SPECIFICS
THE MONTHLY NEWSLETTER OF THE CSI MINNEAPOLIS–St. PAUL CHAPTER

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From the President...

It is coming to the end of my fiscal year as Chapter President and I would like to personally say thank you to the entire Chapter for allowing me the opportunity of being the Chapter President during the 2018–2019 fiscal year.

This past year we made some strides in guiding the future of our Chapter. The following are some examples:

- We broadened our outreach to offer mentoring assistance to the up and upcoming specifiers in the architectural, engineering and construction industry to fill the gap of the specifiers that are retiring.
- We have enhanced the AIA/CEU Recognition process through working with AIA and adopting the process info through current technology.
- We committed to improving Chapter programs by capitalizing on our reputation for quality information by further developing the programs we offer, and by increasing their ability to generate income for the Chapter. With better programs we increase participation in chapter events by both members and non-members.
- This year the Chapter implemented a new website which integrates CSI Institute/Regional/and Chapter information for better communication amongst all entities through current technology.

The Chapter celebrated its 60th Anniversary in September 2018. We provided a great venue and acknowledged the accomplishments of the Chapter and its members from its induction as a Chapter to its current status.

I want to give a thank you to the EXPO Committee for putting together a wonderful event on April 16, 2019. I would also like to extend a special thanks to Gerhard Guth and Kermit Duncan for their presentation on Project Conception and Delivery and also Marcy Conrad Nutt for her presentation on Passive House Basic. I also want to thank the Membership Committee for hosting the Member Orientation and all those sponsors/vendors and members and non-members that participated.

A big reminder! We will be finishing off the year with the Awards Banquet with the induction of the new Chapter President James Bergevin and the upcoming board on Thursday, May 16, and the golf outing following on Thursday, May 30, 2019. These are great opportunities to come together as an organization to celebrate the achievements of the past year, share good times, learn about what is happening in the industry and share memories with old friends and members.

I feel the past year was an outstanding experience. I have thoroughly enjoyed the opportunity to work with the Chapter on determining the current and future direction of chapter, learning and working with the various volunteers and the gifts of their time and talent they present to the organization. For me, these experiences will definitely help me in future endeavors. I encourage everyone to get involved on a committee and continue to participate in CSI for your personal and professional growth as well as to improve our design and construction industry standards.

Sincerely,

Cynthia J. Long, CSI, CDT
President
2018–2019
Platinum Partnerships

- **W. L. Hall Co.**
  - Building Specialties
  - 630 18th Avenue South Hopkins, MN 55343-7834
  - www.wlhall.com
  - 763.592.8640

- **Huber Partnership**
  - www.pella.com
  - 952.462.5359

- **Archcon**
  - www.carlilesyntec.com
  - 612.867.5173

- **MG McGrath**
  - mgmcrath.com
  - 651.704.0300

- **Kline-Johnson**
  - kline-johnson.com
  - 952.854.8723

- **Major Industries**
  - www.majorskylights.com
  - 888.759.2678

- **Rose-Fleischaker**
  - http://rfassociatesinc.com
  - 612.349.9885

- **Hufcor**
  - www.hufcorminnesota.com
  - 763.544.0365

- **Carli Syntec**
  - www.carlisesyntec.com
  - 612.867.5173

- **Carlisle**
  - www.carlisesyntec.com
  - 612.867.5173

- **Hufcor**
  - www.hufcorminnesota.com
  - 763.544.0365

Gold Partnerships

- **Inspec**
  - www.inspec.com
  - 763.546.3434

- **Intertek**
  - www.architecturaltesting.com

Silver Partnerships

- **Hirshfield's**
  - www.hirshfields.com
CSI Awards Program And Dinner Cruise

Thursday, May 16, 2019

The CSI–MSP Chapter celebrated in an evening of recognition and acknowledgement of our volunteers from the past year, all while enjoying a dinner cruise on the St. Croix River.

The following is a short summary of the night’s events.

First, the Chapter thanks the Awards Night Sponsors who have contributed generously to offset the cost of the venue:

Platinum Sponsors:

Gold Sponsors:

Silver Sponsor:

CSI NCR Award Recognition for members of the MSP Chapter
Minneapolis–St. Paul Outstanding Chapter Commendation

Education Commendations

Gerhard Guth Marthe Brock
Pam Jergenson Chris Anderson
Jerrilyn O’Brien Producers Council Midwest

President’s Service Awards
Kermit Duncan
Tohnya Adams
Cynthia Long
CSI Awards Program And Dinner Cruise (Continued)

Chapter President's Certificates
Awarded at the discretion of the Chapter President for exceptional work performed on behalf of the Chapter. Presented by past Chapter President Andy Garner, on behalf of our 2018–19 President Cynthia Long:

President's certificate recipient
Susan Lee, “For her amazing behind the scenes contributions on multiple committees; including CEU reporting to AIA, GAP Committee, and Dynamic Chapter Program “

President's certificate recipient
Gary Patrick, “For your continued support of CSI, your leadership and guidance in my year as President”

President's certificate recipient
Gerhard Guth, “For your support, expertise, and role in Certification and GAP Committees”

President's certificate recipient
James Bergevin, CSI, CCPR, “For your leadership to challenge and inspire the growth of our CSI MSP Chapter”

President's certificate recipient
Alana Sunness Griffin, “For your valued mentorship always; especially in my year as President”

Certificates of Appreciation
Awarded to individuals who have rendered distinguished service to the Chapter in the advancement of its mission or administration. Jerry Putnam acknowledged the following Individuals.

Certificate Of Appreciation Recipient
60th Anniversary Committee, “For the execution of a grand event that gave everyone a night to remember!” The following individuals were recognized:

Tohnya Adams
Marthe Brock
Rick Gale
Andy Garner
Rob Ghan
Alana Griffith
John Griffith
Eric Johnson
Jim Kellett
Doug Lingren
Heidi Lohmann
Cynthia Long
Joel Meyer
Greg Ochs
Gary Patrick
Peter Weum
Jerry Putnam

Certificate Of Appreciation Recipient
Matt Strand, “For his exceptional and continuous service to the Minneapolis – St. Paul Chapter and Awards Committee”

Certificate Of Appreciation Recipient
Dave Rassmussen, “For his exceptional service to the Minneapolis–St. Paul Chapter serving as Programs Committee liaison”
CSI Awards Program And Dinner Cruise (Continued)

Craftsmanship Award
Awarded to a practicing trade person or organization for excellence in exercising its construction trade or skill.

Craftsmanship AWARD recipient
Jose Alba with Axel H. Ohman, “For your excellent craftsmanship at the Chanhassen WWT Plant matching multi-colored culture stone”

GEM Award
Awarded to new members for their “above and beyond” Genuinely Enthusiastic Membership within the first 21 months or less of their chapter membership.

GEM AWARD recipients
Patrick O’Neal
Heidi Lohmann
Noah McMillan
“In gratitude and recognition of your outstanding & enthusiastic support of the chapter and commitment to CSI”

Principal’s AWARD recipient
Blue Book (Rick Nichols accepting), “In gratitude and recognition of your outstanding & enthusiastic support of the chapter and commitment to CSI”

Principal’s AWARD recipient
HGA (Gerhard Guth accepting), “In gratitude and recognition of your outstanding & enthusiastic support of the chapter and commitment to CSI”

Sheldon Wolfe Communications Award
“Awarded to individuals who have communicated the messages of CSI through written word, speech, or technology.”

Sheldon Wolfe Communication Award Recipient
Jerry Putnam “For his outstanding leadership in installing our new CSI Website”

The Griffith Award
“An Individual or Group who have made outstanding contributions to the mission of the Minneapolis–St. Paul Chapter of CSI”

The Griffith Award Recipient
Sheldon Wolfe, “For his outstanding contributions to the mission of the Minneapolis St. Paul chapter of CSI”
CSI Awards Program And Dinner Cruise (Continued)

**Peter A. Norum Continuous Service Award**
Awarded to a Chapter member for five years or more of significant and continuous service to the Chapter. Such service may be in one, or more areas of activity. Activities include, but are not limited to; committee participation, administrative responsibilities, volunteer assignments, meeting attendance, and conducting educational or technical activities.

**Peter A. Norum Continuous Service Award Recipient**
Tohnya Adams, “For her continuous dedicated service to the Minneapolis – St. Paul Chapter”

**Peter A. Norum Continuous Service Award Recipient**
Murray Schomburg, “For his continuous dedicated service to the Minneapolis – St. Paul Chapter”

**John C. Anderson Award of Excellence**
The Chapter’s highest honor awarded to a Chapter member whose contributions to the Chapter, Region, and/or Institute has set standards of excellence and dedicated service for an extended period of time.

**John C. Anderson Award Of Excellence Recipient**
Audrey Brucker, “For your significant service and contributions at the Institute, Region, and Chapter. For continually advancing the mission of CSI and setting a standard of quality and professionalism”

**Chapter Service Award**
Awarded to our Board of Directors members who have completed their term of service; to include the Immediate Past President.

