated individuals who give their time for the betterment of our profession and to bring added value to the members. It has been my pleasure to serve as President and I am confident that we have established a Board full of fine leaders to carry our Chapter forward for many years to come. Thank you for the privilege.

Rick Rubin, *President*

## FEATURED FIRM PROFILE



RBF Consulting is a full-service consulting firm providing planning, engineering, surveying, and related professional services since 1944. With over 850 professional staff members, we serve both public and private sector clients from 13 offices located in California, Arizona and Nevada. Over 85 percent of RBF's work is for repeat clients, which is testimony to the firm's client service capabilities.

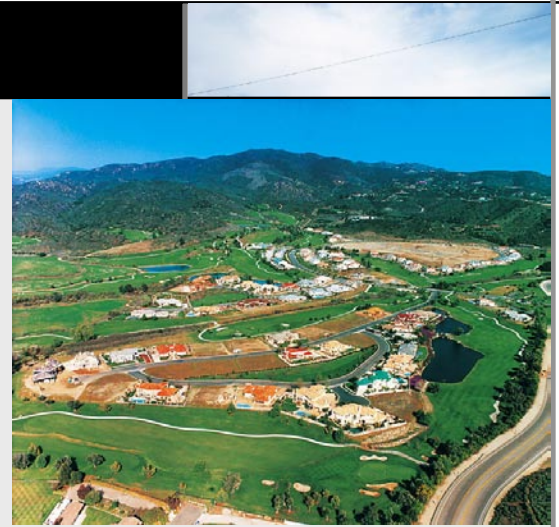
As a community engineer, RBF has been serving San Diego County clients for more than 35 years and is organized to respond to the needs and trends in the region. Strong local leadership provides value-added solutions in the areas of transportation and water resources engineering, environmental compliance, land use and policy planning, urban design, surveying, mapping, construction management and inspection, and a wide range of related professional services.

Our priority is to be involved at the community level to fully understand local interests and develop creative, effective design concepts. Public agencies and private sector clients rely on RBF's expertise for effective planning and design as well as to navigate projects through the approval process. Experienced staff has a solid understanding of local issues, regulatory and entitlement processes and public policy-affecting local projects.

The firm has extensive experience in the planning and design of large-scale redevelopment projects, biotech facilities, educational facilities, residential subdivisions, public works projects and military planning and design. Clients include developers, contractors, architects, educational institutions, municipalities, redevelopment agencies, water districts, the U.S. Navy and other Department of Defense services. Successful partnerships with this wide range of local public and private clients are key to a comprehensive understanding of the local environment, which allows us to serve our clients in a responsive, meaningful manner.

RBF is ranked No. 69 in the 2005 list of The Top 500 Design Firms as published by *Engineering News-Record* and No. 36 in the nation's top "pure design" consulting firms.

Local offices are located in the Cities of San Diego and Carlsbad, California.



## STATE REPORT

### Federal Tax Cut For Engineering/Surveying Firms

Starting with the 2004 tax year, engineering and surveying firms will receive the benefit of a special nine-percent cut in federal income taxes. The original tax bill moving through Congress only applied this tax benefit to manufacturing firms. ACEC then mounted an aggressive and successful lobbying campaign to include design firms. The new law applies to both large corporations and small businesses (including partnerships, S-corporations and LLPs). To see a two-page summary of the new law, visit [www.celsoc.org](http://www.celsoc.org).

### Monterey Conference a Hit: San Diego Chapter Honored

CELSOC's 2005 Annual Conference in Monterey was very well received by the membership. There was an excellent turnout of 190 members (not including spouses, speakers, vendors and staff). There were plaudits all around over the quality of the sessions. And the Monterey Aquarium buffet, the crab feed, golf tournament, kayak trip and local tours all added a fine social element to the Conference. During the conference the San Diego Chapter was honored as CELSOC's Chapter of the Year. The Chapter's name is now inscribed on a large plaque in the CELSOC Sacramento office, and all Chapter members received a discount registration for the Monterey Conference.

## CHAPTER PRIDE

### San Diego Shows Chapter Pride in Monterey

Demonstrating a real sense of Chapter pride, members of the San Diego Chapter of CELSOC left no doubt about who was declared Chapter of the Year for CELSOC 03-04. All San Diego Chapter members attending the Conference were given a shirt proclaiming San Diego as Chapter of the Year. At the Friday morning sessions, in coordinated style, each attending member wore his or her shirt. The members of other chapters couldn't help but notice the pride exhibited by San Diego and there was a real "buzz" around the Conference over the attire. It is clear that a new standard was set and other chapters now have their sights set on pursuing the Chapter of the Year honors for this year. The competition will be stiff, but San Diego plans on making an all-out run at a defense of their title.

