

## PRESIDENT'S ADDRESS



Greetings to the members of Great Lakes Region!

Growth for Growth's sake.

Like most other associations, our organization has seen some steady decline since 2006. One of the primary factors was the recession of the late 00's that hit our Industry harder than any other part of the economy. It's estimated that over 40% of the construction industry left. Many have not returned. One additional insight is that many seasoned industry members either retired or found other employment, and those who have come to the fill in the blanks since do not have the same level of experience. This has created a void in the natural transition of leadership in firms. It has meant some will be forced to work longer than expected and some have been forced to step into leadership positions without proper preparation/time on the job. [Industry Changes](#).

One additional reason that's been cited for less association interest is the internet. While industry learning, networking and individual growth came from joining an association in past years, the internet provides endless opportunities to acquire information and meet people without attending meetings and local events. [Why Members Disengage](#).

Construction in general tends to lean towards past trends, be resistant to change. Recent studies have proven that the associations with the best growth are those who provide innovative ways to engage and better data driven data for their members.

One thing hasn't changed. A new member joins expecting value of some kind and leaves when they don't find it. When meeting a new member, engage with them to find out what they are looking for, do your best to provide it. Networking seems like a tired buzzword today. But support a new member by introducing them to a valuable contact that can improve their business and see what happens. While we are all looking to find the next best person for our needs- when was the last time you reached out to join two members together for THEIR needs? A huge part of my success over the years has been support from people who was helped at some point in their business. Time has a way of returning the favor.

I am not a proponent of growth for growth's sake. A chapter of 10 committed people will outperform a chapter of 90 uninvolved members. I prefer to help provide value for those already a part of our network. An appreciated and motivated member is the best advertisement CSI has. The Great Lakes Region has a program that helps members join at a reduced rate called the Chapter Challenge. Getting someone to the table is only the first step. Providing value is the way to win repeat business.

The Region has many tools to help support our members in ways that no one else in CSI can provide. Read on to get an overview of just what a Region does.

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The logo for National Gypsum features the word 'National' in a bold, black, sans-serif font above the word 'Gypsum' in a similar font. To the right of the text is a stylized graphic of three vertical bars in red, yellow, and blue.

## GREAT LAKES INSTITUTE DIRECTOR'S MESSAGE

We find ourselves being bombarded by various ads and debates in this continually active political election season. The Great Lakes Region continues to function despite COVID-19.

You are invited to the **CSI Annual Meeting and State of CSI** to be presented on Thursday, November 5 at 2 pm to 3 pm (Eastern) virtually. CEO Mark Dorsey and Board Chair, Marvin Kemp, FCSI, CDT will present the latest news about CSI. Then, the **FY2020 Honors and Awards Ceremony** will follow from 3 pm until 4:30 pm. (Eastern). CSI members and Chapters who made a difference will be honored for their efforts. Five new Fellows and One Distinguished Member will be honored as well. I have the great honor of being the emcee for the ceremony. I encourage you to congratulate these deserving members and Chapters by registering on the Institute Website [www.csiresources.org](http://www.csiresources.org). There is no fee to attend.

The new **CDT Certification Pass list** has been announced on the Institute Website. Many who passed come from the Great Lakes Region. Congratulations to the those who were successful taking the exam and thanks for those Chapters who conducted CDT Exam Preparation classes.

The new **Certified Contract Administrator Practice Guide (CCAPG)** has just been released and is available for purchase on the Institute Website [www.csiresources.org](http://www.csiresources.org). The book has been reorganized like the new PDPG released earlier this year. If your chapter is going to teach a CCCA Preparation Exam this Spring, let the Institute know about it.

Are you interested in finding out more information about the steps that lead to Fellowship in CSI? Fellowship is the second highest award that CSI bestows behind that of Distinguished Membership. There are only four hundred plus members who have been elevated to Fellowship in CSI since its creation. The answers can be found out several ways. Check out the latest edition of the Honors and Awards Guide. Released each year at the end of January, it discusses what are the requirements and submittals that are required for Fellowship. Another way is to ask questions of any existing Fellow that is a member of the Great Lake Region or elsewhere. This task starts by asking yourself "What have I done that has made a difference in CSI? Not everyone is ready for this goal, but if you have made a difference in your Chapter, or Region, or the Institute, think about pursuing this goal. Be recognized for improving the construction industry and CSI!

