



# SPECIGRAM

Newsletter of the Pittsburgh Chapter, Construction Specifications Institute

February, 2014

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## CSI PITTSBURGH CHAPTER MISSION STATEMENT

1. To support and promote the mission and core values of the Institute.
2. To help its members perform their jobs better by providing education and promoting certification programs.
3. To provide an opportunity for networking to facilitate project team building.

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Construction Specifications  
Institute  
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## February 14 Program CSI SPEED DATING

How does it work?

An architect/spec writer and product rep will have 4 minutes to meet and talk about projects and products to see if they are compatible.

When the buzzer sounds, it's time to go to the next table.

We encourage you to date around, but pay attention to the details and you could win one of two door prizes!

Whether you are a product rep or a design professional, visit [www.csipittsburgh.org](http://www.csipittsburgh.org) to register.

For a \$2 fee, we now accept PayPal (website) and credit cards (on site).

### Location:

Cefalo's  
428 Washington Ave.  
Carnegie, PA

### 4:45 pm Register/Social Time

**5:30 pm Speed Dating**  
**7:00 pm Dinner**  
**8:00 pm Board Meeting**

Cost: \$35/person

### Reservations

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# VEEP TALK

February 2014

**By Bill Vernon**, 1<sup>st</sup> Vice-President, CSI Pittsburgh

As the winter weather, cold temperatures and school closings keep us home or at least indoors, I am looking forward to our next meeting. This a good time to emerge from hibernation and meet people, network and learn something new.

Or in the case of our last meeting, something old that has been updated ( Evolution of the AIA-MBA Joint Committee Best Practices Guide). That's one of the many benefits of membership and being involved.



Always Remember What Is Really Important.

Mitch Miller from our region always says if you did not have fun at a CSI meeting then you did not show up.

We on the board very much want to hear from you. What can we as a chapter do or discuss to help architects understand what you do? Architects & specifiers - what can we do to further your understanding of construction or the process, codes, testing or other industry topic? We are trying to reach out to families and to get everyone involved not just those in the industry.

How can we increase the dialog? What are your priorities for the industry, transparency, more or less information, energy use?

Hope to see you at the Speed Dating event on the 11<sup>th</sup>!



# HIGHLIGHTS FROM THE BOARD

February 2014

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## JANUARY 14, 2014 AT CEFALO'S IN CARNEGIE, PA

**Treasurer** – Donation from Holiday Gala will be given to a local food bank.

**Website** – Paypal has been initiated.

**Membership** – 144 total members.

**Technical/Education** – Looking for topics for a spring technical seminar.

**Awards** – Submitted entries for Region Awards at the end of December. Institute award entries being considered.

**GBA Liason** – Miki Vargo and Phil Dorenkott met with the GBA administrator to discuss mutual interests between the CSI Chapter and GBA.

## Member Anniversaries:

<u>Name</u>	<u>Company</u>	<u>Join Date</u>	<u>Year</u> <u>S</u>
Rich Kosuda		2/12/2001	13
Harry Walsh	IKM, Inc.	1/1/1985	29
Gregg Scharrer	Ross Schonder Sterzinger Cupcheck	1/1/1995	19
Richard Kernick	Caldwell's Windoware Co., Inc.	1/31/1997	17
Brian Joyce	The Wiremold Company	1/22/2000	14
Aaron Mathews	McGraw-Hill Construction	1/8/2003	11
Josh Telenko	Marvin Windows & Doors	1/21/2004	10
Ross Thibault	Stantec	1/4/2006	8
Greg Koledin	Ardex Engineered Cements	1/23/2006	8

## New Members:

Kelly Brown - Radelet McCarthy Polletta  
Michael Skinner - Panda Windows & Doors



**ARDEX**  
**AMERICAS**

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ARDEX Tile and Stone Installation Systems  
ARDEX MC™ Moisture Control Systems  
ARDEX FANDOMO®  
ARDEX Substrate Preparation Products  
ARDEX Polished Concrete Systems  
ARDEX ARDIFLO™ System  
ARDEX Engineered Concrete Systems

# Member Profile: Mike Moyta

February 2014

**Company and Position:** Vice President at Design 3 Architecture.

**Tell us about your job:** I started at Design 3 in 1983, and became a principal in 1992. Helping to lead our 11-person firm entails 'wearing many hats' and juggling a variety of responsibilities. Though each of the three principals there assume some individual responsibilities, such as my management of the Information Technologies Systems in the firm, we each work on marketing, and writing proposals and agreements, and specifications....

**What part of your job do you most enjoy?** Not surprisingly, I like writing specifications and researching products. I seem to find some satisfaction in organizing the myriad of decisions that goes into the design and documentation of a project.

