



2008 Annual Meeting Held in Arizona



TUCSON, ARIZONA

The 2008 NEBB Annual Meeting and Educational Conference was held at the JW Marriott Starr Pass Resort & Spa in Tucson, Arizona on October 30– November 1, 2008. The program again featured technical sessions and prominent guest speakers to enhance the professional capabilities of NEBB contractors and staff members.

Educational sessions featured presentations by industry experts on various topics related to the NEBB disciplines, including testing-adjusting-balancing, sound and vibration measurement, cleanroom performance testing, building system commissioning, retro-commissioning and fume-hood performance testing.

In addition, invited speakers included the presidents of ASHRAE and MCAA.

Jerry Bauer recapped his year as President. Items accomplished was revamping the Quality

Assurance Program (QAP), changing the language from supervisors to Certified Professionals, working on web based training for our technicians, and updating our procedural standards.

The following committees reported on their accomplishments for the year:

- Chapter Affairs—drafted QAP, drafted language for the Operational Procedures, addressed the process for decertified firms, revamping By-Laws, and updating the volunteer operating guide
- Sound & Vibration—home study course was completed, two full beta sound technician seminars were completed, looking to offer 5 Chapter technician seminars and started the vibration home study course
- BSC—3rd Edition of the Procedural Standards completed and going to print, the Retro-Comm draft manual is in peer review. Future Projects are a new BSC seminar format, Advanced Cx Qualification seminars, to develop Refrigeration Cx Guidelines and to develop a LEED Cx seminar
- TAB—instrument accuracy is in review,

updated and revised TAB literature, training going on-line, hopefully in 2009

- Cleanroom—Ongoing work for the home study course, changed testing procedure, must pass the technician test first before you can take the Certified Professional test, the hands-on portion will be part of the technician test only, the procedural standard has been completed and is available now. Future projects include a certified professional and a technician seminar in 2009
- Fume Hood Commissioning—had their first seminar and expect 3 more in 2009, working on the first procedural standard manual
- Marketing—Karen Groppe was hired as the Director of Marketing & Communications, a committee of 14 was assembled from NEBB chapters, the NEBB Professional Magazine was published, the National website was redesigned, Chapter Chat was introduced and the NEBB video was shown for the first time and was available for sale. 2009 Annual Meeting will be in Oklahoma City.

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INSIDE THIS ISSUE:

<i>President's Column</i>	2
<i>NEBB's New Office</i>	3
<i>2009 Membership and Re-certification Meeting</i>	3
<i>Tech Time</i>	4
<i>Marketing News</i>	6
<i>CEU Requirements</i>	7
<i>Proof of Manuals</i>	8



President's Column



RANDY SILVA, ICOM MECHANICAL
PRESIDENT

WE HAVE SEVERAL
ENGINEERS IN THE
AREA THAT TOLD US
THAT THEY COULDN'T
COUNT ON NEBB TO
MAKE THEIR PROJECT
"RIGHT"

2008 has been very eventful for everyone. The economy is turbulent; oil went through the roof and dropped back down like a rock in the last months, we have a new history making president. In these trying times it is important to remember that quality is still one of the most important elements to deliver to your customers. Steve went into detail about the new QAP launched by NEBB National. This is something that was timely here for us at NorCal Hawaii NEBB. We have several engineers in the area that told us that they couldn't count on NEBB to make their project "right" if they had a bad apple NEBB firm on the job where they could count on AABC to make it "right". That doesn't really set well with us and we are glad to see the new QAP as that gives us the ability to make it "right" and that is sorely needed. That said – there is a fee being added along with your annual dues for administering this new QAP. The program is intended to be self funding so the initial fee of \$150 is not the final fee. Once enough money has been set aside the fee will be reduced to a maintenance fee. That is set

up to happen in 5 years.