Drop me a line or call about any praises, concerns, or questions about CSI.

Thanks!

Jack

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**Jack Morgan, Institute Director**

CERTIFICATION QUIZ ANSWERS  
ANSWERS: 1. - d [PDPG 11.3.6]; 2. - a [PDPG 11.3.6.2]; 3. - c [PDPG 9.13]; 4. - b [PDPG Fig 13.7.3]; 5. - c [PDPG 11.3.16]  
\*PDPG Second Edition (November 2020, GLR Newsletter Electronic)

The CHAPTER CHALLENGE, which began in 2018, is still in full effect. The purpose of this CHALLENGE is to increase membership. In this CHAPTER CHALLENGE, the Chapter members must recruit new members with no cost to the new member. The Chapter will pay for the first year's chapter dues, and the Region will pay for the first year's Institute dues. This is for PROFESSIONAL and EMERGING PROFESSIONAL members only (renewals and industry members are not included).

Your involvement does not stop there! Once the new members attend their first Chapter meeting, the Chapter has to engage those new members, embrace them by making them a part of the Chapter, getting them involved, and giving them a sense of belonging.

If you have any questions or need any other information, please contact one of the following:

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**Great Lakes Region Membership Chair**

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## LEADERSHIP OPPORTUNITIES

The Great Lakes Region of CSI is looking for those of you who wish to move forward in leadership! The following positions need to be filled for the next term.

**President Elect:** Your position starts with your election to the President-Elect so that you may effectively take over as President

- \* Regular conversations with the current President
- \* Sharing of e-communications
- \* Discussions of CSI issues (Regional and Chapter)
- \* Participate in event planning and coordination for Chapters: Meetings, Trade Shows, Awards, Etc.
- \* Participate in event planning and coordination for Region: CONSTRUCT, Leadership, Offices/Committees



**Second VP:** This position should start as soon as possible to train and assist under the tutelage of the President and President-Elect.

- \* Regular conversations with the current President Elect and President
- \* Sharing of e-communications
- \* Discussions of CSI issues (Regional and Chapter)
- \* Participate in event planning and coordination for Chapters: Meetings, Trade Shows, Awards, Etc.
- \* Participate in event planning and coordination for Region: CONSTRUCT, Leadership, Offices/Committees

There are many responsibilities that come with leadership, but you are not alone. Many generations of CSI leaders regularly participate and are active at both chapter and region levels. Assistance is only a phone call away. CSI is a living organization that helps one another, both personally and professionally. Take a moment and assess what CSI has helped you accomplish and consider leading the next generation.

Michael Rathburn, CSI  
2019-2020 Great Lakes Region Past President  
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## LEAP INTO LEADERSHIP

Last year, Region Leaders created and beta tested a new program called Leap into Leadership.

It is designed to link chapter officers to those who are interested in serving as an officer or committee member. Often the next generation of leaders at the chapter level do not have an organized way to find each other. Each year there are opportunities as chapter leaders move up, retire, take a break from their positions.

Region Leaders have common questions about how to fill these positions at the chapter level. The Leap program was created to provide a structured organized way for chapter leaders to educate members on some key positions.

It provides some templates of what each position does, sets expectations and time requirements. It's a great way to have something to hand to a member who has indicated interest in leadership and want to know what's involved.

It leads to a series of webinars that mirror our Legacy Training PowerPoints, providing one more way a member can investigate the position from a distance. See if it works for them. See what kind of time it would take. See what someone already in the position is doing. Reduce the learning curve of the position. Provide a mentor to chat with, share and answer questions.

The live webinars will be late February/early March to match the traditional timelines of chapter elections.

There will be more information in the coming months about this program.

## ELECTION TIME IS HERE

This post is being written in late October. By the time you read this message Election Day will have passed. No matter which side of the isle you stand on, regardless of the outcome, I encourage all to take some time, sit back and evaluate the position the country is in. Please take a few minutes to reach out to your elected officials and let them know how you feel. Once the dust has settled, all the positions have been filled, I plan to have make my voice heard with every level of elected official that represents my family. The message will be the same to Republican & Democrat.

