



## NOMINATION FOR AN INSTITUTE AWARD

### AWARD NARRATIVE FORM

DATE: April 14, 2015

AWARD NAME: Communications Award – Electronic Communications

NOMINEE'S NAME: Cherise Schacter PAGE 1 OF 5 PAGES

Cherise has been a passionate and vocal CSI advocate and champion through multiple communication channels that include:

Social Media (Twitter and LinkedIn Discussion Boards)

Blogging, both on LinkedIn and WordPress

Tweeting and Storifying Portland Chapter meetings, education events, CSI Practice Groups and special events as well as other Institute events and webinars.

Speaking and teaching both within CSI and at other organizations

Writing and publication of the Portland CSI Newsletter

Recently published CSI Academies article in the Construction Specifier

Vocal advocate of the #CSIKraken movement with the goal of promoting change within CSI that resulted in one of five Institute President's Awards at CONSTRUCT in 2014

Communication and collaboration is the absolute key to the success of any project or project team. Too often in the AEC world, multiple disciplines will work in a vacuum with no knowledge of what is going on in the worlds of the other disciplines with which they work. If there was any one thing that Cherise is most passionate about, it is improving this communication and knowledge of each other's roles and responsibilities in order to deliver more coordinated finished projects with less conflict and risk.

Cherise Schacter became a member of CSI in December 2011. In a little over three years, she has risen to President of the Portland Chapter, Chair of CSI's Certification Prep Committee and a member of the CSI Academies Planning Team.

Cherise has spent her entire 30 year career in AEC working for a construction company, 23 years for an architectural firm and now coordinates standards for a large engineering firm. This varied experience has given her a unique insight into where conflicts occur and communication is lacking. Being fortunate enough to experience AEC from three different perspectives is what drives her passion today to improve the areas where we may be lacking. The best way to improve that collaboration among disciplines is to communicate to each other what we actually do in our daily work, the successes, the failures and the areas where we can solidify the process. Cherise has done that in numerous ways:

Social Media (Twitter and LinkedIn Discussion Boards)

In April 2012, after a Social Media class at CSI Academies given by Joy Davis and against her better judgment at the time, Cherise signed up for Twitter and LinkedIn. While Joy can be very convincing, Cherise will be the first to admit that she was skeptical of the value of this endeavor. In those three short years, Cherise has tweeted 39,400 times (at this writing), has 1,869 followers on Twitter, over 1,800 connections on LinkedIn and participates in multiple discussion boards. Most of this activity has been CSI and AEC related with an eye toward improving communication and collaboration. Cherise has tweeted notes from chapter meetings, webinars, CSI Academies, CONSTRUCT and multiple other CSI events. If there is value in the information, she will tweet it to share with other CSI Members who cannot be at those events in person. In addition, Cherise regularly participates in CSI discussions on LinkedIn Groups and will often pull others into those discussions from Twitter who may find them of interest.

Blogging, both on LinkedIn and WordPress

In March of 2014, after encouragement from another CSI Member, Cherise wrote her first blog using the WordPress platform. Her blog is called "The Voices in my Head" <https://cheriseschacter.wordpress.com/> so she can write on a variety of topics as they become pertinent. She has written 28 blogs in the last 13 months and was recently invited to start publishing her blogs on LinkedIn as well. Again, many of these blogs are directly related to AEC, CSI and ways that we can improve and change.

Many of Cherise's blogs have been featured in the CSI Weekly Newsletter and she presented on the Blogging Panel at CONSTRUCT in Baltimore, 2014.

Tweeting and Storifying Portland Chapter meetings, education events, CSI Practice Groups and special events as well as other Institute events and webinars.

Cherise now tweets every Portland CSI Chapter Meeting and event that she attends. She uses a program called storify to combine all the tweets into one string that CSI members from across the country can access, learn from and use in their own Chapters as they choose. One shining example of this was the Portland CSI "Grill the Specifier" event held three years ago which then lead into a "Grill the

Contractor" and "Grill the Product Rep" Chapter Meeting in the next two years. The tweets from Grill the Specifier were shared widely on Social Media and resulted in at least two other Chapters (Allentown and San Francisco) holding the same event. Cherise shares information from CSI Academies (of which she is attending her fourth year in 2015), CONSTRUCT, Portland CSI Chapter Meetings, Portland CSI Lecture series, CSI Webinars, CSI Education events, CSI Practice Groups (Specifying, Contract Administration and Product Reps) and Region Conferences. In addition she has tweeted from other organization events as like ASPE (Estimators) Portland Chapter.

This level of sharing has helped get information to CSI members across the country who would otherwise not have access to it and has helped other chapters come up with new ideas and ways to grow.

Cherise had her first ever Speaking Engagement when she presented Architect/Engineer Coordination: Closing the Gap at CONSTRUCT 2013 in Nashville. The success of that class has led to 28 subsequent speaking or teaching engagements with more coming later this year. Cherise has presented on everything from Sharing your Passion, Best Practices for Product Reps, Architect/Engineer Coordination, Social Media and more. Cherise has had speaking engagements in her own chapter (Chapter Meeting and lecture Series), other chapters (Mt. Rainier, Spokane, Eugene and later this year, Idaho), CONSTRUCT, CSI Academies in 2015 (4 sessions), ASPE Portland (Estimators) and two ASIC (Association of Irrigation Consultants) National Conventions.

