

# PERSPECTIVE



## CSI MEMPHIS ATTENDS 2010 CSI INSTITUTE CONVENTION

**In a Big GREEN Year, CSI-Memphis Cleans Up!**

Displaying their record breaking five awards are the CSI-Memphis Chapter attendees at the 2010 Institute Convention, L-R: Fabian Marks, Charles Cooper, Pam Davidson, Gary Cofer, John Bigham, Roy Beauchamp, Mario Walker, Tom Mason and Derius Bounds. Kneeling in front are Edward Hall and Dustin Collins

***This month:***

Golf Tournament Info \* Maximizing Memberships \* GSR Conference Reports  
CSI Institute Convention Report \* May Meeting Report \* Service To Our Country

# All About...

## THE INSTITUTE

**The Construction Specifications Institute**  
110 South Union Street, Suite 100  
Alexandria, VA 22314  
www.csinet.org

Founded in 1948, the Construction Specifications Institute is a not-for-profit technical organization dedicated to the advancement of construction technology through communication, research, education and service. CSI serves the interests of architects, engineers, specifiers, contractors, product manufacturers and others in the construction industry.

## THE MAGAZINE

*The Memphis PerSPECTive* is published ten times a year by the Memphis Chapter of the Construction Specifications Institute. Appearance of products or services, name or editorial copy does not constitute an endorsement by the Memphis Chapter of CSI nor any of its members.

Circulation of *The Memphis PerSPECTive* includes over 275 people consisting of members of the Memphis Chapter of CSI, members of the Memphis AIA Chapter, CSI Regional editors, the CSI Institute and other interested persons nationwide. To be included on future mailings, forward your name and address and a check for \$25.00 to the following address:

***The Memphis PerSPECTive***  
P.O. Box 172349  
Memphis, TN 38187-2349

You may also access a complimentary copy of *The Memphis PerSPECTive* online at [www.csimemphis.org](http://www.csimemphis.org).

## MEMBERSHIP

Architects, engineers, contractors, and manufacturers—14,000 members strong—are in touch with one another through their Construction Specifications Institute membership. CSI provides contacts in the construction industry as well as provides you up-to-date information to help you do your job efficiently and effectively. Yearly Institute membership fee for Professional, Industry, or Associate is \$240 plus \$40 Memphis Chapter fee = \$280; Institute membership fee for Intermediate is \$115 plus \$40 Memphis Chapter fee = \$155.00; and Institute membership fee for students is \$27 plus \$10 Memphis Chapter = \$37.

**Membership Info. - Rachel Gardner 901-577-0598**  
Email [rachelgardner33@yahoo.com](mailto:rachelgardner33@yahoo.com)

For contact information on any Board Member or Committee Chair, see inside the back cover for a complete listing including phone and fax numbers as well as available email addresses.

## SUBMITTING ARTICLES

Readers are encouraged to submit articles of interest within the construction industry for publishing. Articles on individual projects whether currently in design, under construction, or recently completed are encouraged.

Any article and its related images must be submitted **before the 20th of the month preceding publication** in order to meet production deadlines. Any printed articles, photos or program inserts should be forwarded to:

*The Memphis PerSPECTive*  
Attn: Duke Walker  
612 North 5th Street  
Memphis, TN 38107  
or  
[dukeonbass@yahoo.com](mailto:dukeonbass@yahoo.com)

Articles and images should be submitted in electronic format via digital media or email.

Microsoft Word documents are strongly preferred for articles, minus tabs and any other formatting. All images must include a date and caption. If printed photographs are submitted, please include SASE

**Magazine Info. Contact - Duke Walker 901-355-6208**

## MAGAZINE ADVERTISING

The advertising rates for 10 issues of *The Memphis PerSPECTive* in printed version and as published on the CSI Memphis Chapter website ([www.csimemphis.org](http://www.csimemphis.org)) are as follows:

	5 Issues	10 Issues
One-Eighth Page	\$125	\$215
One-Fourth Page	\$245	\$430
One-Third Page	\$330	\$575
One-Half Page	\$490	\$860
Full Page	\$900	\$1,600

Get your company's name in front of a variety of industry professionals—check out our magazine's circulation.

**Advertising Info. Contact - John Schrack 901-362-1850**  
Email [jschrackco@gmail.com](mailto:jschrackco@gmail.com)

## Tabletop Displays at Monthly Meetings

At each monthly meeting, the Chapter encourages Industry Members to provide a table display of their product and/or services for inspection and education of those attending the meeting. After the meal and prior to the program, the displayer will be given five minutes to address the group. The table display is also encouraged to be represented during the social hour and after the program for any questions by the attendees.