Other things happening on the National level were mentioned by Steve in his article also with respect to the new testing process. The new testing process is being implemented first with the TAB Technician, but will eventually be rolled out to all of the programs. The schedule for that is roughly 5 – 7 years so be patient. The long term testing method will eliminate NEBB Tech in favor of the locally administered testing and training programs. The training programs are slated to be WEB based similar to online college courses for the written elements of the training programs. The method to administer practical portions (hands on) of the testing and training has yet to be fully ascertained. During the TOC meeting the proposal was presented on the new testing method. What makes the new program interesting is that the questions will be stored in a bank of questions and prioritized by importance. Then a combination of questions will be selected from each group to make up the test. The questions are selected randomly by computer. What that means is that each person taking the test at one time will all get a different test.

Steve also mentioned the new direction for TAB Technicians, that a minimum of either a Certified Professional or one Certified Technician will be required on every NEBB certified job. The current language for the prerequisites for a technician was 4 years of experience. Because of the direction NEBB is taking with the Certified Technician, that require-

ment is being dropped to 2 years.

Immediate Past President Jerry Bauers is spearheading an effort to assess local chapter activities in an effort to normalize the services provided at the chapter level. We should see the results of his efforts next fall at the annual meeting in Oklahoma.

Thanks to Bill Jeffery for attending the Chapter Presidents meeting in my absence. I had to attend the Technical Overview Committee which was scheduled at the same time. Several things came out of that meeting. The biggest single message is that National is reaching out to the local chapters to find out what they can do to help us. Some of the thoughts they are working with are nationwide customer satisfaction surveys, Mentoring programs for firms that might not be up to NEBB standards, how to get training delivered to the local level to keep the cost of sending people down, and validating their and our (all chapters) marketing efforts.

I'll sign off now wishing everyone success in the coming year, As always don't hesitate to contact your chapter coordinator Audrey Kearns with any concerns of need for assistance.



Northern California/Hawaii's New Office

As of February 1, 2009 the Northern California/Hawaii NEBB Chapter moved their office to:

39899 Balentine Drive
Suite 200
Newark, CA 94560
510/386-1270
510/438-6853 fax
akearns@nocalhawaiiinebb.org
www.nocalhawaiiinebb.org

Office hours are Monday thru

Friday from 8:00 a.m. to 5:00 p.m.

Besides a new location the Chapter has also instituted some new changes. We are now going paperless. All correspondence will be via email, so make sure the chapter has your current email address. Since we have made the decision to go paperless you may have noticed that you did not receive your 2009 NEBB Chapter Directory. The direc-

tory can now be found on our website at www.nocalhawaiiinebb.org. Please review for accuracy.



CHAPTER'S NEW OFFICE

"BESIDES A NEW LOCATION THE CHAPTER HAS ALSO INSTITUTED SOME NEW CHANGES. WE ARE NOW GOING PAPERLESS."

Chapter's 2009 Membership and Re-certification Meeting

The NEBB NorCal/Hawaii Semi-Annual Re-Certification Meeting was held on January 21, 2009 at the DPR Construction Offices in Redwood City.

The re-certification meeting started with our business meeting that included the announcement that we have a new NEBB Office location in Newark and a review and approval of the operating budget for this year.

After the business meeting, we had the following presentations and technical training:

NEBB National Marketing Presentation by Karen Groppe:

We received a presentation by Karen Groppe the NEBB National Marketing Director. She reviewed the latest and greatest improvements that are taking place to improve the marketing on a national basis and presented some of the tools that are available for the local NEBB offices.



KAREN GROPPPE

NEBB Fume Hood Testing Program Presented by Randy Silva:

Randy presented the new Fume Hood Testing Program that has been developed by NEBB national. His presentation included the New NEBB Fume Hood Testing Program Overview describing the features of the program, the advantages of the added service that we can provide for our customers and the benefits of the program to the individual NEBB certified firms.



ROBERT BOVE

Testo Instruments Update Presentation by Bob Bove:

Bob Bove is the National Sales Manager for Testo Instruments provided a presentation on some of the new released balancing instruments that are available in the industry. He had several of these instruments for available for our review.



Bill Jeffrey,
DPR Construction, Inc.
Education Chair

We asked for volunteers to form a new Education Committee that will be meeting in March 2009 to review the subjects and interests for the next re-certification meetings. We are pleased that Gordon Yu, Al Hardin and Steve Conn have volunteered as members of the education committee.