**If you weren't in your current job, what would you be doing?** Though I know it would not be a good idea to "quit my day job", as they say to those who could use a tad bit more talent, I imagine it would be fun to be a saxophone sideman in a big band or musical show pit musician. (But I'm sure the novelty would wear off before too long)

**What is the funniest/oddest thing that has happened in your professional career?** After graduating from CMU, I was hired by a small architectural firm in Monroeville, and wound up staying for over 30 years. By today's standards, I think I'm a bit of an anomaly.

**Tell us about your family.** I have a charming wife, Dorothy, and two lovely daughters, Liz and Maddie, who are both a couple semesters from finishing their undergraduate studies. Liz plans to graduate from West Virginia State University with a degree in Environmental Biology and a minor in Chemistry. Maddie is studying Psychology at Carlow University and plans to also minor in Art Therapy. Dorothy has enjoyed a diverse career as an architect over many years. Though we have enjoyed family adventures in raising our girls, and have compared many notes on our architectural encounters, we've not tried working in the same office. Even though she's been displaced from the field in recent years, she enjoys the CSI Pittsburgh Holiday product show every year.

**What year did you join CSI?** 1994.

**Why did you join CSI?** I found the relationships formed, and the opportunities available to expand my knowledge to be very worthwhile.



# Member Profile (cont'd)

February 2014

**Did you have a CSI recruiter/mentor?** Bob Bailey has been a close friend since our college days. He got involved with CSI before I did, and, though I do not recall any arm-twisting, he had a strong role in introducing me to the Pittsburgh Chapter.

**What is your role in CSI Pittsburgh?** I am on the Board of Directors, and chair the Student Outreach Committee.

**What do you see as the value of CSI membership?** In addition to the reasons that inspired me to join, I feel the collaborative atmosphere fostered by the variety of construction industry professionals participating in CSI to be a very supportive environment.

**Do you have a most embarrassing CSI moment that you'd be willing to share?** I think my most embarrassing moments, in general, have been somehow expunged from my memory (hopefully others' as well). But I know that I always struggle with remembering people's names, and I will likely have more embarrassing moments to apologize for in advance.

**What would you want somebody considering CSI membership to know?** It is a great support network.

**What's your passion?** Besides my family, I think I'm finding the music I've been privileged to make for audiences with a group of friends, to be rather rewarding, and perhaps trumps (but not displaces) the quest for good design a bit more these days.



**What would people be surprised to know about you?**

I have also been with the East Winds Symphonic Band for over 30 years, having found that playing tenor saxophone with that community concert band once a week is quite therapeutic. Since stepping away from my work with the Woodland Hills High School Band Parents Organization, I've been filling my spare time with the responsibilities of the EWSB Concert Manager, arranging performance schedules and details.



# MASTER SPECIFIERS RETREAT

February 2014



-by Bob Bailey

This year I am privileged to have attended CSI's MSR held at Amelia Island, Florida, January 20-23. 36 Specifiers were chosen for this year's retreat. 34 companies offering construction products or services were also in attendance.

Monday the 20<sup>th</sup> was arrival day and getting settled into the wonderful Ritz-Carlton Resort at Amelia Island. An evening reception gave everyone the opportunity to meet or reconnect with people.

The event started in earnest Tuesday morning. After a brief welcome by CSI President Casey Robb, the first session was a presentation by Tim Klabunde, Director of Marketing at the Timmons Group engineering firm in Washington D.C. Tim is the author of "Network Like An Introvert" and that concept was the topic of his presentation. Basically, Tim believes that the key to networking and relationship building entirely has to do with *helping people* in your network. If you do that, most people will respond in kind. Helping people means sending them leads, relevant articles, making referrals, etc. Tim has found by doing this that he gets back as much as he gives -- the two-way street actually works. Tim is a lively presenter and I'd love to find a way for him to come to Pittsburgh and speak to our Chapter.

After Tim Klabunde's presentation we had the first three of our "knowledge exchanges" where a specifier sits down with product reps of companies of your choosing for 30 minute sessions. Think of this as an expanded version of our Chapter's speed dating event. The 30 minutes really gives you a good opportunity to dig into issues that interest or concern you with a particular manufacturer.



Break time



Tim Klabunde

# MASTER SPECIFIERS RETREAT

February 2014



The next presentation was by Joe Lstiburek, a principal with Building Science Corporation. Joe is a professional engineer with a Ph.D. and is a renowned expert in the field of building science. Some of you who have been members for a while will remember that Joe did a presentation for our Chapter about 10 years ago when Dow Chemical sponsored the program. Joe is always interesting and entertaining to hear speak. The theme of his talk centered around the fact that moisture problems continue as a critical issues in the proper performance of facilities, and he talked about critical key aspects of properly designing, specifying and constructing for successful building enclosure.

After lunch, we had three more knowledge exchanges. Then, the afternoon session was a choice between "Estimators and Specifiers: Players on the Same Team" and Joy Davis' "Narrative in Marketing: Picking the Right Posts to Tell Your Story." Since I've heard Joy speak several times, I went with "Estimators and Specifiers" which was presented by Doyle Phillips and Mel Cowen, both of whom are estimators for contractors. Their session was very lively and generated a lot of back and forth dialogue.

