



SPECTRUM

Newsletter of the Puget Sound Chapter CSI

Upcoming Chapter Programs

March Tech Tour: O.B. Williams Company

O.B. Williams Company is the industry's benchmark for high-quality custom architectural millwork including cabinets, doors and windows, paneling, and molding. Founded in Fairhaven, WA, O.B. Williams has been manufacturing custom architectural millwork of all descriptions for high-end private residences and landmark commercial buildings for more than 125 years. Please join us for lunch (sponsored by O.B. Williams) and a tour of their workshop on **March 7**. Lunch will begin at 11:45 a.m. followed by a tour and Q&A. **Space is limited to 15 people.**

Register Now!

March Dinner Meeting: Cross-Laminated Timber Commercial Building Systems

Have you been to a Cross-Laminated Timber (CLT) presentation and left with more questions than you came with? Hans-Erik will attempt to address CLT and your questions, in just an hour. Hans-Erik will address commercial applications of CLT, design problems CLT solves and creates, current challenges with using CLT, and how the industry is dealing with these challenges. Many people like how it looks and its sustainable story, but are not sure how to answer questions posed by building officials about coverage, fire ratings, availability, and more. If you have these questions or any other questions about CLT, we will see you on March 8 at Ivar's!

Register Now!

President's Message

Bob Mandy, CSI, AIA

March 2018
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EVENTS CALENDAR 2018-2019

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Topics

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April 10, 2018

[2018 ProSpec](#)

May 4-5, 2018

[2018 NW+W Region Conference](#)

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While considering topics for this month's President's Message, I was struck by the creative-strategy "fad" that is being employed in so many industries: *Design Thinking* is the current buzzword. I began to wonder: if other industries are experiencing so much success with this strategy, perhaps the Puget Sound chapter could benefit by revisiting this creative approach?

While design thinking may be *the* catchphrase for industries such as workshare or tech, it originated right here in our own industry. Design thinking is at the root of our multidisciplinary design practice and has been a tried-and-true model for decades. Through collaboration and listening intently to our clients and to each other, a team of planners, engineers, architects, designers, and industry experts put to use a process that exposes and solves a multitude of problems—to create a building project that fulfills the needs of its owner. Design thinking is essentially a reframing of the intrinsic nature of our design process. Our industry continues to lead by utilizing this process in the constant creation, manipulation, and innovation of our built environment.

In recent years, there has been an upsurge of design firms across all disciplines now working with a new focus. Design thinking has encouraged organizations to focus on the *people* they're creating, leading to human-centered products, services, and internal processes. At the core of design, thinking is the desire to integrate human needs into the process, to know the proper questions to ask, and to walk away with actionable results. It's about a simple shift in mindset—a new way to look at problems—and this "trend" has unveiled design thinking as a source of market-based success, and a hallmark of creativity in general. When design principles are applied to strategy and innovation, success rates dramatically improve. Market leaders using design thinking to gain a competitive edge are having continued and quantifiable success. According to a 2014 assessment by the Design Management Institute, design-heavy companies such as Apple, Coca-Cola, IBM, Nike, Procter & Gamble, and Whirlpool have outperformed the S&P 500 over the past 10 years by an extraordinary 219%.

How can we at CSI successfully apply this process to advance our chapter? Within an organization, design thinking is a tool for unlocking cultural change. By introducing different ways of problem-solving and focusing on the needs of people, cultures become more collaborative and customer service oriented. Companies have an opportunity to become more flexible, more



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responsive to their customers, and ultimately, more successful. Moving forward, our conversations will focus more on asking the right questions. Design thinking is what we do, and our chapter is in a prime position to look forward to our future by again returning to these roots and working together to become more intentional in our message, our planning, and processes. We are more than a hub of information for our members. Identifying our organization's strengths and weaknesses will offer clues that will not only strengthen our role as an industry leader, but will increase the value of membership, and attract and cultivate the future leaders of our industry. We have made positive change this year and it's time to take it up another notch! If you would like to be involved in a chapter strategic planning session, please let me or any board member know.

With this big-picture analysis and our purpose well-defined, creativity and innovation will reinforce the mission of our organization and revitalize the value of active membership. Go big or go home! This is about moving our chapter forward to the extraordinary!

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Chapter Meeting Quick Pitches

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.

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We currently have Quick Pitches openings for the April 12, and May 10 Chapter meetings. The Chapter charges \$150 for 10 minutes of time to present to those in attendance. A table to display your products during the social hour will be provided. Contact [Dick Owen](#) to reserve your date.

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

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

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