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CHOICE

Volume 48
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November
2011

CENTRAL PENNSYLVANIA CHAPTER
CONSTRUCTION SPECIFICATIONS INSTITUTE

Social Media for Construction Professionals

Presented by
Joy Davis, CSI, CCPR (Albuquerque Chapter)

Facilitated by
Eric Lussier, CSI, CDT (Central PA & Allentown Chapters)

Tuesday, November 8, 2011

Join the Central Pennsylvania Chapter of the Construction Specifications Institute (CSI) for our monthly dinner meeting and program. Joy Davis is CSI's Communications & Web Community Manager. Described as the "publisher" of CSI's national web presence, she is responsible for what appears on CSI's websites, and manages CSI's Twitter (www.twitter.com/CSIconstruction) and LinkedIn profiles. She is passionate about helping the construction community use social media and the web to improve construction communication.

(Continued on page 4)

Spouses, guests and visitors
are welcome and encouraged to attend.

RADISSON HOTEL

1150 Camp Hill Bypass, Camp Hill, PA

Board Meeting - 5:00 pm
All members are welcome to attend the Board Meeting
Attitude Adjustment - 6:00 pm
Dinner - 6:30 pm
Program - 7:15 pm

Dinner Cost

Free for Central Pennsylvania Chapter CSI Members;
Students \$10, All Others \$25

Dinner reservations by
Noon, Friday, November 4, 2011
See **FROM THE CHEF'S TABLE**
for Menu and Reservation details.

The Central Pennsylvania Chapter meets
the second Tuesday monthly
except NO meetings are held in July or August.

Please Read Ads On Our Website
They Support "Choice"

www.cpc-csi.org

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All material **MUST** be in the editor's hands no later than **November 18, 2011** for publication in the **December 2011** issue of "Choice".

Send to:
Jeff Turicik
251 Colonial Drive
Mechanicsburg, PA 17050
or email to:
jeffturicik@ykk-api.com

The Construction Specifications Institute is a nation-wide nonprofit technical organization dedicated to the advancement of construction technology through communications, education, research and service. Founded in 1948, CSI provides a forum for architects, engineers, specification writers, contractors, suppliers and others in the industry.

Anyone who is concerned with construction specifications in any manner is invited to apply for membership. Contact: Jan Myers
Ph: 717-238-4910.



Knowledge for
Creating and Sustaining
the Built Environment



John Groff,
PE, CSI, CCS
President

President's Message

Although we could not arrange to hold photovoltaic plant tour as anticipated in my September President's Message, we had a great backup plan. In lieu of our normal dinner meeting at the Radisson Hotel and Convention Center in Camp Hill, we toured the new Millersville University Student Memorial Center, a new multipurpose building for the State System of Higher Education's Millersville University in Millersville, PA. This facility was an interesting example of how an existing and obsolescent building can be expanded, modernized, and remade into a much more useful asset for the university community. The requirement to keep the facility functional and have parking space

available during the construction required complex staging for the project. A gymnasium for intramural sports, handball courts, meeting rooms, dining facilities, and a new clock tower were added, and the university's bookstore was updated. Too bad the new pizza oven in the Student Memorial Center cafeteria wasn't in service when we were there, but the buffet complete with Filet Mignon and grilled chicken that Hospitality Chair Logan Myers arranged at the nearby Windoz Grill following the tour capped off the evening with some pizzazz! Remember that meals at Chapter functions are "free" to all current members who attend our monthly dinner meetings and tours. Several

(Continued on page 4)



Jeff Turicik
Editor

From the Editor's Desk

Jeff Snyder, Awards Committee Chairman, has informed me that the Central Pennsylvania Chapter of CSI has received a 2011 Outstanding Chapter Commendation from Kelly Porter, CSI Board Member and Executive Operations Coordinator. The Central Pa Chapter has received this award at the Silver Level, which indicates that our chapter has received this award for 10 consecutive years. I believe that this is a true honor for our chapter and its outstanding leaders, membership and activities.

Jeff Turicik CSI
Editor

The Central PA Chapter dues include all meals for the chapter program dinner meetings for the year.

Come out to our meeting to network, socialize, and learn about timely subjects in the Construction Field.

Classified Ads

To place classified ads, please submit your ad to the editor, Jeff Turicik, jeffturicik@ykk-api.com for insertion in "Choice" and on cpc-csi.org.