Wednesday morning began with three knowledge exchanges. Afterward, the morning session was a presentation on LEED v4 by Brendan Owens, VP for LEED Technical Development with USGBC. He discussed the changes from LEED 2009, which are seen in three main categories: new market sectors, increased technical rigor and streamlined services..

After three additional knowledge exchanges, the afternoon presentation was by Michael Chambers on Specifiers and Product Reps and how they should work with each other. Michael is a veteran presenter at CSI conventions and, again, this talk generated a lot of exchanges in the audience and with Michael.

The event ended Wednesday evening with a closing reception hosted by Casey Robb.



Joe Lstiburek



I'm meeting with Gary Gardner of Bayer Material Science at our knowledge exchange.

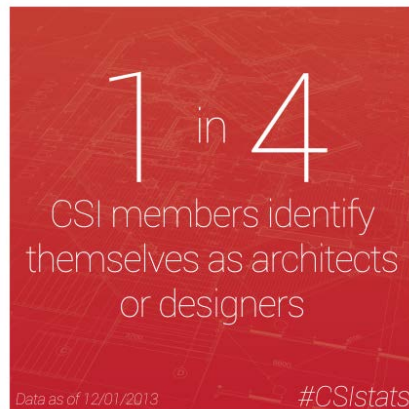


Walt Marlowe, CSI Executive Director and Susan Konohia, CSI Director of Business Development

# #CSlstats

February 2014

In December of 2013, CSI launched the **#CSlstats** information campaign with the goal of helping CSI leaders understand where CSI stands today by sharing facts about the Institute. CSI believe these facts will help Chapter leaders start and participate in discussions about who CSI is and where the Institute should go in the future. These conversations are important as CSI prepares to update its strategic plan (read it at [www.csinet.org/strategicplan](http://www.csinet.org/strategicplan)) in 2015.



- 70% of member occupation codes represent less than 1% of CSI members
- 1 in 6 CSI members either gave no email address, or have addresses that are blocked/undeliverable
- **1 in 4 CSI members are younger than 46 years old**
- 2 in 5 members have indicated their gender and age
- 1 in 7 members vote in the CSI annual election
- 1 in 43 CSI members attend the Annual Meeting
- 1 in 150 CSI members serve on a national committee or task team
- CSI annually spends as much on technical program development as it does on organizational governance activities
- 56% is the average retention rate for members under the age of 50
- **55% of CONSTRUCT 2013 attendees were not architects/designers**
- 1 in 4 Outstanding Chapter Commendation winners have had membership growth in the past 5 years
- 1 in 6 former members quit because they were not satisfied with the CSI experience
- 19.8% fewer people visited csinet.org in 2013 than in 2011
- **10,018 CSI mobile apps have been downloaded since 2009**



# #CSlstats (cont'd)

February 2014

- The construction industry currently has: 12,613 CDT certificants; 1,017 CCCA certifications; 1,031 CCS certifications; 204 CCPR certifications
- 1 in 7 members do not belong to a chapter
- **62 corporate partners currently participate in CSI**
- 1 in 5 chapters offer a certification prep program
- **1 in 3 CSI members have at least 1 CSI certification**
- 2 in 3 non-chapter CSI members joined for professional development and industry-related education
- 2 in 3 non-chapter CSI members would attend web-based meetings
- 1 in 4 non-chapter CSI members have received communication from their region
- 50% of CSI members have logged into CSINet.org to register for an event, update their info., or buy a product
- 1 in 4 chapters have a Twitter account
- CSI sends 3.5+ million promotional emails a year
- 15% of emails promoting education and certification are opened
- **2225 hours have been spent watching CSI video content on YouTube**
- 5 of the top 10 watched CSI videos have BIM as the main topic
- **1 in 5 chapter leaders hold more than one position per year**
- 470+ CSI staff hours were spent on the process of recruiting and seating 29 new volunteers in FY13
- 30 volunteer committees and the Board form CSI's governance
- 2 changes have been made to CSI's Administrative Policy in the past two years



## The Construction Industry Evening of Excellence

On **February 27, 2014**, doors open at 5:00 p.m. at the Heinz Field East Club for The Construction Industry Evening of Excellence. This is an evening to network with the region's construction industry and to recognize the best local projects with the Building Excellence Awards program. Tickets are \$25 and you can register now by contacting the MBA at 412-922-3912 or <mailto:info@mbawpa.org>. For more information on this event visit this [MBA webpage](#) or visit the [Evening of Excellence on LinkedIn](#).

## HANDS-ON COURSES

This Spring the MBA and Carpenters will once again offer evening hands on courses for free.  
[http://mbawpa.org/documents/2014CarpentersEveningCourses\\_002.pdf](http://mbawpa.org/documents/2014CarpentersEveningCourses_002.pdf)

# CHAPTER LEADERSHIP

February 2014

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