

# CSI March 2012 Newsletter

**March Monthly Chapter Meeting**  
Thursday, March 8, 2012

## **Location**

Radisson Hotel Phoenix City Center  
3600 North Second Ave  
Phoenix, AZ 85013

## **Schedule**

11:30 am – Networking/Table Tops  
12:00 to 1:00 pm – Dinner/Meeting & Program  
1:00 to 1:30 pm – Table Tops

Reservations must be made by March 5th at noon. Contact Louise Rehse at 602-258-7499 or [Louise@TheReferenceLibrary.com](mailto:Louise@TheReferenceLibrary.com)

## **Program:**

Ed Galindo, Vice President with CDM Smith, has been in contact with the Director of the School of Design at ASU, Darren Petrucci, Associate Professor Thomas Hartman and Matthew Salenger to arrange a presentation for the our March meeting.

Initial contact with the School of Design was made to re-establish CSI's relationship with the School. While providing valuable working knowledge and understanding relative to materials and systems for their studies; the Chapter will have access to graduating talent.

Students from the Graduate Studio at the School of Architecture will be presenting their current project which is a Performing Arts Center based on a real world client in Fort Worth, Texas.

The Graduate Studio at the School of Design is called the "Comprehensive Studio" because it is a chance for the students to apply many real world elements of buildings into their studio projects. This means considering and incorporating structures, mechanical and electrical systems, sustainability, lighting, theater design, acoustics, cost estimating, material selection and detailing. The class is arranged to function similarly to an actual architectural practice. This should lead the students to understand that architects cannot be experts in every area and field and should seek assistance and input from others. Since materials and systems selection are critical to design, access to our members could be invaluable to students in their development. Interacting with students and their designs could prove valuable to us as well.

## **President's Message – Can You Afford Not To Be Certified?**

**By: Stephen Smith, CSI, AIA, CSI Phoenix Chapter President**

If you haven't noticed, Institute has made a big push the last few weeks regarding certification. Several articles and blog posts have appeared in CSI Weekly. The exams will be held in April. Sheldon Wolfe took a different approach in his article titled "3 reasons to not get certified." The three reasons include: You're irreplaceable, you have a great job and you will never need

another one and you make too much money. He goes on to state “I don’t know anyone who fits in any of these categories and I don’t know many people who would not benefit from certification. While certification won’t make you irreplaceable, or ensure you’ll keep your job, or get you a raise, it increases the possibility of all of those things.”

Kent Kile in the article “CCPR: Opening Doors” describes how he had been calling on an architectural / engineering firm over a period of time and having difficulties getting pass the front desk. On this one occasion, the receptionist took his card and a few minutes later he was sitting with the specifier. The specifier’s first question to Kent was “Do you know why you are sitting here right now?” He took Kent’s card and pointed to the CCPR (Certified Construction Product Representative) designation. The specifier stated “I know how much you’ve gone through and learned to earn that certification.” CSI certification can and does open doors for you!

In a blog by Randall Reifsnider titled “CSI Certification Program: Why Bother?” he points out how many architects view specifications. We didn’t go to college with the thought that one day we would be a spec writer. No architect-in-training studies to take the architectural registration exam yearning for the future when they will be writing specifications. Over time, a few architects have overcome their fears and reluctantly write specs. There are even fewer architects who have mastered writing them and like it! (I haven’t gotten to that point!) But the CSI certification program is not just about writing specifications. The certification program covers the construction document and construction phases and processes. Mr. Reifsnider makes a couple of great points: 1) The knowledge gained through studying for the CDT, CCS, CCCA or CCPR gives you more CONTROL over the quality of your projects and the POWER to ensure the design is fully realized. 2) He states, “No one ever asks me about the AIA behind my name; occasionally, I am asked about CSI and LEED; but I am always asked about the CCS.” So far I have mentioned CDT (Construction Documents Technology), CCCA (Certified Construction Contract Administrator), CCS (Certified Construction Specifier) and CCPR (Certified Construction Products Representative), but what does each of the designations mean?

The CDT certification provides foundation training in construction documents for architects, contractors, contract administrators, specifiers and manufacturers’ representatives. With the CDT, you understand how a project unfolds from conception to delivery as well as understanding the documentation involved. It is the cornerstone and prerequisite for the advanced certifications.

The CCCA certification teaches you to develop, administrate and enforce the construction documents. With the CCCA, you will have skills in quality assurance and quality control, bidding and negotiating procedures, construction observation and inspection, Division 01 – General and Supplemental Conditions and all other documents related to the project as well as enforcement and liability.

The CCS certification identifies a skilled product researcher who knows how to investigate and identify efficient, cost effective solutions and communicate those solutions through the various sections of the specifications. With the CCS, you will develop an in-depth understanding of agreements, conditions of the contract, Division 1 and their relationships to the specifications, advanced skills in specification development and an understanding on how to research and source products.