*You were elected to serve all the people in your area. It's time to make positive change. DO YOUR JOB-serve the people you were elected to represent.*

*It's time to put aside the "politics" of politics and work together. Democrat or Republican, you have been elected to serve the people of your district, city, state, etc. The general public is tired of seeing the people we have trusted to run our government spend more time fighting like children than getting things done. Use your time in office to make things better for the good of the people you represent. You are officially on notice. Improve and collaborate, make positive progress. Care more about the work that gets done than the status of your re-election fund. You took on a responsibility when elected to do a job. Take that responsibility seriously and do your best to get it done.*

## WHAT DOES THE REGION DO?

As I talk to people around the region, it's always a surprise to me that folks don't use all the tools available to them at the Region Level. Here are some of the things your Region and Region Officers do better than anyone else can in the Construction Specifications Institution Structure:

**Leadership Identification-** Our membership counts roughly 10% of its total in the leadership category. This includes chapter officers and committee chairs. These are typically the people who make the chapters and their events go each month. If there has been a good topic, an excellent trade show, an enjoyable golf outing recently- it's because a small group of involved people took care enough to work on this project for the good of the chapter membership. Take some time at your next event and tell them THANK YOU.

The Region Leadership watches what happens at the chapter level, identifies those who are the difference makers. We reach out to them often to ask if they are interested in serving at a larger level, being involved in the Region. The idea is to let them use their skills to make 13 chapters better instead of just one. Thankfully we have many of these in the Great Lakes Region. The Institute has several thousand people operated by a few staff members. They cannot possibly know our members like we do. It's one of the perks of regional oversight.

**Leadership Training-** CSI is made of up primarily of volunteers. As such, often people step into positions without any training and spend much of their year learning on the fly. Several years ago, some leaders noticed this and created a new program- *Legacy Training*. It's a series of PowerPoint presentations for the 4 primary chapter leadership positions and key chapter committees that help spell out keystone action items for the year. They are reviewed each year by the person who holds that position to keep them current. They are not perfect. What a President does in the Toledo chapter is very different from the Indianapolis Chapter President. But each CSI Chapter has some common requirements. The intent is to provide a template to set expectations and action items. They live on the Great Lakes Region website live 7 day a week, 24 hours a day. If you've ever thought about applying for one of the positions, it's as simple as looking [here](#) to see what kind of thing are expected.

We deliver these in two other platforms during the year. There are opportunities to learn via face to face classes or webinars. In a normal year, these classes are offered at the Region Conference Leadership track to learn live, ask questions, share with others in the room. In the past we offered live webinars for those who enjoy group setting instruction via webinars and sharing of best practices. Last year we started an organized week call *Leap into Leadership*. More about this in another article in this newsletter. The region is perfectly suited for this type of training. For individual chapters to create these would mean 13 different groups creating a total of 108 different sessions. The Institute has nothing like this for training. The country is large, our Regions are diverse. Those of us in the Midwest are best suited to train the next person in line for a Midwest position.

**Speakers Bureau-** There are larger and smaller chapters in the Region, and each looks for programs to provide for their members. This can be a difficult task for a programs committee chair. This again is something the Region can do that can fill a space no one else can in the CSI chain. A good program deserves to be seen by more than one chapter. The Institute cannot possibly provide the same program to all chapters. But most speakers are willing to travel around the Region to show their value and gain a bigger audience. For the smaller chapters, having access to 8 or 10 vetted programs can help fill up their calendar without much effort. For larger chapters the need might be less. But to have a place to go to fill up a hole or two in the annual calendar is a huge help. If you see a monthly program that stands out, please pass those thoughts on to Jack Morgan, who oversees the submissions. Visit the Speakers Bureau [here](#).

**Awards-** The Great Lakes Region has a wide variety of chapter sizes. Larger chapters like Columbus and Indianapolis have enough manpower to present awards to their members to thank them for annual service. Smaller Chapters have smaller groups of volunteers that work very hard to keep the basics of the chapter moving forward. Awards can get lost in the shuffle. Institute has several thousand members. There is only enough bandwidth to recognize so many of them each year. The Region can recognize our leaders and difference makers in a way that no one else can in CSI. Region Leaders are small enough to "see" chapter leader accomplishments and are large enough to reward them outside their chapter boundaries.