Thank you and if you should have any suggestions on new training subjects, please forward them to Audrey.



RANDY SILVA

Tech Time



STEVE SMITH, TABCO, INC.
TECHNICAL CHAIR

This last year has been an adventure as your TCC. The responsibilities as the TCC are hard to fathom until you are in the position but it has been fun. I attended National NEBB Annual Meeting in Arizona last year. There were many new issues brought up that everyone should be aware of along with new ideas that will be implemented to benefit our local chapter.

If you have not heard yet, we are no longer referred to as "Supervisors". We are referred to as "Certified Professionals". You will see the term as CP in all new local and national NEBB correspondence.

A new 11th edition of the "Operational Procedures of the NEBB" is available at the new national website under downloadable documents. If you have not read the 11th addition, I would really recommend you spend time and read it now as your signed and on record "NEBB Business Code of Ethics" says that a CP can "be suspended or terminated for, among others, the following reasons: B. Failure to abide by the provisions of NEBB's Bylaws and its Operational Procedures." Therefore, if you do not recall some of the procedures, a refresher may benefit you. Another part on your signed and on record "NEBB Business Code of Ethics" says "The NEBB-qualified CP shall ensure that the NEBB-certified Firm only performs work which that person can adequately supervise, and the NEBB-qualified CP must have the authority to manage all aspects of the Firm's work, to ensure quality is performed on a timely basis". Another

worthwhile update in the procedures over the last few years is the QAP (Quality Assurance Program) which is covered under section 5.0 of the procedures. Spend time and get caught up on our procedures along with national and local bylaws. It could save you a lot of headaches.

Another subject discussed at the national meeting was changes in testing for the technicians and CP. The changes have not been 100% completed at this point but it appears the CP exam will become 100% written and the technician exam will remain 2 parts. The main changes will be how the tests are given to the testers. The written test will be issued on a more flexible schedule at a local testing facility, like a Sylvan Center, but per your schedule not the local chapters. The practical will be given on new standardized "test beds". The design of the practical test beds is in process also with focus on standardization and potential mobility.

There are always +'s and -'s to all changes. I think everyone will appreciate the flexibility in taking the test on their time and nearer to home but one of the issues that may impact some is the cost. The national board said that the testing facilities will be charging fees that sound like they will be far more than now. In addition, the test will be required to be taken in parts at different times versus over a whole day. Testing on a computer for a whole day is not recommended. The initial discussion of costs implies there will be a substantial cost increase, 2-3 times, from present fees to cover the testing facilities and the multiple trips.

In addition to the testing changes, national is discussing in the next few years increased requirements of "certified" technicians being required on NEBB "certified" projects if the CP is not onsite during the testing. Based on the discussions, it sounds like our firms could save themselves some money certifying your technicians sooner versus later. To complicate the process, there has been a trend of lower testing performance by technicians that warrant starting sooner also. Many technicians appear to take it for granted their experience in the field versus their time away from the books learning the fundamentals. This in turn has been indicated in lower passing percentages by first

time technician testers. If your technicians do not have current manuals, there are many study guides and manuals available that they can benefit from. I cannot say exactly when for sure these actions will be enacted by national but it would not hurt starting earlier versus later because most technicians do not take their manuals and study them over night.

It is that time of year that we receive the re-certification applications. I am considering discussing with the past few TCC to make a list of the worst offenders and bad habits. Then create a warning sheet to go out annually that if the members on the technical committee reject an application for one of these re-occurring issues that there is a fine for our wasted time. We all volunteer for the local board and it gets very frustrating when we feel that firms find it easier to use us on our volunteering time to QC their lack of due diligence. I have been fortunate in learning the process with several detailed firms and CP's that have shown the process can be done right the first time year after year. Complain as I must but do not comment until you "walk a mile" first. We welcome the help on the technical committee in the review process.

A plus though on future certification forms for tools. Presently the forms list accuracy's that can be difficult to relate to all tools. A new form will address this issue by 2 columns for listing the tools by analog or digital. There are different accuracy requirements by type that are not universal. These forms are scheduled to be out this year by Andy Nolfo. They should help with past discrepancies.

