



SPECTRUM

Newsletter of the Puget Sound Chapter CSI

President's Message

David Landrey, CSI

Dear Puget Sound Chapter Member,
This is my last President's Message. I really don't want it to end. There are so many works in progress and seemingly simple little tasks hanging around that it's hard for me to see my term as a success. Maybe that's not definitively possible. So with my limited time and space, let me unload some thoughts that have been clattering around like empty bean cans on my Dad's '57 Chevy. A "Spectrum" of



professionals and personalities is exactly what we have at the Puget Sound Chapter of CSI and I have absolutely loved serving as your President. I have been involved with other organizations and fraternities through my life, but they all lack the range of ages, perspectives, and professionals that keep the CSI collection the most diverse and vibrant group in the A/E/C industry.

My best advice to future chapter leaders. Be honest about your time availability when you volunteer. We have very dedicated people within the Puget Sound Chapter (myself included). Which makes it even more frustrating when a strong commitment butts up against existing obligations that take precedence.

Second piece of advice is you don't have to be radical and break up things in order to make them better. For example, subtle changes include Tech Talks with sponsored luncheons, joint Dinner Meetings with other professional organizations, and financially funding the chapter rainy day account to help continue our chapter traditions when the next downturn in the economy happens.

Above all, keep asking questions of veteran members who've been past leaders of our chapter. They are really not the curmudgeons they pretend to be. They really want the CSI experience to advance our respective professions and the industry as a whole. Take the best of

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EVENTS CALENDAR **2016 Chapter Program Topics**

June 9, 2016
Annual Awards Banquet
July 14, 2016
UW Architectural Tour
(Luncheon Meeting)

the old traditions and see if there perhaps is a modern incarnation of that idea.

As I reflect on our chapter, the trait I am most proud of is so special and delicate that I hesitate to name it: Atmosphere.

As it was envisioned, CSI was designed to bring together folks from all sides of the A/E/C industry, including manufacturers and contractors, in order to get all the parties involved in creating solutions, organizational frameworks and standards for documentation. As many of you know from other experiences, just getting all those perspectives in the same room of a professional club is no guarantee of success. In fact, I have seen some of that same recipe for diversity actually backfire in some extremely contentious and ego-driven turf wars. That is not the case at this chapter. As I peruse the room at dinners and Tech Talks, I constantly eavesdrop on table discussions at dinner, social hour and even in the elevator and it's simply amazing to hear the range of conversations and side-bars discussions. That is the atmosphere I find most enduring for the health of our chapter and its future: Smart people sharing stories, striking up and engaging conversations, contemplating ideas of our industry to explore and address, and student members listening and asking fresh new questions of the speakers. This is the really good stuff and you can expect that I will continue to foster that with my involvement.

Clear my outbox. This is by no means a substitute for the CCPR course. This is more like my version of George Carlin's 7 things you can't say to architects, specification writers, and engineers.

1. Don't publically discuss projects in planning or in progress. It shows poor discretion and could potentially violate confidentiality agreements. Wait until the paint is dry and the project is open.
2. Don't disparage your competitors. Even factual anecdotes told in a generic style can come off sounding bad. Tip: if you have a very illustrative 'horror story' that serves an educational purpose, set the project in a different geography of the country to protect the innocent and guilty parties involved.
3. Don't attempt to buy your way into a specification. It's not needed and contrary to the way CSI is supposed to work. The word of mouth is the way you succeed in any professional network and the "viral effect" really spreads names of the good local reps within a year or two. Please trust me on this. You've already joined CSI and that's a great start. Now confirm that you're listed accurately in our directories (check CSI section number), get active in our chapter and volunteer! That stuff gets you noticed more than tickets to the Seahawks game. (I'll take the tickets).
4. When you go into a firm, don't ever seek to capitalize on a recent project problem (failure or cost-coverage) with any sense

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of glee or insinuate that you could have saved them the headaches and dollars if they'd just used your products.

5. Don't bulldog your way into a firm or the specification writer's office. CSI membership is not a back-door pass to a nightclub. It's a sign of your commitment to engage with professionalism and an understanding of building standards and conventions. Front door access is available through a process at every firm, so there's rarely any reason you need the back-door. If you do need the key hidden under the back-door mat, then ask a veteran CSI member for assistance before attempting to break in.
6. Avoid the 'Show-Up and Throw-Up' presentation. They are regarded as tedious and hard to garner actionable advice for the architect or engineer. Seek to provide your A/E/C audience with organized approaches, processes and knowledge that is actionable for purposes of drafting a specification, assembly or a detail.
7. Don't presume that any specification writer is obligated to approve your substitution request or alternative with a rubber stamp. And don't be offended if it is rejected. In fact, my advice is to take a pass on the substitution request and get out in front of the next project (unless there is a glaring deficiency in the specification that needs help.)