The presentation fee for this time is \$25.00.

**Table Top Info. - Danny Clark 901-774-8150**  
Email [ndidanny@bellsouth.net](mailto:ndidanny@bellsouth.net)



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## CSI Memphis June Features



Please join us for our  
**Memphis Chapter**  
**FY09-10 Awards Dinner**  
 Thursday, June 24, 2010, 6:00 p.m.



*Jim's Place East Restaurant*  
 5560 Shelby Oaks Drive  
 Memphis, TN

*\$30.00 per person*  
*Reservations Required by June 21*  
 901.261.4671

**Thank you** for your continued support and dedication to CSI and the Memphis Chapter. We look forward to seeing you for the meeting.

*PS Remember to wear your pin!*

*Please visit [csimemphis.org](http://csimemphis.org) for information on all chapter activities*

## June/July 2010

### Schedule at a Glance:

#### June

June 14 Board Meeting, Allen & Hoshall 5:30 PM

June 24—Awards Banquet—Jim's Place East 6:00

June 28—CSI Memphis Golf Tournament—OBCC—1PM

#### July

July 4th—Independence Day

July 17— TOP Mtg.—9AM till Noon; Pickering Firm, Inc.; 6775 Lenox Center Court; Suite 300

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20 	21	22	23	24 	25	26
27	28 	29	30	1	2	3
4 	5	6	7	8	9	10

Happy 4th!

## President's Message

For the month of April, **Thomas Mayberry** was our guest speaker at the Chapter Meeting speaking on "Envelope Air Barriers." We all enjoyed his presentation. **Kate Bidwell**, CSI Student is headed off to Oregon to pursue her master's degree. We will miss Kate and wish her the best.

CSI Memphis has now formed a second affiliate with ITT Technical Institute. **Edith Washington** has been conducting CDT Classes at the school, and **Dirk Veteto** has been conducting a seminar on wood millwork. **Edith** and **Dirk** will be the student liaison from our Chapter with ITT.

The Institute Convention was held in Philadelphia on May 11-14. **John Bigham, Charles Cooper, Gary Cofer, Tom Mason** and I attended, along with six students from the University of Memphis, which were **Fabian Marks, Mario Walker, Dustin Collins, Darious Bounds, Edward Hall, and Roy Beauchamp**. All of us had full days attending sessions; the products display show and sessions in the Leaders Lounge. At the meeting on Friday, CSI membership voted to have the member classification put back on the 2011 ballot. Many awards were given out, including five that were awarded to our Memphis Chapter. We ended the convention by attending the Gala, where Dennis Hall, FCSI, will become the FY10-11 Institute President. New Fellows were recognized into the Institute. Kevin Corker, a former member of the Memphis Chapter was vested as fellow.

Our last Chapter meeting in May for the FY09-10 fiscal year, was presented by Lieutenant **Commander Detter** from NSA Mid-South, Millington. Her PowerPoint presentation contrasted how construction in Iraq is so different from the construction in the states. She also showed us pictures of the recent flooding on the base. We really appreciate her taking the time to come to our meeting and be our guest speaker with all the day to day efforts of cleaning up after a flood on a naval base. It was very special to me to have my daughter, **Amanda** and son, **Chris** with their family at my last chapter meeting. Amanda and Chris grew up going to CSI conventions. I encourage you to take your family.

As this is my last President's message, I would like to acknowledge the board and committee chair and co-chairs for all the hard work they have put in this past year. All the committees made significant accomplishments. These are some of the accomplishments by this years committee chairs: We began with changing the meeting location to the Racquet Club, The golf tournament was profitable; and we celebrated Memphis Chapter's 50<sup>th</sup> Anniversary with 152 in attendance; we

have historical archives that will tell you the history of the Memphis Chapter. We received five awards from Institute and five from Region. We changed our routine for the Christmas Party to attending the Woodruff-Fontaine House. Certification classes were held at Pickering, and are still being presented at ITT.

We now have a Memphis Chapter Mission Statement. We had increased attendance at the Leadership and Region conferences, with new members attending both. Our mailing list for the magazine has been updated. Our finances are in order, and we still have money! Our membership increased from 122 to 137. We received actual paying ads for the magazine, and our editor, **Duke Walker** showed great patience with me and **Ron Roberts**. Our Past Presidents had a planning meeting. Despite the economy, the Products Display Show did great, and also even had a seminar. We had good programs and even a field trip to the TN Air National Guard Hangar. The information about our meetings was announced to the public. Scholarship met their goal. We had at least 2 table tops at every meeting. Our technical committee had the SpecQuest luncheons monthly. We updated our student conference section in the Chapter Operating Guide. Our website continued to keep chapter information updated on meetings, and other chapter information. Board meetings were well attended, as well as chapter meetings.