The format and organization of our Awards program was created by two former Region Presidents Anne Roeper and Brandilyn Fry. It's very robust and well thought out. It's been seen by other regions and used as a template for the creation of their awards programs. Please review it [here](#) to see how to reward active leaders in your chapter. Ivette Bruns (Indianapolis) did a fabulous job as Awards Chair in FY20. She created a way to recognize our winners in the setting of our first Virtual Conference. This year Bill Ahern (Akron/Canton) steps up in FY21 to continue the tradition of excellence.

Your Region officers are always willing to add a program or help vet out a new idea. If have an idea or new program you would like to suggest- I would be honored if you message me at [thadg@nationalgypsum.com](mailto:thadg@nationalgypsum.com) or call 614.214.5666.

## CERTIFICATION QUIZ

1. Which of the following should be avoided in a specification?
  - a. Articles (the, an, a)
  - b. Symbols (#, \$, &, “)
  - c. Abbreviations (conc, ptwd, aess)
  - d. All of the above
  
2. Which sentence structure mood is recommended for specifications?
  - a. Imperative Mood
  - b. Indicative Mood
  - c. Symbolic Mood
  - d. Conflicting Mood
  
3. Drawings produced during this design stage includes sketches, renderings, and conceptual diagrams:
  - a. Design Development
  - b. Construction Documents
  - c. Schematic Design
  - d. Conceptual Design
  
4. Bid Shopping is the practice of:
  - a. Negotiating with two or more sub-contractors for the lowest price
  - b. Revealing the sub-bid of one sub-contractor to another to obtain a lower price
  - c. Encouraging cost-cutting between sub-contractors in Value Analysis
  - d. Achieving the lowest sub-bid for the Owners benefit
  
5. All of the following Sections are part of DIVISION 10 SPECIALTIES in MasterFormat except:
  - a. Directories
  - b. Wire Mesh Partitions
  - c. Loading Dock Bumpers
  - d. Fire Extinguishers

Answers with source info can be found at bottom of Page 2.

## GREAT LAKES REGION CHAPTER CONTACTS & MEETINGS

Chapter	President	Email	Meeting Date	Meeting Location	Meeting Time
<b>Akron-Canton</b>	Lee King	lking@solharrisday.com	Third Thursday	Varies	<b>5:00 pm</b>
<b>Blue Grass</b>	Scott Noel	snoel@n3dgroup.com	Third Thursday	Common Ground Coffee	<b>12:00 pm</b>
<b>Cincinnati</b>	David Proudfit	Dsp-csi@cinci.rr.com	Second Tuesday	Old Montgomery Inn	<b>Varies</b>
<b>Cleveland</b>	Scott Taylor	smtaylor@conspectusinc.com	Third Wednesday	Varies	<b>Varies</b>
<b>Columbus</b>	Buddy Stanford	bstanford@tnemec.com	Second Monday	Boathouse Restaurant	<b>11:30 am</b>
<b>Dayton-Miami</b>	Thomas Boardman	tboardman@ljbinc.com	Third Tuesday	Varies	<b>Varies</b>
<b>Evansville</b>	Open		Second Thursday	Varies	<b>Varies</b>
<b>Grand Rapids</b>	Ed Avink	avinke@progressiveae.com	Second Thursday	Varies	<b>6:00 pm</b>
<b>Indianapolis</b>	Ivette Bruns	ibruns@ratiodesign.com	Third Thursday	Willows on Westfield	<b>5:30 pm</b>
<b>Lansing</b>	Kevin Bush	kbush@kalwall.com	First Tuesday	Tony M. 's	<b>12:00 pm</b>
<b>Louisville</b>	Todd Irvin	toddi@exelevator.com	Second Thursday	Varies	<b>Varies</b>
<b>Metro Detroit</b>	Jonathan Selleck	jselleck@wje.com	Second Tuesday	Varies	<b>5:00 pm</b>
<b>Toledo</b>	Gerald Marquette	jmarquette@hansenmarketing.com	Third Wednesday	Scrambler Maries	<b>7:00 am</b>

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