

## PRESIDENT'S ADDRESS



Greetings to the members of Great Lakes Region!

It's Election Time for CSI members at all levels. I am sure you have received your invitation for the Director at Large position at the Institute level. The various chapters I am involved in are all having elections of one type or another. The Great Lakes Region is no different. This year the nominations committee has sought to fill the following positions: President-Elect, a Vice-President position and Secretary. Read on to find out more about the candidates and a special link to vote!

The Region Conference is just around the corner, on Friday April 23, 2021. This year it's virtual as it was last year. Registration is open thanks to the host chapter Cincinnati. [Sign up](#) today and attend the Annual Meeting & Award ceremonies from 12:00-1:30pm. The awards deadline was March 18, 2021. The Awards committee is busy judging submissions and looking forward to presenting to those most deserving. Be sure to tune in to see who wins!

Our Member Relief Program is still in effect. If your finances have been negatively affected by the pandemic and want to continue your CSI membership, find more information [here](#).

Thank you!

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## GREAT LAKES INSTITUTE DIRECTOR'S MESSAGE

As more people receive their vaccinations, we are turning the corner on COVID-19. Many Chapters are now offering in-person choices as well as virtual. Yes, by fall, things should be near normal again.

Save the date of April 23, 2021 for our Great Lakes Region Annual Meeting and Awards Banquet. We are postponing a full Regional Conference this year but are offering these events in their place. Details will be sent out shortly. Our Annual Meeting will discuss the status of where we are as a Region and planned for new initiatives. The Awards Banquet will be our opportunity to congratulate those in our Region who have stepped up to make our Region better. There is no fee to attend this event. An in-person GLR Conference is planned for next April in Covington, KY. hosted by the Cincinnati Chapter.

Congratulation goes to the Indianapolis Chapter for their 60<sup>th</sup> Anniversary as a Chapter. There are several Chapters in our Region who have achieved this great honor.



**Jack Morgan, Institute Director**

Those that have a CDT Certification need to renew that Certification by June 30, 2021. This may be a new experience, but the procedure is straight forward. The Institute is offering several webinars on the process. 24 hours of learning credits are required to be submitted.

The new 2021 Honors and Awards Guide has just been released. This includes all the necessary forms to submit the Institute Awards. Tuesday, June 1, 2021, at midnight is the submission deadline for all Awards and Fellowship Nominees. Outstanding Chapter Commendations (OCC) will be due on Tuesday July 13, 2021, at midnight. The H&A Guide can also be located on the Institute Website [www.csiresources.org](http://www.csiresources.org) under Awards.

Look at the various award categories, start thinking of your chapter members that are worthy, create the proper nomination forms, and submit before the deadline. Those that are asked to support a nominee with a Reference Letter, owe that nominee your submittal of that letter by the deadline. This way deserving Chapter members are recognized and rewarded for their hard work. Similarly, look at your Chapter and file the proper paperwork for the OCC by the submission deadline.

Is this your year to pursue Fellowship? CSI's Second Highest Award. We have many Fellows in the Region that can answer any questions about the process and help you determine your eligibility including myself. The new H&A Guide has the requirements and forms to submit by the deadline. Is this your year to be elevated to Fellowship? Your Chapter Rosters contain contact information to contact any Fellow in the Region.

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

Thanks!

Jack

***Jack P. Morgan, FCSI, CDT, CCS, CCCA, AIA, SCIP, USGBC, LEED Green Associate***  
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CERTIFICATION QUIZ ANSWERS  
ANSWERS: 1. - a [PDPG, 7.10.2]\*; 2. - a [PDPG 13.4.2.7]\*; 3. - b [PDPG 14.3]; 4. - c [PDPG 13.4.2.3]\*;  
5. - c [PDPG 4.4.6.3]\*  
\*PDPG Second Edition (April 2021, GLR Newsletter Electronic)

## GREAT LAKES REGION CHAPTER CHALLENGE 2020

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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## WHAT DOES THE REGION DO?

Last month we outlined some of the things the Region does for its members.

Here are some of the things your Region and Region Officers do better than anyone else can in the Construction Specifications Institution Structure:

**Leadership Training** If you've ever thought about applying for a Chapter Leadership position, it's as simple as looking [here](#) to see what kind of thing are expected.

**Speakers Bureau-** Programs Chairs have a place to go to fill up a hole or two in the annual calendar. 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 format and organization of our Awards program is 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. Bill Ahern (Akron/Canton) is the current Awards Committee Chair.

**Chapter Challenge-** Introduced in 2018. It's a way to introduce your friends and colleagues to CSI. More on this on page 3 of this newsletter.

**Member Relief Program-** Introduced December 2020, still in effect. Details and information [here](#).

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.

## AROUND THE REGION

### Administrative Chapter Support

Last month, the Louisville Chapter hired a new Executive Director. Many of you may remember Pat Sloan, who previously served the chapter in this role.