Logan Myers
Hospitality Chair

From the Chef's Table

MENU

Choice of
Roast Pork
or
Roast Turkey

Chef's selection
of Starch and Vegetable
Chef's selection of dessert

Special Dietary menus,
such as vegetarian,
low fat or low sodium,
are available upon request.

In addition, we will try to accommodate special requests such as vegetarian, low fat or low sodium selections. A fresh fruit plate, instead of the Chef's Dessert Selection, is always available by request. Special request menu reservations should be made no later than the Friday prior to the Tuesday meeting.

Please feel free to forward either your comments regarding your meal, or any suggestions that you feel could improve the CPC-CSI dinner, to: loganmyers@hotmail.com.

Logan Myers
Hospitality Chair

RESERVATIONS

to Logan Myers by
calling 570.850.6330 or e-mail at
loganmyers@hotmail.com
or use our on-line registration
form at www.cpc-csi.org

YOU MUST MAKE
RESERVATIONS OR CANCEL
STANDING RESERVATIONS
by **NOON,**
FRIDAY, NOVEMBER 4, 2011.

ALL NO-SHOWS WILL BE BILLED.

Entrée selection should be made
when making a reservation.

First entrée listed is the default
selection if no choice is made.

To schedule a Table Top Display,
email Bill Deck at wdeck@rps.com
or use the form in Choice or online.

Attendees should make an entrée selection when reservations are placed.

(Please note that the first entrée listed will be the default selection if no choice is made.)

Minutes of Board of Directors Meeting



Mark B. Therkindsen,
AIA, CSI
Recording Secretary

Date: October 11, 2011

Time: 4:00 pm

Location: Millersville University, Millersville, PA

The Board of Directors of the Central Pennsylvania Chapter of the Construction Specifications Institute met at the Millersville University Student Memorial Center, Room 118E, Millersville, PA on October 11, 2011. President Groff

called the meeting to order at 4:15 p.m. Board members and committee chairs present were: Atwood, Beauduy, Burkholder, Cannon, Groff, Loftin, Lussier, J. Myers, L. Myres, Ponce de Leon, Ritter, and Therkindsen.

Opening Comments:

1. President Groff welcomed the group of officers, board members, and attendees. We did not have a quorum, and the meeting was brought to order. Groff discussed several items, including announcing that Jeff Snyder is resting at home following his heart attack suffered after attending CONSTRUCT 2011, signing the contract with the Radisson for November's CSI meeting, and taking part in a CSI survey concerning what a CCS actually does sponsored by the Institute. President Groff displayed the Outstanding Chapter Commendation. The silver status was received for 10 years of the Commendation received by this Chapter. After a comment that one of our members was approached to run for President of the Institute, Charles Beauduy reported that he was recently appointed to the Institute's Audit Committee and the Jury of Fellows.

Approval of Minutes:

2. Minutes from the September 6, 2011, board meeting received no objections as distributed. Final approval will be obtained at a future meeting when a quorum is present.

3. Mark Therkindsen discussed his resignation for the Recording Secretary position with President Groff after the Board Meeting. A new Recording Secretary is needed for the Chapter. Mark will not be able to attend meetings in the future due to a work schedule conflict.

Treasurer's Report:

4. No report. President Groff reported that the financials were with the Auditor, and financial documents will be presented at the next Board Meeting.

Officer's Reports:

5. **President Elect** No report.

6. **Vice President** No report.

7. **Secretary** No report.

8. **Past President/Advisor** No report.

Editor's Report:

9. No report. Note that articles, reports, and other information to be published in the Choice newsletter are due no later than Friday, October 21.

Committee Reports:

10. **Academic Affairs:** One qualified scholarship application was received by Chair Cannon. This application has been reviewed by the Committee members and meets the stipulated requirements, and the applicant was found to be worthy of receiving the scholarship. No Board action is required to award the scholarship. Funds will need to be distributed by the Treasurer.

11. **Advertising:** No report.

12. **Archives:** No report.

13. **Awards:** No report. We all wish a speedy recovery for Chairman Snyder, who suffered a heart attack during the CSI National Convention.

14. **Budget/Finance:** No report. The budget was approved last month.

15. **Bylaws:** No report.

16. **Certification:** The CSI certification class will take place again at Harrisburg Area Community College (HACC). Brunski wants to purchase 7 copies of the new Project Delivery Practice Guide, each for \$70.00 for each of the teachers. Board approval is needed for this purchase in the future when we have a quorum. Teaching volunteers have been solicited for this year.