**Chapter Service Award Recipient**
Dave Rassmussen, “For faithfully completing his term of service as Chapter Vice President”

**Chapter Service Award Recipient**
Kasey Schwartz, “For faithfully completing her term of service as Chapter Vice President”

**Chapter Service Award Recipient**
Mark McPherson, “For faithfully completing his term of service as Chapter Treasurer”

**Chapter Service Award Recipient**
Andy Garner, “For faithfully completing his term of service as Immediate Past President”

**Chapter service Award Recipient**
James Bergevin, “For faithfully completing his term of service as President Elect”
CSI Awards Program And Dinner Cruise (Continued)

Incoming 2019-20 Board of Directors
Oath of Office

2019-20 Board of Directors swearing in and oath of office:

- President, James Bergevin
- President Elect, Dave Rasmussen
- Chapter Secretary, Tohnya Adams
- Chapter Treasurer, Adrienne Rulseh
- Chapter Vice President, Andy Marolt
- Chapter Vice President, Kevin Slattery
- Chapter Vice President, Mark McPherson
- Chapter Vice President, Rick Nichols

Charge to Officers

To James Bergevin as President, Dave Rasmussen as President-Elect, Tohnya Adams as Secretary, Adrienne Rulseh as Treasurer, Andy Marolt, Mark McPherson, Rick Nichols, and Kevin Slattery as Vice Presidents:

Each of you has been elected to a position of trust and responsibility because you have demonstrated your leadership and service commitment to the CSI-MSP Chapter. By your election, the Chapter expressed confidence in your ability and has placed in your hands the Chapter’s progress for the coming year.

As current Chapter President, I instruct you to perform your respective officer responsibilities, to uphold the Chapter policies and activities, and to justly execute the fiduciary duty of the Chapter Board. Also, I request that you attend the Board meetings, Committee meetings to which you are a liaison, and Chapter meetings. During these meetings, take an active part by encouraging all members’ service and by professionally expressing your opinions on Chapter matters; considering the greater good of the Chapter and the vision of CSI, “Building Knowledge and Improving Project Delivery”.

Oath of Officers

Each of the incoming officers then took the following oath:

Do each of you accept this responsibility and promise to fulfil to the best of your ability the duties of your elected CSI-MSP Chapter Officer position? If so, answer, “I do”

Whereupon, in accordance with CSI-MSP Chapter Bylaws, Past President Andy Garner declared these members elected and installed as Chapter Officers to lead the CSI-MSP Chapter during the 2019 Fiscal Year starting July 1st, 2019.
CSI Awards Program And Dinner Cruise (Continued)

Charge to Members

Chapter Members, I want to call your attention to these Chapter Officers who have been entrusted by you with the Chapter responsibilities for the coming year and have signified their intention to exert their very best personal efforts to make CSI-MSP Chapter the finest professional organization for the vision of “Building Knowledge and Improving Project Delivery”.

Oath of Members

In order for these Chapter Officers to successfully perform their responsibilities and further the organization’s vision, they will need the fullest support from the Chapter Membership. Will you, Chapter Members as individuals, fully support the Chapter Officers when requested to serve or to perform a duty? If so, answer “I will”.

Then, the passing of the Presidential Throne to Incoming President James Bergevin and Relinquishing Presidential Authority occurred, and Past President Andy Garner then stated:

To James Bergevin, Chapter President, I hand this Presidential Throne, as a token of CSI-MSP Chapter’s esteem, professional friendship, and confidence in you, and as your symbol of authority. On behalf of the CSI-MSP Chapter membership, I want to assure you of their readiness to follow your unrivaled leadership during your term of office.

It is my personal pleasure to congratulate you, James Bergevin, upon the honor the CSI-MSP Chapter has conferred in electing you as the Chapter President, and to extend my very best wishes to you and the Chapter, for a most successful year under your leadership.
Rebecca Hrobak works for Combs & Associates, Inc. as a manufacturers’ representative supporting the ASI Group: American Specialties washroom accessories, Global and Accurate toilet partitions, and ASI Storage Solutions lockers, shelves and cubbies.

Rebecca entered the contract supply industry in 2002 marking jobs and being the locksmith at Gardner Hardware in downtown Minneapolis. She then transitioned from distribution to sales joining Combs & Associates in 2016. Door hardware was Rebecca’s gateway, but she has since grown partial to washroom accessories, partitions and lockers.

A native Michigander by birth, in 2014 Rebecca was surprised to find that she’d officially lived in Minneapolis longer than she’d lived anywhere else and has finally started calling it home. She’s currently a proud resident of the North Side where she does a great deal of gardening.
Why PowerPoint Doesn’t Have to Suck

A Column by Bill Schmalz, CSI, CCCA, FAIA

If you’re reading this from a computer, try this for laughs: On your search engine, type “why powerpoint sucks.” I just did it on Google and got 1,250,000 hits, and the only thing surprising about this was that the number wasn’t higher. For years, so many people have written about PowerPoint’s inadequacies that there must be something wrong with it. Yet, when Microsoft released PowerPoint in 1990 [1], it quickly—and globally—replaced 35mm slides, printed boards, and overhead projector transparencies as presenters’ primary visual tool, for several good reasons: (1) It has more graphic abilities than its predecessors; (2) everyone can learn enough of the software to competently use it (even though it has far more features than most of us will ever need); and (3) it allows us to make changes up to literally the last second—something near and dear to every architect’s heart. So with all that going for it, why do so many people hate PowerPoint?