The CCPR certification identifies a product representative who will be able to ensure that product information is communicated to the construction community in a clear, concise,

complete and correct way. With the CCPR, you will be able to construct or edit a specification section based on the product(s) you represent, understand roles and responsibilities of everyone involved in the project and speak the same language as the design and construction teams.

So can you afford not to be CSI certified? There is value in each one of the certifications. They will open doors for you. They will make you a valued employee. They may even get you a raise. In this economic climate, you need any advantage you can get to make yourself more valuable to your present employer or a potential employer. These certifications will set you apart from others!

### **Phoenix Chapter CSI 18<sup>th</sup> Annual Golf Tournament – April 14<sup>th</sup>**

Register now for the 18<sup>th</sup> Annual Golf Tournament being held at Vistal Golf Club. The golf tournament benefits the Phoenix CSI Chapter & Kenn Kockhardt Scholarship Fund. [Click here](#) for registration form.

### **Heat Island Effects of Synthetic Turf**

**By: Brian McClure, RA, CSI, CDT and David Nardone, RLA, LEED AP**

For years I've heard that we live in the desert and need to preserve our most important resource, water. Honestly, do any of us really want to go outside in June and July after working all day and mow the lawn? It's too hot to be in the pool, why would I want to mow the lawn....okay, so I already asked that. So for many years now I've dreamed of removing my real grass and replacing it with the fake stuff. No burned grass from the dogs, no fertilizers, no water, no mowing the lawn in the summer!! Woo hoo!

### **CSI Phoenix Education Committee and Meltdown Glass Presents: “Let’s Get Dirty” A Hands on Learning Experience**

Join us at the next Let’s Get Dirty on Thursday, March 29<sup>th</sup> from 3:00 to 5:00 pm at Meltdown Glass. Every attendee will get to make their own 4” square glass coaster. [Click here](#) for details.

### **The Reference Library March Box Lunch Schedule**

## **Filling Your Pipeline**

**By: Richard Vullo, Architectural Sales, Hafele America Company**



Rebekah Morris, Arizona Builder's Exchange, presented some great tips and ideas during her presentation at The Reference Library in February. She talked about ways to find the projects relevant to your product or service, understanding what stage in the project development that you should engage the project participants and how to ask the right questions to get the information you need. Rebekah also had some very helpful hints about keeping your pipeline full.

### **Project Information Sources**

- Arizona Newspaper Association – contains open solicitations such as RFQs, Design Services, etc.
- Permits – good source for leads and what's coming up
- Media Outlets – Business Journal, Arizona Republic including local editions
- Google search and Google alerts
- Search services such as Arizona Builder's Exchange, McGraw-Hill.

Arizona Builder's Exchange actually checks over 300 sources!

Rebekah stressed that often the most important lead source was the person you were already talking to. She recommended never leaving a meeting without asking what else your contact is working on.

Arizona Builder's Exchange – link to their website [www.azbex.com](http://www.azbex.com)

The Reference Library – link to their website [www.TheReferenceLibrary.com](http://www.TheReferenceLibrary.com)

## **Educate Your Prospects! Cactus Comments Newsletter Articles Needed!**

**By Tim Garver, CSI, CDT, LEED AP, Dunn Edwards, Media Communications Chair**

The CSI Phoenix Chapter Technical Committee and a few others have been providing articles on a regular basis for the monthly Cactus Comments newsletter.

It's time we hear from you, Chapter members, about what's going on in your field.

- What's new and exciting at your company? Or in your industry?
- What are some of your challenges?
- How do your products work? What challenges do they address?
- What should we know about your products without being too proprietary? (We have Classified Ads for that!)

- Is there room for product improvements in your industry?

A few paragraphs or a full page is fine. The article can be written

- by you
- by someone in your company or
- by someone in your industry. We can reprint articles from trade magazines!

The deadline is the 15th of the month for the next issue. Email your articles to Editor@CSIphoenix.org

PS – We would love to have Letters to the Editor and opinion articles also!

### **AIA Arizona EcoMonth – March 2012**

AIA Arizona's Committee on the Environment (COTE) is making plans for EcoMonth – March 2012.

Please check out AIA AZ's [website](#) for upcoming events during the month of March.

### **Have You Thought About Advertising? Look What's New – Advertising Rates CSI Phoenix Chapter Newsletter and Web site**

#### **CSI Buy-One/Give-One Member Referral Campaign**

You know CSI is a good investment. Now you can share CSI with others who haven't yet experienced the benefits of membership. When you recruit one professional member who joins, CSI will provide you with one membership to GIVE to a potential new member. You'll be able to sponsor another colleague in CSI and make your network and chapter that much stronger.

**Link to this for read more:**

<http://www.csinet.org/Main-Menu-Category/Membership/Individual-Membership/Quick-Tasks-Individual-Membership/CSI-BOGO-Program.aspx>