17. **Education:** Chair Loftin has secured AIA registration for tonight's program and last month's program. HSW (Health, Safety, and Welfare) credits are approved for the Student Memorial Center tour. An invoice for AIA/CES services

was received and will be given to the Treasurer for payment.

18. **Electronic Communications:** Chair Ritter reported that 19 CSI chapters have active Facebook pages. Co-Chair Lussier has started a Twitter list for the Chapter. 16-18 Chapters are using Twitter. Social networks are the topic of next month's program.

19. **Exhibit/Show:** The Central PA CSI Exhibit Show Committee met a week ago to begin planning expenses, menu, program, etc. Co-Chair Beauduy is hoping for an increase in the number of vendors to improve the income from the effort, which was weak the past year.

20. **Hospitality:** No report.

21. **Long Range Planning:** No report.

22. **Membership:** Chair Myers commented that this year's new members have been very productive and enthusiastic. She will continue to encourage new members to become active in committees.

23. **Program:** Tonight's program will be a tour of the Millersville University Memorial. Joy Davis will be presenting a webinar on social media to CSI members in November. The December program is "BIM in Small Offices" (Building Information Modeling). The January program will present the National Green Building Standard which was developed by the National Homebuilders Association.

24. **Publicity:** Chair Ponce de Leon presented her first committee report – good job! The Publicity Committee will coordinate information with several other committees to get the word out on the street about CSI. John Cannon showed us a sample of a CSI publicity flyer which was distributed by another Chapter.

25. **Roster:** No report.

26. **Technical:** No report.

Directors:

27. No reports.

(Continued on page 4)

(Continued from page 1)

Social Media

Whether you're considering a website, a blog, Twitter feed, an e-newsletter, or a social networking profile, if you're "experienced" in the real world, you have something to offer in cyberspace. And the web has something to offer you in return. It doesn't matter if you're a one-man shop, or one-of-many in a firm. You can build credibility, demonstrate your expertise, and expand your network through the web. A decent web-presence can be as valuable to you as a well-written resume or a colorful brochure about your company. Learn how to join the cyber-conversation other construction professionals are having.

This program will be registered for continuing education credit for AIA members.

If you are unable to attend in person, the program will be viewable by Webinar for free at 7:30 p.m. EST. Provide your email address to elussier@advantagesportusa.com to receive the webinar invite, or go to www.cpc-csi.org for a link to the invite.

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President's Message

visitors to the tour have said they really enjoyed the event, and at least one is seriously interested in joining CSI after seeing what we have to offer. Next month's meeting will be a program about social media and how to use it effectively presented by the Institute's own Joy Davis back at the Radisson on November 8. Joy will be in New Mexico during her presentation, so the program will be interesting on more than one level. Coincidentally, we are exploring a number of ways to implement new social media at the Chapter level to connect with members and potential new members – stay tuned!

The Chapter's Board will be considering establishing pre-scheduled contingency dates for our meetings during the winter months if something can be worked out with the Radisson. An interesting weather situation last year prompted this idea. We have received approval from HACC to continue offering our Certified Document Technologist (CDT) certification review course. As noted in a previous message, the course will be revised to include new information from the Institute's new Project Delivery Practice Guide which has replaced The Project Resource Manual/CSI Manual of Practice. Certification Chair Brunski has obtained new presentation materials from Institute and is lining up the volunteer certified instructors for this valuable outreach program. We still need more volunteers to help us put on a great 2013 Regional Conference in Gettysburg on May 2, 2013 through May 5, 2013 hosted from the Wyndam Gettysburg hotel, so don't be shy – this is a great way to get more involved in YOUR organization, provide a valuable service to CSI, and meet new friends!

It was with great regret that I accepted the resignation of our Chapter's Recording Secretary, Mark Therkildson, due to occupational and scheduling difficulties Mark has encountered. Mark was conscientious attending the Board meetings to record our "doings" in a typically difficult and often thankless task (I know, having taken the meeting minutes for several years). We will truly miss Mark's talents, and wish him the very best of luck as he relocates and finds his way forward! Anyone out there interested in a new writing assignment?