Actually, there’s nothing wrong with PowerPoint itself [2]. The problem is how it’s used. Now, I’ll be the first to admit I’m not an expert presenter, probably not even average, but I’m a terrific audience member. I know what captures my interest and what bores me, what I can or can’t see from the back of a large room, and what I can or can’t comprehend for the few seconds a slide is on the screen. So as an expert audience member, let me offer the following 10 simple tips to help us create more effective PowerPoint presentations and engage, rather than alienate, our audiences:

1. Use no more slides than necessary [3]. As soon as your audience sees you’re padding the show, the cell phones come out for email checking. When reviewing your draft slide show, ask yourself about each slide, “What if I remove it? Have I lost anything essential?” But don’t pack the contents of two slides into one, because ...

2. Each slide should provide just one new piece of information. Don’t overload your audience with too much new information at once. Give them the chance to absorb it.

3. Use the least amount of text you can get away with. Aim for ten or fewer words per slide (not always achievable but still a good goal). Along with this, make sure that you as the speaker repeat the words on the slide. You can (and probably should) say more than what’s on the slide, but don’t confuse your audience by saying something different. If you have to use acronyms (e.g., BIM, ANSI, or LEED), make sure the audience knows what they stand for [5].

4. Check the “basics,” by which I mean spelling, grammar, and punctuation. Don’t assume your spell checker will catch all the mistakes. There is no easier way to turn off some audience members than by writing “principal” when you mean “principals” or using a semicolon instead of a colon to introduce a list (e.g., “The Five Principles of Spec Writing: Clear, Concise, Correct, Complete, and Consistent.”).

5. Unless you’re presenting to a small group of people sitting at a table, use a font size larger than what you think is appropriate. Many spectators, even those with glasses, can’t read small text from a distance, so err on the side of font that’s too large rather than too small. And speaking of text readability ...

6. Make sure your font colors and background colors aren’t fighting each other. For example, black text on a red background, or white text on a yellow background, may look cool on a computer monitor, but it’s unreadable for an audience.
7. Use surprising and, wherever appropriate, humorous graphics. Avoid images grabbed from the Internet that audiences have seen dozens of times. Find images that your spectators don’t expect. Jar them to attention.

8. Avoid tables and charts, unless they are exceedingly easy to comprehend at a glance. If your audience members have to struggle to understand the tables and charts, they’ll give up (in other words, time to check emails). If you have to provide complex information, supplement your presentation with handouts.

9. Don’t try to pack everything you know about a topic into a presentation. Show only what you think the audience needs to know. Leave something for post-presentation questions.

10. Emphasize the really important stuff. Most spectators will remember maybe five of the things you say, so make sure those are the five things you want them to remember.

What these 10 points add up to is simple: Make it easy for the audience. If “the reader is always right” is our motto for when we’re writing, then “the audience is always right” should be our motto as presenters [5]. Keep in mind that, as presenters, we are facing one of the most powerful forces in the universe: drowsiness. We should assume that half of our audience members didn’t get enough sleep the night before, and often are either hungry or have just eaten. Try as they might to pay attention, drowsiness is doing everything it can to take over. Our challenge as presenters is to battle drowsiness for our audience’s attention.

Perhaps we, as presenters, are thinking, “So what if they sleep. It’s their loss.” Well, it’s our loss too. After all, why are we presenting? To demonstrate our expertise? To show off what we know? Our goal as presenters should be to engage our audiences, and to share some of what we know so they know it too.

I said earlier that I’m an expert audience member, but let me now add this: We are all, every one of us, expert audience members. As such, while reading this list, you were probably thinking, “Well, of course. This is all so obvious.” As audience members, it is obvious. But when we change our role from spectator to presenter, many of us forget what we as spectators know, and what it’s like to be a spectator trying to make sense of a presentation. Since most of us spend way more time being in audiences than being presenters, thinking as a spectator should be easy, but it isn’t. However, if, when putting together our presentations, we think not as presenters but as spectators, our PowerPoint shows are far less likely to suck.

Follow the author on Twitter @bill_schmwil.

Footnotes:

[1] PowerPoint has been with us even longer if you count its predecessor, “Presenter,” which was developed for MacIntosh computers by Forethought, Inc., in the mid-’80s. It was renamed PowerPoint in 1987, before the company was bought by Microsoft.

[2] Other than that annoying upper-case P in the middle of the name. They couldn’t have spelled it Powerpoint?

[3] By “slide,” I mean every time something changes on the screen. A “slide” that has six elements that appear sequentially is defined, for this article, as six slides.