A procedure shared by another local will be adopted at our No Cal/Hawaii chapter this year. All re-certification TAB firms will be required to issue 2 reports for review to confirm the company is up to date on NEBB documentation procedures. These reports will be reviewed for documentation compliance only to be sure that the company is meeting all "shall, should and may" requirements set forth by national procedures. It appears that not all contractors are following the most up to date NEBB Procedural Standards as outlined in investigational activities by your chapter this last year and per other



common NEBB organizational investigations. At a discussion at the national meeting, one chapter easily resolved this issue by this simplified review process. Any unacceptable reports will require follow up reports to show changes. Any non-compliance of the changes to NEBB standards will be forwarded to national for review.

This brings up another report issue of NEBB Certified firms issuing non-NEBB reports. We had a GC in the last few months request clarification of NEBB's guidelines when a certified firm issued a non-certified report. We contacted chapter affairs committee and Mike Dolim (NEBB Executive Vice President) returned our call. In summary: "If the spec does not call for a NEBB certified balance, then a NEBB firm/professional can produce a report with no logo, stamp or signature. The NEBB firm/professional is still required to follow NEBB minimum standards unless a specific request for work to be performed to a lesser standard is made. If this is the case, it should be documented in the write up, noting what was requested as op-

posed to what the NEBB standards are." Therefore, when we request the 2 re-certification reports bi-annually, we will be requesting 2 reports of each type or written confirmation that no non-certified reports were issued over that 2 year period.

That is a lot to share since the last newsletter and chapter meeting. I hope the importance stressed for the CP & firms to be up to date with all guidelines is apparent to all. The QAP program, along with many other procedures and actions, is trying to maintain the NEBB Code of Business Ethics that we all signed. National has put the expectation on the chapter committees to carry this code to the local level.

As I am sure this letter has stirred some issues, feel free to contact Audrey Kearns or any of your board members to discuss further.

NEBB Certified Firms issuing non-NEBB reports.
Still required to follow NEBB minimum standards unless otherwise specified.

CALENDAR OF EVENTS

SEMINARS

NEBB CP WRITTEN EXAM	MARCH 21, SAN LEANDRO
NEBB CP PRACTICAL EXAM	MARCH 21, SAN LEANDRO
NEBB TECHNICIAN EXAM	MARCH 21, SAN LEANDRO
CLEANROOM TECHNICIAN TRAINING SEMINAR	MARCH 30-APRIL 3, NEBB TEC
SOUND TECHNICIAN SEMINAR	APRIL 16-17, NEBB TEC
RETRO-COMMISSIONING SEMINAR	APRIL 22-25, NEBB TEC
FUMEHOOD SEMINAR	MAY 18-21, NEBB TEC
TAB TECHNICIAN TRAINING SEMINAR	JUNE 8-13, NEBB TEC
CHAPTER GENERAL MEMBERSHIP AND RE-CERTIFICATION SEMINAR	JUNE 17, LOCATION TBD



Marketing News



VIC CONGI, CARTER AIR BALANCE
MARKETING CHAIR

“HALTING OR
REDUCING SPENDING
ON KEY MARKETING
PROGRAMS IS THE
BIGGEST MISTAKE
MARKETERS CAN MAKE
IN AN ECONOMIC
DOWNTURN.”

According to the *American Marketing Association's* recent survey - some 60% of marketers say halting or reducing spending on key marketing programs is the biggest mistake marketers can make in an economic downturn. In 2002, McKinsey published a study based on data collected from approximately 1,000 firms that found that the best performers in a downturn economy actually increased spending in these areas - not just relative to their competitors, but also compared to their own spending in better times. To maintain visibility and market standing in today's economy, you need to remember these five key branding guidelines:

1) Know your target market. Be sure to focus on clients who value your services and provide potential for future business opportunities. Satisfaction surveys can reveal unexpected insights into your client's expectations and goals - giving you a clear advantage over your competitors. In addition, they provide a valuable opportunity for the client to feel that their voice has been heard and appreciated. **Survey your clients** to find out what they prefer, ask about services rendered to

date, are they satisfied with your services and deliverables, where could you improve, what do they need, what do they love and appreciate, and what is it that they absolutely can't stand. Make sure you have clearly defined your target markets and that they are willing and able to utilize your services.