*John Groff, PE, CSI, CCS
President*

(Continued from page 3)

Minutes of Board of Directors Meeting

Old Business:

6-1 Chapter Administrative Guidelines and Policies: President Groff emailed two policies (free meals for members attending dinner meetings policy and reimbursement for attendance at officially sanctioned CSI functions policy) to Chairman Scruggs to be attached to the Guidelines as appendices, and asked if anyone has any other copies of policies adopted by the Chapter to be included. A Chapter Organization Chart was presented for approval and inclusion with the Guidelines after approval.

6-5 Attracting New Members/Orientation/Mentoring: Experienced members are encouraged to mentor new members and pass on their rich knowledge of the industry to new and younger members. Directors are aligned on the proposed organization chart with Chairs they should mentor.

7-4 2013 Regional Conference in Gettysburg: The Committee is looking for volunteers to serve on numerous committees. The event will take place on May 2 through May 5, 2013. The Wyndam Hotel contract is signed. The Erie Chapter has agreed to help us.

8-1 Support for Charities: Last year we donated to two charities. We need to decide if we can afford to continue helping charities this year.

8-2 Social Event: We need fresh ideas.. A social event provides points towards obtaining the Outstanding Chapter Commendation.

9-1 Guidelines for Speakers and Program Presenters. This item was not discussed at the meeting.

New Business:

10-1 CSI CPC Organization Chart: A new organization chart created by President Groff was distributed for review and comments.

10-2 Text books for CDT Review Course instructors. Chair Brunski has requested that the Chapter consider purchasing texts for the instructors. See the Certification Committee report.

The next Board meeting is scheduled for 5:00 PM on November 8 at the Radisson Hotel and Convention Center. The next Chapter dinner meeting is scheduled for 6:00 PM on November 8, 2011 at the Radisson Hotel and Convention Center.

*Respectively submitted,
Mark B. Therkildsen, AIA, CSI
Recording Secretary*



When

Wednesday, November 09, 2011
8:00 AM to 12:00 PM

Tickets

\$85 SMPS Member Registration
 \$85.00 Non-Member Registration
 \$30.00 Downloadable Study Guide
 & On-Line Practice Exam License
 (Optional)

[Register Now](#)

<https://smpscentralpa.org/meet-reg1.php?mi=072f03abc4d3ad7c0af12431216b57b4&id=32>

Directions

Skelly and Loy
 449 Eisenhower Boulevard Suite
 300
 Harrisburg, PA 17111

[Get Directions](#)

<http://maps.google.com/maps?q=449+Eisenhower+Boulevard+Suite+300+Harrisburg+PA&btnG=Search>

Did you prepare for the LEED® Green Associate exam and then not take the test? Then this half-day workshop is for you!

In this **LEED GA Exam Cram**, we will review the subject matter covered by the Green Associate exam in a two-hour classroom format, followed by another two hours of interactive exam practice. We will discuss the multiple choice format of the exam and the thought process that goes into selecting your answers.

Network with other candidates interested in taking the test and get motivated to take the next step!

The workshop will be instructed by Dave Sheridan, who has trained many LEED Green Associates in exam preparation. Dave is a practicing LEED consultant, a member of the LEED Steering Committee, and chair of the LEED Implementation Advisory Committee.

Registrants will also have the option of purchasing a downloadable study guide and license for an on-line practice test for \$30 - that's a \$20 savings!

Limited Registration!

Register now - participation is limited to the first 40 registrants!

Cancellation/Refund Policy

Registration fees for cancellations made 48-hours prior to the event will be fully refunded. No-shows will be invoiced for the full cost of the event, less registration fees paid in advance. Due to our commitment with suppliers, no refunds will be made for study guide/test license purchases in the event of a cancellation or no-show.

Charitable Contributions Disclaimer

Although payments and contributions to SMPS Central Pennsylvania are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as business expenses under other provisions of the Internal Revenue Code.



Bill Deck,
Advertising Chair

CHAPTER ADDRESS

P.O. Box 3504
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Jeff Turcick

Advertising
Bill Deck

Roster
Don Scruggs

Calling All Reps!

Would you like to highlight your company or a special product? Do we have a deal for you. For a mere \$125-\$150 you can display your wares during the social time and have 10 minutes of everyone's attention during dessert at one of our CPC/CSI dinner meetings. What an awesome opportunity to hit several specifiers at once. If you are a member of this chapter, it will cost \$125. If you are not, it will cost \$150. For more details, see the CPC-CSI.org website. To schedule a table top, contact Bill Deck at wdeck@rlps.com. Thanks!