[4] The first time you use an acronym, write the term out and put the acronym in parentheses—for example, “Building Information Model (BIM)”—then use only the acronym after that.

"Like all creative Art, it is disturbing; it leaves an impression that is satisfying yet mystifying" is how local sculptor Merrell Gage described the Los Angeles Central Library on its completion in 1926. Perhaps it was disturbing to those who were expecting another civic edifice in the neo-classical tradition common in that era. But it also must have been satisfying to those who looked at the building with clear minds and saw the careful integration of decorative painting, murals, and sculpture in Goodhue’s architecture to create one of the first modern buildings in Los Angeles. How the library came to be is the story author Stephen Gee and photographer Arnold Schwartzman present in their book, *Los Angeles Central Library, A History of its Art and Architecture*.

City Librarian, Everett Perry tried unsuccessfully to hire Bertram Grosvenor Goodhue in 1921 to be the architect for the new central library without going through a competitive selection process. This was based on their collaboration on the Panama–California Exposition in San Diego in 1915 where Perry was impressed with Goodhue’s Spanish Colonial building designs. However, local architects objected so fee proposals were submitted and Goodhue was selected anyway, in spite of having the highest fee. The fact that Goodhue had designed the Sterling Memorial Library at Yale University and had recently won the design competition for the Nebraska State Capitol were two other factors in favor of Goodhue’s selection. By early 1922, Goodhue, in association with local architect Carleton Moore Winslow, was ready to begin work.

To understand the design for the LA Central Library it’s helpful to look at Goodhue’s previous design work. He began his apprenticeship in 1884 at age 15 in the New York City office of James Renwick, a noted architect in the Gothic Revival Style. By 1897 he was a partner in the firm of another noted Gothic Revivalist, Ralph Adams Cram, who described Goodhue as a, “master of decorative detail of every sort”. In 1911 Goodhue was working on designs in the Spanish–Colonial Style for the Panama–California Exposition in San Diego. Goodhue’s design sense continued to evolve as seen in 1920 when he won the design competition for the Nebraska State Capitol. Here, there was no direct expression of anything Gothic or Spanish Colonial. Instead, he designed the first state capitol to depart from imitations of the US Capitol Building in Washington, DC. His bold design features a high rise tower above a broad, low base building, both executed in strong geometrical forms, symmetrical in layout, and with minimal exterior ornamentation on plain ashlar surfaces. It’s almost impossible not to see this building in Goodhue’s library for Los Angeles. And like Goodhue’s design for the Nebraska State Capitol, the use of sculptures in relief, murals, and decorative paintings are integral parts of the library design.
In addition to a chapter on Goodhue and the architecture of the library, the author provides a chapter on each artist and describes in detail their contributions to the building: iconographer Hartley Burr Alexander, sculptor Lee Lawrie, (both Alexander and Lawrie worked with Goodhue in Nebraska), painter Julian Ellsworth Garnsey, and muralists Dean Cornwell and Albert Herter. Iconographer Alexander’s theme for the sculpture and inscriptions was, “The Light of Learning”. Sculptor Lawrie’s figurative carvings in-relief on the building’s exterior were done in an Egyptian style. Painter Garnsey decorated the beams and ceilings using geometric patterns to reinforce Goodhue’s design, and the muralists depicted the history of California on the walls of the great 2nd floor rotunda and in the reading rooms. All of this artwork was performed following Goodhue’s untimely death at age 55 in 1924. Fortunately, at that point Goodhue’s design work was nearly 80% complete, construction was to begin shortly, and associate architect Carleton Moore Winslow was able to carry the project to completion in early 1926.

The building cost $2.3 Million to construct. When it opened the “American Builder Magazine” praised it, “there are few buildings of its size and character that compare in originality of design”, and the Los Angeles Times commented that, “Those who like prettiness in their art will be appalled at its simplicity, bareness, as they call it.”

The last two chapters in the book describe the library as we know it today with its grand addition constructed following the disastrous fire in 1986. The fire consumed 375,000 books but, other than smoke and water damage, the fire had relatively minor effect on the building itself. Prior to the fire there had been debate about the library’s future including renovations and additions to the existing library and even abandoning the Goodhue building and constructing a new library elsewhere. One of these proposed designs was so drastic that the AIA Los Angeles chapter sued to stop the project. A side benefit of this was the creation in 1976 of the Los Angeles Conservancy to advocate for preservation of the library and other historically significant architecture. Finally, in 1981 a path to fund a renovation of the Goodhue building and construct an addition was found in an agreement between real estate developer Maguire Thomas Partners, the Community Redevelopment Agency, and the City. This involved payment by the developer to the City in return for receiving the air-rights above the library.