2) Realign your marketing strategies to match your business' changing objectives - examine, refine and shape your business' positioning message to reach your target market and their current needs. Review the information captured by your survey and apply the findings to better define and promote those areas where your expertise aligns with client goals. Refresh and update your website to reflect current offerings in relationship to the needs of your clients.

3) Stand apart from the crowd and invest in innovation; define your distinguishers. Every company has something they offer to clients that their competition does not. Focus on these offerings and make sure these services and products are aligned with your clients' objectives for attaining their goals and increasing market share and revenues. Differentiate through innovation that performs in a faltering economy; invest in marketing and implementation of this strategy/service now - to ensure that your company is in a position to compete when the economy rebounds. **Differentiate through innovation.**

Identify **case studies** and client success stories that highlight your firm's unique attributes. **Define and disseminate the unique distinguishers of your services and the results created through your website and email campaigns.**

4) Sustain brand marketing by maintaining frequency and consistency. Craft your message carefully, and then check to ensure that the message is consistent through all of your corporate "touch points." Align your marketing message in your website, direct mail, newsletter, speaking engagements, brochures and all the way you speak with you clients. Coach employees to speak about your firm, your services and products consistently. Align all messaging and deliver messages to clients on a consistent basis.

5) Focus on longer-term marketing strategies. Marketing and creating awareness of your offerings is not a one-time event. Create an implementation plan for reaching your target market through a variety of mediums. Websites, email marketing, direct mail, newsletters, press releases and networking are all viable means for reaching your target market. Keep your website and marketing messages fresh and current with the needs of your clients. Assist clients with what they currently need and align with them on future needs. **To succeed, a marketing plan needs to communicate through multiple mediums over an extended period of time.**



Lastly, how well do your customers know you? The business world is full of stories of clients who didn't purchase products or services - because they didn't know that the company they already had a relationship with offered what they needed. Regular communication with potential and current clients is one way to help make

sure that doesn't happen to you. There are multiple surveys from past recessions confirming that firms that *increase* their marketing spending, significantly outperform their competitors.

Businesses who continue marketing throughout economic downturns are positioned to soar once the economy turns

right side up and they achieve greater results than competitors who choose to cut their budget. This is the time when you can move ahead without much effort or investment and receive substantial results.

Excerpt from Karen Groppe, Director of Marketing & Communications, NEBB

Thank you to all our 2009 Committee Volunteers

This chapter could not run as efficiently and as productively as we do without the help of our hardworking and dedicated Board of Directors as well as all the other certified professionals who volunteer their time and efforts on our local chapter's committees. We would like to thank all the volunteers who have willingly signed up for this year's committee positions.

Technical Committee:

Steve Smith, TABCO, Inc, Chair
Joe Condon, Air-Con
Art DeLeon, Final Air Balance
Carey Tomasa, Air Balance Hawaii
Jason Huffman, TABCO, Inc.

Marketing Committee:

Vic Congi, Carter Air Balance, Chair
Ryan Chang, TAB Engineers LLC
Dan Moore, Pyramid Balancing
Romy Gonzales, Alpha Air Balance
Sargon Ishaya, Therma

Education Committee:

Bill Jeffrey, DPR Construction, Chair
Steve Conn, Air Systems, Inc.
Gordon Yu, DPR Construction
Al Hardin, HCI

NEBB Attends the Hawaii ASHRAE Show

On February 27, 2009, our chapter attended the 2009 Hawaii ASHRAE Technical Seminar and Product Show in the East West Center at the University of Hawaii, Manoa Campus.

This is the second time that our chapter has attended. Our attendance at ASHRAE events in the islands continues to keep NEBB in front of our clients.