Bill Deck
Advertising Chair



Central Pennsylvania Chapter of the Construction Specifications Institute Table Top Display Registration

Name/Contact: _____

Company: _____

Meeting Date: _____

Telephone: _____ E-Mail: _____

Cost: \$125 members /\$150 non-members (does not include meal)

Fee Includes:

1. One 72 x 30 inch table to display product.
2. Display time: 6:00 - 7:00 P.M. (During social hour)
3. Presentation: 10 minute presentation during dessert.
4. Electrical: Outlets available. Vender supplied extension cords.

Contact: Bill Deck
CPC Advertising Committee
email: wdeck@rlps.com

Calendar of Events

November-December 2011 & January 2012

for Mid Atlantic BX social networking, training & other educational events, visit www.midatlanticbx.com/CalendarofEvents.aspx

November 2, 2011

Masonry Contractors Association of Central Pennsylvania (MCACP), Cram Session, York, PA. Earn 4 AIA/CES LUs. Registration limited to 70. Event brochure, including registration information, at <http://www.mcacp.com/pdf/Cram-Session-2011.pdf>.

November 3, 2011

AIA Central Pennsylvania Chapter, Fall Lecture at Armstrong, Lancaster, PA

November 8, 2011

CSI Central Pa. Chapter - Dinner Meeting & Program at the Radisson, Camp Hill, PA, 6:00 pm: "Social Media and Construction Professionals," a web-based presentation by Joy Davis, CSI, CCPR & Eric Lussier, CSI, CDT.

November 9, 2011

LEED Green Associate Exam Cram - Society for Marketing Professional Services (SMPS), 8:00 am to 12:00 pm, conducted by Dave Sheridan, at Skelly & Loy, Harrisburg, PA; \$85; details <http://smpscentralpa.org/>

November 9, 2011

ASHRAE Central PA Chapter - Donor Recognition / Membership

Promotion Night and Seminar on "Variable Refrigerant Flow Systems" presented by Julian R. de Bullet of Diakin/McQuay International, at Appalachian Brewing Company, Harrisburg, PA, 5:00 to 8:00 pm. Details: <http://cenpenn.ashraechapters.org/>

November 16, 2011

International Facility Management Association of Central PA - World Workplace Panel Discussion, 11:30 am to 1:30 pm (lunch included) at the Hershey Corporate Café, Hershey, PA. Details: www.ifmacentralpa.org

November 17, 2011

Society of Design - Jun Aizaki, owner of Crème Design in Brooklyn, NY, will speak at Penn State Harrisburg, Middletown, PA. Go to http://www.societyofdesign.org/events_v2.html for information.

November 18, 2011

ASHRAE Central PA Chapter - Professional Development Seminar on "Building Commissioning: the Good, the Bad, and the Ugly," a panel discussion led by Dan Aciri of Flood & Sterling, at The Trane Company, Harrisburg, PA, 8:00 am to 12:30 pm. Details: <http://cenpenn.ashraechapters.org/>

December 13, 2011

CSI Central Pa. Chapter - Dinner Meeting & Program at the Radisson, Camp Hill, PA, 6:00 pm: "Implementing BIM in Central PA," a presentation and discussion led by Print-O-Stat.

January 10, 2012

CSI Central Pa. Chapter - Dinner Meeting & Program at the Radisson, Camp Hill, PA, 6:00 pm: "Set Yourself Apart: Get Your Residential Project Green Certified to the National Green Building Standard," presented by Michelle Desiderio, Director, Green Building Programs, NAHB Research Center.

February 14, 2012

CSI Central Pa. Chapter - Dinner Meeting & Program

March 1 - 3, 2012

The CSI Academies, San Diego, CA. Event information at <http://www.csinet.org/Main-Menu-Category/Education/CSI-Academies.aspx>.

March 14, 2012

CSI Central Pa. Chapter - 37th Annual Exhibitor's Show Education seminars throughout the day.

March 21 - 25, 2012

CSI Middle Atlantic Region - Leadership Orientation Seminar (LOS) & Region Conference, "The Jewel on the James, Rebirth of a City," Richmond, Virginia, at the Hilton Garden Inn Hotel, Richmond, VA. Go to www.richmondcsi.org and for event information.

April 10, 2012

CSI Central Pa. Chapter - Dinner Meeting & Program