

CHOICE

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February
2013



CENTRAL PENNSYLVANIA CHAPTER
CONSTRUCTION SPECIFICATIONS INSTITUTE

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Eric Hardenbrook President-Elect
Robert Loftin Vice President
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Stewart Cluck (temp) Recording Secretary
William Brightbill, FCSI Treasurer

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Don Scruggs 1 year
Charles Beauduy 1 year
John Morgan 1 year
Jake Burkholder 2 years
Larry Saylor 2 years
Jim Kingsborough 2 years

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John Groff

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Co-Chair John Danes

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Co-Chair Charles Beauduy

HOSPITALITY Logan Myers
570-850-6330

LONG-RANGE PLANNING Stu Cluck
717-887-3847

MEMBERSHIP Paul Brunski
717-263-8464

PROGRAM Chris Atwood
717-233-4556
Co-Chair Jeff Turicik

INSTITUTE DIRECTOR

Raymond Gaines 434-979-5245

Leveraging Your Firm's Intellectual Capital One Project at a Time

Presented by

Jeffery M. Lynch, CSI, CPSM

Director of Business Development, Wagman Construction, Inc.

Tuesday, February 12, 2013

This discussion springs from an important truth about professional services; the intellectual capital of the a/e/c firm is its primary source of value and competitive advantage, and this capital resides in its professionals. Ultimately, the challenge for marketers is to leverage intellectual capital in order to differentiate the firm from its

(Continued on page 3)

*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, February 8, 2013

See **FROM THE CHEF'S TABLE**

for Menu and Reservation details.

ATTENTION CHAPTER OFFICERS, DIRECTORS,
ADVISOR, EDITOR, COMMITTEE CHAIRS and CO-CHAIRS
- You have a standing reservation for every dinner meeting.
You are automatically registered for the first menu item on the list. If you are NOT attending the dinner meeting or want to CHANGE your menu item, you should RSVP with Logan at loganmyers@hotmail.com or 570-850-6330.

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 February 22, 2013 for publication in the March 2013 issue of "Choice".

Send to:
Tanya Ritter
email to:
TRitter@wrmeadows.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: Paul Brunski Ph: 717-263-8464.



Knowledge for
Creating and Sustaining
the Built Environment

President's Message



Jan Myers,
CSI, CCPR
President

I have to say I really missed all of you last month! Unfortunately the flu got the best of me. I am so glad that is behind me. Let's get this new year going. By the time you will be reading this we probably had the social meeting at Lancaster Brewery. I hope a lot of you took advantage of the networking opportunities this provided. I know I sure will. I am

looking forward to seeing all of you at the February meeting.

We are still looking for a recording secretary for the board. Please consider joining us. We have someone to mentor you so you won't have to figure it out on your own.

Regards,
Jan Myers, CSI, CCPR
President



From the Editor's Desk



Tanya Ritter,
CSI,
Editor

February is a favorite time of year for me because of Valentine's Day. Even though the origins of Saint Valentine's Day is shrouded in mystery – what better way to warm body and soul than to offer and receive expressions of love during the coldest month. Love is in the air and John Danes is sharing his love for CSI in 'Members Musings'. Check it out and I hope to see you at our next meeting.

Tanya Ritter,
CSI Editor

Classified Ads

To place classified ads,
please submit your ad to the editor,
Tanya Ritter
at TRitter@wrmeadows.com
for insertion in "Choice" and on cpc-csi.org.

From the Chef's Table



Logan Myers
Hospitality Chair

MENU

Choice of
Sliced Sirloin of Beef
or
Parmesan Encrusted Cod
Tossed Salad
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, FEBRUARY 8, 2013.

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,
bdeck@lscdesign.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.)

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.

Members Musing

Why I Love Being a CSI Member,

When I first started in the construction industry one of my colleagues suggested I join the CSI to meet more people and learn more about the industry. So almost 10 years ago I joined the local Central Pennsylvania CSI Chapter.