In 1983 the firm of Hardy Holzman Pfeiffer Architects was hired to design the library expansion. This resulted in an addition to the east side of the Goodhue library comprised of four stories below grade and four stories above grade all centered on a magnificent atrium space featuring cascading escalators and new artwork by contemporary California artists. Entry to the library and the new addition is through the ground floor of the Goodhue building where the circulation desk has been relocated from its original location in the second floor rotunda. Restoration work at the Goodhue building included repair of exterior limestone, repair of the polychrome glazed tile work on the pyramid roof, restoration of the murals, and a thorough cleaning both inside and out. The gardens on the west side of the building were redesigned by landscape architect Lawrence Halprin and constructed on top of the new four story underground parking structure. The entire project cost $214 Million. On its grand re-opening day, October 3, 1993, the library greeted 50,000 eager readers.

Los Angeles Central Library, A History of its Art and Architecture was published in 2016 by Angel City Press. It has 240 beautifully designed pages including many archival and contemporary photographs of the building and its artwork, construction of the Goodhue building, and copies of some original architectural drawings.

Ed Buch, FCSI, CCS, AIA, LEED AP
Los Angeles, CA
April 20, 2019
What is Your Marketing Strategy?

After talking with many marketing and advertising people for building product manufacturers, I have some suggestions so they can reach architects and specifiers more effectively and thereby have a better chance of getting specified and selling their products.

This newsletter article is focused descriptive specifications where products will be specified by manufacturer or product name, and does not include products specified by reference standard, e.g., by ASTM or UL standards or products that are minor components usually selected at the contractor’s option.

I see three basic strategies for marketing of “specified products.”

1. **Basis of Design** – The architect uses your products and your CAD/BIM objects in their design. Typically one product or manufacturer dominates each CSI section, and has dominated their section for 20–50 years. This product is the one used by the architect as he develops his detail drawings and will be included in the specification section. This is sometimes called the architect’s “basis of design.” These companies typically have a full-time employee in your territory as their sales and technical rep. They have exhibited at AIA and CSI for many years and advertised in the Sweets green catalog books for what seems forever.

   I see many companies attempting in the short term to become basis of design by exhibiting at AIA and Green Build conventions and product shows, doing lunch and learns and providing AIA Continuing Ed credits, with a focus in getting architects to know about your products.

   This can be a good start, but, is this the best strategy to be specified in the short term or the long run? Can you actually displace the leading company using only this approach.

2. **Specified Acceptable** - The architectural-spec writer will typically include 3–5 acceptable manufacturers for each section, including the product that is the basis of design.

   I estimate that one half of the specifications are written by project architects using MasterSpec, Speclink or an older office master. About half are written by an estimated 800 full-time specifiers. Each half needs to be considered with a different strategy and perhaps at a different time line with the full-time specifiers being first.

   Rather than spending the time and effort to become the basis of design, I propose that a better strategy is to start on identifying if there is a full-time specifier (employee or an outside 1099-contractor-consultant specifier) for each architectural firm and start meeting and working with the full-time specifiers in each territory.

   One effective way is to ask the person you are meeting with – “who in your firm writes the specs and decides which products are to be included in the spec?” Once you know the key technical person, or people, in a firm, you will be more effective in getting your product specified by talking directly with them.

   When starting, skip over the project architects unless there is a specific reason or your products are very design oriented. The exception to bypassing the project architect would be the instances where the project architect may contact you for detailed information on
your product as he's considering products for a specific application. In this case you want to meet with him, or her, pronto since this can lead to your product becoming the basis of design.

This is generally a lower cost way to support the design and specification of your products. Most frequently your representation in a specific territory will be an independent sales rep representing multiple companies in a specific territory and probably within just one CSI division. The rep will be active in the local CSI chapter and know all the specifiers in the territory with project architect contacts.

3. **Substitution** - Your local independent rep or distributor will focus on the distributors and contractors offering a lower price on projects as a substitution. The general contractor may offer a substitution for the architect's review and approval. This strategy will generally reduce your profit margins on that sale compared to being specified.

You can use this strategy for the long term, never intending to focus on getting specified and always going for a substitution. I see this as the "Internet Expert Strategy" using Google to put you in front of the design team and contractor/distributor network.

For a short term strategy with new products and new manufacturers, substitutions can be a great way to develop a contractor network, set up distribution, and later develop the specifier contacts to become specified as one of the acceptable products. When the first substitutions work well and the contractor and architect like the product, the product may start to be included as one of the acceptable products on future projects.