In addition she has taught CDT classes at her firm, at her chapter and in CSI National Webinars. Cherise implemented the entire 12 course CDT education program at her firm for general education in which over 50 engineers (who generally are not well versed in Division 01 and general requirements) participated. Outside of presenting general CDT education at her firm, she has also mentored approximately 15 CDT candidates from Interface Engineering in their quest for their certificate. Of them, I believe only three failed the exam. Outside of her firm, she has helped or mentored multiple Portland CSI and other CSI members in obtaining their CDT certificates.

In November of 2014, Cherise was a guest Instructor at Portland Community College teaching about specs in a Commercial Plan Reading Class and in February 2015, she was invited to teach Specs 101 to many of the staff at the Portland Company Johnson Air Products.

In January 2015, Cherise taught two Specs 101/Coordination classes to the entire emerging professional engineering staff at Interface Engineering.

In July 2014, when Cherise began her responsibilities as Portland CSI President, she also took over the Portland CSI Newsletter "The Predicator". Since that time, the newsletter has expanded its content and is constantly evolving and growing. You can see past issues here: <http://portland.csinet.org/Newsletter-Archive>

In February 2015, Cherise was invited to publish her first article in the Construction Specifier Magazine. The article outlined the advantages of attending CSI Academies and was well received.

#### Industry Partners

Cherise has worked hard to open new lines of communication with industry partners like ASPE (Estimators), AIA, Living Future Institute and others. These efforts recently lead to the new Portland AIA Director being a panel moderator at a CSI Chapter Meeting. Cherise made a connection with Eric Corey Freed, Vice President of Global Relations at Living Future Institute, on Twitter which lead to him being a featured speaker at a Portland CSI Chapter Meeting. Cherise has spoken at, attended and tweeted local

ASPE meetings. Currently, Cherise and her team are working with DBIA and AIA to coordinate future events to advance cross discipline coordination even further.

Vocal advocate of the #CSIKraken movement with the goal of promoting change within CSI that resulted in one of five Institute President's Awards at CONSTRUCT in 2014

One of Cherise's crowning achievements has been the care and feeding of the CSI Kraken movement. What started as a joke in a Board Meeting to "Release the Kraken" when Cherise and a couple of other Portland Board Members were trying to get a task accomplished has grown into a national movement among CSI Members to promote growth and change in a positive and collaborative environment. Cherise started tweeting positive messages of growth and change (CSI Kraken Rules) that spread and inspired many members across the country. The CSI Kraken message has spread to CONSTRUCT, conferences and other Chapters. It is even rumored that the Baltimore Chapter gave out a CSI Kraken award last year. The CSI Kraken movement has inspired many to 'Go Big or Go Home' and take it to the next level in their chapters and with their members to improve the quality of our organization. Cherise's CSI Kraken efforts were recognized at CONSTRUCT 2014 in Baltimore when she was awarded one of five President's Awards from outgoing President Casey Robb.

#### Awards

Cherise has earned a number of notable awards in her just over 3 years as a member of CSI due to her passion for communication. They are as follows:

##### September 2014 – CSI Institute President's Plaque

"For your outstanding contributions to CSI's certification prep initiatives while serving on the RY2014 Education Committee; for leading by example at the local level in developing emerging professional programs and improving chapter education; and for your dedication as a CSI brand advocate through the CSI Kraken movement which fosters member participation, leadership development and dedication to improving CSI, you are hereby presented this President's Plaque on this twelfth day of September at CONSTRUCT 2014 & the CSI Annual Convention in Baltimore, MD."

##### June 2014 – DJC Oregon Women of Vision Award

Oregon women who are shaping our built environment with their leadership, mentoring efforts, community involvement and the promotion of industry diversity.

##### June 2014 – President's Service Award – Portland Chapter CSI

"For your commitment to bringing a wealth of varied education opportunities to the membership while serving as education chair, spotlighting the Portland Chapter with a multitude of "tweets", your dedication to the "Kraken Movement" and your willingness to serve as President-Elect of the Board of the Portland Chapter of CSI, you are awarded this President's Service Award.

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June 2013 – President's Certificate of Appreciation – Portland Chapter CSI

"Send in the Krakens" Award for bringing the Portland Chapter to the attention of CSI National and for availability to be there when it is "Time to Send in the Krakens" to get things done.

June 2013 – President's Service Award – Portland Chapter CSI

For distinguished service as a member of the Portland Chapter Board of Directors. Your selfless volunteerism in undertaking numerous efforts to provide opportunities for education and scholarship for Chapter members, and providing national exposure for the CSI Portland Chapter while serving on the Board is truly appreciated.

June 2012 – President's Certificate of Appreciation

For showing commitment to education by arranging to bring the CSI Webinar series to your co-workers and embracing valuable learning resources.

The short of it is that there are not likely many individuals who have spent so much time and effort in such a wide variety of areas on such a passionate mission to improve communication, coordination and collaboration in our industry and in our organization. The magnitude of platforms and avenues Cherise has used to achieve this mission is unparalleled.

The Portland Chapter of CSI appreciates your consideration of Cherise Schacter for a Communications Award.