My best advice for manufacturers that are new in the CSI universe is the old Boy Scout motto: Be prepared and ready to respond. Yes, you can be proactive and reach out to the professionals, but more importantly, when you get the call, stay on point with whatever you are being asked to provide. Timeliness and preciseness is as close to godliness to architects with approaching deadlines. They will likely be short on time. As much as you'd like to tell all about your company background or steer them toward an exciting new product line, you must make certain that you first focus on the information and knowledge you were called to provide. We all work extremely hard to get our brands and products noticed, but the mutual pay-off of your CSI membership comes when you get a chance to make a contribution to a project or help solve a building conundrum.

That clears off my CSI desktop for now. Stay tuned for Bill Littler. Hope to see you all at the Awards Banquet.

June Chapter Programs

June 9th Dinner Meeting: Annual Awards Banquet!
Sponsored by Assa Abloy

[Linda Arvesen CSI](#)

[Konrad Hee CSI CCS](#)

[Kelly Laleman CSI-EP CCS](#)
[Kevin Vaughn CSI](#)

Spectrum is published monthly as a benefit for members of the Puget Sound Chapter CSI.

Articles must be submitted by the 15th of the month for the next month's edition. Email submissions to office@pscsci.org.

Visit www.pscsci.org to subscribe or to view current and back issues.

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Join CSI





Location: Space Needle SkyLine Private Dining Room, 203 6th Ave N

Time: Social Hour: 5:00-6:00 pm, Dinner and Awards: 6:00-8:30 pm,
After Hours: 8:30-9:30 pm

Cost: \$50 members/\$55 non-members/\$35 students (after June 2,
prices will be additional \$10)

Please join us as we recognize the contributions and achievements of our Puget Sound Chapter members and welcome the new 2016-17 board members. We will be celebrating 100 feet directly above the Chihuly Garden and Glass House, with stunning views of Elliott Bay, Lake Union, and Seattle's skyline.

Complimentary access to the Space Needle Observation Deck is included with registration. Chihuly Garden and Glass admission is FREE for the first 15 registrants who request tickets. Thereafter, registrants may use a reduced group rate admission of \$22 per person (must register by June 2nd for both the CSI dinner and Chihuly Garden and Glass).

FREE Valet Parking at the Space Needle is available for carpools of 3 or more people. Pre-registration is required for valet parking. Non-carpool valet parking is \$12, paid at the Space Needle.

Thank you to our primary event sponsor, Assa Abloy, and drink sponsors, Applied Building Information LLC.

Register today to join us for this special annual event!
Interested in being a drink sponsor? [Sign up here!](#)



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Coming Soon - Pre-Pay for Dinner Meetings!

For our regulars at the Puget Sound Chapter Dinner meetings, we are excited to soon offer a full year dinner pre-payment option for the 2016-2017 year. This will eliminate the monthly registration process

and allow you to pay for 8 dinners in advance. This pre-payment dinner is for regular monthly dinner meetings and does not include the June Awards Banquet.

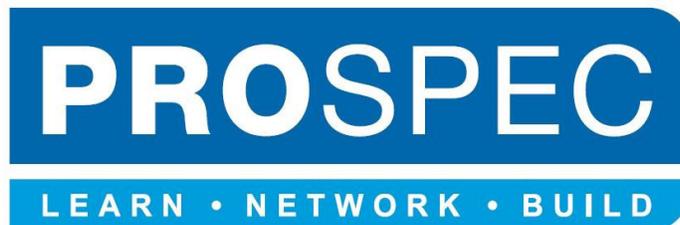
Stay tuned for more details!

Chapter Meeting Quick Pitches



There are presently openings for 10-minute Quick Pitches for our fall Chapter meetings. The cost is \$150. Any member or non-member can present. If interested, contact [Dick Owen](#) for questions or to reserve your date. This is a great opportunity to introduce our Chapter members to you, your products, or services.

SAVE THE DATE: ProSpec - March 7,
2017



While this year's event just concluded, we're already looking ahead to planning a great ProSpec for next year. Mark your calendar now!