Call or email me. Questions and suggestions are always appreciated.
Colin Gilboy, Publisher, 4specs.com
702-505-9119
CSI Practice Sessions

May Session: Contract Administration

Associated with [Contract Administration Practice Community](https://www.csiresources.org/practice/communities-of-practice/practicecommunity?CommunityKey=0a8db169-b8df-41df-84c3-15522e9dbe16)

When: May 28, 2019 from 12:00 PM to 1:00 PM (ET)

CSI LEARNING LEVEL:  Basic

INTENDED AUDIENCE: Primary: Contract Administrators
Secondary: Construction Project Team Members

SPEAKERS:
Jim Rains and Douglas Freeman

COURSE DESCRIPTION:
This month’s session topic is still being worked on. If you have a suggestion or question you would like the group to address, please email education@csinet.org. You may register now and an update email will be sent to you once a topic is finalized.

CREDIT:
1.0 CSI PDH Credit (self-reported)

Join The Conversation Online

Contract Admin Practice Sessions are a program of the CSI Contract Admin Practice Community. To learn more about the practice of construction contract administration or to discuss contract admin topics with your peers, please consider [joining the free online community](https://www.csiresources.org/practice/communities-of-practice/practicecommunity?CommunityKey=0a8db169-b8df-41df-84c3-15522e9dbe16).
June Session: Specifying

Associated with Specifying Practice Community (https://www.csiresources.org/practice/communities-of-practice/practicecommunity?CommunityKey=2a83a24b-2704-4da8-860a-8552c3be4df3)

When: Jun 6, 2019 from 3:00 PM to 4:00 PM (ET)

CSI LEARNING LEVEL: Basic

INTENDED AUDIENCE:
Primary: Specifiers
Secondary: Construction Project Team Members

SPEAKERS:
David Stutzman and Louis Medcalf

COURSE DESCRIPTION:
This month’s session topic is still being worked on. If you have a suggestion or question you would like the group to address, please email education@csinet.org. You may register now and an update email will be sent to you once a topic is finalized.

CREDIT:
1.0 CSI PDH Credit (self-reported)

Join The Conversation Online

Specifying Practice Sessions are a program of the CSI Specifying Practice Community. To learn more about the practice of specifying or to discuss specifying topics with your peers, please consider joining the free online community (https://www.csiresources.org/practice/communities-of-practice/practicecommunity?CommunityKey=2a83a24b-2704-4da8-860a-8552c3be4df3).

HAVE QUESTIONS ABOUT CSI’S PRACTICE SESSIONS?
Contact Matthew Fochs at mfochs@csinet.org or 703–706–4733.

CSI Practice Sessions are not submitted for continuing education credit with AIA or any other organization/institution. The sessions are meant to be community driven and open to discussion. As such, the overall breadth of the session’s content cannot be fully promised prior to the session taking place. Following each session, attendees are able to request a certificate to use for self-reporting through a short survey sent to the email used during registration.

CSI Practice Communities are intended to help facilitate conversation and bring topics of today’s industry to the forefront of professional conversation. The speakers and topics presented do not represent the views and opinions of CSI or its members.

CSI On-Demand Webinars

CSI on-Demand Webinars are education sessions that provide convenient, quality learning at an affordable price – you will be able to see materials, hear an instructor and earn continuing education credit. Courses qualify for Professional Development Hours (PDHs) and AIA Continuing Education Hours (CEHs).

**CSI's Education Learning Levels**

Each session, webinar, or similar event offered through CSI's programming meets a specific level of education:

**Fundamental (100 Level): “Learn & Grasp”**
Attendees require little to no previous knowledge of the topic area. Participants will learn fundamental facts, terms, and basic principles and understand their meaning. These sessions inform using the “what, why, and how” approach.

**Intermediate (200 Level): “Apply & Organize”**
Attendees require basic knowledge and understanding of the topic area. Participants will be able to integrate knowledge into the context of practice by organizing, comparing, interpreting, and relating main ideas. These sessions are identified by key words including “execute, perform, and apply.”

**Advanced (300 Level): “Develop & Evaluate”**
Attendees require a working knowledge and considerable experience in the topic area. Participants will be able to analyze problems and evaluate new situations by combining acquired knowledge and techniques to generate solutions. These sessions are identified by key words including “develop, evaluate, and implement.”

The cost per webinar is $55 for CSI members, or $75 for non-members -- [join CSI](http://www.csinet.org/joincsi) now and save when you register for an on-demand webinar!

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Additional CSI Education Programs

In addition to CSI Webinars, CSI has additional educational opportunities for members of the construction industry.

For more information go to: [http://www.csinet.org/Main-Menu-Category/Education](http://www.csinet.org/Main-Menu-Category/Education)

The Construction Specifications Institute is a Registered Provider of American Institute of Architects Continuing Education System and United States Green Building Council Education Provider Network
CSI Virtual Town Hall

Wednesday, May 29
4:00 p.m. (EST)

**Topic:** The Ends are Just the Beginning (What's in it for You)

What is CSI's purpose? To create an environment for members to realize their full professional potential.