The Past Presidents of our chapter have been wonderful mentors, which I will always be grateful for their wisdom and help. It has been an honor to serve as the Chapter President, and I applaud all the committee chair and co-chairs for doing such a great job. I would also like to acknowledge **Allen & Hoshall** for supporting me in my efforts this year. **Terry Lawson** from Allen & Hoshall was a big help; he was my "Buddy" throughout the year. The **Racquet Club of Memphis** staff was great to work with each month, taking care of our room needs and meals. As **Charles Cooper** takes over July 1, continue to support the Memphis Chapter by giving it your all. Charles has a lot of good programs lined up, and we will continue to have another exciting year.

Hope to see all of you at the Chapter Awards Dinner on June 24<sup>th</sup> at Jims Place East.

*Pam Davidson, CSI  
Memphis Chapter President*





## Student Affiliate News from Philadelphia

Tuesday morning's early departure was anticipated but not fully appreciated until the alarm sounded at 2:00 a.m.

The students booked the lowest overall airline and accommodation fares after shopping several internet sources. Of course, the lowest costs were for the less desirable choices. Initially, the 6:00 am departure didn't sound so bad. However, the time to complete the normal morning routine combined with the hour's drive to Mr. Hall's house; added to recommended early airport arrival, caused me to wonder "what were you thinking."

About half way to Memphis, I enjoyed meeting Officer Hardy of the Shelby County Sherriff's Department. He thought my automobile needed two working headlights (even though my motorcycle operates quite well with just one). To no avail, my logic fell upon deaf ears.

Arriving at the rendezvous location, everyone was excited and ready to go. Mr. Beachamp drove us to the airport in his parent's van. We parked in the short term lot. His dad would retrieve the van later that morning. (Thank you Mr. Beauchamp.) The flight was quite pleasant with a weather delay of 50 minutes in Memphis and a 50 minute delay (waiting in line at the end of the runway) in Chicago.

Upon arriving in Philadelphia (without knowing the union taxi fees) we decided to take one of the rail services from the airport to a station "near" the Doubletree Hotel. \$7.00 (each person one way) was thought to be the best choice. We later learned that a standard rate from the airport to downtown was \$28.50 for four passengers delivered to the front door. Using the code number from the internet receipt printed back in Memphis was all that was necessary for both the hotel and the airport. Plane seats and hotel rooms had already been confirmed under this code number.

Would you be surprised to learn that the most important thing on the minds of these young men after checking in was food? Since it was late-afternoon, the restaurant on the way to the convention center was apparently unprepared for "quick" service. The delay plus the walk to the convention center caused us to postpone registration until Wednesday morning.

A "get acquainted" meeting was held at 7:45 Wednesday morning—with coffee and doughnuts provided—for students and several chapter, region, and institute officials. One of the hosts had prepared some remarks on the value of preparation for job interviews. Details of how to impress a potential employer were highlighted. Volunteer mentors were assigned to each student for contact during and after the show. (Each sacrificed their meal tickets for Wednesday to the students.)

Immediately following this first meeting, the keynote speaker made a presentation that impressed the students and me. Bjarke Ingles gave the audience a behind the scenes account of the evolution of his recent architectural designs. A tower with no through columns to the ground beneath has been designed for construction in China. A hotel with an image of the country's royal family created by varying the wall height on the balconies and overhangs was quite amazing. He also shared details of project budget restrictions—and their exceptions. He invited everyone to visit his web-site and I recommend that you do. He followed his presentation with a book signing. The students took advantage of this.

Following the keynote presentation, the product show opened. Although someone mentioned that attendance was 6 % higher than last year, (Indianapolis) the number of booths seemed fewer than I remembered in years past. (By the way, for those of you that have not had the opportunity to attend a national product show for comparison, you cannot appreciate how—relatively speaking--large and well attended is our own Memphis Chapter product show. "Well done Mr. Roberts.") Also, there is an education pavilion within the show itself presenting a wide range of topics from materials to marketing. I attended "Getting to the bottom of Recycled Content, the Standards, the Claim and the Real Deal." Apparently "environmentally friendly" and "made of recycled content," are marketing terms only since no standards need to be used in the claim.