As a Door Opening Consultant I love being a CSI Member because it allows me to network with other architects, engineers, general contractors, as well as other manufacturer's representatives. I enjoy going to the meetings, trade shows, and their Construct Show which is their national conference. We are always learning something new at these events which I

feel helps me become a better-rounded product representative.

A year ago I earned my CDT (Construction Document Technologist) Certificate. Since I have earned this accreditation so many doors have opened for me. We have so many great people in our organization, not just in Central PA, but across the country as well thanks to social media. If you put a little into this organization you will gain a lot in return.

Being a CSI member is building professional relationships and friendships!

by John M. Danes, CSI, CDT

(Continued from page 1)

competitors. This presentation will discuss the nature of intellectual capital and its importance, and will present a number of ways to capture, synthesize, and package the knowledge and experiences of the professionals in order to position the firm as experts. We will also discuss some of the barriers to accomplishing these goals, and will provide some practical tips for beginning a disciplined approach.

This program will engage attendees to view their professional development in a new light. Participants will understand:

- The Nature of Intellectual Capital - The real value of A/E/C services are the product of the professional mind, enhanced by education, experience, and discipline, which contributes to how we distinguish ourselves from our competitors, and our ability to convince clients we have the expertise and ability to deliver a quality project.
- Leveraging Intellectual Capital With "Thought Leadership" Initiatives – How thought leadership vehicles demonstrate deep understanding of issues and an ability to synthesize relevant knowledge and present it effectively.
- The Project Framework – The time to capture the experiences that feed the thought leadership effort is during active projects. All of the efforts of

A/E/C firms worthy of thought leadership occur in the context of projects. Projects provide the framework for learning, and they are the reason for the existence of the firm.

- Obstacles to Thought Leadership Initiatives - If intellectual capital development and thought leadership are good for clients, the firm, and professionals, why are they not more prevalent in A/E/C firms?
- Getting Started in Thought Leadership - By asking open-ended questions, challenging assumptions, and connecting issues to solutions, thought leadership emerges, and intellectual capital becomes increasingly valuable for marketing the firm.

Jeffery, in addition to being a longstanding member of the Central Pennsylvania Chapter of CSI, is a Certified Professional Services Marketer. He recently joined Wagman Construction of York as Director of Business Development, but has been engaged in marketing for numerous firms in the south central PA area including, Navarro & Wright, Turner Construction, Murray Associates – Architects, Skanska, and others.

Minutes of Board of Directors Meeting

Date: Tuesday, January 8, 2013

Time: Approximately 5:05 pm

Location: Radisson Hotel, Governor B Room, Camp Hill, PA

Voting Members Present: Loftin, Brightbill, Hardenbrook, Scruggs, Beauduy, Morgan, Burkholder, Saylor

Voting Members Absent: Myers, Steffen, Groff, Kingsborough, Ritter

THERE WAS A QUORUM (8 or more)

Meeting was chaired by VP Robert Loftin in President Jan Myers absence. Minutes of the previous meeting were reviewed and approved. There were no exceptions.

Opening Comments: By Robert Loftin, VP for Jan Myers, President.

- Sad to announce Jim Kingsborough's mother passed away yesterday. Chapter should send flowers. All voting members voted aye.
- Bill Deck has collected \$1200 from advertisers and needs to get it to B Brightbill.
- Jan M invited a new member, his last name is Diodata or something like that. Asked Paul Brunski to welcome him in Jan's absence if he arrives.

Officer's Reports:

President Elect (Hardenbrook): No report.

Vice President (Loftin): No report.

Secretary (Steffen): No report.

Past President/Advisor (Groff): No report.

Treasurer: Bill Brightbill submitted the Chapter financial statement through Nov., 2012. The Dec., 2012 report will be included with the Feb. report. Feb. report will delineate both Chapter and MARC 13. The accountant has noted that it is taking much longer to complete form 990 for a not-for-profit organization.

"Choice" Editor's Report:

(Ritter): No report.