Join CSI Board Chair Ellen Crews, FCSI, CCS, CCCA; Board member William Sundquist, CSI; and CEO Mark Dorsey, FASAE, CAE for the next Town Hall on May 29th at 4:00pm ET.

- You'll learn what 'The Ends' are, and how they help CSI provide member value.
- You'll hear from a Board member directly – is policy governance working?
- Listen to member success stories from the Dynamic Chapter Program.
- Find out what's in CSI's future that will help you realize your full professional potential.

Register Now
https://zoom.us/webinar/register/WN_OP3Dgd7tS5mj3QeVR42YCw
Certification Quiz

By Jack P. Morgan
Indianapolis Chapter Quizmaster

1. When interpreting contract documents, the Architect should:
   a. Show no partiality to Owner or Contractor.
   b. Protect the client’s best interests.
   c. Protect the Architect/Engineer from possible liabilities.
   d. Achieve the original design intent of the Architect/Engineer.

2. Project Record Documents consist of the following, except:
   a. Drawings.
   c. Submittals.
   d. Spare parts and extra stock materials.

3. Which of the following is a Procurement Stage activity.
   a. Bid securities are provided by Owner.
   b. The Owner enters into negotiation with the contractor.
   c. Purchase Orders are given to consultants.
   d. The Architect certifies the Application for Payment.

4. All of the following are examples of project soft costs, except:
   a. Relocation.
   b. Commissioning.
   c. Due Diligence Studies.
   d. Topographic Surveys.

5. Thorough product selection requires which of the following:
   a. Obtain product information, identify the products salient characteristics, establish performance criteria.
   b. Matches existing material, establish performance criteria, product representatives
   c. Establish performance criteria, product representatives contact information, obtain product information.
   d. Obtain product information, identify products salient characteristics, contractor approval.

6. How many books of Architecture were there in Vitruvius’ book De architectura?

Answers Are Provided At The Bottom Of Page 22
### Chapter Board (2018-2019)

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Designations</th>
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</thead>
<tbody>
<tr>
<td>President</td>
<td>Cynthia Long, CSI, CDT</td>
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<tr>
<td>Immediate Past President</td>
<td>Andy Garner, CSI, CDT</td>
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<tr>
<td>President-Elect</td>
<td>James Bergevin, CSI, CCPR</td>
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<tr>
<td>Vice President</td>
<td>Sandy McWilliams, CSI, LEED AP</td>
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<tr>
<td>Vice President</td>
<td>Andy Marolt, CSI, CCS, LEED AP</td>
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<td>Vice President</td>
<td>David Rasmussen, CSI</td>
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<tr>
<td>Vice President</td>
<td>Kasey Howard, CSI</td>
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<tr>
<td>Secretary</td>
<td>Tohnya Adams, CSI</td>
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<tr>
<td>Treasurer</td>
<td>Mark McPherson, CSI</td>
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### Chapter Committees (2018-2019)

<table>
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<tr>
<th>Committee</th>
<th>Chair</th>
<th>Designations</th>
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<td>Awards Committee</td>
<td>Rick Nichols, CSI, LRRD GA, AIA, Chair</td>
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<td>Rob Ghan, CSI-EP</td>
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<td>Certification Committee</td>
<td>Jerrilyn O’Brien, CSI, CDT, EIT, Co-Chair</td>
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<td>Communications Committee</td>
<td>Jerry Putnam, FSCI, CCS, Chair</td>
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<td>Expo Committee</td>
<td>Kathrine Barrett, CSI-EP, CDT, LEED GA</td>
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<td>Membership Committee</td>
<td>Gary C. Patrick, CSI, AIA, RRC, Co-Chair</td>
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<td></td>
<td>Susan Lee, CID, CSI, CDT, AIA, NCARB, Co-Chair</td>
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<tr>
<td>Programs Committee</td>
<td>Brien DuRouche, CSI, Chair</td>
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<td>Social Committee</td>
<td>Andy Garner, CSI</td>
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<tr>
<td>STEP Committee</td>
<td>Hannah Fleischaker, CSI, Chair</td>
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<td></td>
<td>Adrienne Rulseh, CSI-EP, Co-Chair</td>
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<td></td>
<td>Shelby Laramy, IntrinXec Management, Inc.</td>
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<tr>
<td>Chapter Administrator</td>
<td>Madson Silva, IntrinXec Management, Inc.</td>
<td></td>
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<tr>
<td>Assistant Chapter Administrator</td>
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<tr>
<td>Website Administrator</td>
<td>Jerry Putnam, PA, FSCI, CCS</td>
<td></td>
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**CERTIFICATION QUIZ ANSWERS**

1. – a [AIA A201, 9,5.1]

2. – d [PDPG 15.12.4]

3. – a [PDPG Table 2]

4. – d [PDPG 11.3.11.3]

5. – a [PDPG 10.1] *

6. Ten