With the product show closing at 4:00 p.m., there was only time to squeeze in one seminar. Structural Stability of Engineered Lumber in Fire Conditions by Robert J. James from Underwriters laboratory, compared fire resistance of traditional lumber roof and floor systems with TJI's. The purpose was to determine how firemen in a burning structure can determine when a floor supported by these members is ready to give way. They can't!

Soon after this seminar, the welcome reception began. Immediately following the reception, the traditional Ice Cream Social sponsored by Stanley Corporation began. All the ice cream you can eat combined with some worthwhile door prizes (I won a tripod mounted flashlight that requires 9 batteries!) made this event well attended as always. It was certainly a fitting end to day one.

Thursday was my day to emphasize seminars. There were so many choices that selection was difficult. The students were encouraged to select individually so all would not be attending the same ones. The idea worked until the presentation by Josh Flow-ers from Memphis discussing the legal (Cont'd pg 11)



# Golf Tournament

'10

at the  
**Olive Branch  
Country Club**

**Monday, June 28, 2010  
Shotgun start at 1:00pm**

**Good Times, Fun,  
and Fellowship**

**Entry Fee:**

- \$85.00** per Golfer (includes dinner)
- \$15.00** for Dinner only

Payable to CSI Memphis Chapter in advance or at the door.

**Needed:** (check all that apply) **Company** **Name** **Phone**

- Volunteers
  - Door Prizes from Suppliers
  - \$125.00 Hole Sponsor (2 signs per hole)
  - \$125.00 Longest Drive Sponsor (4 available)
  - \$125.00 Closet to the Hole Sponsor (4 Available)
- | Company | Name | Phone |
|---------|------|-------|
|         |      |       |
|         |      |       |
|         |      |       |
|         |      |       |
|         |      |       |

## Prizes

Cash Prizes for the First, Second, and Third Flight winning teams

Longest Drive and Closest to the Hole Prizes

Door prizes

Lunch will be available at the club on your own

Dinner and awards will be provided after the tournament



For more information or to register

**Ron Spurlin: 901.755.9400 (voice) or 901.755.6502 (fax)**



BRING YOUR OWN TEAM OR WE WILL PUT YOU ON ONE!

Mail form and entry fee to:

Ron Spurlin  
c/o CSI Memphis Golf Tournament  
9400 Macon Road  
Cordova, Tennessee 38016-6548

Captain's Name	Phone	Handicap
Name	Phone	Handicap
Name	Phone	Handicap
Name	Phone	Handicap



## MEMPHIS CHAPTER CSI MISSION STATEMENT

In order to enhance the process of creating and sustaining the built environment, Memphis Chapter CSI:

Provides opportunities for persons in the design and construction industry to receive cutting edge information regarding construction documents and practices; promotes members career advancement and enhancement of leadership and communication skills; and supports students aspiring to design and construction careers.



CSI-Memphis Chapter members display the five Institute awards:

Gary Cofer w/Continuing Publication – Memphis *PerSPECtive*; Charles Cooper w/Outstanding Chapter Commendation; John Bigham w/Electronic Publication-Scott Guidry; Mario Walker w/Environmental Stewardship- University of Memphis Student Affiliate and Pam Davidson w/Special Publications-50<sup>th</sup> Anniversary Issue/CD.

## CSI Institute Convention Report

I was pleasantly surprised by Philadelphia (Liberty Bell, Independence Hall, Benjamin Franklin, etc.). The convention center, hotels, a farmers/food market, and great restaurants were all within walking distance. The social events were really good. This was a great location as the spouses had lots of interesting things to do also. My CSI hat is tipped to the Philadelphia Chapter. What an undertaking and done with the utmost professionalism. Let's hope someday Memphis can host the National Convention and be as professional.

The vendors on the trade floor were fewer again for the second year in a row, but I believe the economy is playing a big part in everyone's decisions on how to best spend dollars.

The attendance appeared to be fewer than the previous years, again the economy. Or is it the Internet with its easy access to information that is keeping possible attendees away? After all we all can get or accumulate the learning units we need now on the computer and through local AIA & CSI sponsored continuing educational events to satisfy our overall requirements to maintain our accreditations.

CSI Institute did report in the annual meeting that it appeared that attendance was possibly up this year over last but the Institute will not confirm until all registration data is in. There was a larger number that registered earlier than last year.

During the annual meeting many awards were presented. The Memphis CSI Chapter received five awards including the prestigious Outstanding Chapter Award at the bronze level. Congratulation is in order to all CSI Memphis Chapter members who made this possible.