The Puget Sound Chapter CSI has a separate organization, the Puget Sound CSI Memorial Foundation, established in 2007, whose purpose is to provide scholarships, fellowships, and grants to promote educational programs serving the interest of the Puget Sound Chapter of the Construction Specifications Institute, the construction industry, and related endeavors, which support the objectives of CSI. The Foundation is administered by a volunteer board composed of willing past presidents of the Puget Sound Chapter. Brad Williamson is the current president of the Foundation Board. Any individual or organization can contribute tax deductible donations to the Foundation by sending a check made out to the Puget Sound CSI Memorial Foundation and mailing to the Puget Sound Chapter office: 2150 N. 107th St., Suite 205, Seattle, WA 98133-9009, Phone: (206) 382-3393 (The Foundation is a 501(c)(3) organization). Donations in the past have been used for scholarship awards to candidates selected on the basis of recommendations by the Foundation Board and by Chapter members. The Foundation is always interested in your fund

raising ideas and financial support to promote the Foundations objectives.

Voting Now! And in the future...

By Beth Stroshane, CSI, CCS

Your board of directors has worked for months to bring you electronic voting. The State of Washington requires electronic voting be expressly allowed by an organization's bylaws for it to be legal. This process, which included institute approval, took nearly a year. Streamlining this, and many other processes, at the institute level is currently on the ballot, which each member should have received in their email. Check your junk or clutter folders if you have not found yours. Please vote to revise our institute bylaws and help move the organization forward. It will be good practice to vote electronically so you are ready for next year's local elections.



Contact: Lindsey Hannah
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May Events Recap

Chapter Dinner Meeting

By Bill Littler and Kelly Laleman, CCS



Denise DeLuca presented "Biomimicry in Building Design" at our May meeting. The idea of biomimicry is to emulate nature's strategies to generate sustainable design. Examples of product design inspired by nature include corrugated cardboard emulating shells, Velcro emulating burrs, and solar energy emulating photosynthesis. DeLuca then gave examples of biomimicry incorporated into building products, such as paint that behaves like a lotus leaf to roll dirt off and carpet

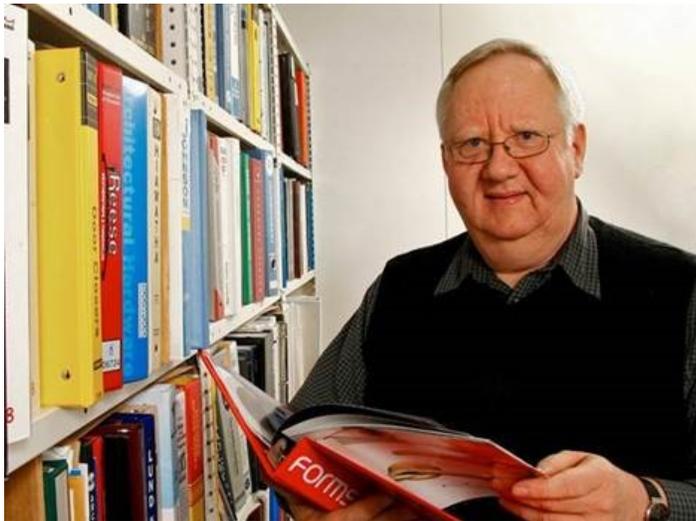
like leaves on a forest floor. DeLuca then jumped to a bigger scale, presenting entire buildings that function based on biomimicry.



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In Memory of Don Schuman



The Friend and Colleague

By Grant Gustafson, AIA

Our friend and colleague, **Don Schuman**, specifications writer at NBBJ from 1984 until March 2014 (30 years), passed away at his home in Queen Anne, May 5, 2016 due to pulmonary fibrosis, at age

68. His decline was somewhat sudden, as he had just enjoyed retirement trips to China and South America. Per Don's last wishes, there will be no memorial service, or donation request. He is survived by two sisters in Port Angeles and his partner, and care-giver Randy Benvenuti.

Don was the author of countless project manuals at NBBJ, guiding the way technically each step of the way. He was a stickler for getting it right and eliciting all of the pertinent information from design teams. Don organized the weekly Lunch and Learn vendor presentations, was a generous mentor, and a dedicated officer of CSI Puget Sound Chapter. Year after year he broke all records recruiting new members for CSI and was a respected and well liked figure in the architectural community amongst vendors and spec writers. This respect lifted NBBJ's stature. He was an individual who truly made a difference and his dedication elevated our work. Don will be missed. Rest in peace.

The CSI Membership Provoker

By Robert W Simmons, FCSI, Life Time Member, CCPR, CSC, Immediate Past President of CSI

My first remembrance of Don Schumann was when I started my business in 1988 and called on NBBJ to ask for the opportunity to get a manufacturer product specified. We had a nice discussion then he asked the question, "Are you a CSI member?"

My response was that I was in when I worked for a Manufacturing concern in Ohio, but not currently. He smiled and stated that if you want access to specifiers you need to re-join. Don handed me a membership enrollment form and I completed it and gave it back to Don. The rest is history.

Don was always willing to help drive membership with membership presentations and to set up "call trees" split between membership committee members to call new members, members due to renew, or those that dropped. He engaged these members to re-join and most did.