Committee Reports:

Academic Affairs (Cannon): Student scholarship is still active. If anyone knows of a qualified student in need of aid, please forward that information to John.

Advertising (Deck): No report.

Archives (Morgan): Still has procession of the archives.

Awards (Turicik): Need to develop a list of region awards. March trade show will be the deadline for submittal.

Budget/Finance (Beauduy): No report.

Bylaws (Deck): No report.

Certification (Groff): No report. (at HACC meeting for new class).

Education/Technical (Loftin): Program for tonight is pre-approved by AIA CES. AIA CES has a webinar scheduled for 1/10/13 to explain recent CES changes.

Electronics/Communications (Ritter): No report.

Exhibit Show (Cluck): Not in attendance but has sold 6 more spaces.

Hospitality (L Myers): No report.

Long Range Planning (Cluck): No report.

Membership (Brunski): Jill Young is a new member. Chapter has 104 members.

Programs (Atwood): Working on several new topics. Social event is scheduled for 1/31/13 at the Lancaster Brewing Company on Eisenhower Ave. at 6 PM.

DIRECTORS:

1 Year: Don Scruggs: dscruggs@noelkerhull.com

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1 Year: Charles Beauduy:
cbeauduy@gfnet.com

1 Year: John Morgan:
john.morgan@oldcastleapg.com

2 Year: Jake Burkholder:
jakeburkholder@cctd.com

2 Year: Larry Saylor:
lsaylor@tkssarchitects.com

2 Year: Jim Kingsborough:
roofspec2@embarqmail.com

OLD BUSINESS:

- 8-1 Support for Charities.
Action: Groff
- 8-2 Social Event.
Action: Resolved by Program Committee
(see report)
- 9-1 Guidelines for Speakers.
- 11-2 50/50 at time of show.
Action: Brunski
- 12-1
- 1-1 Member Directory.
Action: Jeff Snyder – No progress

6-12-12 Joint Meetings.

Action: Chris Atwood in discussion with USGBC.

NEW BUSINESS:

1. **Certification advertisement** John Groff – C. Beauduy has brought fliers to the meeting.
2. **Chairman for 50th anniversary committee** Bill Brightbill – Bill Deck is working with Bill on a date toward the end of the year. Want to avoid conflicts with other chapters. Should have date by Feb. meeting.
3. **Recorder for meeting minutes** (No action)
4. **CSI Booth at USGBC Show** on March 15 - John Danes and John Cannon volunteered to staff the CSI booth at the USGBC show. Paul Brunski added that he will contact CSI for available table top materials that cost \$25. Motion to authorize expenditure was voted and approved.
5. **Chris Atwood noted that the logo has changed.** New logo should be passed along to Bob Hinkle and Bob Loftin.
6. **Flow Chart** Don Scruggs presented ne flow chart for review and comment.

ADJOURNMENT. Meeting was adjourned at approximately 6:00 pm.

*Respectfully Submitted by
Robert Loftin
(in absence of appointed recording secretary)*

CPC CDT Certification Study Course



John Groff,
Certification

What does CDT stand for? CDT stands for Construction Document Technologist. Some benefits of earning CDT certification as issued by the Construction Specifications Institute (CSI) are:

- It demonstrates to employers, clients, and others that you understand how a project unfolds from conception to delivery, and that you understand the documentation involved
- It gets you listed in the [Certificant's Directory](#)
- You can add "CDT" after your name on your resume and/or business card
- You will have completed a prerequisite for taking the Certified Construction Specifier (CCS), Certified Construction Product Representative (CCPR), and Certified Construction Contract Administrator (CCCA) certification exams

The National Spring Certification Exams are scheduled for April 1 - 27, 2013, and are available at Prometric Testing locations throughout central Pennsylvania. To register for taking the exams, go to www.csinet.org and click on "Certification". January 31st is the Early Bird Registration Deadline to register for the Construction Specification Institute's CDT, CCS, CCPR, and CCCA certification exams, so don't delay. **February 28th is the Final Registration Deadline.**