Should you attend CSI National Conventions? The personal sharing of ideas and information can only be achieved with a face to face/one on one meeting. I met CSI members from Hawaii, California, Iowa, South Carolina, Florida, and Nevada just to name a few. Real people and real faces not just the cold emails or transfer of information you get on your computer. The warmth, intellect and character are exchanged in a face to face meeting. There is a difference and I urge all Memphis Chapter Members to attend the National Convention next year in Chicago. Will I see you there? The convention will take place in the month of September 2011.

*Charles F. Cooper, CSI, CCA  
CSI Memphis Chapter President-Elect*



CSI Institute Officers open the floor for membership questions and general discussion, l-r: Walter Marlowe, Exec. Dir.; Dennis Hall, President-Elect and Mike Davis, President.



Charles Cooper, CSI-Memphis President-Elect, accepts the "Outstanding Chapter Commendation" for the Memphis Chapter.



Memphis Chapter members attend the big Gala banquet, l-r: John Bigham (Leaning Tower of Oakland), Charles Cooper, Pam Davidson and husband, David Davidson.



Typical Institute Class setting up for session to begin.



Gary Cofer, CSI-Memphis, accepts the "Electronics Publications Commendation" award for Scott Guidry, Webmaster, csimemphis.org, from Institute President, Mike Davis.



Entrance to the 2010 Institute Convention Products Display Show



John Bigham, CSI-Memphis Chapter Treasurer, accepts the "Continuing Publications Commendation" for the Memphis *PerSPECTive*, editor Duke Walker



2010 Institute Convention Products Display Show :Typical Exhibitor Display by Stanley Products. Note Marvin Windows & Doors display at right.

## CSI Institute Convention Report (Cont'd)

## Chapter Membership Report

As we close another business year of CSI, the Membership Committee is thrilled that we have increased our membership roster from **122** July 2009 to **136** in 2010! We would like to thank President Pam Davidson for her wonderful leadership and support. We look forward to continued growth under Charles Cooper's leadership.

We would also like to commend our CSI Member Chapter "Ambassadors": Ron Roberts, Wally Bostelmann, Edith Washington, Kay Young and **YOU** for being instrumental in bringing in new members into our Chapter. Increasing membership during this economically depressed time is a real testament to how wonderful our Chapter is. We could not have accomplished this without you. Thank you and we look forward to bigger & better in 2010-2011.

### Welcome our New Member for May 2010

Teri Davis, Industry

### Welcome our New Members for April 2010

o Thomas Elliot, Student

Roy Beauchamp, Student

Thank you for continuing to help us grow!

*Nikole H. Daniels, CSI, CCCA, Membership Co-Chair*



Another interesting exhibit on the floor of the 2010 Institute Convention Products Display Show



Philadelphia City Hall with Penn Tower in the right background



*Please join us for our*

*Memphis Chapter*

*FY09-10 Awards Dinner*

*Thursday, June 24, 2010, 6:00 p.m.*



*Jim's Place East Restaurant*

*5560 Shelby Oaks Drive*

*Memphis, TN*

*\$30.00 per person*

*Reservations Required by June 21*

*901.261.4671*



## Philadelphia (Cont'd)

ramifications of ...Document Retention for Design and Construction Projects. Three should be kept forever. Do you know which ones?

A second seminar discussed developing a business plan for emergencies. How to protect your property, how to establish individual responsibilities (with backup) and how to get productivity back on line, were presented.

A third was "Don't Let Green Design Cause Red." If an architectural firm agrees to establish a particular level of LEED (or other) certification, the determination is in the hands of third parties. Falling short of the promised performance as determined by these individuals will likely bring about litigation. Wow!

At 5:30 p.m., the Gulf States Region caucus meeting was held discussing important topics that will be reported to the Memphis Chapter membership as developments unfold.

Friday morning provided opportunities for two more seminars. Performance Testing of the Building Envelope examined the tremendous loss of efficiency in insulations if the tiniest of holes exist in the insulation/wrap. Both liquid and rigid barriers must be installed with utmost care or the product's performance is lost.

The highlight of the trip was of course, Friday afternoon when CSI-S member Mario Walker accepted the Environmental Stewardship award for the Department of Architecture at the University of Memphis. It was fitting that he accepted since he was the lead designer and was deeply involved with product evaluations from inception to construction. The five other awards presented to the Memphis Chapter made clear the talent, effort, and leadership associated with our chapter.

With the return flight scheduled for early Saturday morning, the Philadelphia night-life investigation was left for the students. However, two former students (and former CSI-S members) were graduating from the Master of Architecture program at the University of Pennsylvania the following Monday. These young men invited the group to their final social event for this celebration. We were given a personal tour of the school's facilities and specialty equipment. Since the University of Memphis is embarking on a Master of Architecture, the students found this evening quite enlightening.