### New Board and Officers for FY 05-06 Elected

*At its May 17 General Membership Meeting, the San Diego Chapter held annual elections for Board positions and Officers. There was a great turnout for the meeting with unanimous selections of all candidates.*

### Board Members

President: John Moossazadeh  
Vice-President: Gordon Lutes  
Secretary: Jaime Taynor  
Treasurer: Perry Schacht  
Past President: Rick Rubin

### Directors at Large

Rob Gehrke  
Bob Hendershot  
Sunnie House  
Joe Tognoli

### State Directors

Bill Dick (3 years)  
John Littrell (3 years)  
Don Shepardson (2 years)  
John Harris (1 year)

## SOCIAL REPORT



### Annual Social to be Held at Torrey Pines Hilton

Mark your calendars for this year's CELSOC San Diego Annual Social. With the coastal venue of the Torrey Pines Hilton, this year's event will be one to remember. One of our own members, Mike Chapin, and his band *Mass Transit*, will be providing the entertainment. Scholarships will be awarded and the new Board and Officers will be formally introduced as a kickoff to the 05-06 year. This is a great opportunity to introduce your staff to CELSOC and give them a great night out. We encourage companies to buy tables of 10 to really make the event a success. For information, log onto the San Diego Chapter website at [www.celsoc.org](http://www.celsoc.org) or contact Margy Ashby at (619) 334-3083.

## COMMITTEE INVOLVEMENT

### Sign Up for CELSOC Committees

There is still time to sign up for the 2005-2006 CELSOC committees being formed by President-Elect Jane Rozga. And note: If you are on a committee this year and want to stay on it next year, you still need to sign up. To review the committees, select your preferences and sign up, just visit the CELSOC website.

### Proposed CELSOC Mission, Vision and Goals

The Organization and Planning Committee, chaired by John Humber, is recommending new statements of CELSOC's Mission (to be communicated with CELSOC), Vision (to be communicated outside of CELSOC) and Goals (primarily for use within CELSOC). To see the draft statements, visit [www.celsoc.org](http://www.celsoc.org). The Committee will present the three draft statements at the July 22 Board meeting in Ontario for the Board's consideration.

## Tips on Client Selection

by Jeff Steen

Client selection is an important part of a design professional's overall risk management strategy. Selecting the right clients can have a positive impact on the success of your business and save you from years of headache and frustration. XL Design Professional, one of the leading professional liability insurance carriers, has found that client selection issues are a contributing factor in 16% of all claims. Another interesting statistic from XL Design Professional is that 64% of all lawsuits against design professionals come from the client or owner. The fact is that your clients will sue, so spend time up front to determine if this is the type of client for whom you want to work. A good client will take time to discuss the project, communicate evaluation criteria and be open to your suggestions about potential changes. Here are some tips that can help you to improve your client selection and management practices.

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- Use a client intake/review process. Research and investigate the client's financial condition, reputation, and claims history. Do they have enough experience with this type of project? What is the project's budget and schedule? How is the project team selected? Does the client have an unreasonable contract? What is the client's dispute resolution philosophy and communication style? The answers to these questions will help you to get a clear idea of who the client is as early as possible in the relationship.
- Realistic Client Expectations. All members of the project team should have a clear understanding of client expectations before the project begins. The best way to manage these expectations is quality documentation. Anything that affects the quality, schedule or cost should be put in writing and approved. Your scope of services should be clearly defined.
- Billing Practices. How is the client's payment history? Design firms lose profitability on long billing cycles. Your contract needs to be very clear about payment responsibilities.
- Low-bid contractors are a reality for public work, so it is important to improve documentation, especially on RFI's, and communicate with the owner on the changes to scope and schedule.

This article was submitted by Jeff Steen, an insurance broker for Cavnac & Associates, who specializes in commercial insurance for design professionals. Cavnac & Associates is an affiliate member in CELSOC.



### BRAIN TEASERS: Can You Solve These?

GR12" AVE

poFISHnd

chawhowhorge

gesg, segg, gegs, gges

1 2 3 4  
US

Hi Way  
Pass

Must get here  
Must get here  
Must get here

Answers can be found on the web version  
of this Special 2005 Edition Newsletter.