Robin Miller steps into this position as no stranger to Association work.

Robin has 25 years of cross-functional, collaborative leadership experience. She is well versed in community action association development/support. As the President/Founder of [NEST Community Marketing LLC](#) she will be a welcome part of the CSI Louisville leadership team.



The Great Lakes Region Board of Directors welcomes Robin. Enjoy her perspective on Association membership in these uncertain times. (See her article "8 Ways to Leverage Your Association Membership During Coronavirus" on page 7 of this edition).

## CSI Profile Scott Taylor

Current Occupation/Position: Senior Specifier with Conspectus, Inc.

Education (Degrees & Dates): N/A

### CSI Certifications

CSI-CDT

Email: [smtaylor@conspectusinc.com](mailto:smtaylor@conspectusinc.com)

### CSI Resume

CSI Resume

- Joined CSI and the local chapter (Cleveland) in 2009.
- Cleveland Chapter President – 4 years.
- Cleveland Newsletter Editor- Currently for 3 years.
- Cleveland Chapter Treasurer – 2 years.
- CONSTRUCT Education/Knowledge Committee- 3 years.
- Cleveland Chapter Secretary – 2 years.
- Joined the Regional board in 2012 as the Certification Chair and currently serving as one of the Region’s Vice President.

### CSI Awards

- Certificate of Recognition 2011-2020
- Certificate of Commendation 2011-2018

The Awards I have received from CSI on both Local and Regional levels which are a testament to my dedication and willingness to always do my best. My Goal is to build a stronger CSI in whatever fashion either on a Local level or Regional level.

### Previous Experience as a Board Member for Organization(s) other than CSI:

- Building Enclosure Council (BEC/AIA) – Cleveland Board Member - 2 years.
- Northeast Ohio Revit Group – Secretary Board Member - 5 years.

**Candidate for Office of:** President-Elec.



Dawn Cenowa, CSI, CDT- Candidate for Region Vice-President



As Architectural Account Executive, Dawn Cenowa is responsible for educating interior designers, architects and specification writers on Sherwin-Williams’ paint systems and color tools. Dawn serves as a resource for specification writing, evaluating coating systems and sharing color influences and trends.

Dawn is a Certified Construction Documents Technologist and a current member of the Metro Detroit Construction Specification Institute Board of Directors, chairing the Education Committee. Dawn holds a Bachelor of Arts in Interior Design and a Bachelor of Science in Retailing from Michigan State University.

In her free time Dawn enjoys exploring new parks for light hikes, listening to true crime podcasts and during covid-19 picked up a new hobby as a puzzler.

## ELECTIONS

Like many long-time members of CSI, my story seems familiar. Early in my career as a co-op student at the University of Cincinnati, I discovered the useful tools created by CSI for the construction industry. Predisposed to the organization, I said yes when asked to join the local chapter shortly after graduation and was put to work helping with the chapter newsletter. Later when relocating to new job at SSOE in Toledo, Ohio, there did not seem to be an active local chapter, so I let my membership lapse.

The years went by and Edith Washington arrived to lead our specifications effort. Being an CSI advocate, she was soon teaching an in-house CDT class, and introduced us to the Manual of Practice. About the time I passed the CDT and CCS exams, some contacts at the University of Toledo asked whether I could teach a course on specifications to engineering students. Naturally, I thought the Manual of Practice the best available educational material and requested permission from CSI to copy and distribute sections of the Manual of Practice to the students. They said yes and guilt lead me to (re)become a proper CSI member.



I have not regretted it. The rewards, education, and experiences of being an active CSI member have added to my career as an architect and as a member of the construction industry. Today, I am the only Principle Master Architect at SSOE Group, a role in which I fondly refer to myself as “The Answer Lady”. CSI has helped me become a resource for this 1100-person firm and helped provide me with the tools to work through the fun and the daunting.

My roles in CSI Toledo Chapter include: President, Vice President, Treasurer, Technical and Program Chairs. Collaboratively with other Greater Toledo organizations: Sustainable Construction Workshop coordinator.

My roles in CSI Great Lakes Region include: Secretary and Director.

My service to CSI (Institute) includes CSI Technical Committee.

I am interested in continuing in my current role as Region Secretary.

**[CLICK HERE TO CAST YOUR VOTE!](#)**

**CAST YOUR VOTE BY FRIDAY, APRIL 9, 2021 5:00PM**

# Now is the most important time to belong.

By Robin Lustgarten Miller, NEST Community Marketing

The primary functions of trade associations are to support its professionals, grow the industry, and encourage legislative policies that are favorable to the sector. Most 501c6 organizations will have mission and vision language that focuses on advocacy, networking and education. And in a time of crisis, these three things are absolutely critical to the success of your business and your own employment.