CDT Certification Study Course

This January the CSI Central Pennsylvania Chapter will offer a 10-week CDT Certification Study Course at the Midtown Campus of HACC—Central Pennsylvania's Community College. The study course is designed to assist candidates preparing for the CDT examination by offering a complete overview of CSI's *Project Delivery Practice Guide* and the AIA/EJCDC General Conditions publications. It's a great way to brush up on your skills regarding contract document relationships, procedures, formats, modifications, and the elusive contents of the AIA A201 or EJCDC C-700 General Conditions of the Construction Contract. This study course is highly recommended for anyone taking the CDT certification exam. The course will be offered as both a 1-credit course in HACC's Building Construction Technology curriculum and a non-credit course in HACC's continuing education program:

Dates: January 16 thru March 27, 2013 (Wednesday evenings for 10 weeks + Spring Break week).

Time: 5:30 to 8:30 P.M.

Location: HACC Midtown Campus, 4th and Reily Streets, Harrisburg, PA

Cost: \$140 (*subject to change – check HACC website*)

Textbook: CSI's Project Delivery Practice Guide (*Buy directly from CSI or the instructor*)

Registration: To register and enroll in the program, go to www.HACC.edu, click Admissions, and follow the registration instructions. The course registration numbers are:

Non-credit course enrollment: Course No. CRN 81271

Credit course enrollment: Course No. CRN 35383

Invest in yourself! Get certified!

If you have any questions about the class or the certification program feel free to contact me at 717-763-7211 or jgroff@gfnet.com.

John Groff PE, CCS, CSI
Central Pennsylvania Chapter Certification Chairman



THE CENTRAL PENNSYLVANIA CHAPTER OF THE CONSTRUCTION SPECIFICATIONS INSTITUTE, INC.

EXHIBITORS' SHOW



MARCH 13, 2013

11:00 AM - 6:00 PM

RADISSON HOTEL – 1150 Camp Hill Bypass, Camp Hill, PA

Don't miss this chance to exhibit at Central Pennsylvania's Premier Exhibit Show attended by architects, engineers, contractors, facility managers and building owners.

In addition to your exhibit, there will be free food, beverages and wine tasting and a drawing for door prizes every hour.

Complete and return the Reservation Form below to reserve your space. Exhibit spaces (6 feet deep by 10 feet wide) will be provided with one table and two chairs, if desired. The Show Committee is seeking sponsors to help with costs of food. If you can contribute \$250, we will recognize this contribution through our mailings and advertising at the show.

The schedule: Set-Up..... 6:00 AM until 10:00 AM
Show Time..... 11:00 AM – 6:00 PM
Down & Out..... 6:00 PM – 10:00 PM

Each exhibit space can be provided with 120 volt power, if requested. (Please check the box on the Reservation Form.) NO POWER EXTENSION CORDS will be provided with the spaces. Each exhibit space will have a back drop and side drops. BOOTH RENTAL FEE: \$550.00

THIRTY-EIGHTH ANNUAL EXHIBITORS' SHOW 2013 COMMITTEE

Stewart C. Cluck, CDT, RA, LEED AP
600 North Hartley Street, Suite 150
York, PA 17404
717-843-3200 / 717-887-3847 Cell
717-699-0205 Fax
stucluck@msn.com

Charles H. Beauduy, RA, FCSI, CCS, CCCA
P.O. Box 67100 LEED AP, BD & C
Harrisburg, PA 17106
717-763-7211
717-763-8150 Fax
cbeauduy@gfnet.com

Jeffrey Turicik, CSI, CDT
215 Colonial Drive
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Knowledge for Creating
and Sustaining
The Built Environment

CENTRAL PENNSYLVANIA CHAPTER CSI OFFICERS

Jan Myers, CSI President Eric Hardenbrook, CSI, CDT President-Elect

www.cpc-csi.com



CPC CSI 38th ANNUAL EXHIBITORS' SHOW RESERVATION FORM

RETURN TO: Stewart C. Cluck, 600 North Hartley Street, Suite 150 • York, PA 17404

COMPANY _____

ADDRESS _____

PHONE _____ FAX _____ EMAIL _____

REPRESENTATIVE _____

Enclosed is our check in the amount of \$ _____ for _____ exhibit spaces plus \$ _____ as a food sponsor.