# PROGRAMS AND EVENTS

## 2005 Events Calendar

### July 7

San Diego Chapter Board Meeting  
Doubletree, Mission Valley

### July 16

Annual Social  
Hilton La Jolla, Torrey Pines

### July 21

05/06 Committee Chairs, Officers &  
State Board of Directors Workshops  
Ontario

### July 21-22

Board of Directors Meeting  
Marriott Ontario Airport Hotel

### August 4

San Diego Chapter Board Meeting  
Doubletree, Mission Valley

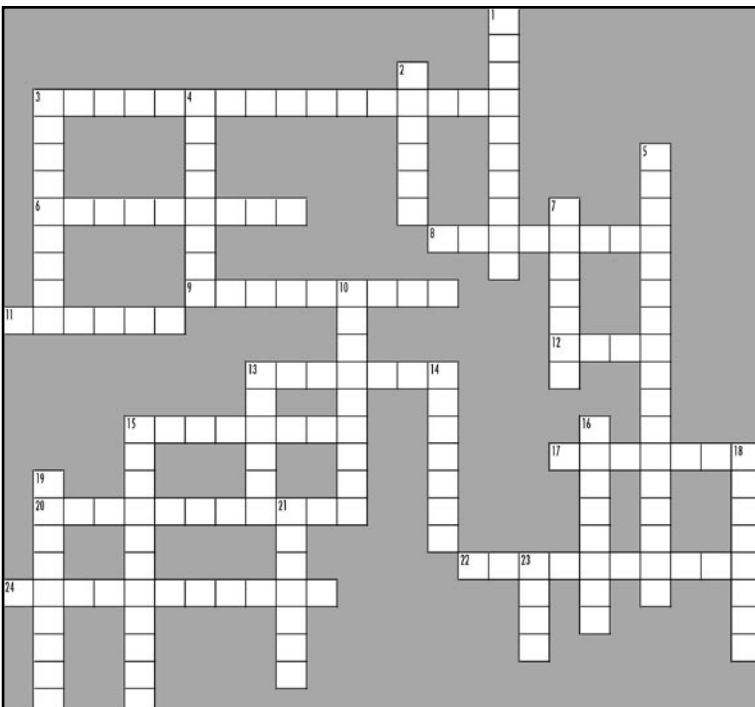
### August 16

Monthly Chapter Meeting  
TBD

## Monthly Programs A Great Success

The 2004-2005 monthly programs provided the membership with a great variety of speakers and topics. Covering everything from politics to self-improvement to business opportunities, there was something for everyone. Special thanks to John Moossazadeh who organized the programs. For a refresher, here is a summary of our speakers and topics for this last year.

Aug 17, 2004	Steve Bein	RBF Consulting	The Electronic Office
Sep 21, 2004	Frank Belock	City of San Diego Water Department	Update on the City of San Diego Water Department
Oct 19, 2004	Jeff Cavnac	Cavnac & Associates	Latest Insurance Trends
Nov 16, 2004	Reo Carr	San Diego Daily Transcript	S.D. Mayoral Election
Dec 21, 2004	Len Merson	Productivity Concepts, Inc.	Changing Chaos in Your Life Into Real Productivity
Jan 18, 2005	Patti Boekamp	City of San Diego Engineering & Capital Projects Department	Upcoming Capital Projects
Feb 15, 2005	Jack Boda	SANDAG	TransNet Program
Mar 15, 2005	No Meeting	Annual Conference	
Apr 19, 2005	Iraj Ghaemi	San Diego County Regional Airport Authority	Contract Opportunities
May 17, 2005	Curtis Edwards	Pountney-Psomas ASCE Technical Council on Lifeline Earthquake Engineering	Tsunami Disaster Relief Effort and Its Engineering Implications



## Crossword Puzzle

### How Well Do You Know CELSOC ?

#### Across

3. We won it!
6. The contract clause that tries to get us
8. Traffic, Chemical or others
9. Chapter just to the north
11. Who we are
12. We're member org. of this
13. What 10 down does
15. Site of 05 conference
17. Deal with it on I-15!
20. Types of members
22. What many of our private clients are
24. 35 or 46 for example

#### Down

1. Where Arnold spends his time
2. Rules that govern CELSOC
3. Unit of members that really does the work
4. Operates a train or belongs to our organization
5. Mid-State
7. They run the raffle
10. "S" in CELSOC
13. They got notariety in 2002-2003
14. Redwood or a chapter
15. "Hot tub" chapter
16. 6 new acts likely to become this on the horizon?
18. They don't like to contract out!
19. It's over water in Oakland or Coronado
21. Survey drawing with contours
23. State president from SD

Answers can be found on the web version of this  
Special 2005 Edition Newsletter.