I would like to thank the following volunteers for attending

the show for our chapter: Doug Buote, Certified Testing; Peter Hiroshima, Air Balance Hawaii; Jason Huffman, TABCO, Inc.; and Ryan Chang, TAB Engineers LLC.

NEBB Accredited Associate Program

NEBB Accredited Associate is now on the internet superhighway! The new website highlights the requirements and benefits of the new affiliation program. As the program is marketed to targeted audiences such as building owners, owners' representatives, engineers, contractors, facility man-

agers, and facility operators, the website will serve as an electronic source of information.

Over the years, individuals not eligible for NEBB Certification have expressed a desire for some way of aligning themselves with NEBB and its' programs. Typically, these are persons who have a special interest

in NEBB and want to keep abreast of developments in its technology. The NEBB Accredited Associate Program was created to meet this need.

For questions or comments about the NEBB Accredited Associate Program, please contact miked@nebb.org.



NORTHERN CALIFORNIA/HAWAII NEBB

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WE'RE ON THE WEB

WWW.NOCALHAWAIIINEBB.ORG

COMMITTEES:

TECHNICAL:

STEVE SMITH, TABCO, CHAIR
JOE CONDON, AIR-CON
ART DELEON, FINAL AIR
BALANCE

CAREY TOMASA, AIR BALANCE
HAWAII

JASON HUFFMAN, TABCO

EDUCATION:

BILL JEFFREY, DPR
CONSTRUCTION, CHAIR
STEVE CONN, AIR SYSTEMS
GORDON YU, DPR
CONSTRUCTION
AL HARDIN, HCI

MARKETING:

VIC CONGI, CARTER AIR, CHAIR
ROMY GONZALEZ, ALPHA AIR
BALANCING
RYAN CHANG, TAB ENGINEERS
DAN MOORE, PYRAMID
BALANCING
SARGON ISHAYA, THERMA

Manual Required for Re-Certification

This is a reminder that when your firm is due for re-certification whether for Air and Hydronics, Building Systems Commissioning, Sound & Vibration or any of the other certifications, you must remember to provide a copy of proof of ownership. You can do this by either providing a copy of the copyright page which will show the current edition. You can provide a receipt for proof of purchase.

If you do not own the correct manual you need to order the manual on-line at www.nebb.org and let the chapter coordinator know that you have ordered the manual.

HAVE YOU PAID YOUR NEBB DUES ?

Dues are considered past due and late if not received by NEBB National by March 31, 2009. At that time firm and certified professional certification will be suspended and a penalty fee of \$500 will be instituted. To avoid this, please send your dues into the local chapter by March 23, 2009. If you have any questions, please contact the chapter coordinator.

Equipment Calibration

All instruments must conform to the requirements of Table 4-1 in the current TAB procedures manual. For example, if you were using a Fluke and wanted to use it for temperature measurements with a variety of thermocou-

ples (J and K probes) to satisfy the various temperature requirements, the Fluke and the probes would all have to be returned for calibration and calibration certificates for the Fluke and the thermocouples would be required. The Fluke

and each thermocouple would have to meet the minimum requirements of range, accuracy and resolution of the function for which it is being utilized as stated in the Table.

New CEU Make-up Hours Requirements

Starting this year requirements for making up your missed CEU hours have changed.

Non-NEBB seminars will no longer be accepted. Each certified professional is required to attend 6 hours of an industry related technical seminar per year.

This can be accomplished by attending the local chapter's bi-annual re-certification seminars held in January and June for 3 hours credit per seminar. Other options would be the

NEBB National annual meeting held each year around the end of October, beginning of November. This year the meeting will be held in Oklahoma City, Oklahoma.

Other NEBB chapter re-certification meetings are also acceptable. Attendance at these meetings must be made through the local chapter you wish to attend. It is your responsibility to see that credit for your attendance is given to your local chapter coordinator.

No other seminars will be

accepted. If you have hours to make up please be sure to let your chapter coordinator know how you will be making them up.

If you have any questions, please contact Audrey Kearns, NEBB Chapter Coordinator at 510/386-1270 or akearns@nocalhawaiiinebb.org.