(Please make check payable to Central Pennsylvania Chapter, CSI)

Yes, we will require a 120 outlet.



Calling All Reps!



*Bill Deck,
Advertising Chair*

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: bdeck@lscdesign.com

Calendar of Events

CHAPTER ADDRESS

P.O. Box 3504
Harrisburg, PA 17105

TELEPHONES

Secretary
717-887-3847

Treasurer
717-234-1650

Editor
717-880-3627

Ads
bdeck@lscdesign.com

CHOICE STAFF

Editor
Tanya Ritter

Advertising
Bill Deck

Roster
Don Scruggs

February 2013 & Beyond

for Mid Atlantic BX social networking, training & other educational events.
Info: www.midatlanticbx.com

February 7-9, 2013

CSI Academies, Charlotte Omni Hotel, Charlotte, NC. Want to learn more about product representation? contract administration? construction specifications? This is a great opportunity to deeply delve into these topics. Details at www.csinet.org/academies.

February 12, 2013

SMPS Central PA, "Reputation Management in the A/E/C Industry," 8 - 10 am, location to be determined. Learning objectives: (1) Identify the attributes of a personal brand, (2) Explore various tools available to cultivate the reputations of key technical staff, helping them to meet their personal goals while enhancing the firm's business development process, and (3) Learn how to create a personalized marketing plan, developing concrete steps to build business and careers. Details: <http://www.smpscentralpa.org/meetinginfo.php?id=54>.

February 12, 2013

CSI Central Pa. Chapter - Dinner Meeting & Program. Location and program to be announced.

February 15, 2013

USGBC Central Pennsylvania Chapter: "Tree Preservation During Planning, Design and Construction,"

11:30 am - 1 pm at Gannett Fleming, West Building, 209 Senate Avenue, Camp Hill, PA, presented by Eric Vordodi of About Trees Consulting. Details: <http://usgbc-centralpa.org/meetinginfo.php?id=48&ts=1352849152>.

March 2 to 10, 2013

39th Annual Pennsylvania Home Show, State Farm Show Complex, Harrisburg, PA. Details: pa-homeshow.com.

March 13, 2013

CSI Central Pa. Chapter - 38th Annual Exhibitor's Show at the Radisson, Camp Hill, PA, 11 am - 6 pm, plus various seminars throughout the day from 9:00 am on.

April 9, 2013

CSI Central Pa. Chapter - Dinner Meeting & Program. Location and program to be announced.

May 2-5, 2013

CSI Middle Atlantic Region Conference, "Your Gettysburg Address," at Wyndham Hotel, Gettysburg, Pennsylvania, hosted by Central PA Chapter CSI. Details: www.csimarc13.org.

May 14, 2013

CSI Central Pa. Chapter - Dinner Meeting & Program. Location and program to be announced.

June 11, 2013

CSI Central Pa. Chapter - Awards Banquet. Location and program to be announced.

June 20-22, 2013

AIA National Convention and Design Exposition, Colorado Convention Center, Denver, CO.

July 2013

CSI Central Pa. Chapter
No Meeting scheduled

August 2013

CSI Central Pa. Chapter
No Meetings scheduled

September 24-27, 2013

CSI 57th Annual National Convention & Hanley Wood Exhibitions CONSTRUCT2013, Nashville, TN.

November 20-22, 2013

USGBC Greenbuild 2013, International Conference & Expo, Philadelphia, PA. Preliminary details at <http://dvgbc.org/greenbuild-2013>, including opportunities to be involved.