The trip back to Memphis was unremarkable. Mr. Marks was available to jumpstart my car--a courtesy light was left on.

In retrospect there were only two disappointments on this trip. Because of the flight delays, we missed the presentation Transitioning from Architectural School into the Profession by Rob Huserik and Charles Hendricks.

The second disappointment was the very evident lack of student participation compared to years past. Other than the University of Memphis and California Polytech-

nic Institute, the mainstays of student participation were nowhere to be found. Louisiana State University, University of Texas, University of Alaska, University of Oklahoma, Oklahoma State, Prairie View—no students in attendance—not even the University of Tennessee. Even Dean Bortz from Columbus State, who has always had strong student participation, had no students with him. Approximately 8 years ago, I recall 26 universities represented. Three years ago there were 3-4 universities in Las Vegas, and last year in Indianapolis there were about the same. This year with no on-site student competition I encountered only 11 students altogether—6 from Memphis! (I hope there were many more that I didn't meet.)

One of the greatest incentives to attend the national show is meeting and networking with students from across the country. Locally, and regionally, student support and encouragement is incredible. At the institute level the venue and especially the date of the convention has an overwhelming influence on student availability/interest. I am hopeful the October date for the convention in 2011 will prove convenient for universities on both semester and quarter schedules and that it will not draw low student attendance again. The competition for these student's membership in other professional organizations is ever-present. Even though these organizations cannot offer the professional what CSI does, the youngster's priorities are often established on incomplete or distorted impressions of the organization's benefits. In my opinion, there is no single event that can impress the student more than the national convention.

Rest assured your CSI-S students represented our chapter well. They appeared from my point of view as very professional in appearance, behavior and attitude. They were involved, attentive, and engaged with seminars, meetings, and other events. You will have the opportunity to read their "perspective" of the trip in future publications.

Let me offer on behalf of Mr. Dustin Collins, Mr. Fabian Marks, Mr. Edward Hall, Mr. Roy Beachamp, Mr. Darius Bounds, and Mr. Mario Walker, a sincere thank you for your support of the CSI-S chapter and for making events like this possible.

*Tom Mason*

THE UNIVERSITY OF  
**MEMPHIS**<sup>®</sup>  
Department of Architecture

## CSI Memphis May Chapter Meeting Report

LCDR Isabelle Detter presented the program titled "NARMY" Navy/Army Individual Augmentation, Construction Methods and Challenges in Iraq. Her perspective covered her experience as a Naval Office embedded with the Army Corps of Engineers and her experience with construction in general in Iraq.

LCDR Detter had a slide show of projects from Iraq illustrating construction methods. The security for our personnel as well as, local contractors and their employees in Iraq dictated cost and schedule of the projects. Children were allowed to work on the construction sites. This is just a part of their culture. Maintaining schedules was impacted by local culture. Work would get done with the attitude "If God willing".

There were no liquidated damages. Final completion of projects was done without any authority signing off on project completion. Army Corps of Engineers just had to more or less say well here is your project complete and walk away. LCDR Detter said that she and her crew would visit a completed project a few months to days after the turnover and find that if they had built a school it had been converted to another use. The locals had even gone so far as to remove HVAC equipment and even strip out plumbing and use somewhere else.

We (America) have built more new buildings, improved roads, power, and other infrastructure that was not there before. There is more to do and our leaders in Iraq and now Afghanistan now understand that the cultural bridge needs to be crossed and it will only be possible with a new generation. To that extent, according to LCDR Detter, we must focus on the children and convert them and then they can be the leaders and shakers for the new future of Iraq and Afghanistan. Is this then, what the extreme Muslim world is afraid of? Will the next generation change the mind set? I know we all hope so. The hate and killing for senseless reasons need to end.

Our thanks and support goes out the LCDR Detter and all of our armed forces.

*Charles F. Cooper, President Elect*



Members dining: l-r: Ronn Perkins, Bernard Zawada, Lisa Ehrie, Janya Roland, Dirk Veteto, Dan Brewer and Dirk's Guest, Blake Clay



Members dining, L-R: Nikole Daniels, Mike Zielinski, Guest Robert Gerken, Gary Copeland, Guest Bruce Shrader and Rachel Gardner. Not in picture: John Bigham, Danny Clark



Ron Shirley, Pam Shirley and Ken Malone enjoying dessert. Not in picture: Carl Drennan, Tommy and Sue Smith, Jay Sweeney



Members dining include: Charles Cooper, Marshall Burkes, Robert Valentine and Mary White. Not in picture: Ron Spurlin, Cory Ewert, Mark Thoss



Following her excellent presentation concerning her role in the Iraq Reconstruction program, Naval LTCDR Isabelle Detter responds to a myriad of questions from the appreciative audience.