While I was on the Puget Sound Chapter Board, whether as the Treasurer or President, Don was always ready to assist me in various membership presentations and his support was outstanding. Don Schuman was a true chapter leader and loved to compete with Lee Kilbourn, for the Institute Membership Trophy. The Puget Sound Chapter will miss Don's leadership and his drive to build CSI membership.

The All-Knowing

By Beth Stroshane, CSI, CCS, Past President of Puget Sound Chapter

I met Don Schuman in 2005 when I interviewed for an entry level specification position at NBBJ. After I left that interview with Don and

Ed Storer, I called my husband and said "You know those two old guys in the balcony of the Muppets? I just interviewed with them."

Ed and Don had much in common with Waldorf and Stanton. They knew how the show should go, they had seen more shows than anyone else in the theater, and although their wit was biting, they didn't intend too much harm and it often stole the show. They also didn't agree on much except that specifications were very important.

Although Don was a stickler for doing things "the way we have always done it," he provided the explanation of why along with it. This provided the tools to come up with more efficient ways of doing things that also accomplished the whys.

Rules to live by that I learned from Don:

1. Always take cookies left over from Lunch and Learn presentations to the front desk and accounting. This allowed Don to get things done in the office faster than most of the Partners.
2. Ask any vendor who calls if they are members of CSI. This shows they are in for the long haul locally. Don broke many membership recruitment records at both local and national levels of CSI.
3. Make CSI Members feel special for joining and renewing. Don would make sure every member was signed in and welcomed at meetings and receive a pin in a tiny display box. When anniversaries came around he hand glued the chevrons on each pin.
4. Stay Connected! Don knew everything about everyone. When I was pregnant I was trying to figure out how to tell all the project teams in an organized fashion. I just told Don and by the end of the day the entire firm knew and I didn't have to tell anyone.

Don will be missed, but his impact on our CSI Chapter and careers will live on.



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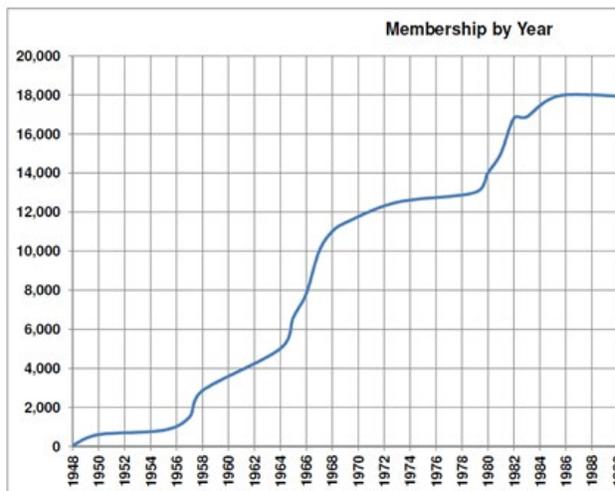
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How Did We Get Here? The Good Old Days

By Sheldon Wolfe, RA, FCSI, CCS, CCCA, CSC



A couple of years ago I wrote two articles about how the number of CSI members and CSI chapters: "*How did we get here? Membership,*"

which showed how total membership changed over the years, and "*How did we get here? Chapters*," which looked at the change in the number of chapters during the same time.

One of the things that has plagued CSI for some time is a lack of a tangible something of value. For a very long time, CSI offered useful things of real value. The first part of our membership curve suggests CSI must have had *something* that brought in new members and led to the creation of new chapters. Let's see if we can discover what that something was. [Read More](#)

Affiliate Events

CSI Portland Chapter Annual Golf Tournament

When: August 25, 2016

Where: Lewis River Golf Course, Woodland, WA

[Learn more and register!](#)



About CSI

CSI is a national association of specifiers, architects, engineers, contractors, facility managers, product representatives, manufacturers, owners and others who are experts in building construction and the materials used therein. They are dedicated to improving the communication of construction information through:

- A diversified membership base of allied professionals involved in the creation and management of the built environment. Join us.
- Continuous development and transformation of standards and formats.
- Education and certification of professionals to improve project delivery processes.

- Creation of practice tools to assist users throughout the facility life-cycle. Join a CSI Practice Group.

CSI is governed by a Board of Directors, a nationally elected body that provides long-range strategic leadership. The Board is composed of nationally elected CSI officers, including the president, president-elect, two vice presidents, the secretary, and the treasurer; elected representatives (directors) from each of CSI's 10 regions; and a director at large. CSI's executive director/CEO is a corporate officer.

For more information about or to join CSI, visit www.csinet.org/joincsi, or call 800-689-2900.

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