In fact, most trade associations started because the collective need was greater than the individual needs; and historically, trade associations and informal consortiums have been at the center of innovation, messaging, and connecting during critical times. Trade associations can quickly yield critical mass, are already adept regarding the important issues, have institutional history, and can influence policy, change and support.

At quick glance, membership dues for a trade association may seem like an expendable line item in a tough economy. The time away from your office to attend association meetings may seem too precious to give up when you're perhaps already short-staffed. The social outings offered by your association may seem frivolous when you're making tough decisions about marketing budgets. The sponsorship you guaranteed your trade association may seem like an expense without an immediate return.

These are tough times and often challenge our thinking.

However, it is exactly during these tough times that your involvement in your trade association can be most beneficial. Here's how.

- **Your Organization Doesn't Want to Lose You**—In a tough economy or crisis, as people and companies cut budgets and don't renew their dues or sponsorships or attend as many events, your association is working extra hard to provide you with good customer service, good content and opportunities for you to promote yourselves—all the reasons you joined in the first place. Use this time to ask (kindly) your association staff for what you need and help drive innovation with the group by looking at new ways of doing things. You can develop and position yourself as a thought leader of the organization during this time and it will help you and your company shine. Your association needs you, even if they haven't asked.
- **You Can Share Best Practices with Your Colleagues**—Be a rockstar employee or leader at your company by gathering ideas from the best and brightest in the industry. The best conversations and ideas generated at a conference or meeting (virtual or otherwise) come during the “hallway talks” or in the open forum parts of the meeting. Use this to your advantage to leverage new ideas and innovation at your own companies, by bringing best ideas back, and by demonstrating that you have done your research on what others are doing.

- **You Have Access to the National Conversation**—Your association is having dialogue with your national association (and if they're not, they should be) and national industry leaders all the time, and especially during a time of crisis. This means that you, as a member, will get access to all the information the national staff is working on, on your behalf. And national chapters often have bigger budgets and more staff to focus on all of these issues—*especially* at the legislative level, through lobbying and advocacy by staff trained to do it.
- **You Maintain Your Seat at the Table**—This goes along with the bullet point above; your organization is participating at the national level. Headquarters is making policy, advocating legislation, and promoting the industry and sector, based on what they're hearing from the state and local chapters. Those state and local chapters are asking its grassroots members for information to report back to national. As a member of a state or local chapter, you will have a direct connection to share your needs and what you're seeing and needing on the front line.
- **Your Membership Provides Legitimacy to Your Customers**—You'll need a differentiating edge during a tough economy. Leveraging your membership shows you mean business. It is evidence that you are part of a bigger movement, that you have good business practices and that you take your work seriously. Ask your association how you can use the organization's logo and how you can talk about on social media your involvement as a member.
- **You Are Supporting a Small Business**—Believe it or not, associations are small, local businesses too. In a down economy, we all know that local businesses can significantly be adversely affected, and what might be minor losses to other companies, could shut down the organization's operation altogether. Maintaining your membership is a good way to ensure your association can continue working for you. And although cash flow is likely also a huge consideration for your association, they may be willing to work with you on your membership or sponsorship payment schedules, if you are also struggling with cash flow. Don't be afraid to ask- the worst that can happen is they say no.
- **You Can Find New Customers**—Your fellow association members will understand the concept of supporting small businesses and helping their bottom line during an economic challenge. Now is the time to be there so they know you exist. Leverage this time to get the appointment. Even if they don't buy from you right now, they will when the economy returns. Tell your fellow association members that you are looking for new business and help them be ambassadors for you.
- **You Will Be Steps Ahead When the Economy Rebounds**—By sticking around, you'll maintain a leg up on the latest and greatest trends in your industry, you'll stay in the "think differently" mindset and conversation, and you'll also feel a sense of normalcy—in other words, a shorter ramping up period when everything is back up and running.



## CERTIFICATION QUIZ

1. The following are all advantages gained by using standard agreement forms EXCEPT:
  - a. Parties' familiarity with the forms
  - b. Uniformity of terminology
  - c. Legal precedents interpreting the documents
  - d. Recognized customs resulting in long time use
  
2. Substitutions may do all of the following EXCEPT:
  - a. Limit competition
  - b. Increase the specifier's workload
  - c. Be conducive to permitting products of lower quality
  - d. Increase maintenance replacement costs
  
3. The Owner, Contractor, and A/E are parties to the Construction Agreement.
  - a. True
  - b. False
  
4. The Invitation to Bid:
  - a. Describes the requirements with which a bidder must comply before and during submission of the bid
  - b. Legally defines the Contract Documents for a Project
  - c. Is designed to bring qualified bidders
  - d. Includes the Instructions to Bidders and the Bid Form
  
5. The Negotiation option to Design Bid Build Process is more conducive to:
  - a. Value analysis and repricing
  - b. Complex negotiations
  - c. Protracted counteroffers
  - d. Multiple Prime Contracts

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>	OPEN		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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