President's Table guests, l-r: Neal and Amanda Rideout, Amanda and Chris Scoggins, Samantha and David Davidson"



Guests Roger Aiken, Neal and Amanda Rideout



Enjoying the dinner and conversations are, L-R: Dirk's guest, Blake Clay, Ron Roberts, Dan Brewer, Dirk Veteto, Bernard Zawada, Janya Roland, Ronn Perkins and Lisa Ehrie.



Gary Copeland, Awards Chair, presents Duke Walker, editor *PerSPECTive*, with the Institute Continuing Publica-



CSI-Memphis student affiliate members, Hai Ly, Jeffrey Parnell, Dustin Colins and Edward Hall converse with Carey Ward as Bryan Wardlaw listens in. Mario Walker is roaming around somewhere.



L-R: Duke Walker, Walter Eckles and Tom Mason (w/cap-sunglasses) discuss the latest at the U of M, while Bryan Donnaud listens in.

# Curmudgeon's Corner

## Success Story

We are approaching the fiftieth anniversary of the publication of two seminal documents for the construction industry: "A Tentative Proposal for a Manual of Practice for Specification Writing Methods", and "The CSI Format for Building Specifications". The first led to the publication of CSI's first *Manual of Practice* (eventually becoming the *Project Resource Manual*), the second to *MasterFormat*.

Although *MasterFormat* is more widely known and used, the original *Manual of Practice* (MOP) embodied the essence of CSI's *raison d'être* - clear communication in construction documents. Along with *MasterFormat*, the MOP provided impetus for CSI's growth through the end of the twentieth century, as design professionals across the country sought to improve their specifications. Despite its relative obscurity, I believe the MOP's significance was second only to *MasterFormat* and AIA's contract documents in the world of building construction.

In 1947, the founders of the Construction Specifications Institute expressed five goals for the new organization:

- Standardization of building codes
- Better specification writing
- Simpler specifications
- Standardization of specifications for public works
- Greater efficiency and cost effectiveness throughout the industry

Let's look at how these goals are related to the *Manual of Practice* and *MasterFormat*.

### Standardization of building codes

Other than the basic principles of "say it once" and the four Cs, the *Manual of Practice* and *MasterFormat* appear to have little relevance to building codes. I don't know how much impact CSI or its members had, but some progress toward standard building codes was made with the introduction of the IBC. The result is somewhat misleading, though; most of the US has adopted the IBC, but virtually every state and locality has modified it.

### Better specifications

In my first job as a specifier, I worked at the University of Minnesota, which has an excellent records department. While there, I was often thankful for the Univer-

sity's extensive record documents, including those for several buildings built in the late nineteenth century. Even that far back, most of the project manuals I looked at were well organized and easy to interpret. However, by current MOP standards, they had a number of deficiencies.

Document organization was not universal. The location of similar information varied from one project manual to the next, sometimes even when the project manuals were produced in the same office. Also, there was some tendency toward stream of consciousness specifying. The specifications might start with masonry, go on to carpentry, return briefly to masonry to specify mortar, and so on.

The 1964 publication of "The CSI Format for Construction Specifications" marked the beginning of a move toward standard organization of information. Today's nearly universal acceptance of *MasterFormat* clearly makes it easier to prepare and interpret construction documents.

### Simpler specifications

The MOP offered a comprehensive, logical way to organize and prepare construction documents that was based on two concepts: say it once in the right place, and say it correctly. In other words, communication in contract documents is most effective when sentences are simple, all necessary facts are included, and irrelevant material is excluded.

You likely learned the first from your parents, though they probably said "A place for everything and everything in its place." In documents that comply with the MOP, every requirement is stated in a specific location, which makes it easier for both the writer and the reader to find the information they need.

The second is expanded in the famous "four Cs" - clear, complete, concise, and correct. Another way these can be expressed is, "Say exactly what needs to be said - no more, no less - in a way that can be easily understood." This should be nothing new to those who are familiar with Strunk and White's *The Elements of Style*, a standard reference for writers of all persuasions.

### Standardization of specifications for public works

The founding members were, according to CSI, primarily "architectural specifications chiefs from various government agencies" who "discussed problems that resulted from non-uniform construction document policies." We must admire their audacity in setting stan-



standardization of public works specifications as a goal. Had they been successful we would enjoy the benefits of standard specification format and content throughout the country, and neither specifiers nor bidders would have to try to puzzle out what each government agency is trying to say. Unfortunately, this goal has not been achieved, and, despite all the improvements that have resulted from CSI's standards in other areas, government agencies remain the worst violators of the principles established by the Manual of Practice.

Typical government bidding requirements ignore the difference between bidding and contract documents; use a variety of terms interchangeably; scatter bidding requirements casually through the advertisement for bids, instructions to bidders, and bid forms; and include non-biddable policy statements and goals, and extensive excerpts from various laws and statutes; all with the unrealized intent of saving the poor taxpayer a few bucks - at least for the initial contract amount.

Those who interpret the rules seem to have trouble understand the meaning of "responsive, responsible bidder" and quickly back away from any threat of legal action. Bids are not *required* by law to be evaluated solely on the basis of low bid, yet that appears to be the most common means of evaluation.

### Greater efficiency and cost effectiveness throughout the industry

This has been one of CSI's great successes, due in part to its Format series documents, and in part due to its expansion throughout the country in the late twentieth century. Although there has been little success in bringing uniformity or simplicity to public sector documents, the rest of the industry has demonstrated acceptance and support of CSI standards. In the US and Canada:

All major master guide specifications are based on MasterFormat and SectionFormat.

The vast majority of design firms use MasterFormat and Section format.

Manufacturers produce literature with MasterFormat numbers prominently displayed on brochures, binders, and technical information.

There has been a great increase in the number of manufacturers offering guide specifications based on MasterFormat and SectionFormat.

It is hard to imagine doing business without the pervasive effect of CSI, and virtually impossible to estimate the effects on efficiency and cost that result from indus-

try-wide acceptance of the Manual of Practice and MasterFormat. Without CSI's unifying influence, there might be several standards for writing specifications - or none at all. There might also be many filing methods; one office might file product literature by manufacturer's name, another by product name, and yet another by type of product. Some specifiers would begin their sections with a schedule, some with a list of products, and others with code information. And manufacturers would be less likely to present information in a common format, or to offer easily usable guide specifications.

### Looking ahead

Although the wide implementation of CSI's Manual of Practice and Formats documents has been successful, work remains to be done, especially in the public sector. CSI should encourage government agencies to standardize and improve their construction documents through adoption of the principles of the Manual of Practice, and to encourage building code officials to learn and understand the organization of contract documents.

CSI got off to a great start; let's build on it!

*Sheldon Wolfe*

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## Maximizing Memberships



**J.E. VanNatta**

Born in Kansas City, Kansas and raised in Independence, Missouri, J.E. now lives in Billings, Missouri, with his Wife Brenda and four children Jason, Justen, Christi, and Ann, along with four grandchildren. J.E. is the oldest of three sons born to Ed and Betty VanNatta of Independence, MO.

Growing up on construction sites, J.E. spent his summers working his way through school as a laborer for his father's company, Reitz Morris Construction, a commercial contractor in Kansas City, Missouri. Graduating from Fort Osage High School in 1971, J.E. attended Central Missouri State College in Warrensburg, Missouri, for two years before returning to Independence and graduating in 1978 from Baker College Kansas City with a Business Degree. While obtaining his degree, J. E. also obtained his Airline Transport Pilot License with instructor ratings, airplanes single-engine/ multi-engine land and Instruments. J.E. took a position in Kansas City as a Captain flying turboprop and jet aircraft for the next five years while becoming the Director of Flight Operations for Air Central. He spent his time not only flying the aircraft, but jumping out of them as a USPA Instructor Examiner. Subsequent to this, J. E. returned to the family business with his father as a project manager and estimator.

In 1984, J.E. left his father's company and took a position in the millwork industry with one of their suppliers and has been working with architects and specifier's - helping with millwork and fenestration products - since that time. Joining Marvin Windows and Doors nine years ago, J.E. is now the Architectural/Commercial Manager for Dealer Direct South East covering Southern Missouri, Arkansas, Louisiana, Mississippi, Western Tennessee and the Mobile, Alabama area down to the panhandle of Florida. J.E. has been a member of CSI since March 1990 and is a currently a member of both the Memphis TN and Springfield MO Chapters.



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## Service to Our Country



At the Liberty Bell, CSI-Memphis Chapter President, Pam Davidson, poses with two future naval midshipmen from the U. S. Naval Academy, Annapolis: Cadets Pellegrino & Simning





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